

WOBA



manual de identidad

version 2.1

updated 28th march 2023



These guidelines have been created to introduce and coordinate the appearance, personality and appropriate implementation of our identity. They are meant to inform all future brand communication decisions.

The WOBA Logo is the primary expression of the the Group identity. It's proper application is essential for promoting, maintaining and protecting the value of our brand.

Masterbrand



w



WOBA

Logo elements

The WOBA isotype is made up of the “w”, an icon that represents modernity and versatility. It has a corporate and dynamic style since its authentic color allows for remembrance and originality.



WOBA
TV

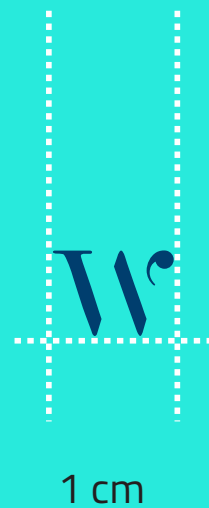
Logo and isotype

monochrome options

Due to some technical limitation in print media,
you can make use of one of its monochrome versions.



WOBA
TV



Logo and isotype

Minimum size

The Logo should never be smaller than 2 cm and in width to ensure legibility across a variety of applications.

The isotype should never be smaller than 1 cm and in width to ensure legibility across a variety of applications.

If a smaller size logo is absolutely necessary is subject to WOBA marketing area approval.



Logo and isotype

Clearspace

It must be kept free of graphics, text, other logos, and the edges of an electronic document or printed pieces.



Logo Don'ts

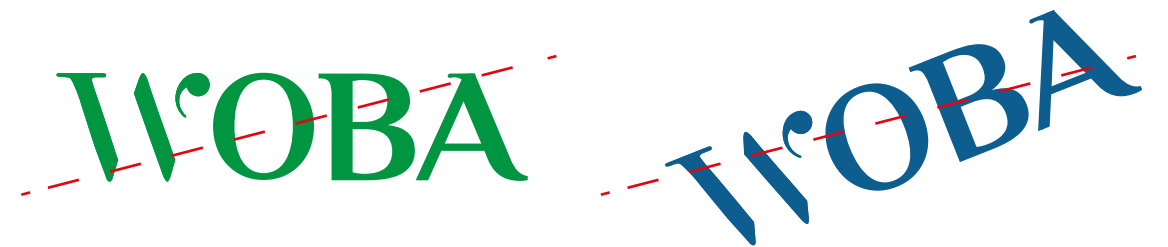
Never modify inclination of the logo.

Never change colors of the symbol or logotype (see monochrome options).

Never use element individually, or modify logotype proportions.

Never distort the Logo.


Never violate clearspace superposing any object or cropping any part of the Logo.



Two examples of incorrect logo usage. The first shows the word "WOBA" in green, which is not the brand's color. The second shows the word "WOBA" in blue, tilted at an angle, which is not the brand's inclination.



Two examples of incorrect logo usage. The first shows the word "WOBA" in blue with a vertical gradient, which is not the brand's color. The second shows the word "WOBA" in blue with a drop shadow, which is not the brand's color.



Two examples of incorrect logo usage. The first shows the word "WOBA" in blue with a drop shadow, which is not the brand's color. The second shows the word "WOBA" in blue with a drop shadow, which is not the brand's color.

R0 G61 B110 | C100 M82 Y31 K32 | WEB #003D6E | PANTONE 2955 C

R255 G226 B0 | C2 M7 Y100 K0 | WEB #FFF200 | PANTONE 803 C

R40 G234 B220 | C58 M0 Y26 K0 | WEB #28EADC | PANTONE 3252 C

R0 G50 B0 | C0 M0 Y0 K100 | WEB #000000 | PANTONE Black

Color palette

You may use the PANTONE® colors shown here, the standards for which can be found in the current edition of the PANTONE Color Formula Guide.

The colors shown in these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.

PANTONE® is a registered trademark of Pantone, Inc.

Corporate identity logotype

The logo is designed from the philosopher typeface, edited, where elements are added that give it its uniqueness.

PHILOSOPHER modified

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Primary typeface

This typeface not only accompanies the images and the content, it is also a fundamental element to generate remembrance and impact.

The "Antonio" typeface family is in perfect dialogue with the universe of the brand as it is modern, elegant and perfect for the corporate environment.

ANTONIO LIGHT / REGULAR / BOLD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Collateral typeface

The TITILIUM WEB lends itself as a complementary graphic typeface to ANTONIO, while SANS SERIF and VERDANA are recommended for use in printed and digital texts, for headlines and body.

TITILIUM WEB LIGHT / REGULAR / BOLD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

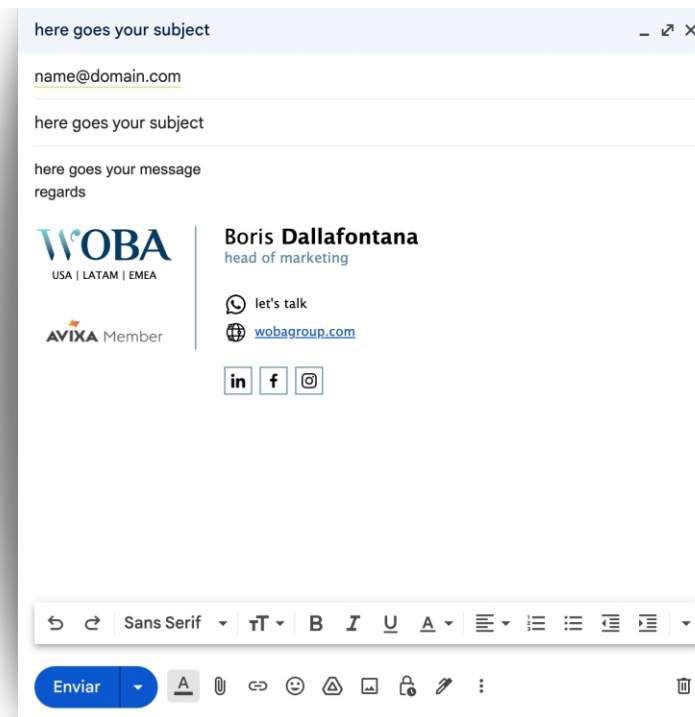
SANS SERIF

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Letterhead
Business card
Email signature



WOBA

Business Atelier LLC
407 Wekiva Springs Rd
Suite 207-Q
Longwood, FL 32779

April 2, 2023

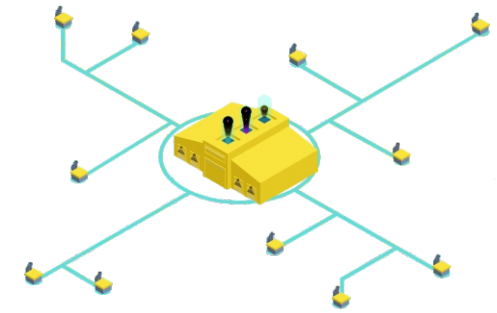
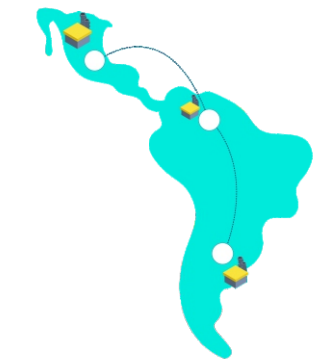
To Whom It May Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lobortis facilisis sem. Nullam nec mi et neque pharetra sollicitudin. Praesent imperdiet mi nec ante. Donec ullamcorper, felis non sodales commodo, lectus velit ultrices augue, a dignissim nibh lectus placerat pede. Vivamus nunc nunc, molestie ut, ultricies vel, semper in, velit. Ut porttitor. Praesent in sapien. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis fringilla tristique neque. Sed interdum libero ut metus. Pellentesque placerat. Nam rutrum augue a leo. Morbi sed elit sit amet ante lobortis sollicitudin. Praesent blandit blandit mauris. Praesent lectus tellus, aliquet aliquam, luctus a, egestas a, turpis. Mauris lacinia lorem sit amet ipsum. Nunc quis urna dictum turpis accumsan semper.

Sincerely

info@wobagroup.com

Iconografía





Promotional merchandising

examples, please validate with marketing area.





Thank you!

For any other issue related to the use of WOBA's image, as well as its graphic guidelines for communication in social networks (under development), please contact the marketing area directly.

boris@wobagroup.com

version 2.1

updated 28th march 2023