



**WHEDA**

**BRAND  
STANDARDS**

# MAIN LOGO

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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

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## 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.



# LOGO SPACING & SIZING

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## BUFFER ZONE AROUND THE LOGO

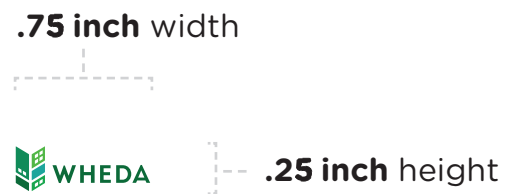
The buffer zone is the area around the logo that should remain clear of any other elements such as type or graphics. The minimum buffer zone is defined by one width of the building shape from the logo.



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## MINIMUM SIZING

The minimum size for using the vertical logo is .5 inch wide by .375 inch high. The minimum size for using the horizontal logo is .75 inch wide by .25 inch high. Utilizing the logo at smaller dimensions than these may result in poor legibility.



# ADDITIONAL LOGOS

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## EXTENSIONS

WHEDA logo extensions have been created to support the unique functions of our various business units. Please use the WHEDA logo extensions only in conjunction with specific lines of business. Any company-wide communications should use the corporate logo. Logo extensions should be used as they were created and according to these guidelines.



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## ONE COLOR OPTIONS

The logo may be used in one of four single-color options. The logo should not be used in any other single-colors.



# ADDITIONAL LOGOS

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## FULL NAME

When the full name of Wisconsin Housing and Economic Development Authority (WHEDA) needs to be featured in the logo, the following logo lock-up should be used.



# WHEDA

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WISCONSIN HOUSING AND  
ECONOMIC DEVELOPMENT AUTHORITY

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## LOGO WITH TAG LINE



# WHEDA

TOGETHER WE BUILD WISCONSIN

# TYPE FACE

## GOTHAM ROUNDED

Gotham Rounded has been chosen as WHEDA's standard font. To maintain consistency and the simplicity of the typeface, utilize only the following select weights.

LIGHT

Gotham Rounded Light abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$  
%^&\*(:;"

*ITALIC*

*Gotham Rounded Light Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopqrstuvwxyz 1234567890!@#\$*  
*%^&\*(:;"*

BOOK

**\*Gotham Rounded Book-USE FOR ALL BODY COPY**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$  
%^&\*(:;"

*ITALIC*

*Gotham Rounded Book Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopqrstuvwxyz 1234567890!@#\$*  
*%^&\*(:;"*

MEDIUM

**\*Gotham Rounded Medium-USE FOR SUBHEADS  
AND HIGHLIGHTING BODY COPY**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$  
%^&\*(:;"

*ITALIC*

*Gotham Rounded Medium Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopqrstuvwxyz 1234567890!@#\$*  
*%^&\*(:;"*

BOLD

**Gotham Rounded Bold**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$  
%^&\*(:;"

*ITALIC*

*Gotham Rounded Bold Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopqrstuvwxyz 1234567890!@#\$*  
*%^&\*(:;"*

## TYPE FACE

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# GOTHAM

Gotham has been chosen as WHEDA's Headline font. To maintain consistency only use this typeface for headlines. Intro comes in one, all uppercase, weight.

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HEAD LINE  
FONT

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

1 2 3 4 5 6 7 8

9 0 ! & ` ~ ; : . ,

## DESIGN ELEMENTS

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It's recommended to use the following sizing guidelines when possible, but sizing may be adjusted as necessary.

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# THE HEADING SHOULD BE BIG AND BOLD.

**The Sub Headline Should Be At  
Least Half The pt Size of The Heading  
And A Lighter Weight.**

The body copy should be no smaller than 9 pt and no larger than 11 pt. It should always be in Gotham Rounded Book for ease of legibility. The leading should be four times that of the pt size. For instance, the copy here is 9 pt and the leading is 14pt.

Call outs should be no smaller than 7pt. They should always be in Gotham Rounded Light.





# WHEDA | COLOR PALETTE

## PRIMARY COLORS

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CMYK: 85/20/80/10  
RGB: 21/140/89  
PMS: 7731 C  
HEX: #158c59



CMYK: 80/10/45/0  
RGB: 2/166/156  
PMS: 3272C  
HEX: #02a69c



CMYK: 90/30/100/25  
RGB: 5/106/56  
PMS: 349 C  
HEX: #056a38



CMYK: 70/0/100/0  
RGB: 86/183/71  
PMS: 360 C  
HEX: #56b747



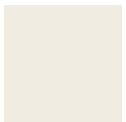
CMYK: 80/10/100/0  
RGB: 7/165/78  
PMS: 7482 C  
HEX: #07a54e



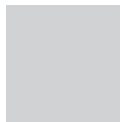
CMYK: 50/40/40/10  
RGB: 128/129/132  
PMS: 430 C  
HEX: #808184

## SECONDARY COLORS

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CMYK: 5/5/10/0  
RGB: 243/237/220  
HEX: #f2eddc



CMYK: 0/0/0/20  
RGB: 209/211/212  
HEX: #d1d3d4



CMYK: 85/10/5/60  
RGB: 0/87/116  
HEX: #005774



CMYK: 10/90/70/40  
RGB: 145/38/46  
HEX: #91262e