

Brand Guide

WCCM 2020
Branding Guidelines

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The Logo - Horizontal



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The Logo - Vertical



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The Logo - Horizontal National Communities



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The Logo - Vertical
National Communities



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Logo Usage

DO NOT SQUISH LOGO



DO NOT STRETCH LOGO



DO NOT ROTATE LOGO



DO NOT CHANGE
CORPORATE COLORS





Colors



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Colors

Primary Color Usage:

To be used for backgrounds, large blocks of color, illustrations and buttons.

Secondary Color Usage:

Egg Shell used for backgrounds.

White is to be used for text on dark backgrounds. The deep gray is to be used for headlines, subheaders, body copy and support to the primary color.

Accent Color Usage:

Sand can be used for lines, buttons and calls to action. It is also used in the website navigation and can be a more subtle CTA. Dull Green can be used as a background or contrasting color to support the primary.

Primary *Moss Green*

#6C7C69
C59 / M38 / Y60 / K14
R108 / G124 / B105

Secondary *Egg Shell*

#FEFAF5
C0 / M1 / Y2 / K0
R254 / G250 / B245

Secondary *White*

#FFFFFF
C0 / M0 / Y0 / K0
R255 / G255 / B255

Secondary *Deep Gray*

#222222
C72 / M66 / Y64 / K72
R34 / G34 / B34

Accent *Sand*

#E3C196
C11 / M24 / Y44 / K0
R227 / G193 / B150

Tertiary *Taupe*

#EAE8E1
C8 / M6 / Y11 / K0
R233 / G231 / B224

Tertiary *Dull Green*

#DCE0DB
C13 / M7 / Y12 / K0
R220 / G224 / B219



Fonts

Cormorant Garamond

Available on [Google Fonts](#)

ALEGREYA SANS SC

Available on [Google Fonts](#)

Alegreya Sans

Available on [Google Fonts](#)

*Meditation Creates
Community.*

Large Header

Font: Cormorant Garamond

Font Style: Bold, Italic

Caps: Normal

Size: 24+

Color: Deep Gray

Use For: Page Headers

Header

Font: Cormorant Garamond

Font Style: Bold

Caps: Normal

Size: 14+

Color: Deep Grey

Use For: Headers, below large headers and Callouts



Fonts

Cormorant Garamond

Available on [Google Fonts](#)

ALEGREYA SC

Available on [Google Fonts](#)

Alegreya Sans

Available on [Google Fonts](#)

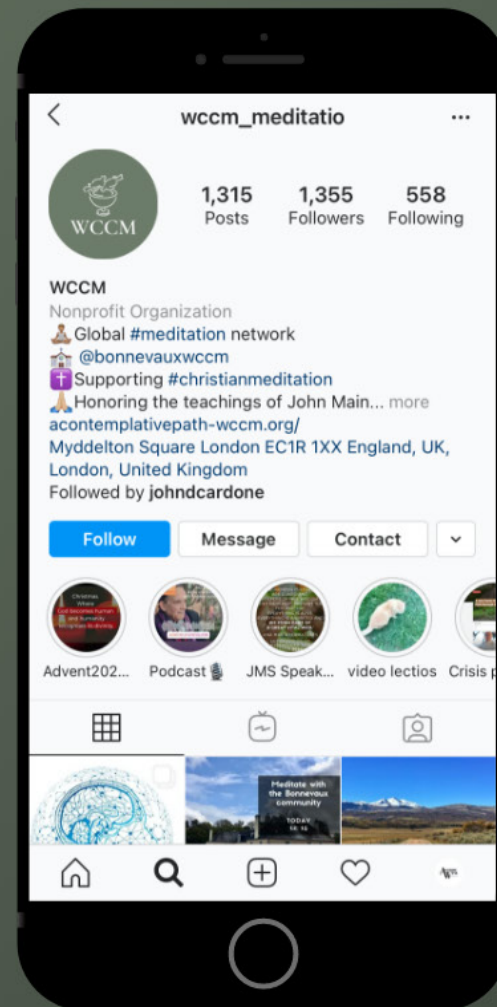
SUBHEADER

Font: Alegreya Sans SC
Font Style: Medium
Caps: Small Caps
Size: 14+
Color: Deep Grey or Moss Green
Use For: Below headers, Buttons

Body Copy

Font: Alegreya Sans
Font Style: Light, Regular
Caps: Normal
Size: 11+
Color: Deep Grey
Use For: All body copy

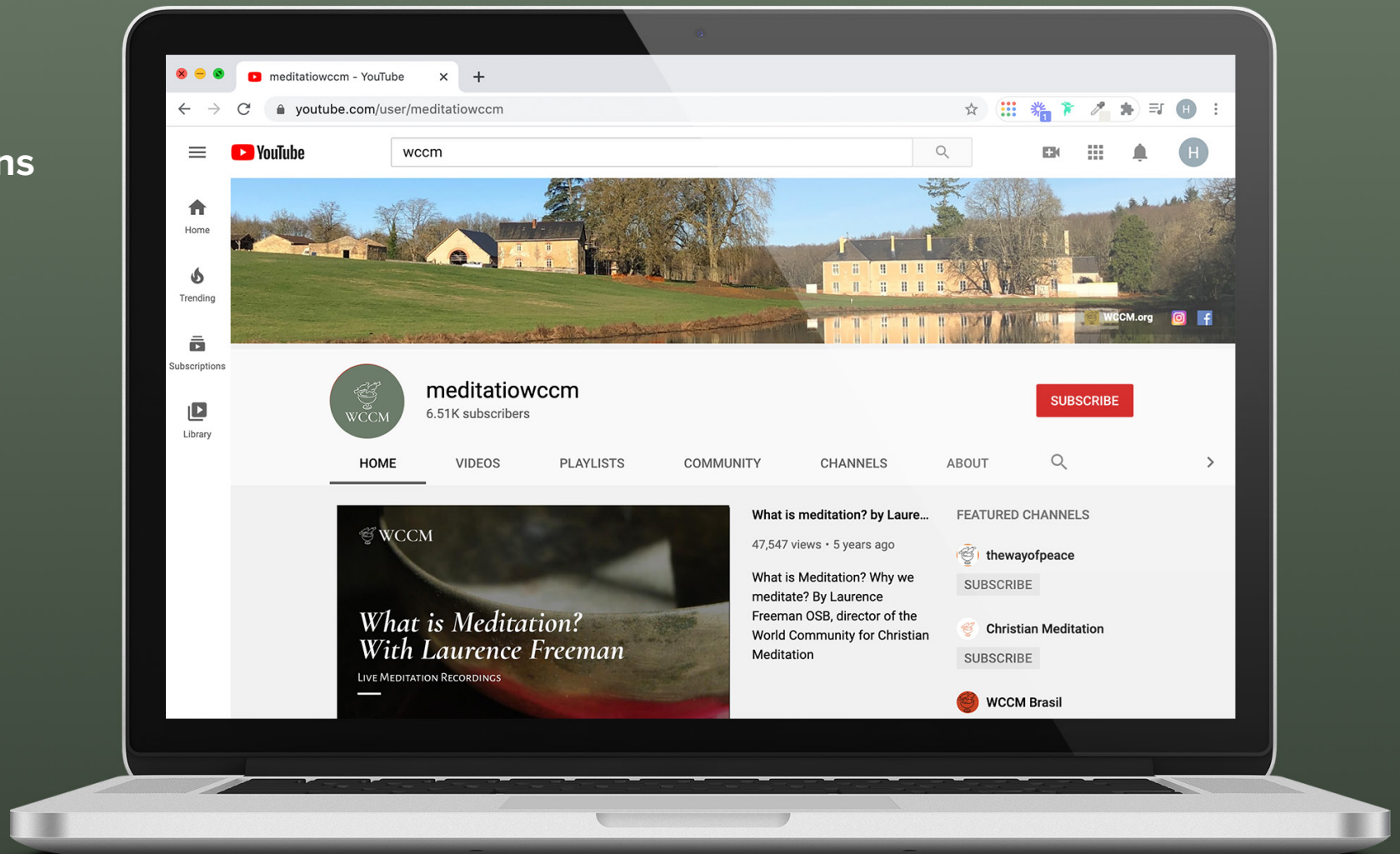
Digital Applications



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Physical Applications



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Physical Applications



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