



BRANDBOOK



WOC RETAIL ALLIANCE

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BRAND ELEMENTS

THE BRANDMARK

The WOCRA brandmark is the most important aspect of the brand identity. It is critical to apply the logo sensibly and with creative intelligence.

The WOCRA brandmark is comprised of the 'WOC Retail Alliance' **logotype** and the **WOCRA 'W'**.

The WOCRA W also consists of the **WOCRA triangle** on the top right corner in **WOCRA gold**.

These elements have been designed to appear in a fixed relationship that must never be altered. Always use approved artwork.



WOC RETAIL ALLIANCE

BRANDMARK

POSITIVE AND REVERSE BRANDMARKS

The primary positive version of our corporate brandmark is in full color.

The standard logo in black is used only on black and white documents such as fax sheets, or black and white ads. Reverse versions are also illustrated.

positive logo: colors



positive logo: black and white



reverse logo: white on WOCRA gold



reverse logo: colored



BRANDMARK

LOGO ANATOMY



BRANDMARK

LOGO LOCKUPS

The WOCRA logo lockups have been designed to appear in a fixed relationship that must never be altered.

All three versions have “WOC” in brown and “RETAIL ALLIANCE” IN gold.

In the **horizontal lockup**, the logotype is centered below the logomark.

In the **primary lockup**, the logotype is right-justified.

In the **stacked lockup**, the logotype is centered below the logomark and forced justified.



WOC RETAIL ALLIANCE

Primary Lockup



Horizontal Lockup



Stacked Lockup

BRANDMARK EVENT LOGOS

For event logos, the logotype is repositioned above the WOCRA W and colors change to dark brown.

WOC RETAIL ALLIANCE



NETWORKING

WOC RETAIL ALLIANCE



MENTORING

WOC RETAIL ALLIANCE



MASTERCLASS

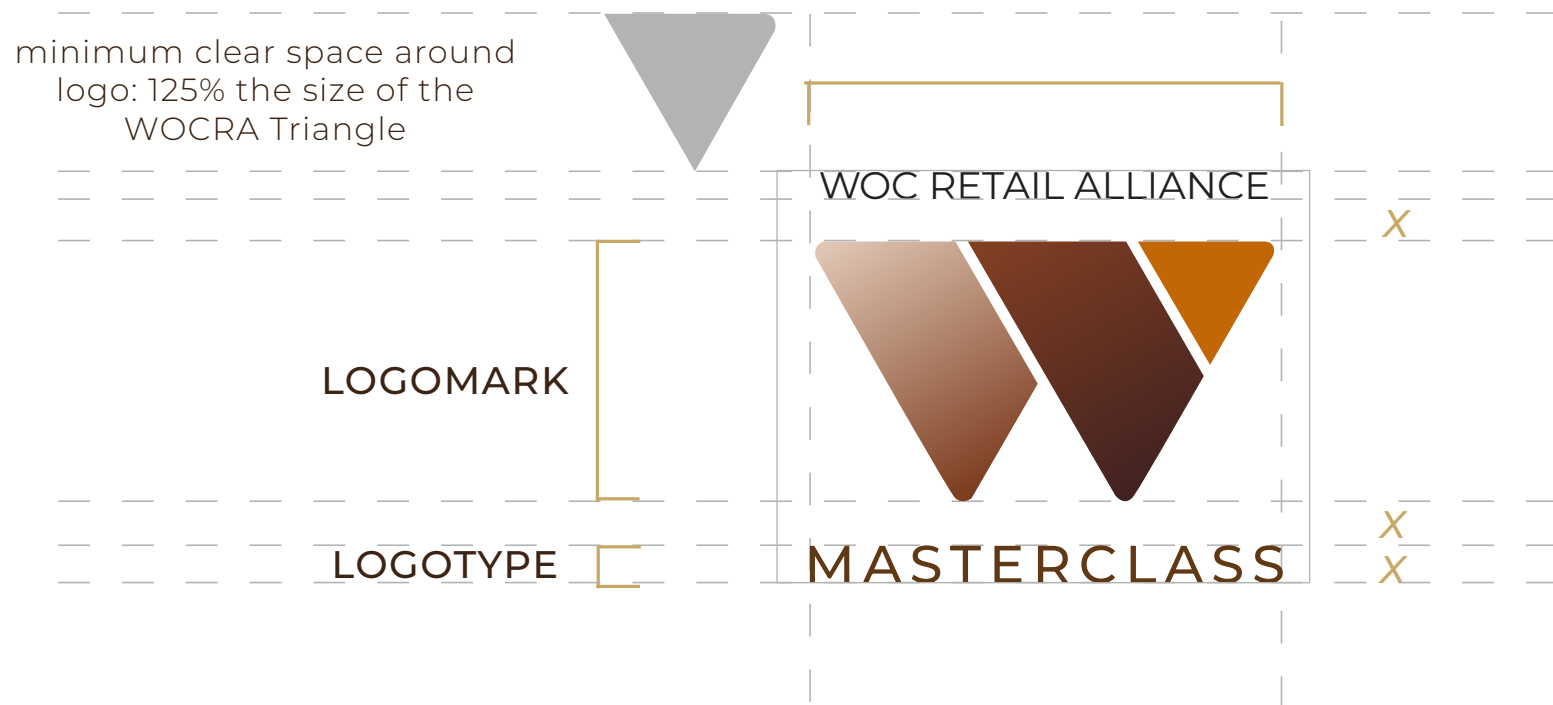
WOC RETAIL ALLIANCE



TRAINING & COACHING

BRANDMARK – EVENT LOGOS

LOGO ANATOMY



BRANDMARK

CLEAR SPACE

A minimum amount of clear space should surround the entire brandmark to enhance presentation and impact.

The WOCRA brandmark should stand out clearly from its surroundings, and should be protected with adequate clear space from any competing visuals, graphics and content.



1 WOCRA triangle

Throughout the system we use the WOCRA triangle as a key measuring tool. The triangle we use to measure is equal to the gold triangle in the WOCRA logomark in the size you intend.



0.25 WOCRA triangle

This measurement is further divided into quarters (0.25).



The recommended clear space around the logo is determined by the height of the WOCRA "W" + 0.25 "W".

1 Using the WOCRA triangle to measure proportions



2 Recommended clear space



BRANDMARK

CLEAR SPACE



BRANDMARK

MINIMUM SIZES

To maintain legibility at all times, the brandmark has a minimum size for print and digital uses.

On occasion, a version that is below minimum size may be the right choice for challenging production processes where we are unable to reproduce the standard size version with the desired legibility. Where this is the case, proofing stages help determine the most suitable version for optimal reproduction of the brandmark.

For **print**, the logomark should appear in sizes **nosmaller than 0.8 inches** across the width of the brandmark for print (1).

For **digital use**, the logomark should appear **no smaller than 58 pixels** across the width (2).

If we try to reproduce the symbol or the brandmark below these recommended sizes, it will be difficult to assure quality and legibility.



BRANDMARK

INCORRECT LOGO USAGE

This page illustrates some incorrect uses of the brandmark. Changing the configurations of the brandmark in any way will create confusion and diminish our legal ownership of our brand assets.

Do not replace the WOCRA logotype with another font.



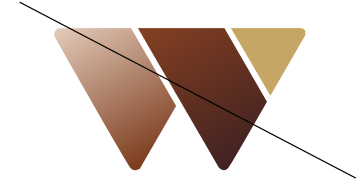
Do not change the approved colors.



Do not alter the color relationship between the logomark and logotype.



Do not alter the character spacing (Kerning)



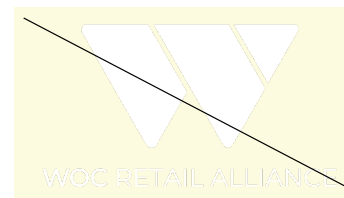
Do not reposition the Wocra W outside the approved lockups.



Do not redesign the WOCRA W.



Do not place the reverse logos on dark colors.



Do not place the positive logos on dark colors.

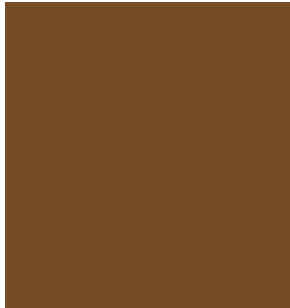


THIS IS **WOCRA GOLD.**

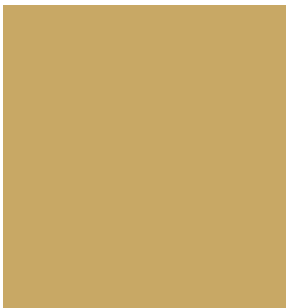
COLOR PALETTE

PRIMARY

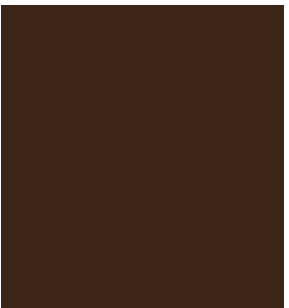
Primary brand colors are reserved for the exclusive use of the main company – WOCRA – its landmarks and materials.



Brown
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



WOCRA Gold
C23 M32 Y71 K1
R198 G166 B100
#C6A664



Dark Brown
C52 M70 Y79 K69
R59 G37 B23
#3B2517

COLOR PALETTE

SECONDARY

Secondary brand colors (deep color palette) are used for WOCRA events and materials. Each color may be assigned to a specific program (*to be determined*).



Camel
C20 M67 Y100 K7
R193 G103 B6
#C16706



Brick
C28 M85 Y100 K29
R143 G53 B3
#8F3503



Orchid
C52 M98 Y30 K13
R129 G39 B103
#812767



Sea Blue
C79 M44 Y41 K12
R61 G13 B61
#3D717E



Olive
C63 M45 Y91 K36
R80 G89 B46
#50592E



Cool Silver
C0 M0 Y0 K30
R188 G190 B192
#BCBECO

BRANDMARK

REGIONAL PARTNER LOGO

When using a regional brand color, turn all logotype fonts to brown, with the city name in the regional brand color.



WOC RETAIL ALLIANCE
MONTREAL



WOC RETAIL ALLIANCE
FORT MYERS



WOC RETAIL ALLIANCE
TORONTO



WOC RETAIL ALLIANCE
NEW YORK



WOC RETAIL ALLIANCE
LOS ANGELES



WOC RETAIL ALLIANCE
CENTRAL OHIO

BRANDMARK

EVENT LOGOS

PER REGION

For event logos, the logotype is repositioned above the WOCRA W. The events are assigned a specific color to reflect the regional partner.

WOC RETAIL ALLIANCE



NETWORKING

WOC RETAIL ALLIANCE



MENTORING

WOC RETAIL ALLIANCE



MASTERCLASS

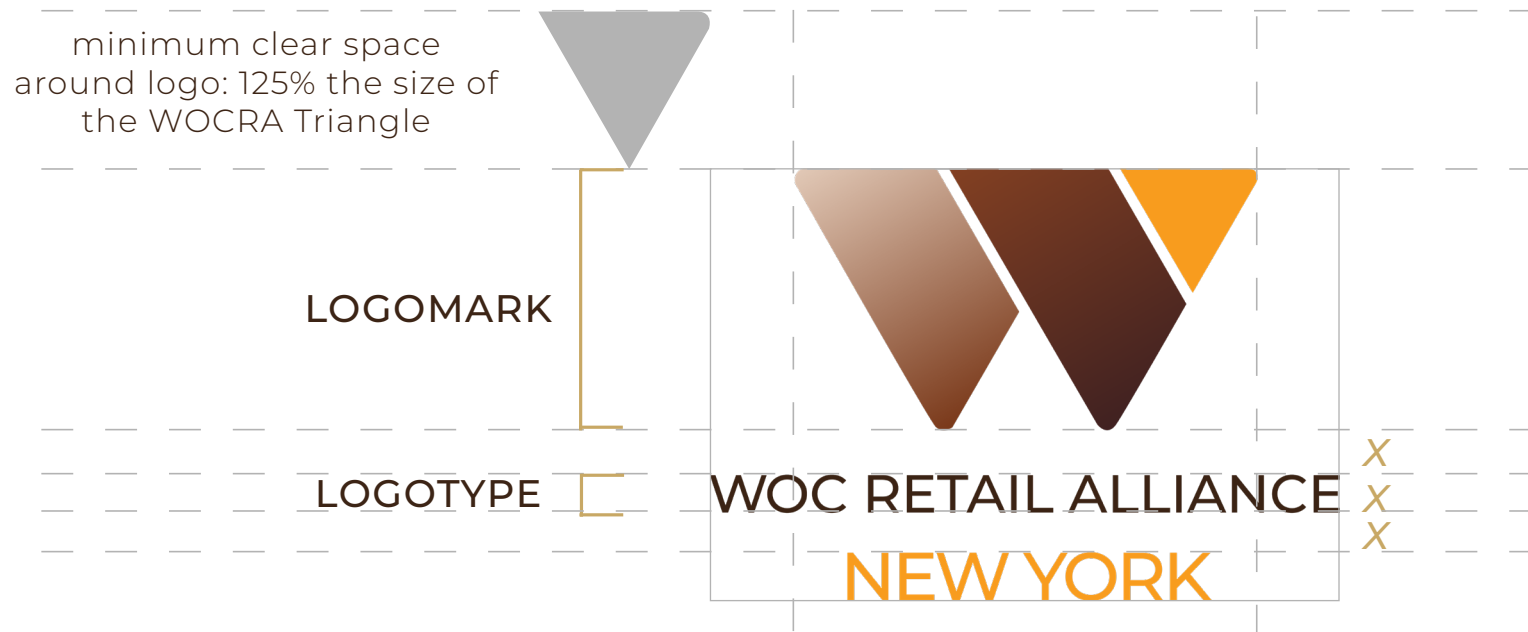
WOC RETAIL ALLIANCE



TRAINING & COACHING

BRANDMARK – LOGO ANATOMY

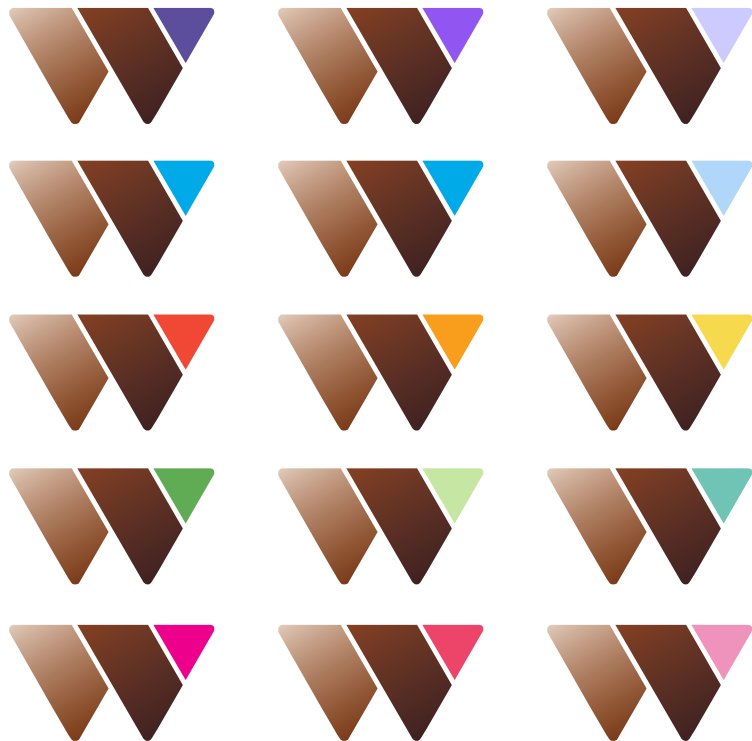
REGIONAL PARTNER LOGO



COLOR PALETTE

PARTNER

Partner brand colors (bright color palette) represent our global community, and are assigned to a specific city partner (*to be determined*).



Purple
C76 M80 Y2 K0
R92 G78 B157
#5C4E9D



Lavender
C69 M99 Y0 K0
R128 G49 B167



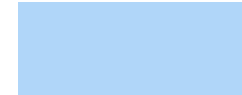
Lilac
C17 M18 Y0 K0
R205 G202 B255
#CDCAFF



Blue
C76 M67 Y0 K0
R75 G94 B223
#4B5EDF



Cyan
C71 M16 Y0 K0
R0 G170 B232
#00AAE8



Sky Blue
C28 M7 Y0 K0
R176 G214 B249
#B0D6F9



Red Orange
C0 M95 Y98 K0
R238 G46 B36
#EE2E24



Orange
C0 M45 Y100 K0
R249 G157 B28
#F99D1C



Yellow
C4 M11 Y82 K0
R247 G217 B77
#F7D94D



Green
C67 M9 Y90 K0
R96 G172 B84
#60AC54



Mint
C24 M0 Y45 K0
R198 G230 B163
#C6E6A3



Sea Foam
C24 M0 Y45 K0
R198 G230 B163
#C6E6A3



Magenta
C0 M100 Y0 K0
R236 G0 B140
#EC008C



Punch
C0 M88 Y42 K0
R237 G69 B106
#ED456A



Pink
C1 M53 Y1 K0
R240 G147 B188
#F093BC

BRAND ELEMENTS

TYPOGRAPHY

MONTSERRAT

Montserrat Semibold
For titles and headings

Montserrat Regular
for body text and captions

Montserrat Light
for subheads and footnotes

Montserrat
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat
Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

