



Wycliffe

Corporate Identity Guide

I. The Corporate Logo

I.a. Logo description

The logo depicts two people holding hands, forming a 'W'.

The idea of people holding hands relates to teamwork, partnership and cooperation. It also reinforces the organisation's focus on people rather than books.

We can perceive in the logo a strong ethnic feel, which expresses the organisation's concern about unreached minority groups. We can almost see it as a character similar to those created by linguists for new alphabets.

The vibrant but deep red-orange colour was chosen to show the dynamism and innovative spirit of the organisation, whereas the grey helps us to enhance both the culturally sensitive and familiar aspects of it.

The round-shaped typography used for the name 'Wycliffe' was selected to accompany the curves of the 'W' symbol. We have found that, by using the name in lower case, Wycliffe is perceived as a more friendly and accessible organisation.



I.b. Use of the logo

The logo was created to be used as a unit and it must never be distorted or separated. The 'W' symbol must always appear in conjunction with the name 'Wycliffe' and never on its own, and it should always be ranged as shown here.

Please note that a different alignment has been proposed for situations where the logo is used in a smaller size (20mm high and smaller).

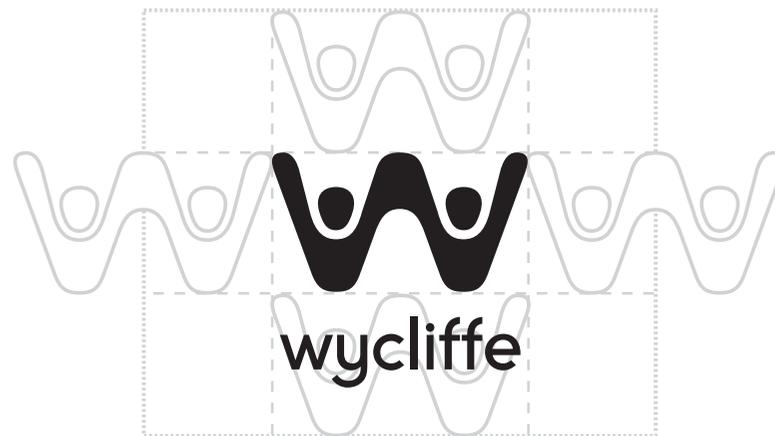


Small version alignment



I.c. Area of isolation

The logo is most effective when surrounded by as much open space as possible, and a minimum 'area of isolation' should be used in all situations. The minimum blank space to be left around the logo is shown in the example.



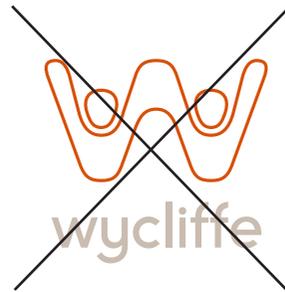
I.d. Other considerations

The logo should always be placed upright and never horizontally.

It must never be used in outline versions.

It is very important that the proportions of the logo are always respected: the logo should never be stretched or compressed.

To ensure good readability and quality reproduction of the logo, please respect the minimum height of 9mm for all colour and mono reproductions.



↑
minimum size 9mm
↓

2. Colour Reproduction

2. a. Print versions

There are three variations of the logo to provide flexibility of use across different media. No other variations are permitted. Wherever possible, the two-colour version should be used.



Two-colour version



PANTONE®
158 C

PANTONE®
409 C



Four-colour version (process)



Red Orange

0% Cyan
70% Magenta
100% Yellow
0% Black

Warm Grey

0% Cyan
15% Magenta
20% Yellow
50% Black

2. a. Print versions (contd)



Reversed-out version
(for use on dark colour background)

2.b. Colour equivalents for digital media

Web safe version



Red Orange
FF6600

Warm Grey
8E7872

RGB



Red Orange
255 Red
102 Green
0 Blue

Warm Grey
142 Red
120 Green
114 Blue

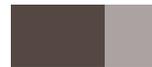
3. Mono Reproduction

Where it is not possible or economical to use the two-colour version of the Wycliffe logo, a single-colour version may be used.

The preferred colours for mono reproduction are Pantone 411 or black. A tint of 50% of the colour is used for the 'Wycliffe' word, to simulate the effect of a second colour.

Where the medium will not allow for a tint to be used, a solid-colour version of the logo may be used instead.

Please use the reversed-out logo alternative only where there is a dark background against which warm grey or black would not stand out.



PANTONE® 411 50% Tint



BLACK 50% Tint



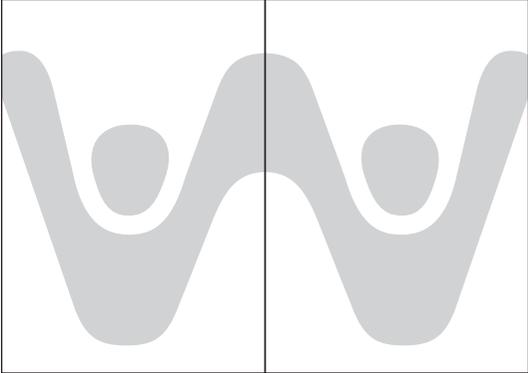
PANTONE® 158 50% Tint

For use on ivory-coloured paper only



4. Use of the Logo as an Image

The 'W' logo can be cropped when used as part of the background image for corporate literature. Only the cropped versions shown here must be used, and not any other versions.



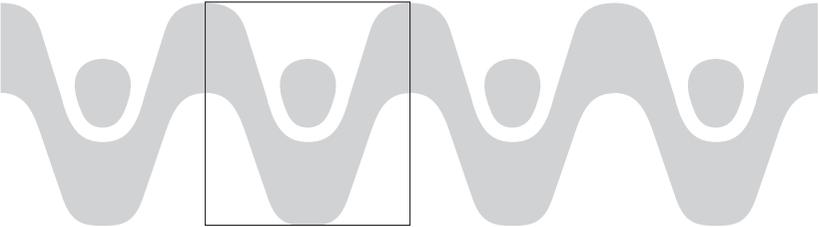
A4 Portrait



A4 Landscape



Square crop



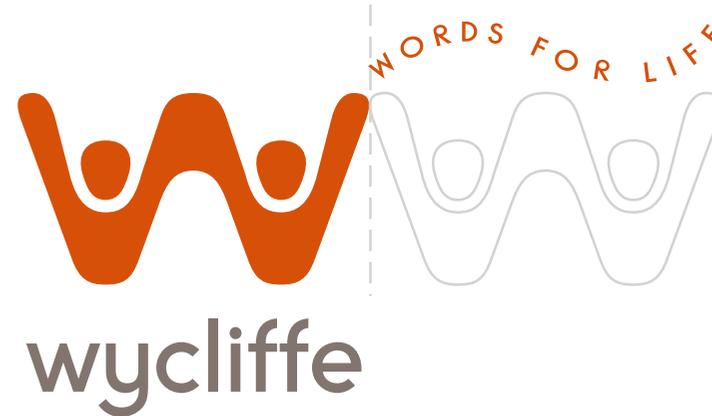
Stencil band

5. The Tag Line

The tag line 'Words for Life' can be used in conjunction with the logo or on its own.

When using the tag line in conjunction with the logo, please keep to the recommended proportions and never reduce it further than the minimum size stated below.

WORDS FOR LIFE



6. Campaign 2025

The target campaign has been designed to promote Wycliffe's renewed objectives for the next two decades. A logo has been created for that purpose.

The target element can be used as a separate element from the figure 2025, as shown in the examples below. Although this element provides for great flexibility of use, please respect proportions and contrast levels for optimum readability.



By 2025, together with partners worldwide we aim to see a Bible translation programme begun in all the remaining languages that need one.



7. Corporate Typeface

Ronda is the specified corporate typeface. It has been used for titles in the design of Wycliffe's corporate literature and promotional material.

Ronda Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+={} ?/

Ronda Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+={} ?/

7. Corporate typeface (contd)

Humanist 52 I is the specified typeface for text. The consistent use of this typeface in print, signage and stationery is an important aspect of Wycliffe's corporate identity.

Humanist 52 I Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ = [] {} ? /

Humanist 52 I Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ = [] {} ? /

Humanist 52 I Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ = [] {} ? /

Humanist 52 I Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ = [] {} ? /

Humanist 52 I Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+ = [] {} ? /

7. Corporate typeface (contd)

The third alternative is Square 721, which is used for highlighted text or in special promotional material.

Square 721 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+={}~/

Square 721 Roman Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+={}~/

Square 721 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+={}~/

Square 721 Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+={}~/