Whittam/Cox
Logo Usage Guidelines

VERSION 2.0 | JANUARY 2017

LOGO ARTWORK

The logotype is custom designed using the font 'Gotham' and comprises type with a slash. It should never be replaced by a font or any other type. It should never be broken down, separated, stretched or altered in any way. It should never feature without the word 'Architects'. Please only use the logo files supplied.

Positive

White (reversed)

Black (mono)

APPLICATION

The Whittam/Cox logo should work across all media. The logo file you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created numerous versions, which includes a Pantone® version. So whether the Whittam/Cox logo appears online, in print, on screen or on promotional items, you have the flexibility to choose a logo file for the appropriate design context.

COLOURS

It's important for the visual identity, to use the correct colours. Consistency is essential, therefore only use the colour breakdowns specified.

Pantone colours are used to create solid, flat colours that have a lustre.
CMYK colours are used for general print production.
RGB colours are used for all digital/screen application.
Web hex colours are used for web programming.

PRIMARY

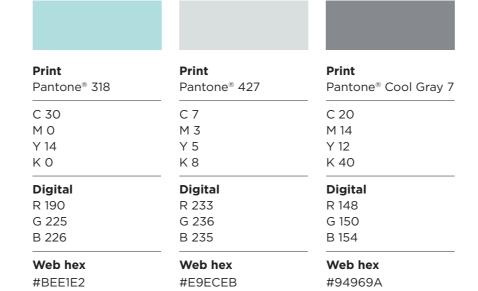The primary core colour of the Whittam/Cox brand is dark blue.

Print	**Digital**
Pantone® 2965	R 0
	G 38
C 100	B 62
M 63	
Y 16	**Web hex**
K 78	#00263E

SECONDARY

A secondary palette has been developed to complement dark blue.

Print	**Print**	**Print**
Pantone® 318	Pantone® 427	Pantone® Cool Gray 7
C 30	C 7	C 20
M 0	M 3	M 14
Y 14	Y 5	Y 12
K 0	K 8	K 40
Digital	**Digital**	**Digital**
R 190	R 233	R 148
G 225	G 236	G 150
B 226	B 235	B 154
Web hex	**Web hex**	**Web hex**
#BEE1E2	#E9ECEB	#94969A

METALLIC

Where appropriate a metallic Pantone® colour can be used giving the brand an added sophisticated, intellectual and knowledgeable feel.

Pantone® 8483	Pantone® 8280	Pantone® 877	Pantone® 8403

MINIMUM SIZE

Keep the logo legible by always using it at an adequate size. The minimum width of the logo for print/online uses are 20mm and 60px respectively.

20mm or 60 pixels

MINIMUM CLEAR SPACE

To preserve the Whittam/Cox logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or busy backgrounds that may divert attention. The minimum clear space for the Whittam/Cox logo is defined as the height of the 'x' in the word 'Cox'

FILE NAMES

Print

WhittamCox_Outline_Pantone 2965.eps
WhittamCox_Outline_Pantone 2965.svg
WhittamCox_Outline_CMYK.eps
WhittamCox_Outline_CMYK.pdf
WhittamCox_Outline_CMYK.jpg
WhittamCox_Outline_CMYK.svg
WhittamCox_Outline_black.eps
WhittamCox_Outline_black.svg
WhittamCox_Outline_black.pdf
WhittamCox_Outline_white.eps
WhittamCox_Outline_white.svg

Digital/Online

WhittamCox_Outline_RGB.gif
WhittamCox_Outline_RGB.jpg
WhittamCox_Outline_RGB.png
WhittamCox_Outline_WEB.jpg
WhittamCox_Outline_black.jpg
WhittamCox_Outline_black.png
WhittamCox_Outline_white.png