Brand Guidelines

Version 2.0 January 2014

Introduction

Contents

TRUSTED BY THE BEST

For over 50 years, WIA has been supplying the Australian market with reliable products and expertise that is second to none. Our products are developed, delivered and supported by a team of technically driven professionals who understand the needs of our customers and work with them to deliver products and solutions designed for the heavy engineering, mining and oil, and gas markets.

WIA is part of the global organisation ITW (Illinois Tool Works), a diversified manufacturing company driven by innovative thinking, customer needs and specialised expertise. Around the globe, ITW companies work side by side with customers to deliver products that contribute to delivering solutions and creating success.

As part of the ITW global group, WIA is trusted to represent many of the world's leading welding brands in the Oceania region, including Miller and Hobart.

No matter how you look at it, we are trusted by the best.

USING THE WIA BRAND IDENTITY

Our identity helps Australian industry understand our brand and trust that we will deliver reliable products and expert support.

This document outlines the guidelines for using the WIA brand identity, including the correct use of the WIA, Miller and Hobart brand logos and the Trusted by the best brand statement.

Any use of WIA's intellectual property, whether registered or not, such as trade names, logos, products and marketing and communication materials will need to be in alignment with our brand guidelines.

CONTACT US

If you have any questions about using the WIA brand identity, contact Deborah Adamson, National Marketing Manager on (08) 8372 0615 or deborah.adamson@welding.com.au.

Trusted By The Best Statement
WHEN AND HOW TO USE IT

A tag line has been developed to communicate our unique positioning within the market place: Trusted by the best.

This line communicates that WIA products are used and trusted by the best local professionals, while simultaneously being relied on by the best global welding brands.

This tag line is included in the WIA logo lockup configuration, and must always be present in this situation.

The tag line may only be used as part of the WIA logo lockup configuration. It can only be used separately in WIA corporate communication.

FOR WIA USE ONLY

Trusted by the best

Logo Lockup
USING THE LOGO LOCKUP

The logo lockup has been designed to connect the core brands in the WIA portfolio - WIA, Miller and Hobart.

This logo is always to be used in conjunction with the arrow strip. Care must be taken to ensure the correct relationships between the two elements.

The logo lockup comes in two formats – horizontal and vertical. While the vertical version is used for most corporate stationary and signage, the horizontal version is used for advertising and most print collateral.
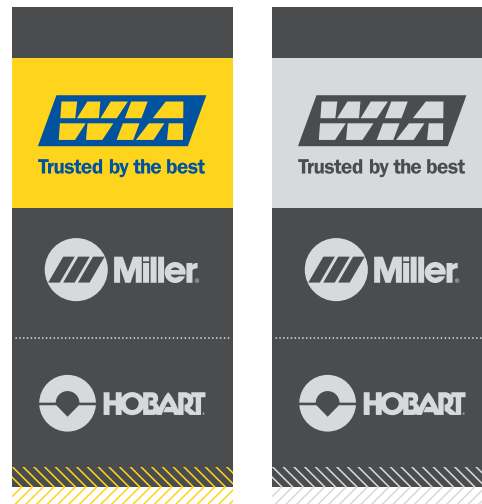
While there is no set rule for whether the horizontal or vertical version is used, it is always preferred that the full colour option is used.

The mono version of each logo can be used in single black colour print.

HORIZONTAL LOCKUP

VERTICAL LOCKUP

3

Logo Lockup
COLOURS, CLEARANCE AREA, MINIMUM SIZE

COLOURS

Colours must be kept consistent across all applications of the logo lockup. The colour specifications outlined on this page must be maintained.

|				
SPOT (COATED)	Pantone 116 C	Pantone 661 C	Pantone 425 C	Pantone Cool Gray 3 C
SPOT (UNCOATED)	Pantone 108 U	Pantone 286 U	Pantone 426 U	Pantone Cool Gray 3 U
PROCESS (CMYK)	0c 15m 94y 0k	100c 72m 0y 6k	0c 0m 0y 85k	0c 0m 0y 17k
WEB (RGB)	248r 204g 15b	0r 56g 135b	77r 77g 79b	214r 215g 218b

CLEARANCE AREA

A clearance area around the logo lockup equal to the height of the WIA logo must always be maintained. This has been shown visually in the images to the right.

**HORIZONTAL LOCKUP**

MINIMUM SIZE

Logos must be reproduced to scale to avoid stretching and warping. The minimum size at which the logo can be reproduced is 15.5mm high for the horizontal version and 20mm wide for the vertical version.

15.5MM

20MM
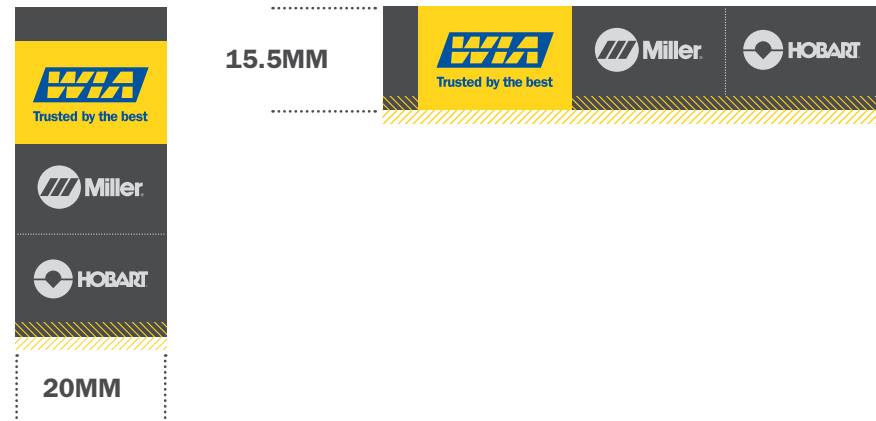
Logo Lockup
WHAT NOT TO DO

1. Please do not alter the logos in any way. Please proportionally re-size the logo for all material.

2. Please do not combine the logo lockup with other logos or text without using the clearance area.

3. Please do not use the logo lockup on patterned backgrounds or images that distract from the standalone logos.

4. Please do not add shadows or outline effects to the logo lockup.

1.

2.

Distributor

Distributor

3.

4.
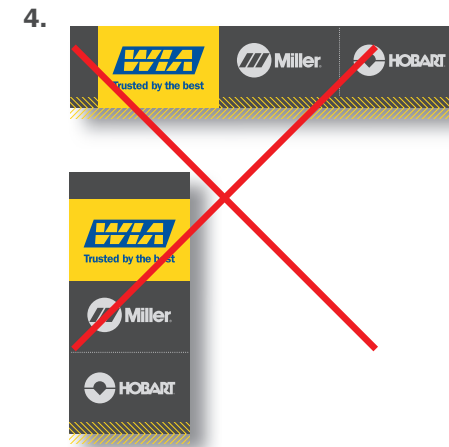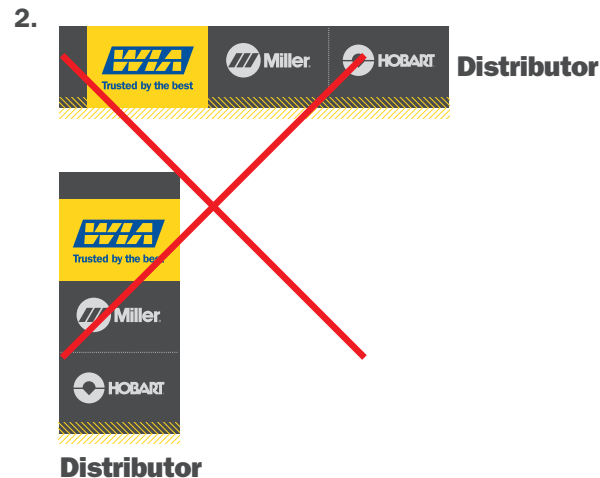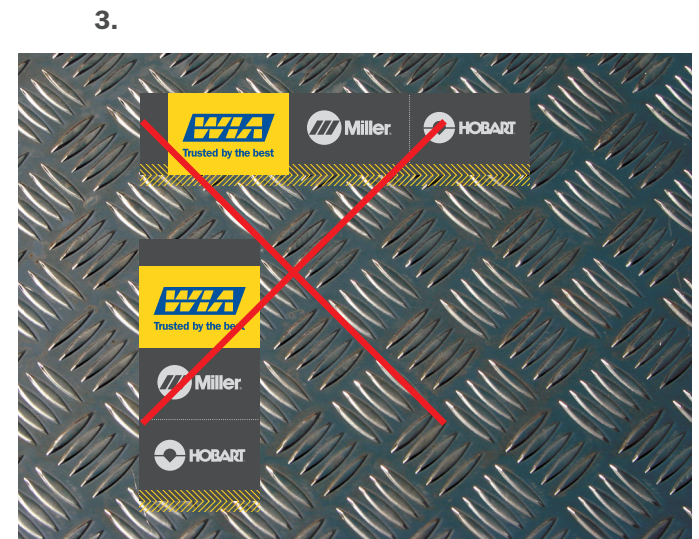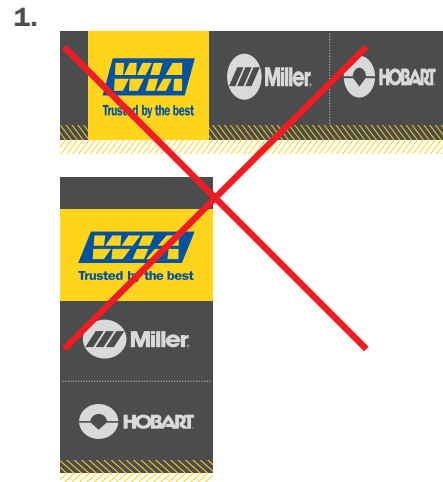
Standalone Logos
USING THE STANDALONE LOGOS

While it is always preferable to use the logo lockup, standalone brand logos may be used on collateral representing a single brand, such as product advertisements, leaflets or catalogues. For example, a Miller brochure or an ad highlighting Miller Digital Elite helmets.

FULL COLOUR

MONO

Standalone Logos
COLOURS, CLEARANCE AREA, MINIMUM SIZE

COLOURS

Colours must be kept consistent across all applications of the logo lockup. The colour specifications outlined on this page must be maintained.

SPOT (COATED)	Pantone 116 C	Pantone 661 C	Pantone 300 C	Pantone 716 C
SPOT (UNCOATED)	Pantone 108 U	Pantone 286 U	Pantone 300 U	Pantone 158 U
PROCESS (CMYK)	0c 15m 94y 0k	100c 72m 0y 6k	100c 43m 0y 0k	0c 65m 80y 0k
WEB (RGB)	249r 204g 15b	0r 56g 137b	0r 122g 194b	244r 122g 68b

CLEARANCE AREA'S

Since each standalone logo is always presented within a coloured holding shape, there is no mandatory clearance area when using images.
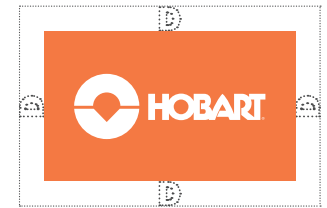
When text is to be used near a standalone logo, a clearance area equal to the capital letter height used should be maintained.
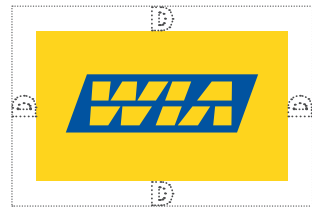
Distributor

Distributor

Distributor

MINIMUM SIZE

Logos must be reproduced to scale to avoid stretching and warping. The minimum size at which the logo can be reproduced is 15.5mm in height.

15.5MM

Standalone Logos
WHAT NOT TO DO

1. Please do not stretch or modify the standalone logos in any way. Please proportionally re-size the logos for all material.

2. Please do not combine the standalone logos with text unless using the type clearance area guidelines shown on page 7.

3. Please do not use the standalone logos on patterned backgrounds or images that distract from the standalone logos.

4. Please do not add shadow or outline effects to the standalone logos.

5. Please do not position the logos side by side, either horizontally or vertically. In instances where all brand logos are required, the logo lockup should be used.

1.

2.

3.

4.

5.

Font Usage

The Franklin Gothic font family is WIA's core brand font and should be used throughout marketing materials.

1. Franklin Gothic Heavy is to be used for majorheadings only.

2. Franklin Gothic Demi is to be used for sub headings only.

3. Franklin Gothic Book is to be used for body copy only.

4. Text colour shoule be coloured 85% black on a white background or reveresed in white out of 85% black.

1.

ABCDEFGHIJKLMNOPQRSTUVWQYZ 1234567890&$@?,.

2.

ABCDEFGHIJKLMNOPQRSTUVWQYZ 1234567890&$@?,.

3.

ABCDEFGHIJKLMNOPQRSTUVWQYZ 1234567890&$@?,.