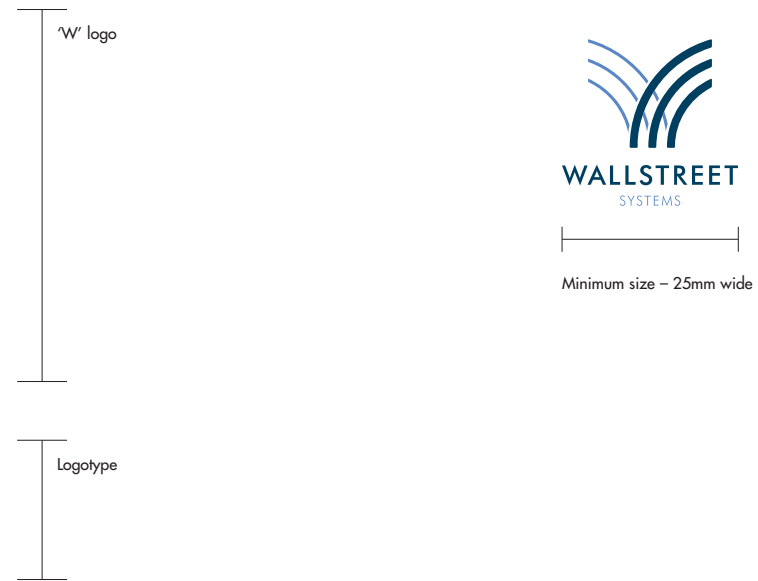


1.01 The brand mark



Our brand mark has two elements: the 'W' logo and the 'WALLSTREET SYSTEMS' logotype. They're locked together in a fixed relationship as shown above and always appear on a white background or on a tint of 25% or less of PMS 2718 background.

Always use the approved master artwork. Never separate the elements or use the logotype without the 'W' logo.

The minimum size of the normal use brand mark is 25mm wide. We never use it any smaller than this.

For any printed use of our logo, a final proof of how it will appear must be approved by a member of the Wall Street Systems Marketing Team before publishing.

1.02 The brand mark – small usage



Maximum size – 24mm wide



Minimum size – 15mm wide

In instances where the brand mark needs to be used at a size smaller than 25mm wide there is a small use version of the brand mark without the “systems” lettering.

Please note that this alternative version should be used sparingly and avoided wherever possible.

The maximum size of this small usage brand mark is 24mm wide. We never use it any **bigger** than this.

The minimum size of this small usage brand mark is 15mm wide. We never use it any smaller than this.

For any printed use of our logo, a final proof of how it will appear must be approved by a member of the Wall Street Systems Marketing Team before publishing.

1.03 The brand mark – colour variants



2-COLOUR PMS LOGO
Lithographic printing.



CMYK LOGO
Lithographic printing,
Digital printing.



RGB LOGO
On-screen applications,
PowerPoint™ presentations,
Word files.



BLACK LOGO
Lithographic printing, Digital
printing, Word files, PowerPoint™
presentations.



REVERSED OUT LOGO
Lithographic printing,
Digital printing.

The colour reproduction of the marks in this document is not accurate. Do not use this document for colour matching. Use the Pantone® colour swatches for colour matching on press. PANTONE® is a registered trademark of Pantone Inc.

For printed applications there are a number of colour variants for the brand mark to meet the requirements of all publications. The following are the only colour variants for the brand mark that can be used.

Pantone version

When appearing on a white background or on a tint of 25% or less of PMS 2718 background, the mark should print in deep blue (Pantone 303) and violet (Pantone 2718).

CMYK version

For use when it is not possible to reproduce the mark using special Pantone® inks. The specification has been carefully chosen to match Pantone colours and should not be altered in any way.

Deep blue – C: 100 M: 11 Y: 0 K: 74
Violet – C: 67 M: 41 Y: 0 K: 0

RGB version

When reproducing in on-screen applications. The specification has been carefully chosen to match Pantone colours and should not be altered in any way.

Deep blue – R: 0 G: 52 B: 77
Violet – R: 84 G: 126 B: 216

Black version

When reproducing in a single colour the mark can appear in black.

Reversed out version

When there is a need to show the mark on a dark coloured background, or out of a photographic image (see Section 1.07), the mark should reverse white out.

1.04 The brand mark – file formats

Print (EPS versions)

Normal Use



WSS_Logo_2PMS.eps



WSS_Logo_CMYK.eps

Small Use



WSS_Logo_2PMS_SM.eps



WSS_Logo_CMYK_SM.eps

Print (JPG versions)

Normal Use



WSS_Logo_CMYK_300dpi.jpg

Small Use



WSS_Logo_CMYK_300dpi_SM.jpg



WSS_Logo_Black.eps



WSS_Logo_Rev.eps



WSS_Logo_Black_SM.eps



WSS_Logo_Rev_SM.eps



WSS_Logo_Black_300dpi.jpg



WSS_Logo_Black_300dpi_SM.jpg

All master logos exist as normal and small usage formats. Small usage to be reproduced when a 25mm or smaller logo is required.

The following are recommendations for master logo usage.

Print

Master logos for litho and digital print use are supplied as EPS and JPG files. Recommended file format for print use is EPS. EPS are vector files which can be scaled in size without losing print quality. Especially useful for large output applications such as exhibition stands. JPG format available. JPGs may be scaled down in size but not increased in size as quality output will diminish.

1.05 The brand mark – file formats

Presentation (JPG versions)

Normal Use



WSS_Logo_RGB_150dpi.jpg

Small Use



WSS_Logo_RGB_150dpi_SM.jpg

Presentation (PNG versions)

Normal Use



WSS_Logo_RGB_150dpi.png



WSS_Logo_Rev_150dpi.png

Small Use



WSS_Logo_RGB_150dpi_SM.png



WSS_Logo_Rev_150dpi_SM.png



WSS_Logo_Black_150dpi.jpg



WSS_Logo_Black_150dpi_SM.jpg



WSS_Logo_Black_150dpi.png



WSS_Logo_Black_150dpi_SM.png

All master logos exist as normal and small usage formats. Small usage to be reproduced when a 25mm or smaller logo is required.

The following are recommendations for master logo usage.

Presentations

Master logos for presentation use (in PowerPoint) are supplied as JPG and PNG files. Recommended file format for presentations use is JPG. PNG format is also available. This is useful for when transparent backgrounds are required. JPG and PNG files may be scaled down in size, but not enlarged. These files are also suitable for use in 'Word' and other applications to be printed in-house.

1.06 The brand mark – file formats

Web (JPG versions)

Normal Use



WSS_Logo_RGB_72dpi.jpg

Small Use



WSS_Logo_RGB_72dpi_SM.jpg



WSS_Logo_Black_72dpi.jpg



WSS_Logo_Black_72dpi_SM.jpg

All master logos exist as normal and small usage formats. Small usage to be reproduced when a 25mm or smaller logo is required.

The following are recommendations for master logo usage.

Web

Master logos for web use are supplied as JPG files. JPG files may be scaled down in size, but not enlarged.

Scale this file to the correct size using Photoshop, then save the final file as a web-optimised GIF file for use on the web (do not use the logo in JPG format on the web).

1.07 The brand mark – correct usage



1



2



3



4

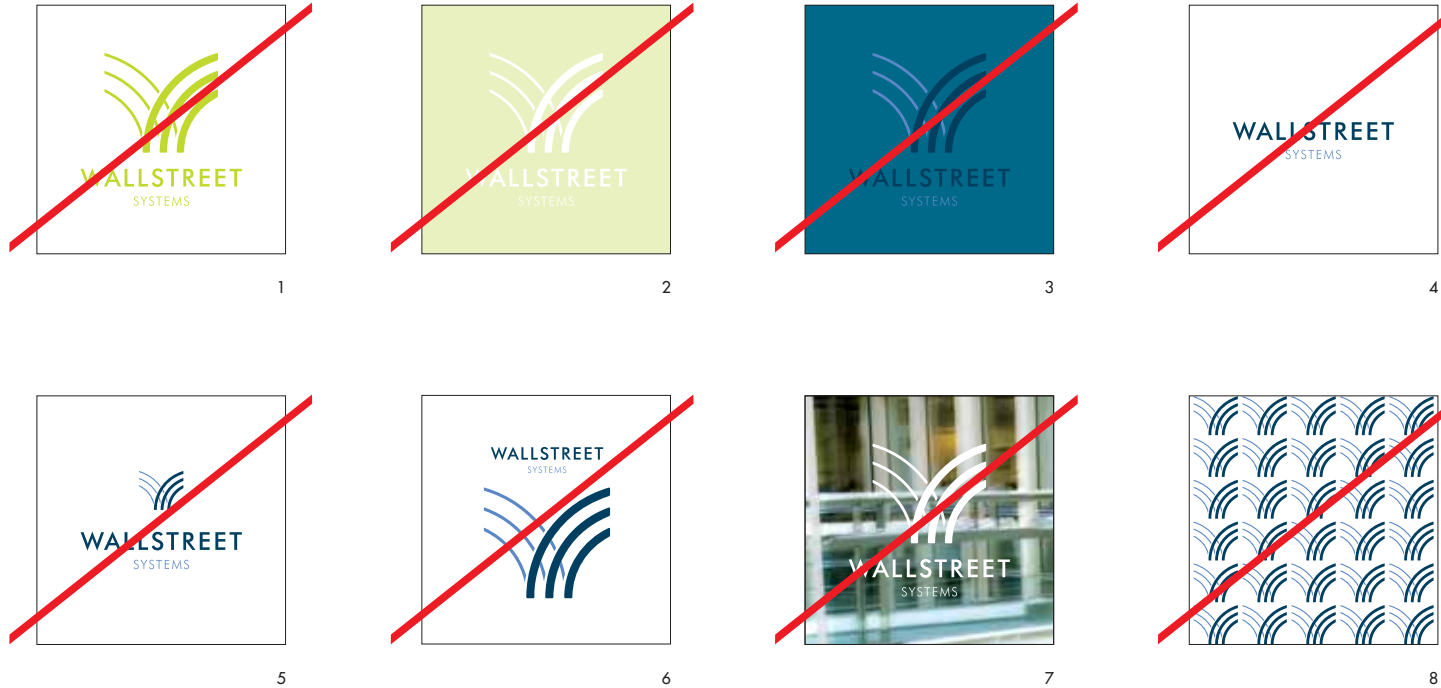
It is essential that the marks are used in the correct manner and are not interpreted incorrectly.

In addition to page 1.03 'colour variants', the examples shown here demonstrate correct usage of the brand marks.

1. Use the 2-colour versions of the mark wherever possible.
2. Use the black version where there are single-colour restrictions or for internal printing.
- 3/4. Use the reversed out version on appropriate, dark coloured backgrounds or relatively uncluttered images where contrast and legibility of the mark is maintained.

Please use this version sparingly, and only where it is absolutely necessary to do so.

1.08 The brand mark – incorrect usage



The examples here show how the brand marks **should not be used**.

1. **Do not** change the colour of the mark.
2. **Do not** reproduce the mark white out of a light coloured background.
3. **Do not** reproduce the positive version of the mark on a dark background.
4. **Do not** remove the 'W' logo from the mark.
5. **Do not** change the proportions of the elements within the mark.
6. **Do not** change the arrangement of the mark.
7. **Do not** use the mark on a photographic background that is cluttered and affects legibility.
8. **Do not** use the 'W' logo on its own or to create a repeat graphic pattern.

1.09 The brand mark – preferred sizes



Minimum size
25mm wide



DL Literature (99mm x 210mm)
27mm wide



A4 (210mm x 297mm), US Letter
(8.5" x 11"), A5 (148mm x 210mm),
Literature and Letterhead
35mm wide



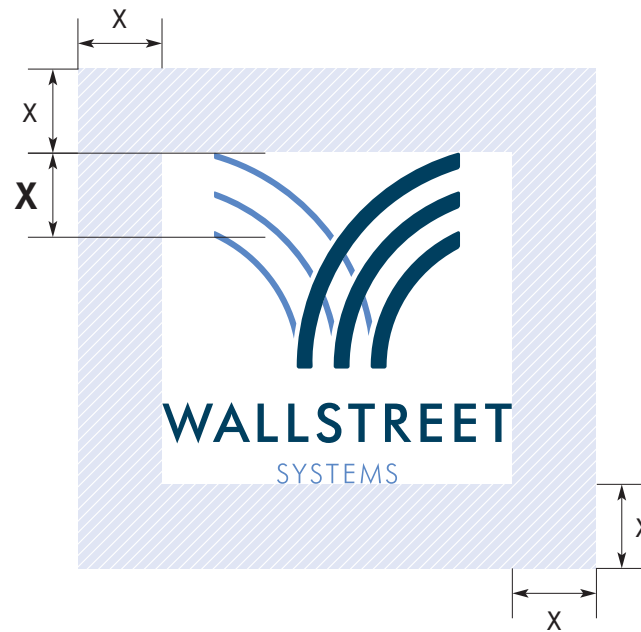
A3 (297mm x 420mm) applications
50mm wide

In order to maintain levels of consistency and quality across our communications, we have drawn up specific size constraints for using the mark on certain standard size applications.


Minimum size

To maintain legibility, the normal use Wall Street Systems brand mark should never be reproduced any smaller than 25mm.

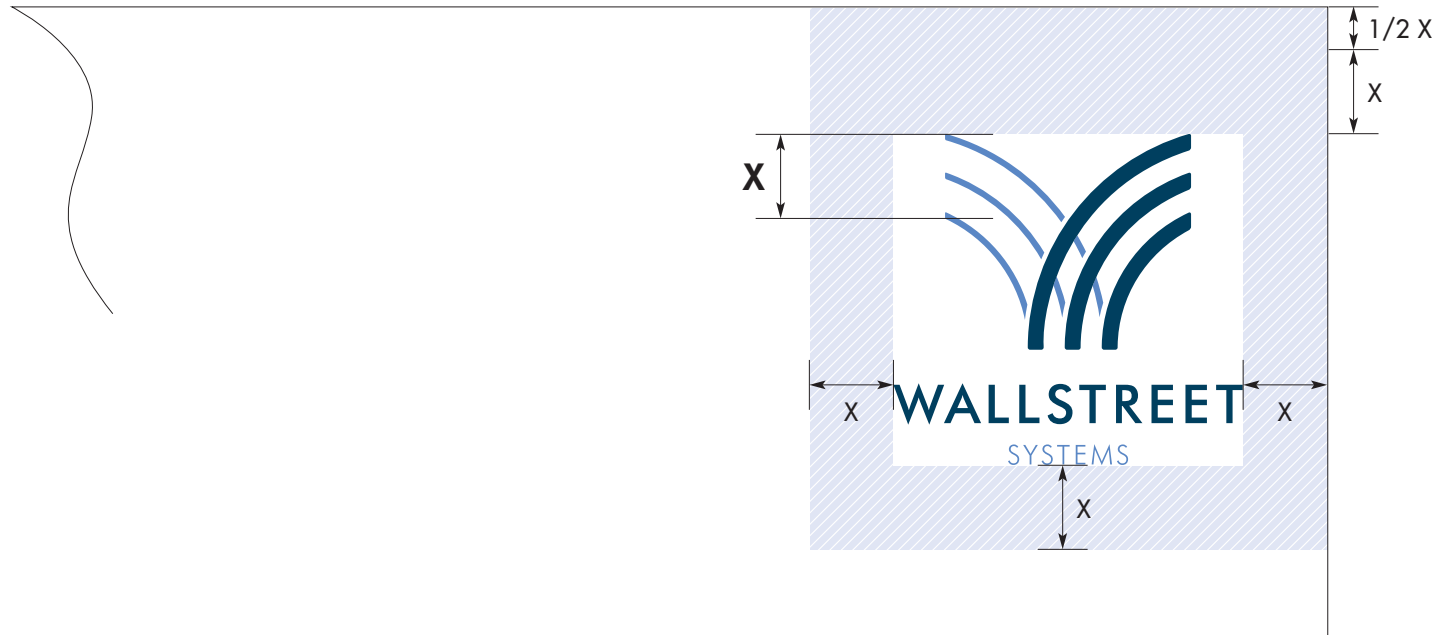
1.10 The brand mark – exclusion zone



Our brand mark has most impact when there's a certain amount of space around it, letting it stand proud on the page. To help you present the brand mark effectively in all situations, we've created minimum clear space guidelines.

The exclusion zone is derived from the value of X – the height of the three thin lines of the 'W' logo (as indicated by arrow). The exclusion zone is visually represented in this illustration by the shaded area .

1.11 Positioning the brand mark



Position

The mark should wherever possible appear in the top right corner of the page using the specifications shown here to position it correctly whilst observing the minimum exclusion zone detailed in Section 1.10.

Size

The size will depend on the format and application. Please refer to Section 1.09 which illustrates the preferred sizes for the mark.

1.12 The horizontal brand mark – file formats

Print (EPS versions)



WSS_Logo_2PMS_HORIZ.eps



WSS_Logo_CMYK_HORIZ.eps



WSS_Logo_Black_HORIZ.eps



WSS_Logo_Rev_HORIZ.eps

A horizontal version of the mark has been created **for use only in applications where the main mark will not fit in the space available, or will not read well**, for example, in some signage applications.

Master artworks of the horizontal version mark may only be used with the approval of the Director of Marketing and Communications, and are available from:

Leonie Alsop


Director of Marketing and Communications

leonie.alsop@wallstreetsystems.com

1.13 The horizontal brand mark – exclusion zone and minimum size



Our brand mark has most impact when there's a certain amount of space around it, letting it stand proud on the page. To help you present the brand mark effectively in all situations, we've created minimum clear space guidelines.

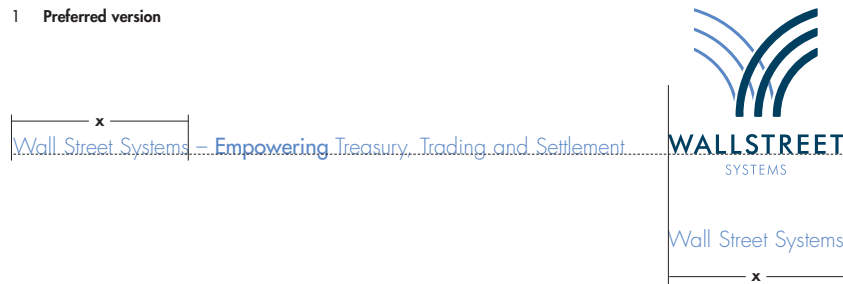
The exclusion zone is derived from the value of X – the height of the three thin lines of the 'W' logo (as indicated by arrow). The exclusion zone is visually represented in this illustration by the shaded area .

Minimum size

To maintain legibility, the horizontal use Wall Street Systems brand mark should never be reproduced any smaller than 45mm.

1.14 The strapline

1 Preferred version



Using the strapline with the Wall Street Systems brand mark

There are a range of configurations of the mark and strapline. The one you choose will depend on the application or the level of prominence for the strapline.

The following are acceptable relationships.

Preferred version

In all possible cases the relationship between Wall Street Systems brand mark and the strapline should follow these set proportions:

1. The words 'Wall Street Systems' from the strapline of 'Wall Street Systems – Empowering Treasury, Trading and Settlement' should be the same width as the brand mark and aligned to the baseline of the lettering 'Wallstreet' (see example).

The strapline is set in Futura Light apart from the word 'Empowering' which should be bolder than the rest and set in Futura Medium.

The strapline is coloured violet (Pantone 2718) and is positioned to the left of the brand mark.

1.15 The strapline

2 Alternative version



3 Alternative version



4 Reversed out version



Alternative versions

In applications where the strapline needs to be larger for legibility or greater prominence (e.g. hoardings, banners or small usage) the brand mark and the strapline should be aligned in the following ways:

2. The strapline should align to the baseline of the lettering 'Wallstreet' in the brand mark; and to the height as shown above.
3. The strapline should be aligned to the baseline of 'Wallstreet' lettering, and sit to the left or right hand side of the brand mark whilst observing the exclusion zone (see Section 1.10). It may go onto 2/3 lines if necessary.
4. Where the strapline is reversed out of a coloured background it is set in Futura Book apart from the word 'Empowering' which should be bolder than the rest and set in Futura Heavy.