

Water Environment Federation

Logo guidelines

COMPONENTS

Wave

PMS 5414; cmyk: c=42, m=8, y=0, k=40

Can be changed to match elements of design

Name

Black or knock out to white ONLY

Tagline

Black or knock out to white ONLY



You may not alter the proportions of the logo nor its components. Scale proportionally. Do not move elements within the logo.

MINIMUM SIZE

The minimum size is based on width of the entire logo, measuring from the upper left of the wave through the 't' in Environment.

Conventional uses

(materials that will be printed)

1.5" is minimum width

Digital uses

(materials for web, power point, electronic media)

450 pixels minimum width

The alternate version, 'WEF' should be used if the logo needs to appear less than 1.5" wide.

