



A strong brand is not just about its appearance. It is also about how we behave; and first impressions play an important role: the welcome a visitor receives at the office, the tidiness of that office, the cleanliness of the vehicles, the way the telephone is answered, everything matters. It is in our power to manage our brand so that we build a strong, professional reputation, one to be admired.

1.1 The Wilbourn Associates logo

The logo is made up of two elements: the symbol and the logotype. The logotype should never be used without the symbol. The Symbol may be used independently on backgrounds and as part of a montage.

Both elements of our logo are a registered trademark, so whether the elements are used together or independently, the registered trademark ® must be displayed at all times.

The logo may be accompanied by an optional strapline. It is recommended however that this strapline may be used wherever possible.

The logo may be positioned on a darker background with the strapline and the registered ® presented in white.



a) The Wilbourn Associates Logo



b) The Wilbourn Associates Logo with strapline



c) The Wilbourn Associates Logo with strapline for use on dark background

The logo can be reproduced in black for use on faxes, forms or other mono or single coloured media e.g. business gifts, mono press advertisements etc

There is also an option for the logo to be reproduced in a greyscale option, adding more depth to mono reproduction, if this is an option of the chosen printing process.



a) The Wilbourn Associates Logo in mono colour mode



b) The Wilbourn Associates Logo mono, with strapline



c) The Wilbourn Associates Logo greyscale with strapline

1.2 The Wilbourn Associates logo - The arrows element

The Wilbourn Associates "Arrows" may be used on their own, though only to supplement the main logo. The arrows should never be used on their own on any printed media. They must always supplement or accessorise the main logo, providing an alternative focal point.

The arrows may be used either within their enclosing box or used on their own, with no enclosing box.



a) The Wilbourn Associates arrows in 2 colour mode



a) The Wilbourn Associates arrows in mono colour mode



a) The Wilbourn Associates arrows in 2 colour mode, open.



1.3 The Wilbourn Associates logo - colourways

The logo is presented in two exact PMS (Pantone Matching System) colours.

Pantone 320 C



Pantone 540 C



1.4 The Wilbourn Associates logo - associated fonts and typography

The typeface used for the Wilbourn Associates logo is Udo. This font should only be used for the Logo and where necessary for headings. This font should never be used for setting paragraph or sentence text.

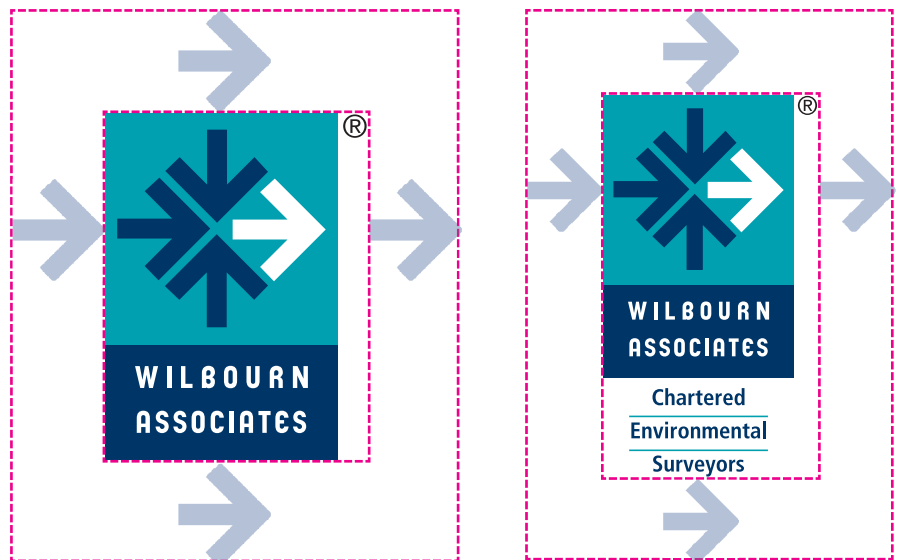
The supplementary strapline “Chartered Environmental Surveyors” is set in Helvetica Neue 65 Medium. The following typefaces from the Helvetica Neue family may be used on marketing material for Wilbourn Associates; 45 Light, 55 Roman, 65 Medium and 75 Bold.

Arial regular and bold may be used on internal communications, letters and reports.

1.5 The Wilbourn Associates logo - exclusion zone

Wherever possible the exclusion zone must be adhered to. An area around the logo of a similar width to one of the Wilbourn Associates arrows should be assigned to give the logo a clear uninterrupted area in which to sit.

Using the exclusion zone will allow the Wilbourn Associates logo to develop into a strong and visually noticeable brand.



1.6 The Wilbourn Associates logo - logo misuse



The logo has been placed on a visually “busy” background which makes the logo difficult to read and degrades the brand identity.



The logo has been placed on a dark background with incorrect usage of colour for the strapline and the ® mark.



The strapline has been placed in an inappropriate area and at a size that rivals the main logo. The strapline should never compete for attention with the logo or dominate the eyeline.



The two elements of the logo have been separated and placed back together in the wrong position and at an inappropriate size.