

WORKTOPIA®

opportunity that matters.

Brand Reference Manual

07.15.15

Introduction

THE WORKTOPIA BRAND AT-A-GLANCE

The Worktopia Brand Identity is a reflection of our history, evolution and future while reflecting our beliefs, attitudes and values.

These guidelines will prove useful to both internal and external audiences. It is important to ensure proper usage of the signature and its elements.

If you have questions that are not addressed in the brand guidelines contact Worktopia before you proceed.



1.0

Our Signature System



Our Signature System

1.1 THE BRAND SIGNATURE

The Worktopia logo is a unique graphic expression which represents Worktopia brand products and services. It is the most significant and unifying feature of the brand identity program and is to be used on all aspects of brand communication.

The Worktopia logo is the brand signature of the company. It facilitates a visual identity that is easy to remember and immediately recognizable. Adhering to the following guidelines will unify the Worktopia identity structurally and visually as well as strategically support the brand architecture across a global array of offerings.

WORKTOPIA
BRAND
SIGNATURE

WORKTOPIA
LOGO

WORKTOPIA
LOGOMARK

WORKTOPIA
LOGOTYPE

WORKTOPIA
TAGLINE



WORKTOPIA™

Opportunities that matter.

Our Signature System

1.2 LOGO VARIATIONS

The Worktopia logo is designed to work with a number of applications and has been developed with flexibility to ensure consistency and legibility in appearance.

CENTRE STACKED
FORMAT



WORKTOPIA™

CENTRE STACKED
FORMAT



WORKTOPIA™

Our Signature System

1.3 THE TAGLINE

The Worktopia Tagline is an extension of the trademark that defines Worktopia core beliefs and offerings. It supports marketing initiatives where needed. Care should be taken when placing the Tagline relative to the logo.

The Tagline consists of the words “Opportunities that matter.”, in sentence case and centred under the logotype.

It is critical that the Tagline is always used in conjunction with Worktopia logo. Using the Tagline by itself is therefore unacceptable.

When the Worktopia logo is used in conjunction with the Worktopia Tagline, the configurations outlined here may be used.



2.0

Logo Specifications



Logo Specifications

2.1 MINIMUM CLEAR SPACE PROTECTION

The logo must always be surrounded by a minimum amount of blank space, as shown. To maintain its visual integrity, it should never appear crowded by other elements such as text, titles and other symbols or logotypes.

The minimum blank space surrounding the logotype and brand signature is represented by the width of the “W” in the logotype.

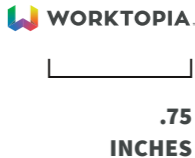


Logo Specifications

2.2 PROPORTIONS AND MINIMUM SIZE

The Worktopia logos were designed with specific aspect ratios. These proportions must never be altered. Attention should be made when placing the logos in an application such as PowerPoint or Microsoft Word, where the proportions can change by dragging the corners of the image box. This will alter the aspect ratio and is therefore unacceptable.

The minimum size the Worktopia logo may be reproduced is .75 inches as measured against the width of the logotype.



Logo Specifications

2.3 COLOUR PALETTE

Colour plays an important role in Wortopia’s corporate identity program. The colours below are recommendations for various media. A palette of primary Colours has been developed, which comprise the “One Voice” Colour scheme. Consistent use of these Colours will contribute to the cohesive and harmonious look of the Wortopia brand identity across all relevant media. Check with your designer or printer when using the corporate Colours to ensure consistency.

PRIMARY PALETTE

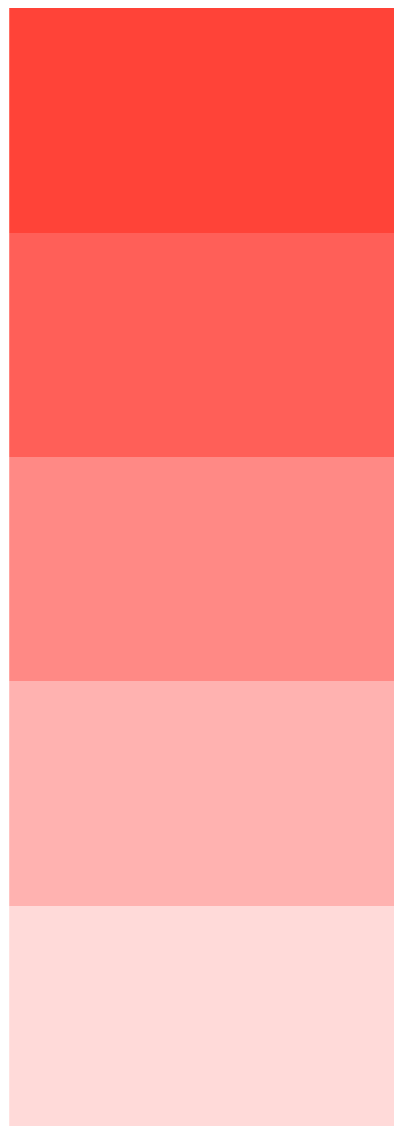


PANTONE® WARM RED

CMYK 0 / 86 / 80 / 0

RGB 247 / 64 / 58

HTML F7403A



PANTONE® 258

CMYK 50 / 77 / 0 / 0

RGB 147 / 80 / 158

HTML 93509E

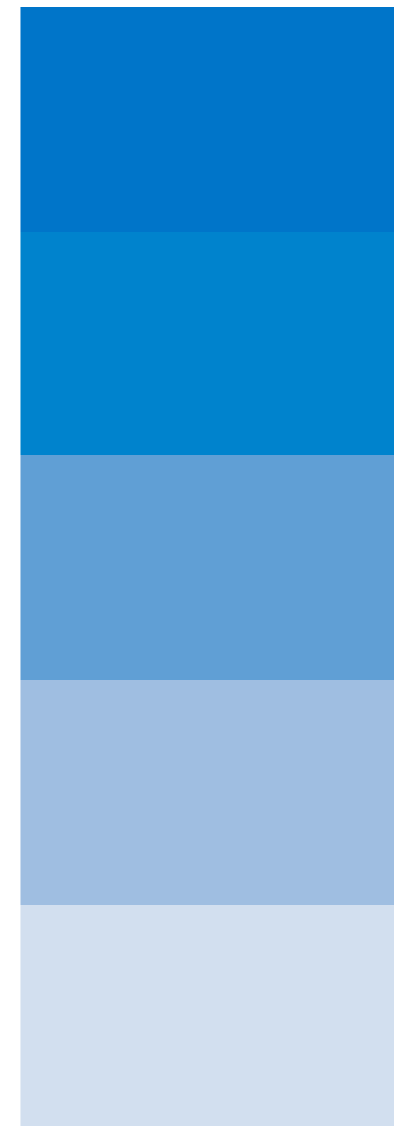


PANTONE® 3005

CMYK 100 / 28 / 0 / 0

RGB 0 / 122 / 201

HTML 007AC9

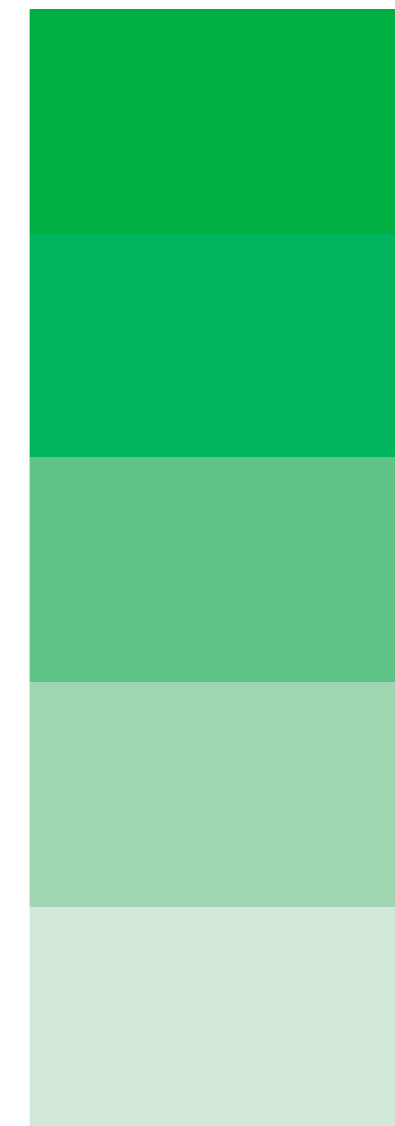


PANTONE® 354

CMYK 89 / 0 / 90 / 0

RGB 0 / 175 / 63

HTML 00AF3F

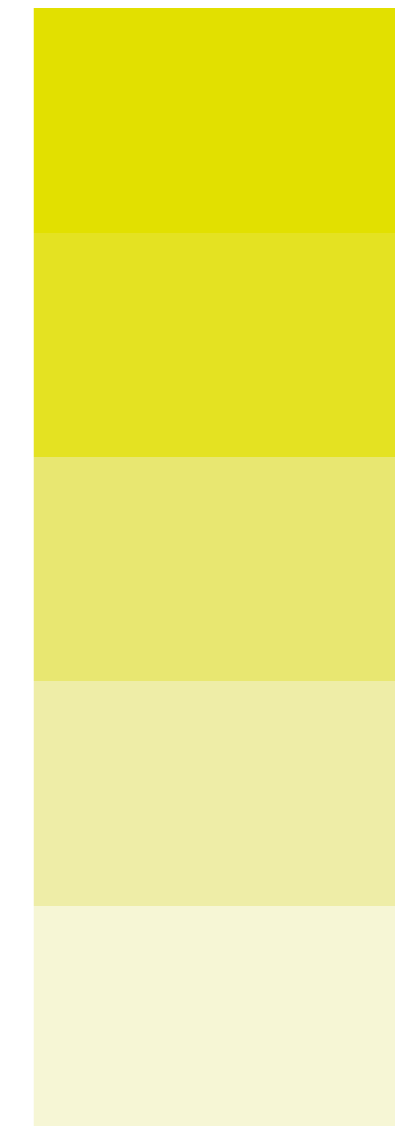


PANTONE® 396

CMYK 11 / 0 / 90 / 0

RGB 223 / 223 / 0

HTML DDFD00



PANTONE® 446

CMYK 52 / 32 / 30 / 76

RGB 64 / 69 / 69

HTML 404545



Logo Specifications

2.4 COLOUR REPRODUCTION

Guidelines for acceptable colour reproduction are provided to ensure that a uniform image is maintained. These guidelines provide for a cohesive method of reproduction while preserving high legibility of the Worktopia brand.

The preferred background of the logo is 100% white

In some instances, when appropriate for a marketing objective, the logo may also be reproduced on top of a “Charcoal Black/ PMS 446” background. The logotype must be reversed to white. This application must be approved by Worktopia.

Avoid displaying the logo over coloured or textured backgrounds other than those expressed in this guide and must be approved by Worktopia.

The Worktopia logo may be placed over photographs prepared and approved by Worktopia, in which case the “knocked-out” version of the logo must be used. Care should be taken with this approach to ensure adequate contrast with the background image.



Logo Specifications

2.5 COLOUR REPRODUCTION

Although the Worktopia logo can be reproduced in black or white (as shown to the right). It is only to be used when it is clearly the only option.

The Worktopia logo may be reproduced in either 100% solid black against a white field or “knocked-out” to 100% white. Never use a percentage of black (gray) for the logo.

This usage must be approved by the Worktopia before use.



Logo Specifications

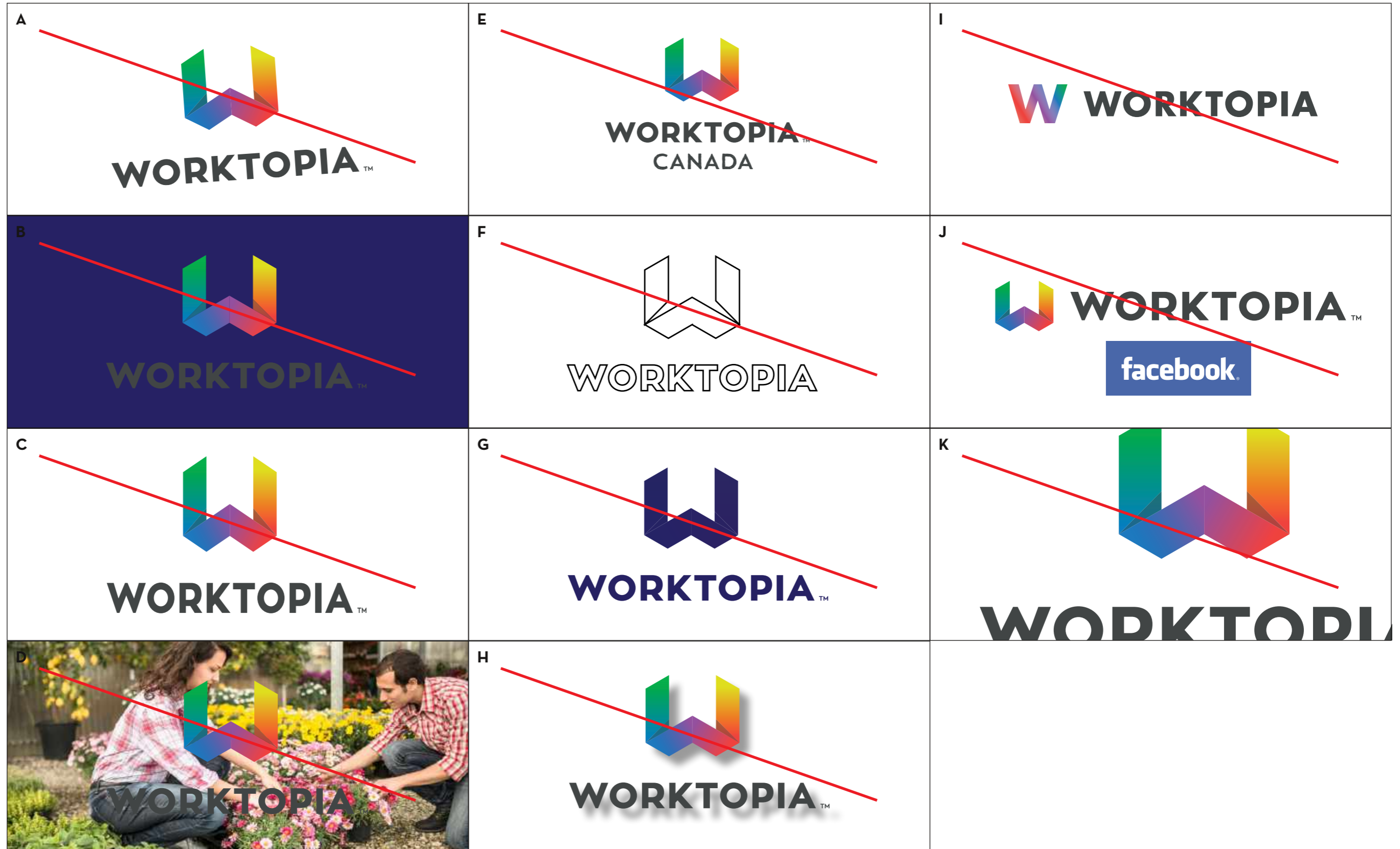
2.6 INCORRECT LOGO USAGE

Any variation from the examples covered in this style guide would be incorrect and should not be used.

The following are some examples of INCORRECT modifications and applications of the Worktopia logo.

- A *Never move, delete, rearrange, or rotate any elements of the logo from their respective positions.*
- B *Never place the logo over coloured backgrounds other than those specified in this guide.*
- C *Never distort proportions (height or width) of the logo.*
- D *Never place the logo over a photo or textured background unless approved by Worktopia.*
- E *Never attach other words or characters to the logo other than ones specified in this guide.*
- F *Never outline the logo in any colour.*
- G *Never change the logo's colours*
- H *Never add new elements or effects to the Logo.*
- I *Never attempt to redraw any element of the logo*
- J *Never violate the logo's clear space.*
- K *Never crop the logo.*

NEVER MODIFY THE WORKTOPIA LOGO FROM ANY APPROVED ART.



4.0

Typography



Typography

4.1 APPROVED TYPESTYLES

Guidelines for acceptable typography are provided to insure that a uniform and consistent image is maintained for all Worktopia branded elements.

The Worktopia corporate fonts and formatting are to be used in all marketing communication materials.

Exceptions may include advertising materials approved by Worktopia in which an alternative font adds to a concept or design which Worktopia considers beneficial to its marketing objectives.

BREE SERIF

Bree Serif is to be used for headlines and primary messaging for all business-to-consumer

communications. It can also be used in internal office applications where appropriate messaging is required.

To use this font legally it can be purchased and downloaded here www.fonts.com

A a B b C c 0 1 2 3 4 5

*Aliquam
vel ligula*

**Morbi euismod enim
 eget neque**

Aliquam et nisl vel ligula consetetuer
suscipit. Morbi euismod enim eget neque.

Donec sagittis massa. Vestibulum quis augue
sit amet ipsum laoreet pretium. Nulla facilisi.
Duis tincidunt, felis et luctus placerat, ipsum
libero vestibulum sem.

**ALIQUM A ODIO, SED TORTOR
VELIT FELIS.**

Bree Serif Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bree Serif ExtraBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

4.2 APPROVED TYPESTYLES

Guidelines for acceptable typography are provided to insure that a uniform and consistent image is maintained for all Worktopia branded elements.

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Exceptions may include advertising materials approved by Worktopia in which an alternative font adds to a concept or design which Worktopia considers beneficial to it's marketing objectives.

SOURCE SANS

Source Sans is to be used for headlines and primary messaging for all business-to-consumer

communications. It can also be used in internal office applications where appropriate messaging is required.

To use this font legally it can be purchased and downloaded here www.fonts.com

Aa Bb Cc 012345

Aliquam
vel ligula

**Morbi euismod enim
 eget neque**

Aliquam et nisl vel ligula consetetuer suscipit. Morbi euismod enim eget neque. Donec sagittis massa. Vestibulum quis augue sit amet ipsum laoreet pretium. Nulla facilisi. Duis tincidunt, felis et luctus placerat, ipsum libero vestibulum sem.

**ALIQUAM A ODIO, SED TORTOR
VELIT FELIS.**

Source Sans Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Source Sans Regular Italic
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abcdefghijklmnopqrstuvwxyz
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Source Sans Bold
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abcdefghijklmnopqrstuvwxyz
0123456789

Source Sans ExtraBold Italic
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abcdefghijklmnopqrstuvwxyz
0123456789