brand guidelines





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01

brand positioning

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At Wikoff, we help our customers succeed by delivering innovative, high-quality, customized solutions to the graphic arts and printing industry. As a trusted partner, we listen to and collaborate with our customers to confidently solve real-world challenges. Together, we bring color to life and possibility to print.

mission

To be the most trusted and innovative partner in the graphic arts and printing industry—advancing our customers, our people, and our industry through collaboration, craftsmanship and forward-thinking solutions.

vision



values

W

Workplace Safety

We are committed to maintaining a safe and healthy environment for every employee, customer, and community we serve.

í

Integrity & Accountability

We act with honesty, responsibility, and ownership in everything we do.

k

Knowledge & Collaboration

We share knowledge freely and work together across teams, fostering innovation and collective success.

o

Outstanding Quality

We strive for excellence in every product and service, ensuring consistent performance and lasting value.

f

Forward Thinking

We embrace innovation and continuous improvement to strengthen our future and advance our industry.

f

Focus on Sustainability

We act as responsible stewards of our environment, ensuring a sustainable future for generations to come.

brand story

At Wikoff, color is just the beginning. Since 1956, we've been driven by a deeper purpose: to advance the art and science of printing through innovation, partnership and pride of ownership.

As a global manufacturer of inks, coatings and color solutions, Wikoff empowers printers, converters and brand owners to bring ideas to life with precision, consistency and impact. But what truly sets us apart runs deeper than chemistry. It's our craftsmanship, our curiosity and our culture of employee ownership that keeps us always striving for better.

From flexible packaging and folding cartons to digital and security printing, Wikoff delivers high-performance, sustainable solutions that go beyond expectations, and beyond color itself.

We believe innovation is most powerful when it's personal. Every formulation reflects our customers' needs, our employees' expertise and our shared commitment to doing what's right. That's why Wikoff remains a trusted partner around the world: evolving technology, elevating performance and enriching the future of printing one solution at a time.

Wikoff. Beyond Color.

brand keywords

CORE THEMES	EMOTIONAL DRIVERS	FUNCTIONAL ASSOCIATIONS
Innovation	Trust	Performance
Craftsmanship	Pride	Precision
Partnership	Curiosity	Technology
Ownership	Commitment	Color Science
Integrity	Progress	Quality
Consistency	Empowerment	Efficiency
Sustainability	Legacy	Versatility
Collaboration		
Reliability		
Expertise		

brand personality

Wikoff’s personality combines heritage and innovation. We’re grounded in professionalism and expertise, but driven by curiosity and collaboration. Our voice reflects the confidence of a global leader and the warmth of an employee-owned company.

We’re technical, but never cold. Approachable, not casual. Always professional, always human.

Personality Traits

Expert We know our craft. Our solutions are precise, consistent and dependable.

Innovative We push boundaries, always advancing the science of color and printing.

Collaborative We work closely with customers, suppliers and each other to create the best results.

Trustworthy Integrity, transparency and accountability guide everything we do.

Proudly Human We’re genuine, warm and proud of our employee ownership.

Purposeful We focus on progress, sustainability and lasting partnerships.

DOESN’T SOUND LIKE	SOUND LIKE
Overly technical or jargon-heavy	Confident and clear, not boastful
Cold, corporate or distant	Expert and informative, but easy to follow
Trendy or too casual	Warm and genuine, focused on collaboration and shared success
Overly promotional or salesy	Optimistic about the future of printing and sustainability
Arrogant or self-congratulatory	Driven by craft, science and pride in what we do
Generic (“We make great inks”)	Grounded in real experience and craftsmanship
Vague (“We care about color”)	Purpose-driven, using active words like advance, elevate, craft, partner, evolve and empower

02

logo usage

9 Logo Concept

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15 Logo Spacing and Clearance

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logo concept

The process of folding paper symbolizes transformation from idea to tangible result. The precision it requires demands expertise. Like origami, folding paper sets unlimited possibilities in motion, revealing how something simple can become truly extraordinary in the right hands.

These are the ideas that lay the foundation for Wikoff's logo. Inspired by folding paper, the Wikoff logo icon symbolizes movement, precision, and intention. The icon has a 3D feel, which nods to the tangible products Wikoff produces while also reflecting the company's innovation and forward momentum. This folded-paper-inspired icon perfectly captures the art of bringing ideas and color to life. Its bold color palette and multi-faceted structure communicate that Wikoff is constantly growing, changing, and evolving with proactive and cutting-edge solutions that are both technical and timeless.

The stacked and horizontal Wikoff logo lockups without a tagline are the primary versions in the logo system. The stacked and horizontal logo lockups with a tagline are considered secondary. Additional logo application guidelines are provided on the following pages.



primary



secondary

logos without taglines

There are many versions of the Wikoff logo, each serving a specific role in the brand hierarchy. Use these guidelines to know when to select each of the Wikoff logos without taglines for use.



The **Wikoff full-color icon** may be applied to deliverables when the full Wikoff logo is used. For example, a business card with a full Wikoff logo on the back and an icon on the front.



The **Wikoff full-color horizontal logo** is considered one of the two primary Wikoff logo versions and the preferred representation of the brand. Apply this version of the logo on white backgrounds with appropriate clearance.



The **Wikoff full-color stacked logo** is considered one of the two primary Wikoff logo versions and is the preferred representation of the brand. Apply this logo on white backgrounds with appropriate clearance.



The **Wikoff full-color logotype** may be applied to deliverables as long as context for the Wikoff icon is established. For example, on letterhead with the standalone icon on the back at a larger scale than in the logo lockup.



US



UK

logos with taglines

There are two versions of the Wikoff tagline. They differ on the spelling of color/colour. One is for materials in the US, and the other is for materials in the UK.

As a guiding principle, use the logo with tagline when there's enough space and visibility for the tagline. The tagline should be legible on marketing deliverables where you need to explain what your brand stands for. Use the logos without tagline when your brand mark alone is strong enough to speak for itself, when space is limited, the logo appears at small sizes, or the tagline is communicated elsewhere in the design.

Apply

Brand Awareness Materials When introducing your brand to new audiences, such as launch campaigns, advertising, sponsorship materials.

Business Suite Letterhead, business card, presentations, email signature.

Marketing Collateral Brochures, flyers, posters, presentations, press releases, investor materials, or recruitment campaigns.

Don't Apply

Small-Scale Applications Pens, labels, or app icons.

Digital Interface Elements Website navigation bars, social media avatars, favicons.

Merchandise or Embroidery Shirts, hats, or pins.

Co-Branding or Partner Layouts When your logo appears alongside other logos.

Established Brand Recognition Internal communications or brand-aware audiences, the logo alone may suffice.

subdivision logos

Wikoff is comprised of two divisions: Wikoff Digital and Wikoff Graphics. Each occupy different positions in the brand architecture and have separate rules for application. Use these guidelines to know when to use subdivision logos. Only horizontal versions are available.



Apply the **Wikoff digital full-color horizontal logo** to Wikoff Digital deliverables using the same guidelines as the primary Wikoff logo lockups without a tagline. For deliverables covering Wikoff's full range of digital printing solutions, do not use the primary Wikoff logo lockups without a tagline.



Apply the **Wikoff graphics full-color horizontal logo** to Wikoff Graphics deliverables using the same guidelines as the primary Wikoff logo lockups without tagline. As with Wikoff Digital's deliverables, avoid using the primary Wikoff logo lockups without a tagline on materials representing Wikoff Graphic's full range of solutions.

one-color logos

While the Wikoff logos are typically full-color, there are times when one-color is required. A separate one-color logo icon was created to maintain the rhythm of the full-color icon while working effectively in a single color.

The Wikoff icon and logo lockup are available in one-color white and one-color black. Full-color logo options are preferred whenever possible.

One-color white logos can only be featured on a black background. One-color black logos can only be shown on a white background.



- The **Wikoff full-color horizontal logo with reversed-out type** features white logotype. This version should only be used on black backgrounds. Due to the colorful icon and the need to ensure contrast for readability, no other background colors are brand approved for this logo version.

subdivision reversed-out type

Full-color Wikoff subdivision logos on a white background are considered primary; these reversed-out type versions are secondary.

In the Wikoff subdivision reversed-out type logos, the subdivision name retains its full color elements: with the corresponding color for each subdivision applied to the flick over the “i” and the words DIGITAL or GRAPHICS, respectively.

There are no stacked versions of the subdivision reversed-out type logos. Only horizontal versions are available.

The Wikoff logotype is reversed out in white.

The contrast between the color Lanthe in DIGITAL and the black background is minimal. Use this version of the logo most sparingly.

Black is the only approved background color for these logos; no other colors are permitted.



space and clearance

The dynamic layout of the icon and the logo creates a system where weighted visual balance is essential. Use these guidelines when positioning the icon or logo lockup within elements in a layout.

Ensure the Wikoff logos and icon are not obstructed or crowded by other elements. Use the clearance guidelines defined by the scale of the flick ( ), stacked one or two high.

The logo should not be reduced below a minimum size to ensure readability across all deliverables. As a guide, use inches (") values provided for print deliverables and pixel (px) values provided for digital deliverables.

When left aligning copy with the Wikoff icon, align the left edge of the copy with the indigo/cyan/sage stroke of the “w.” See Figure 1 below. This applies to the Wikoff icon and the horizontal logo lockup.



Sedignatur? Quiam etusdae nem qui ducit et aut et, sequam rentota tintius. Vid magnimusciis ipis delluptas verumquate conestia que voluptatur ad mi, in re, solum quiae prat ut re omnimet ommossi tassequ aeceped magnihi liscili.

figure 1



minimum height
print: 0.375"
digital: 27px



minimum height
print: 0.375"
digital: 27px



minimum height
print: 0.5"
digital: 36px



do not distort the logo



do not alter the colors of the logo



do not change logo element positions



do not remove elements from the logo



do not fill the logo with gradients or image fills



do not place logo over unapproved background colors



do not rotate the logo



do not apply the logo with transparencies



do not place logo over busy layout elements

logo application don’ts

To ensure consistent presentation of all Wikoff logos across deliverables, please note these usage don’ts. They apply to the stacked, horizontal, and icon-only logos even though they are not pictured here. This is not an exhaustive list. No attempt should be made to modify the logos in any way—there are no exceptions. Readability and consistency are paramount. Use these guidelines when applying the logo, and also follow clearance and minimum scale rules.

03

look and feel

18 Color Values

19 Color Hierarchy

20 Background Colors

21 Photography Tone and Manner

23 Video Philosophy



color values

The Wikoff color palette incorporates the seven colors of the rainbow, a full spectrum of color. This color palette creates vibrant visuals and evokes feelings of creativity and infinite possibility. The spectrum captures our imagination and transports us to a world full of momentum and thrill, where ideas are coming to life.

Seven colors are applied to the Wikoff logo. However, for print and digital deliverables, a primary and secondary color palette hierarchy should be applied. This ensures the full-color Wikoff logo remains the most vivid and focal element in any layout.

To maintain color consistency throughout, Pantone, CMYK, RGB, and HEX values are populated for each color. Apply Pantone and CMYK for print deliverables. Apply RGB and HEX for digital and web deliverables.

Pantone 199 C
CMYK 7 100 85 1
RGB 239 0 40
HEX #D50032

Pantone 2026 C
CMYK 0 77 83 0
RGB 249 100 60
HEX #F4633A

Pantone 136 C
CMYK 0 28 86 0
RGB 255 188 71
HEX #FFBF3F

Pantone 7739 C
CMYK 82 14 100 2
RGB 38 154 71
HEX #309B42



Pantone 2199 C
CMYK 80 0 10 0
RGB 0 183 221
HEX #00BBDC

Pantone 2736 C
CMYK 100 91 2 0
RGB 41 57 150
HEX #1E22AA

Pantone 266 C
CMYK 67 82 0 0
RGB 116 66 178
HEX #753BBD

color hierarchy

When applying the brand colors, follow this color hierarchy. The primary and secondary colors should be the dominant colors. Use the tertiary colors minimally on elements, such as text. The preferred tint of each color is 10% of the full color. Reserve Lanthe, and Poppy for their subdivision.



primary secondary tertiary subdivisions

background colors

Wikoff's full-color logos and icons should be used on a white or black background. See examples at right. No brand colors are approved, no exceptions.

Wikoff's one-color white logos can be applied on a black background. The one-color black logos can be used on a white background. No brand colors are approved, no exceptions.

Using tints of the brand colors are approved to use as background colors. 10% of the full color is preferred. Light Gray can be used at 100% of its value. Black can also be used at 10% of the full color.

Use the tints of brand colors sparingly. If a deliverable needs a background color other than white or black, use 100% of Indigo or Cyan, the brand primary and secondary colors. Do not reverse logos out of these colored backgrounds.

Carmine
10% Tint

Poppy
10% Tint

Citrine
10% Tint

Sage
10% Tint

Cyan
10% Tint

Indigo
10% Tint

Lanthe
10% Tint

Light Gray
CMYK 2 1 1 0
RGB 247 247 247
HEX #F7F7F7

Black
10% Tint



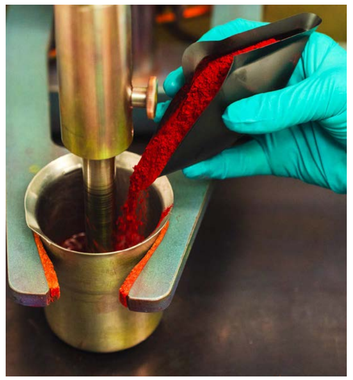


photography tone and manner

Wikoff photography should evoke creativity, craftsmanship, and innovation in color. Each image should tell a story of transformation—where technical expertise meets artistry.



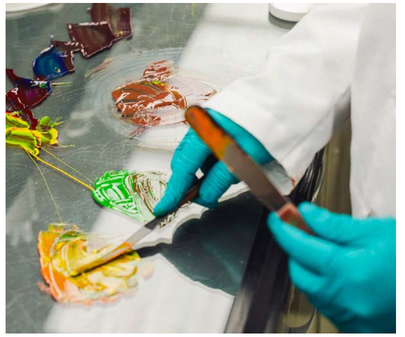


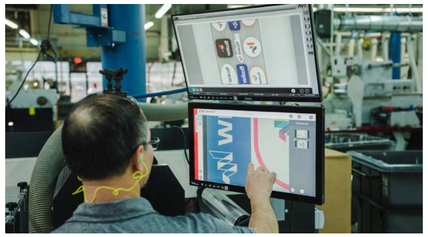




















Visual Tone

- Vibrant but natural: Let color take center stage without over-saturation.
- Modern and clean: Use negative space to highlight form and process.
- Authentic and human: Showcase real people, real materials, and real work environments.

Subjects

- People: Capture employees, partners, and customers engaged in real moments of collaboration and creation.
- Products: Focus on inks, substrates, and finished prints that showcase color accuracy, texture, and quality.
- Process: Highlight the precision and movement of machinery and tools, emphasizing craftsmanship and innovation.

Composition and Style

- Use consistent lighting—soft directional or diffused—to enhance depth and realism.
- Favor shallow depth of field for focus and storytelling emphasis.
- Apply clean backgrounds to maintain focus on color and detail.
- Maintain a balance between macro detail shots and contextual wide shots to create visual variety.

Color and Editing

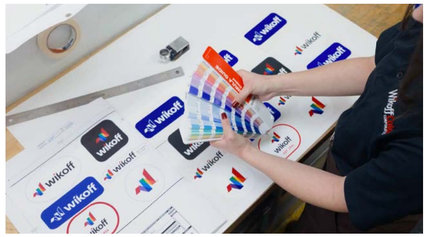
- Follow Wikoff's primary and secondary color palette for overall tone and warmth.
- Ensure accurate color reproduction—especially in product photography.
- Avoid heavy color grading, filters, or vignettes that alter brand colors.

Usage and Application

- All photography should support a consistent brand aesthetic across digital, print, and environmental uses.
- Avoid overly stylized or trendy imagery that could date the brand.
- Select images that celebrate expertise and innovation, reinforcing Wikoff's leadership in color technology.

video philosophy

Wikoff video content brings the brand to life through movement, energy, and transformation—mirroring the folded-paper inspiration of the logo. Each piece should feel intentional, sophisticated, and vibrant, showcasing Wikoff's expertise, craftsmanship, and innovation in the world of color.











Tone and Pacing

- Confident and precise — Maintain a professional tempo that reflects technical mastery.
- Human and authentic — Feature real people, real work, and real color. Avoid overly staged or stock-style portrayals.
- Energetic yet balanced — Use movement to symbolize progress and transformation but never chaos or clutter.

Color and Lighting

- Use clean, natural, or softly diffused lighting to ensure colors appear true-to-life.
- Maintain neutral, white, or branded color backgrounds when possible to let the product or process stand out.
- Avoid filters or effects that distort color accuracy.

Composition and Motion

- Employ dynamic yet controlled camera movement—pans, slow zooms, and tracking shots should feel purposeful.
- Integrate the Wikoff color spectrum subtly through visuals, reflections, or lighting cues.
- Use macro or close-up shots to highlight texture, ink flow, and craftsmanship.
- Transitions should feel smooth, symbolizing transformation and flow. Avoid abrupt cuts or jarring motion effects.

Typography and Graphics

- Apply Lexend Deca for all on-screen titles and lower thirds, maintaining typographic hierarchy from the brand system.
- Use Wikoff brand colors sparingly and strategically for motion graphics or data visualization.
- Avoid drop shadows, outlines, or excessive animations that distract from the content.

Logo Animation

- The Wikoff logo should always appear with clarity and respect for spacing rules.
- Animation should reflect precision and transformation—e.g., folding, unfolding, or smooth transitions that imply craftsmanship and intention.
- Do not distort, rotate, or apply transparency to the logo animation.

04

typography

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Lexend Deca

primary

Lexend Deca Light

Lexend Deca Regular

Lexend Deca Medium

Lexend Deca Bold

The type approach applies a geometric sans-serif for headlines, subheadlines, and body copy. Geometric sans-serifs are easy to read and have a strong visual impact. Lexend Deca is a geometric sans-serif typeface designed to improve reading proficiency by reducing visual stress and crowding.

Its application is versatile, working in both print and digital capacities. Use this section's guidelines when applying type to Wikoff marketing deliverables.

The custom logotype in the Wikoff logo shares similarities with Lexend Deca, making it feel like a natural extension of the Wikoff logotype. However, there are key differences, including a narrower width, more-closed forms, and height variations, creating needed contrast for readability.

Using a single type family balances the vibrant logo color palette and the variety of logo marks, establishing a cohesive and recognizable system.

color

Carmine
Poppy
Citrine
Sage
Cyan
Indigo
Lanthe

To maintain legibility, use the color combinations shown above when using a white background. All colors in the Wikoff color palette are approved.

Carmine
Poppy
Sage
Cyan
Indigo
Lanthe

To maintain legibility, use the color combinations shown above when using a light gray background. Citrine can not be applied to a light gray background.

Carmine
Poppy
Citrine
Sage
Cyan

To maintain legibility, use the color combinations shown above when using a black background. Indigo and Lanthe can not be applied to a black background.

headlines

Em fugiam de cus aut doluptur? Qui aliquunt litiam fugiasped modis.

subheadlines

Sint quiate et pratur, conet et amene dolo ma sam lant utem dicaboressit audae poribus excestiusti odi con rescidunt ut labore.

body copy lead-ins

Niendis volorumqui dolupienim vento excea voluptatusae.

body copy

Nobitat velestium la eatet re landic te que enissi vit quo blam aut lam id magnim et vendera qui cusam unt voluptat perae peribusci veribus eaquae debisit atatur rescid magnihi tatinum aut et, nectis dolo ma sam lant utem dicaboressit audae poribus excestiusti odi con rescidunt ut labore sum renimen imporis et opta comnihictas dolorem que simi, consed quae secusan ditatiae. Ga. Onseque estius ipsae cume nit, alit vollaces modi officabo. As etur? Quis raestia cor a vit ut qui ut asit et quat.

idebis

nectis dolo ma sam lant utem dicaboressit audae

idebis

nectis dolo ma sam lant utem dicaboressit audae

idebis

nectis dolo ma sam lant utem dicaboressit audae

- **niendis volorum sam lant**
- **epero volut as nus**
- **piditatem fuga nem as initio**
- **musanto velicae con con porrum**

hierarchy

Lexend Deca is a Google Font that can be applied to print, digital and web deliverables. The type family can also be downloaded and added to Microsoft Office products. Use Lexend Deca as the default font on letterheads, presentations, and other marketing deliverables produced with Microsoft products. Use the stylings at left as a visual reference for creating hierarchy with type. Apply Lexend Deca in light, medium, regular and bold. Colors from the Wikoff color palette can be used to make subheadlines and icons stand out. The examples at left show a variety of ways brand colors can be used in layout.

05

the brand in use

29 Business Cards

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business cards

The Wikoff business card communicates key employee information quickly and effectively. Every card—regardless of department, role, or seniority—should follow the same visual system: identical logo usage, typography, color palette, and layout structure. This uniformity reinforces brand recognition and ensures that no matter who represents the company, the experience feels cohesive and intentional.

All Wikoff business cards must have the following content:

1. Employee Full Name
2. Job Title
3. Email Address
4. Office Phone Number
5. Mobile Phone Number
6. Office Address
7. Company Website

No individual or department may independently alter the layout. This includes changes to alignment, spacing, hierarchy, or element placement.



To support organizational structure while maintaining brand consistency, there are four approved back-of-card layouts available for use. These variations accommodate differences in corporate location and departmental needs without compromising the brand system.

Corporate Back (Default):
Used by employees who are not assigned to a specific department with a designated card variation.

Department-Specific Backs:
Used by employees who belong to a department with an approved back. Those employees must use this department version.

1 Wikoff corporate (USA)

2 Wikoff corporate (UK)

3 Wikoff Digital department

4 Wikoff Graphics department

1



3



2



4



email signatures

The Wikoff email signature is a core brand touchpoint. It must present a consistent, professional identity across all external and internal email communications while providing essential contact information in a clear and accessible format.

All Wikoff email signatures must have the following content:

1. Employee Full Name
2. Job Title
3. Email Address
4. Office Phone Number
5. Mobile Phone Number
6. Office Address
7. Company Website

Optional elements (only if approved the by Marketing team)

8. Company social media links

Personal messages, quotes, slogans, or certifications are not permitted. No additions or alterations to the layout of the email signature are allowed.



Robison-Anton			
	#2329 Saffron		#2297 Snow White
	#2218 Orange		#2435 Blue Horizon
	#2242 Goldenrod		#2436 Fire Blue
	#2578 Harvest Green		#2381 Dark Purple

thread specs (rayon)







embroidery and patch guidelines

Embroidery applications are a tactile representation of the brand. These guidelines ensure the logo remains legible, and consistent when stitched on fabric surfaces. Use the approved embroidery-ready artwork files.

Golf Shirts (embroidery) Polos should be short-sleeve black shirts. Apply the reversed-out Wikoff logotype to the left chest and the full-color Wikoff icon to the center edge of the right sleeve. On the left chest logotype, aim for between 2″-4″ wide. On the right sleeve logo icon, aim for 1.25″–2″ inches wide. Never go smaller to maintain stitch clarity. No trademark (™) on embroidery logotype or icons.

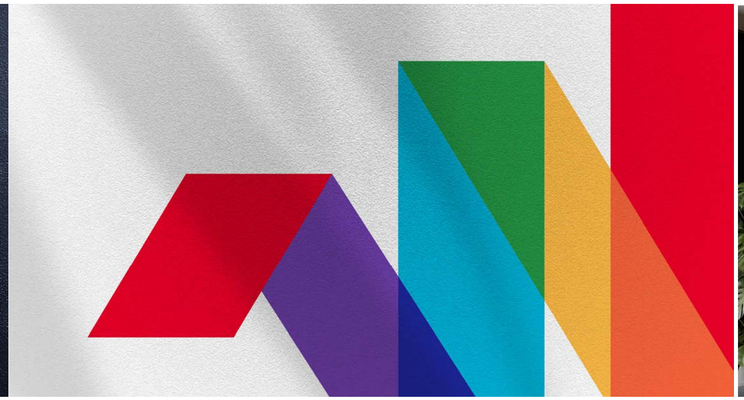
Jumpsuits (patch) Jumpsuit patches are 4.5″ x 2.5″ and come in white or black. Gray jumpsuits should be paired with the white patch. Black jumpsuits should be paired with a black patch. Apply the Wikoff full-color horizontal logo to the white patch, and the Wikoff full-color horizontal logo with reversed-out type to the black patch. No trademark (™) on patches.

microsoft teams backgrounds

Microsoft Teams backgrounds should reinforce the Wikoff brand identity; create a professional and consistent appearance in virtual meetings; minimize visual distractions; and be inclusive, accessible, and appropriate for all audiences.



Option 1 (16:9 Ratio)



Option 2 (16:9 Ratio)



Option 3 (16:9 Ratio)

Approved Backgrounds

The Wikoff branded static backgrounds shown on this page are the only brand approved backgrounds. They are lightly branded environmental or office-style images with brand elements. Approved backgrounds do not have distracting illustrations, animations, or GIFs; low-resolution or stretched images; busy or cluttered imagery; or blurry images.

Modifications

Users can select one of the three Teams backgrounds to use. If none suit the purposes of your meeting, reach out to the Marketing team. Wikoff employees can not modify backgrounds without approval. Any requests for changes to Wikoff backgrounds must be reviewed by the Marketing team and implemented by the Marketing team.

Best Practices

Choose clothing that has good contrast against the background you choose. Test backgrounds before important meetings. Ensure face and shoulders remain clearly visible. When multiple Wikoff employees are on one virtual meeting together, having a variety of backgrounds is encouraged. Use consistent backgrounds for external-facing meetings.

marketing emails

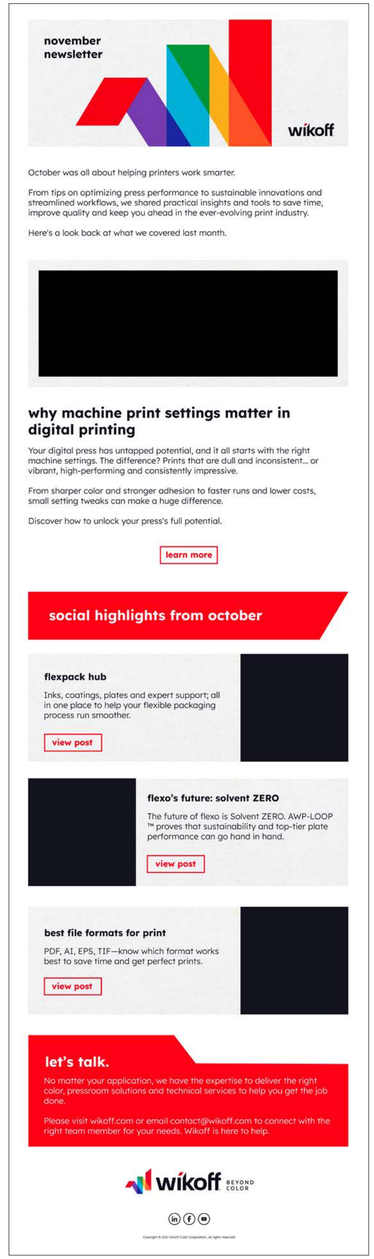
The layout of email marketing templates should be clean, scannable, and mobile-first. Content should follow a logical hierarchy, beginning with a branded header, followed by a brief introduction, the main message, and a clear call to action, and ending with a standardized footer. Text should be left-aligned and broken into short paragraphs, headings, and bullet points where appropriate to improve readability. The overall email width should remain around 600 pixels to ensure compatibility across major email clients.

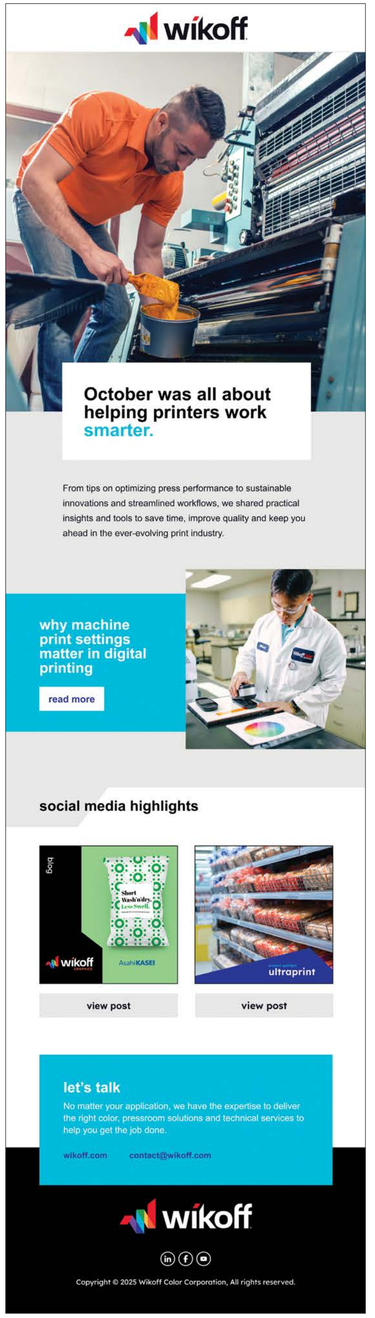
Brand colors must be used thoughtfully and sparingly to maintain a professional appearance. Backgrounds should remain white or very light, with primary brand colors reserved for dividers, or call-to-action buttons. Secondary colors may be used as accents but should never overpower the content.

Typography in email templates must follow approved brand font guidelines or email-safe alternatives when necessary. If needing an email-safe option, default to Arial. A clear typographic hierarchy should be maintained, with headings visually distinct from body text. Body copy should generally appear at 14–16 pixels with comfortable line spacing to support readability on both desktop and mobile devices.

Imagery used in email marketing templates should enhance the message rather than compete with it. Images must be high quality, relevant, and aligned with the brand's visual style. Overly generic stock photography and text-heavy images should be avoided.

Calls to action should be clear, concise, and visually distinct. Buttons should use approved brand colors and appear only as often as necessary to guide the reader toward the intended action without creating confusion. Button labels should be action-oriented and descriptive, avoiding vague phrases such as "Click Here."





social media templates



employee milestones 1



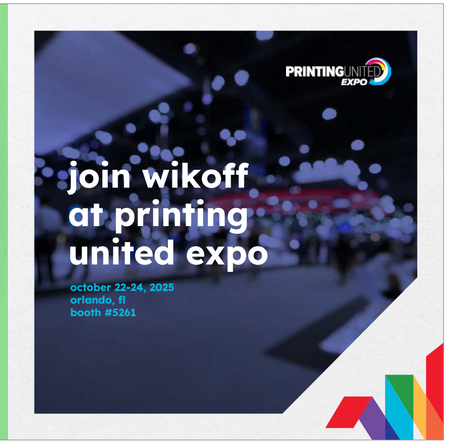
employee milestones 2



blog 1



blog 2



etc



evergreen



product highlight 1



product highlight 2



product highlight 2



product highlight 2

print and digital ads

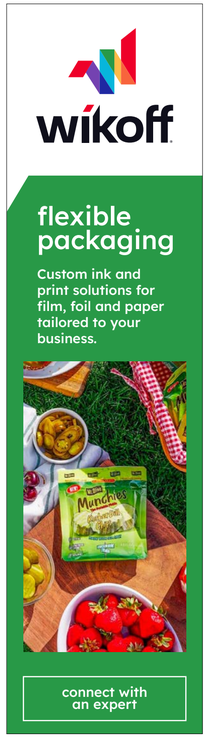
All advertisements must align with the approved brand voice and tone. Headlines should communicate value quickly, supported by brief body text and a clear call to action that guides the viewer on what to do next. White space should be used intentionally to separate elements and prevent visual overload.

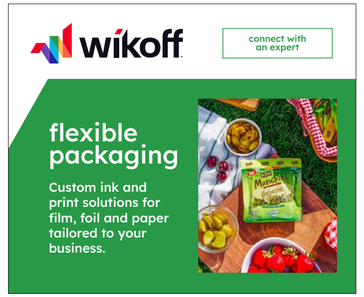


option 1

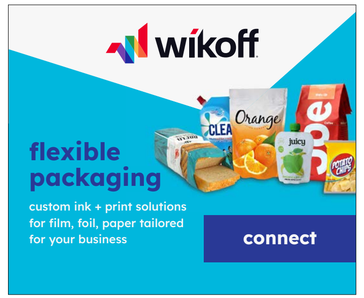


option 2













06

assets + approvals

38 Graphic Elements Library

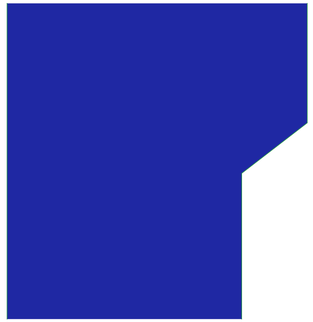
39 Asset Access Information

39 Approval for Brand Materials





angle tab bottom



angle tab top



angle tab horizontal



dynamic peak



two tone flag



two tone flag separated



pillar



dynamic angle fill



paper fold fill

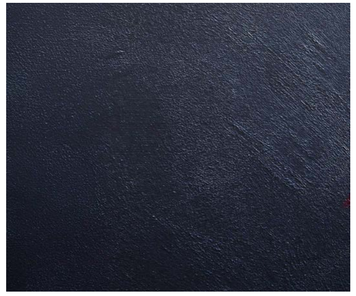


two tone facet



dot

paper texture



wall texture



logotype cut off



logo icon cut off



asset access information

file storage locations

For logos, templates, and assets, please visit the Marketing page on our SharePoint site.

questions about asset usage

Please email marketing@wikoff.com with any question.

approval for brand materials

Complete the marketing support request form found on the SharePoint site Marketing page and submit to marketing@wikoff.com.



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