



WIA CENTENARY LOGO

STYLE GUIDE

OCTOBER 2009



WIA CENTENARY LOGO STYLE GUIDE

This style guide was developed for the Wireless Institute of Australia (WIA) as a guide for the use of the centenary logo by the WIA and its affiliated radio clubs.

A style guide promotes a consistent style in which all advertising, stationery, promotional materials, signage, and merchandise are to be adapted.

The examples shown provide clear standards which should be regarded as benchmarks when using the WIA centenary logo.

The WIA centenary logo should be used in the specified configurations. Variations or modification of its form, shape or proportions, use, size, colour are not permitted.

The WIA holds the copyright of the logo and commercial use is not permitted without written permission from the WIA.



WIA CENTENARY LOGO STYLE GUIDE



Always use digital files supplied by WIA.

The high resolution EPS file should be used for all commercial printing and signage. It is vectored, CMYK and fonts are curved.

The JPEG and GIF files are suitable for web sites or home use.



WIA CENTENARY LOGO STYLE GUIDE

Full Colour Logo

Master ZIP File Downloaded from WIA website

***Filename : WIA-Centenary-Logo-Full-Colour.zip
containing the following files.....***

Filename:

WIA-Centenary-Logo-full-colour-CMYK.eps

Full Colour CMYK EPS logo

For all commercial offset printing.



Filename:

WIA-Centenary-Logo-full-colour-RGB.jpg

Full Colour RGB logo JPEG Format

For web site and home use.



Filename:

WIA-Centenary-Logo-full-colour-RGB.gif

Full Colour RGB logo GIF Format

For web site and home use.





WIA CENTENARY LOGO STYLE GUIDE

Simplified 8 Colour Logo

Master ZIP File Downloaded from WIA website

Filename : WIA-Centenary-Logo-8-Colour-Reduced-Palette.zip

Simplified 8 colour
'flat version' - suitable
for merchandise and
embroidery.



CMYK
0/0/0/0
PMS
White



CMYK
0/100/100/0
PMS
485C



CMYK
100/100/0/0
PMS
273C



CMYK
0/0/40/40
PMS
4515C



CMYK
0/0/30/10
PMS
461C



CMYK
0/15/100/0
PMS
108C



CMYK
0/40/94/0
PMS
1375C



CMYK
40/0/0/80
PMS
432C

Simplified 7 Colour Logo

Master ZIP File Downloaded from WIA website

Filename : WIA-Centenary-Logo-7-Colour-Reduced-Palette.zip

Simplified 7 colour
'flat version' - suitable
up against black -
for merchandise and
embroidery.



CMYK
0/0/0/0
PMS
White



CMYK
0/100/100/0
PMS
485C



CMYK
100/100/0/0
PMS
273C



CMYK
0/0/40/40
PMS
4515C



CMYK
0/0/30/10
PMS
461C



CMYK
0/15/100/0
PMS
108C



CMYK
0/40/94/0
PMS
1375C



WIA CENTENARY LOGO STYLE GUIDE

Black And White Logo

Master ZIP File Downloaded from WIA website

Filename : WIA-Centenary-Logo-Black-and-White.zip

SINGLE COLOUR BLACK

Only use this option if you cannot print a colour or a stipple and must use black and white.

Application example: fax.





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CLEAR SPACE

Always ensure there is adequate clear space around the logo.

Items should not infringe upon this clear space.





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For commercial printing use 4 colour process printing, using the CMYK EPS file in these cases.

Below are the logo PMS colour codes.



CMYK
0/0/0/0
PMS
White



CMYK
0/100/100/0
PMS
485C



CMYK
100/100/0/0
PMS
2685C



CMYK
40/0/0/80
PMS
432C



CMYK
0/0/40/40
PMS
4525C



CMYK
0/0/30/10
PMS
461C



CMYK
0/15/100/0
PMS
108C



CMYK
0/40/94/0
PMS
7409C

Note:

- The colours will vary depending on what stock the job is printed on.
- Also colour will slightly vary from job to job even when using the same file. Colour can also change slightly over a print run.
- Keep in mind computer monitors are RGB whereas commercial printing is CMYK.
- To be safe, view a high resolution proof from the printer before any job is printed.