



LOGO STYLE GUIDE

Wounded Warriors.ca

The fund is designed to deliver quality of life, financial, benevolent and moral assistance. The Wounded Warriors.ca name and logo were created to communicate key qualities as reflected by our tagline, "Support and Compassion".

Being the embodiment of the Wounded Warriors.ca brand, our logo is something that should be treated respectfully. This Style Guide outlines approved logo treatments for anyone that uses our name.

Help ensure the Wounded Warriors.ca brand stays consistent for years to come by adhering to these guidelines.

Usage

When using the Wounded Warriors.ca logo:

- Always use the correct logo
- Always preserve the original proportions when resizing
- Always provide the correct amount of clear space around the logo
- Do not resize the logo below the minimum size restrictions (see page 5)
- Do not try to recreate the logo
- Do not alter the logo in any way

Artwork

Digital files with the .eps extensions should be used for printed materials if possible. This format is called a native format because it preserves original data. Files with .jpg extensions may be used but should be used primarily for onscreen viewing. Please consult your printer for their preferred file format before submitting artwork for production.

Using Our Name In Text

When written, the name Wounded Warriors.ca should always be used in full with one space between "Wounded" and "Warriors.ca".

No version of the logo or symbol may ever be included into written text. For example, the following is not acceptable....

On January 6, 2010



was proud to host.....

Acceptable Logos

A1



Full colour

A2



Grayscale

A3



Black

A4



Reverse

When & Where To Use Our Logos

A1 (Full Colour): This is the Wounded Warriors.ca main logo and should be used whenever possible. However, there will be certain circumstances when a different version is required.

A2 (Grayscale): Use this logo if you are printing a black and white document (example: newspaper ad).

A3 (Black): Use this logo for faxes or where shades of gray are not available in the printing process.

A4 (Reverse): Use this logo if you are printing on a dark background.



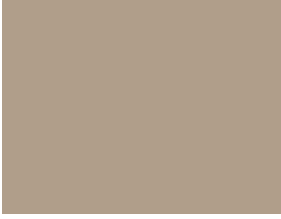
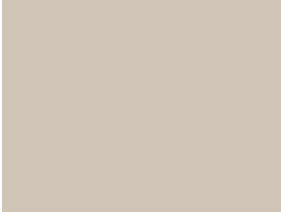

Clear Space

The Wounded Warriors.ca logo must always be seen as an individual element from the other objects that surround it to ensure clear recognition. Please refer to the diagram below to provide the minimum amount of clear space surrounding the logo.



Colour Matching

Wounded Warriors.ca colours must be matched as closely as possible in whatever medium you are working in. To match the colours specified, the values must be established in your system prior to printing. *Do not try to match visually.*

| | Four Colour Printing | Multimedia RGB Monitor or Printer | Pantone |
|---|------------------------------------|--|----------------|
|  | C 20% M 100% Y 100% K 11% | R 155% G 37% B 42% | PMS 180 C |
|  | C 56% M 67% Y 84% K 71% | R 52% G 41% B 25% | PMS 7533 C |
|  | C 22% M 27% Y 38% K 14% | R 170% G 157% B 138% | PMS 7530 C |
|  | C 17% M 18% Y 25% K 1% | R 204% G 195% B 181% | PMS 7528 C |
|  | C 11% M 12% Y 20% K 0% | R 222% G 214% B 199% | PMS 7527 C |

Minimum Size

To maintain the legibility of our logo, never use the logo at a size less than 1 inch.



Typography

Wounded Warriors.ca uses the font Tahoma (Regular and Bold) as part of our identity. Consistent use of this font will help maintain the true look and feel of our style.

Tahoma Regular is used for all body copy and Tahoma Bold for headers and/or call outs. This Style Guide is an example of how to use the font.

If Tahoma Regular is unavailable, Arial Regular may be substituted.

If Tahoma Bold is unavailable, Arial Bold maybe substituted.

Arial is recommended for both web and email since online fonts default to user fonts.

Recommended font: Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Recommended font: Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Unacceptable Interpretations

Always use the authorized artwork files issued by Wounded Warriors.ca to reproduce the logo. Do not change, create your own version, or add to the logo.

The images below illustrate some, but not all, common errors to avoid.



Do not change proportions of the logo



Do not rearrange, change the size or proportional relationships of logo elements



Do not place logo on an angle




Do not substitute any colours

Email Signatures

Wounded Warriors.ca uses one email signature that can be adapted for all staff. Since email fonts default to the user font it is recommended that Arial is used.

Mike Jones → **Name: Arial, 12pt, dark red**
National Marketing Director → Title: Arial, 11pt, black
Wounded Warriors.ca } → Space
PO Box # 141 Stn. }
Brooklin Whitby, ON L1M 1B5 } → Address: Arial, 11pt, black
905-430-1234 ext 56 }
www.woundedwarriors.ca → Web Address: Arial 11pt, black & underlined
} → Space

 → Logo: Attach Wounded Warriors.ca .jpg