

THE BRAND MARK



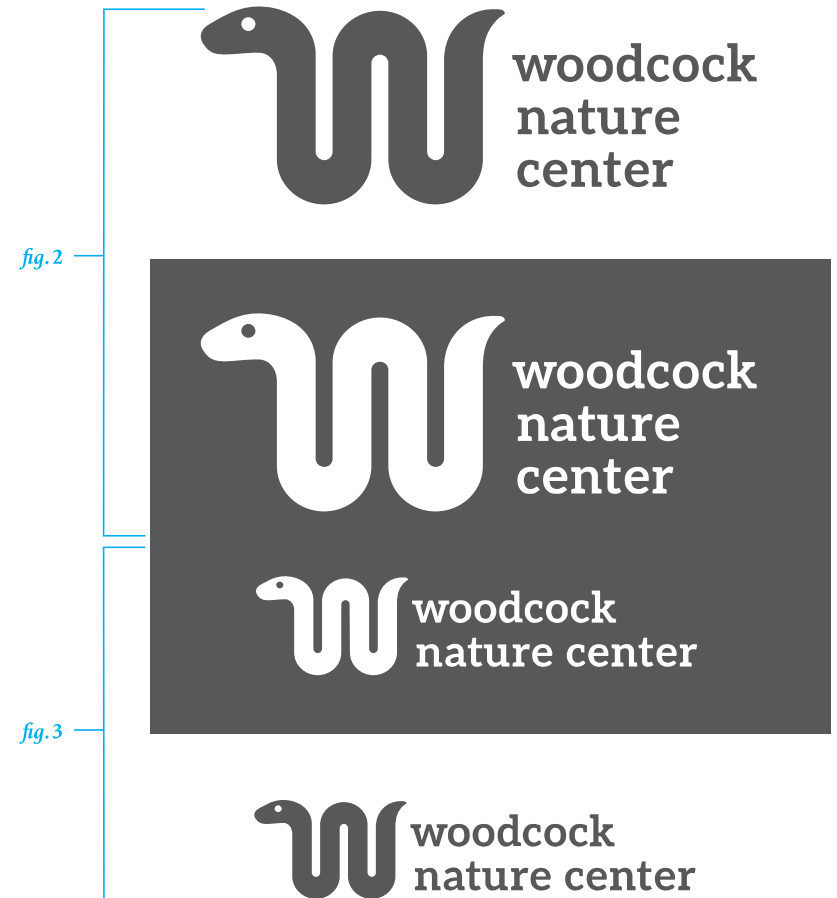
Woodcock Nature Center provides insight into many species within its doors—from amphibians and reptiles, to raptors and rodents, WNC is a place to learn about them all. Using the curvature of the snake to form the “W” as a pictorial mark conveys creativity and a sense of discovery.

LOGO ARCHITECTURE



The WNC primary mark (above) uses a stay-away that is equal to the height of the lower color band as shown in [fig.1](#). This is applicable to all versions of the WNC logo.

The secondary mark (right) [fig.2](#) is always used at 80% black or reversed white. This also applies to the tertiary mark [fig.3](#). Only use the tertiary mark when a reduction in size would make the the WNC name difficult to read. The default logo should always be the primary mark whenever possible, except where reproduction or printing capability is limited.



LOGO USAGE

The WNC logo is the primary mode of brand recognition and should be held to standard. Follow the guidelines below for appropriate usage and what should be avoided when using the logo in any WNC communications.



fig.1



fig.2



fig.3

DO Use the primary mark whenever possible on white or off-white backgrounds using the proper safe area [fig.1](#).

DO Use the reversed mark on darker backgrounds [fig.2](#) and the tertiary mark whenever size and space otherwise prohibits legibility [fig.3](#).



DON'T Distort any parts of the logo or separate the typography from the pictorial portion of the primary mark.



DON'T Use any colors for the logo (primary or secondary versions) other than those specified.



DON'T Use the logotype as a separate element.



DON'T Use the full color primary pictorial part of the mark with the tertiary typography.