

01 MAIN LOGO

The WHEDA logo visually identifies our purpose and mission. The logo should be used only as it was created and according to these guidelines to consistently reinforce our brand identity. The WHEDA corporate logo is available in a variety of digital formats for print, use in Microsoft programs and for electronic applications.



WHEDA

HORIZONTAL

The vertical version of the logo should be used when possible. When unable to accommodate the vertical logo, the horizontal version can be used.



02 LOGO SPACING & SIZING

BUFFER ZONE

The buffer zone is the area around the logo that should remain clear of any other elements such as type or graphics. The minimum buffer zone is defined by one width of the building shape from the logo.



MINIMUM SIZING

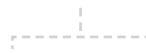
The minimum size for using the vertical logo is .5 inch wide by .377 inch high. The minimum size for using the horizontal logo is .7 inch wide by .232 inch high. Utilizing the logo at smaller dimensions than these may result in poor legibility.

.5 inch width



.377 inch height

.7 inch width



.232 inch height