



WILLIAM AUSTIN

CARE • INSPIRE • ACHIEVE

LOGO GUIDELINES



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The William Austin logo should be used on all materials and its appearance must not be altered, except as specified in this guide.

Logo Clear Space

To preserve the integrity and clarity of the William Austin logo, a standard area of “clear space” should be maintained around the logo and tagline at all times. The clear space establishes the importance of the logo in environments in which they compete with other graphic elements for attention. No other graphic or text elements should ever appear within the clear space.

Clear space is measured in “x-height,” or the height of the ‘N’ in the logo, as illustrated.



Reversed Logo



One Colour Logo



Reversed white one colour logo on black



One colour logo in black

Logo Colour

The corporate colours are WA Blue and WA Yellow. The logo should never appear in any other colours or in any combination of colours besides those described in this section. ALWAYS get a colour proof to check when applying to any substrate, whether printed literature, signage or digital.

Reversed Logo

A reversed-background logo is not a preferred option. The reversed logo is in white, WA Yellow and WA Blue, creating an appearance similar to that of the two-colour logo.

If it is critical to use a reversed logo, contact William Austin for approval.

One-Colour Logo and Reversed One-Colour Logo

A one-colour alternative is not a preferred option. The one-colour logo is used when only a single ink colour is available, such as in newspaper advertising. If it is critical to use a one-colour logo, contact William Austin for approval.

	WA BLUE	WA YELLOW
RGB	R 0 G 73 B 144	R 253 G 185 B 19
CMYK	C 100 M 67 Y 0 K 23	C 0 M 16 Y 100 K 0
PANTONE	288	116



TRUST
EMPATHY
TOLERANCE
SELF BELIEF
INDEPENDENCE
RESPECT
HONESTY
COOPERATION
RESPONSIBILITY
COURAGE



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