

# WoodmenLife Logo Quick Reference

## The Logo

### Primary Usage



The primary WoodmenLife logo (WoodmenLife\_Horizontal) is composed of the tower symbol and company name. The service mark location is always on the top right of word mark. This is the default logo, go-to version.

### Logo Color

When the logo appears on a white background, use our primary Tower symbol blue PMS 645 C and black logo. On a dark background, use an all-white logo, and if the logo appears on a light-colored background, use the all-black logo.

PMS 645C

CMYK: C57, M31, Y13, K00

RGB: 114, 154, 189

HEX: 729ABD

Tower Symbol

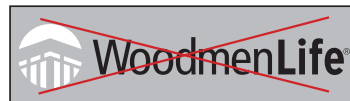
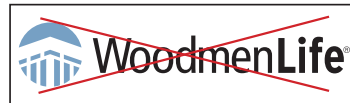
### Full Color Usage



### Approved color combinations



### Not approved color combinations



Only with instances where space is limited, the vertical stacked logo (WoodmenLife\_Stacked) is approved for use.

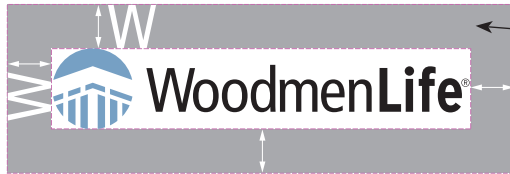


## Clearance

---

Always maintain clear space around the logo to protect it from distracting graphics or typography. For the logo, measure clear space by the height of the “W” in WoodmenLife for vertical space, and the width of the “W” for horizontal.

Never allow typography or other elements to “invade” the signature or the symbol. When using the logo only, the clear area on all sides should be equal to the height of the W. The logo should never be used as part of a sentence or text slogan.



Clear area must equal height of letter “W” in logo around signature.

## File Type Usage

---

### Logo File Type

#### EPS Format

EPS is a vector file format used for professional and high-quality image printing. EPS files are lossless, making it possible to enlarge or reduce the image without losing any quality.

EPS can be used for:

- Billboard advertising
- Large posters
- Various large format collateral

EPS format supports a transparent background making it suitable for an all white logo.

#### PDF Format

PDF is ideal if you want the original formatting to stay exactly the same for long-term use and remain easily accessible and uniform across different devices. The only drawback is that it contains a background, so an all white logo is not available.

#### PNG Format

PNGs are compressible.

PNG can be used for:

- Web graphics
- Logos
- Charts and illustrations

Just like the EPS format, they can have a transparent background and will work for an all white logo.

### Supplied Logos

#### EPS Format



#### PDF Format



#### PNG Format

