



Introduction

The logo of the Wenetus Interactive provides a strong visual identity.

The Visual Identity Manual outlines how to use our logo. It is important to adhere to these conditions, controls and standards in order to present a clear, unified, consistent image.

If you have questions about the use of the logo and can not find answers here, contact Wenetus at wenetus@wenetus.com.

Logo

Our logo was designed to represent our user centered development philosophy.

The logo just have the horizontal application. The icon and the name must be presented always together. Do not use the icon without the name of the company.

The logo stands for our organization. It is unique, strong and identifiable. To be effective, our logo must be used frequently and consistently.



Versions

If you have any color restrictions, you can use other versions of our logo: green scale, one green, gray scale or black.



Background applications

White backgrounds are the primary option to apply Wenetus' logo. If you have to use other background colors, try to use light colors such as blue or beige.

The user representation in the icon uses always the background color.

Pay attention to the contrast. Use the logo with respect and good taste, with pride and with quality.



Colors

Green and blue are our colors.

In graphic impressions, use the CMYK scale. The RGB scale must be used in digital media. Hexadecimal scale is used in web pages.

C	M	Y	K	R	G	B	Web
50%	1%	98%	0%	141	196	65	#8DC441
Pantone 374CV							

C	M	Y	K	R	G	B	Web
62%	7%	0%	0%	70	187	235	#46BBEB
Pantone 298CV							

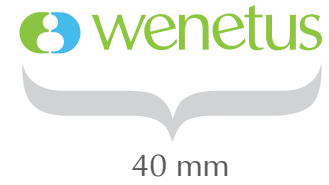
White space

It is important to keep some white space around the logo, to ensure it stands out. For this reason, here is an exclusion zone around the logo.



Minimum size

The minimum size for the two versions of the logo should be 40mm or 80 pixels (width). Below this size, the logo becomes illegible.



Typeface

For this visual identity have been selected Ottawa typeface.
This typeface is free for use.

All press documents used at Wenetus use the Ottawa typeface.

Ottawa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ([@&:;,!?;]*%))£? \$¥¢ f
åääâãäæéëèîïøóôõöoeúûùñfiflßÿ
ÅÄÅÄÃÆÉÈÊËÌÎÏØÓÔÕÖOEÚÛÜÙÑ

Contacts

If you need any advice or have any further questions please use the contacts listed below.

Wenetus Interactive
Rua do Apolo, 161, Caixa Postal 44
Recife Antigo . Recife . Pernambuco . Brazil
CEP 50030-220
+55 (81) 3076.1576
wenetus@wenetus.com
www.wenetus.com