WIPAIRE, INC.

WIPLINE FLOATS | SKIS | MODIFICATIONS | AIRCRAFT SALES
AVIONICS | INTERIOR | MAINTENANCE | PAINT REFINISHING
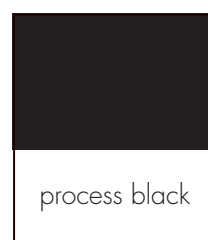
Brand Guidelines

Corporate Name

"Wipaire, Inc." or "Wipaire" are the proper corporate names for our company. These names should be used in all instances referencing our company and our products and services.

The Wipaire Logo

The integrity of the Wipaire logo should be guarded and protected. It represents the entire company - from ads, brochures, packaging to presentations. The logo is not just a sign-off. It is the most important thing on the page. It should be given first consideration in layout, even before headline and photography. The positioning of the piece of communication is what gives us our distinction, but the logo is what confirms it.

Pantone 1795 C	Pantone 647 C	process black

Logo Color Options

Full Color Logo

This logo should be used whenever possible. Ensure the colors in the logo can be reproduced accurately as PMS four color process or spot color. The full color logo should be placed on white or very light backgrounds. The background imagery must not conflict with the readability of the logo.

White Logo

Use the reversed version of the logo only when the full color logo can not be used and there are no other options than to print on dark navy or black.
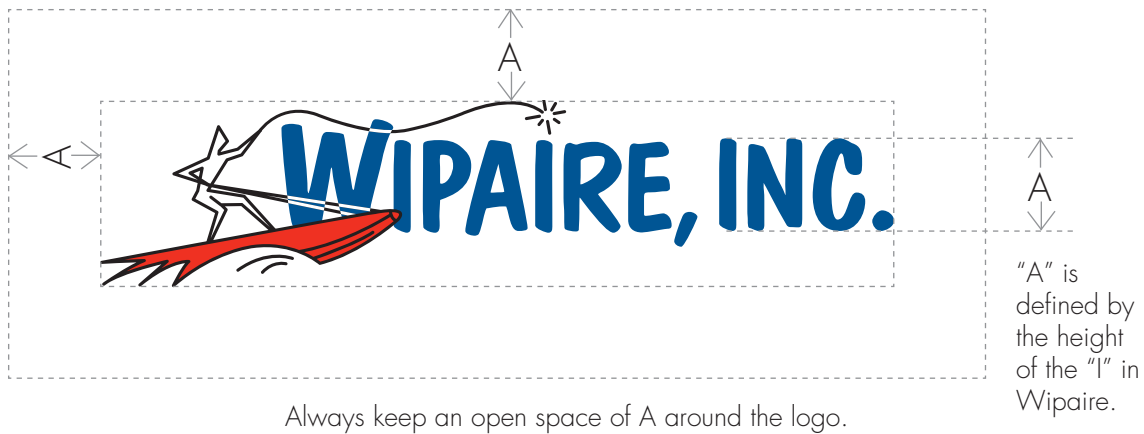
One Color Logo

Use this version of the logo in situations in which the printing of only one color is permitted.

Placement and Scaling

The Wipaire logo should be placed in such a manner that a minimum space is maintained around the logo. This space is defined by the height of the "I" in Wipaire. The logo should never printed smaller than 1/4" from top to bottom.

Always keep an open space of A around the logo.
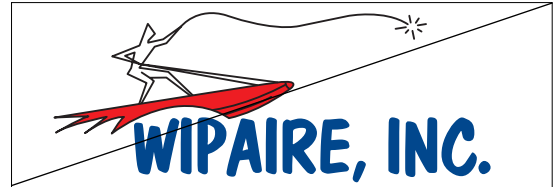
"A" is defined by the height of the "I" in Wipaire.

The Wipaire logo should never printed at smaller than 1/4" measured from top to bottom.
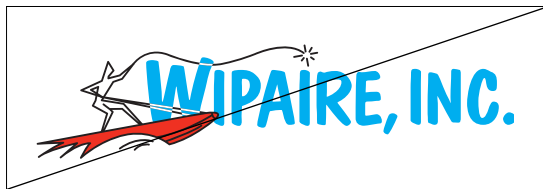
Misuse

The use of outdated, modified, or poor quality Wipaire logos is considered a brand violation. This includes logos scanned from printed materials or historical logos no longer in use. Please contact the marketing department for current Wipaire logo files.

Do not use this logo on a dark background or remove fill from the icon.

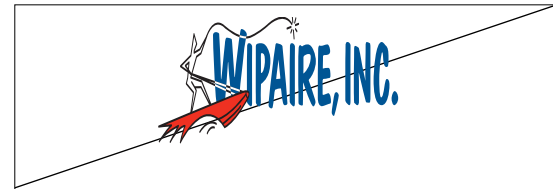The old logo is being phased out.

Do not change the color of the logo.

Use only high quality logos.

Do not change the font in the logo.

Constrain proportions on the logo.