WILL'S JAMS LOGO – USAGE GUIDELINES

LOGO – COLOUR
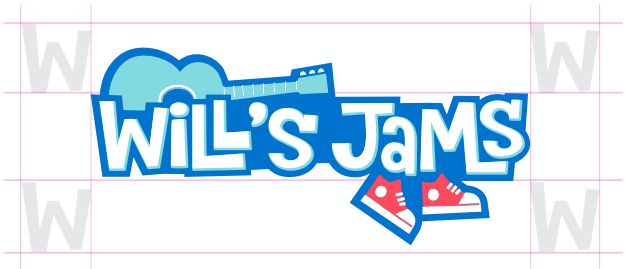
This is Will's primary logo. It is the default logo for all Will's Jams branding and marketing materials.

Pantone 285 C	CMYK	91 / 53 / 0 / 0
	RGB	1 / 113 / 187
	Hex #	0171bb
Pantone 318 C	CMYK	43 / 0 / 16 / 0
	RGB	140 / 211 / 217
	Hex #	8cd3d9
Pantone 1785 C	CMYK	0 / 86 / 55 / 0
	RGB	240 / 74 / 94
	Hex #	f04a5e

CLEAR SPACE

Measure clear space around the text "Will's Jams" by the height and width of the "W" in Will as shown.
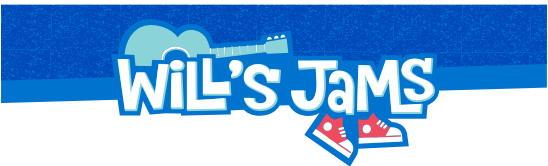

COLOUR LOGO USAGE

Use colour logo whenever possible. It can be placed on a dark or light background. Ensure that background colours provide adequate contrast, with the exception of brand Pantone colours 285 C and 2728 C.

ON DARK BACKGROUND

ON LIGHT BACKGROUND

BRAND COLOURS

LOGO – BLACK AND WHITE

Black and white logo can be placed on a dark or light background. A black background is also acceptable even though the logo stroke is not visible.
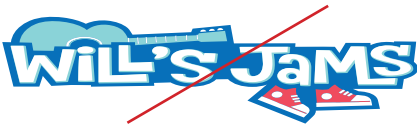

ON LIGHT BACKGROUND

ON DARK BACKGROUND

100%	60%	30%
STROKE	SHOES	GUITAR AND TEXT SHADOW

IMPROPER USAGE

DO NOT STRETCH OR DISTORT LOGO

DO NOT ALTER, RECONFIGURE, OR RECREATE LOGO ELEMENTS

DO NOT CHANGE LOGO COLOURS