WFC™

Winner Foods Consolidated Sdn. Bhd.
Logo Guideline

Jan 5, 2019

WFC™

Rationale

The company name Winner Foods Consolidated Sdn. Bhd. was altered to the abbreviation "WFC" as the logo.

*The interlocking "WFC" represents the company vision is **stable, growing** & **future-oriented.***

The rounded shape suggests friendliness, it's less intimidating & human-centered.

Red has bold and energetic look and works well across different media, from web to TV or print.

Red logo grabs customer attention.

The Clear Space

The logo must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'Clear Space'.

The minimum clear space surrounding the logo has been specifically designed to give it sufficient room, whilst not inhabiting most applications.

The clear space on each side of the signature should always be equal to or greater than the height of the "W". This minimum amount of space is required in all directions surrounding the logo, including when it at the bottom or top of a page.
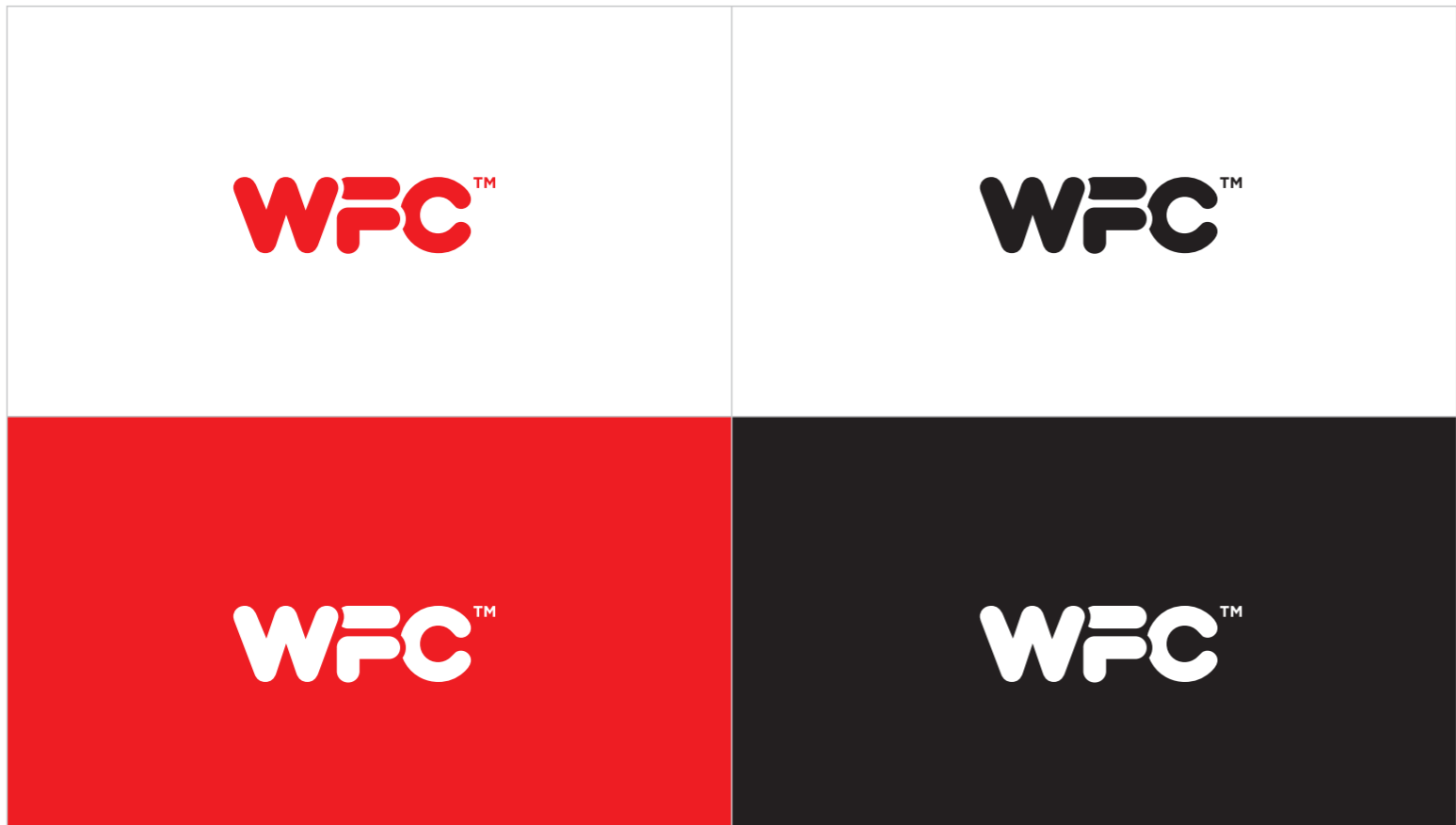
The Colours

The logo should always be CMYK (C0 M100 Y100 K0)

The Minimum Size

The logo is to retain its legibility even at small sizes. However, there is a limit. Never reduce the logo to a size smaller than 20mm in width.
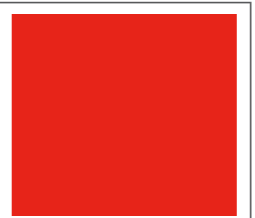
20mm

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Logo Treatment & Colour

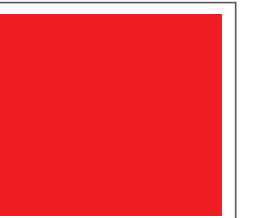*To demonstrates the correct rendering of the logo across all brand communications.*

C0 M100 Y100 K0 Process Colour	**PANTONE** 485 C	**#1C1C1B** Web Safe	**R27 G6 B19** RGB

PANTONE BLACK	**C0 M0 Y0 K100** Process Black

Font

Gotham & Myriad are used for Winner Foods Consolidated Sdn. Bhd. typeface because it is clear and highly legible. Plus, its simple, well-crafted letters provide a trustworthy and professional appearance.

It must be used for all communications materials, such as signages, stationeries, brochures, leaflets, posters and advertisements.

Example

Manufactured By: **WFC**™

Winner Foods Consolidated Sdn. Bhd.
5, Persiaran Perindustrian Pengkalan 19,
Kawasan Perindustrian Pengakalan, Lahat. Perak.

Option 1

Gotham Bold
ABCDERFGHIJKLMNOPQ
RSTUVWXYZ12345678910
abcderfghijklmnopqrstuvwxyz

Headlines. Highlighting key words or phases

Gotham-Book
ABCDERFGHIJKLMNOPQ
RSTUVWXYZ12345678910
abcderfghijklmnopqrstuvwxyz

Body copy, minimum point size - 6pt

Option 2

Myriad Pro Bold
ABCDERFGHIJKLMNOPQ
RSTUVWXYZ12345678910
abcderfghijklmnopqrstuvwxyz

Headlines. Highlighting key words or phases

Myriad Pro Regular
ABCDERFGHIJKLMNOPQ
RSTUVWXYZ12345678910
abcderfghijklmnopqrstuvwxyz

Body copy, minimum point size - 6pt