

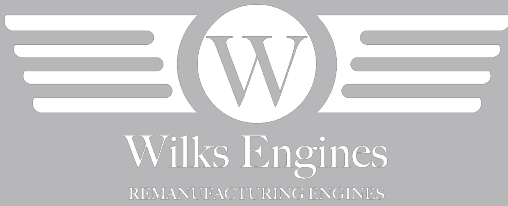


Wilks Engines  
REMANUFACTURING ENGINES

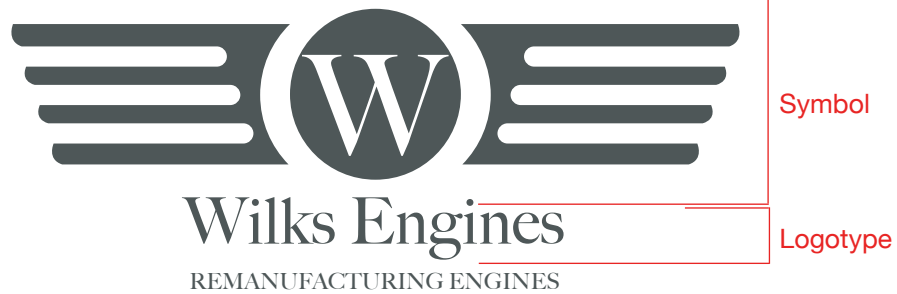
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# Brand Identity Guidelines

January 2017



## Masterbrand



### Masterbrand

The *Wilks Engines* Masterbrand is composed of three elements: the *Wilks Engines* symbol, the *Wilks Engines* logotype and the *Wilks Engines* tagline.

### Corporate Visual Identity (Logo)

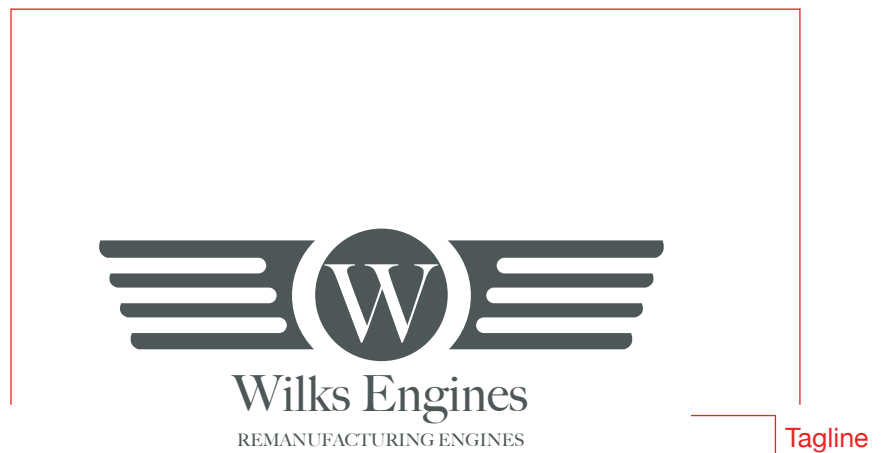
The *Wilks Engines* Corporate Visual Identity (Logo) should be used on all *Wilks Engines* business, consumer and corporate advertising, marketing communications, customer communications, and employee communications materials.

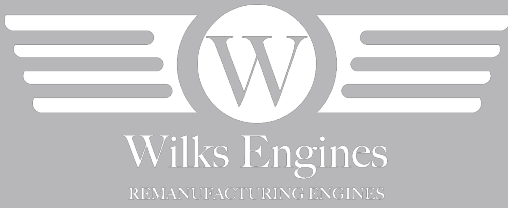
### Note

Always use approved reproducible artwork which is available for download.

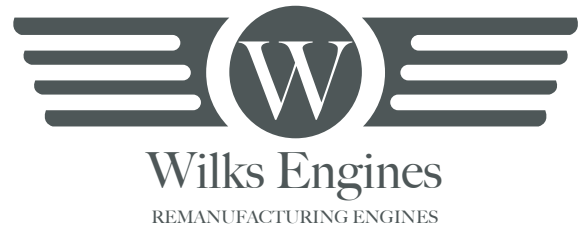
## Corporate Logo

### Masterbrand





## Colour Mode/Typeface



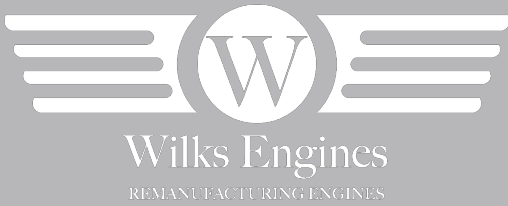
Pantone 445 C

Wilks Engines

Big Caslon Medium

REMANUFACTURING ENGINES

Big Caslon Medium  
Upper Case



## Avoiding Common Errors

The *Wilks Engines* Corporate Visual Identity (Logo) is one of *Wilks Engines* most valuable corporate assets and the equity in the *Wilks Engines* identity must not be depreciated in any way. Adhering to these guidelines helps to ensure proper reproduction and application of the *Wilks Engines* Visual Identity (Logo).

These examples illustrate some of the most common application errors.

**A**

DO NOT lock up the *Wilks Engines* logo with other elements.

**B**

DO NOT change the color of any of the *Wilks Engines* logo elements.

**C**

DO NOT change the relationship of any of the *Wilks Engines* logo elements.

**D**

DO NOT condense, stretch or distort any of the *Wilks Engines* logo elements.

**E**

DO NOT change the proportions of any of the *Wilks Engines* logo elements.

**F**

DO NOT use the *Wilks Engines* symbol by itself.

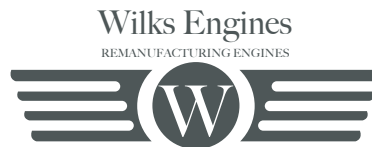
**A**



**B**



**C**



**D**

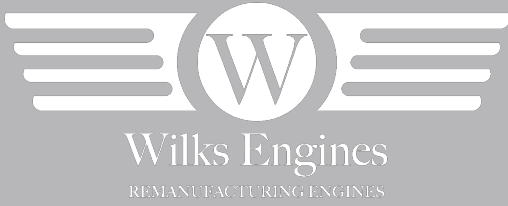


**E**



**F**





## Symbol Width

## Clear Space

Clear space around the *Wilks Engines* Corporate Visual Identity (Logo) ensures that it has maximum visibility and impact on every communication. Avoid crowding the logo with other graphic elements such as typography and imagery. As illustrated, the diameter of the symbol (x) has been chosen as the standard unit of measurement for calculating the logo clear space.

### Print and Electronic Media

At least a half symbol width (x) of clear space should encompass the *Wilks Engines* Corporate Visual Identity (Logo). Follow this standard for all media except those listed below.

### Signs, Banners, Exhibits and Space Limitations

At least a half symbol width (x) of clear space should encompass the *Wilks Engines* Corporate Visual Identity (Logo). Follow this standard for signs, banners and exhibits, or when there are space limitations.



Permanent applications such as building facades, directory signs and window etchings should use the *Wilks Engines* Masterbrand.

X (symbol width) =



## Print and Electronic Media Signs, Banners, Exhibits and Space Limitations

<b>.5X</b>		<b>.5X</b>
<b>.5X</b>		<b>.5X</b>