

MASTER BRAND MARK RULES



The Corporate Identity

The following information represents the guidelines and specifications defining the Corporate Identity – its elements, arrangement, font, Word Marks, and color.

The Corporate Identity is made up of three primary elements:

- 1.) Base Plate (the seal and stroke)
- 2.) The Word Mark: (Wells)
- 3.) The Descriptor (A Family Company)

The proportion and design of this Corporate Identity have been predetermined. Never alter the Corporate Identity in any way. Any change will cause inconsistencies and will dilute our branding efforts.

The Corporate Identity must always include the registered mark "®" and must be placed, superscripted, following the s (in Wells). It is important that the register mark be legible and placed in the location as designated in these guidelines.

The Wells' Corporate Identity must appear with all three elements intact as it was designed. The Wells' Corporate Identity must not be re-shaped, changed in proportionate size, or have its colors modified. Do not add words or other graphic elements to the mark or change the typeface.

Logo Versions

Full-Color Corporate Identity Representation



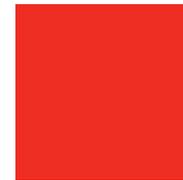
Single-Color Black



Reversed Corporate Identity



Pantone Colors



PMS Mix: Pantone 485
CMYK: C0 M93 Y95 K0
RGB: R213 G43 B30
Hexadecimal: D52B1E



PMS Mix: Pantone 125
CMYK: C8 M31 Y100 K19
RGB: R184 G139 B0
Hexadecimal: B88B00



PMS Mix:
Pantone Process Yellow 50%
CMYK: C0 M0 Y50 K0
RGB: R255 G247 B153
Hexadecimal: fff799

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Minimum Size

In order to maintain consistency, legibility, and print quality we have established a minimum corporate identity size. The Corporate Identity may not be represented smaller than 1" (one inch) in width.



vertical logo
minimum size: 1 inch

Clear Space

The "clear space" is the area surrounding the Corporate Identity which prevents other graphic elements from interfering with it and, thus, drawing the eye directly to the Corporate Identity and preserving its integrity. The "Wells" Corporate Identity must always be separated from the background and other design elements such as copy, backgrounds, patterns or other elements that compete with the clarity of the Corporate Identity. The clear space is equal to the height of the letter "s".



Incorrect Usage

In order to preserve its status as a registered trademark and its value as a marketing and communications asset of our company, the "Wells" Corporate Identity must not be altered in any way. Changing the Corporate Identity minimizes its impact and weakens a consistent brand message.

Never try to re-create the Corporate Identity or copy and paste it from other sources. Never modify the Corporate Identity and always use approved electronic files provided by "Wells". We have featured several examples of unacceptable representations of the "Wells" Corporate Identity:



altered proportions



non-approved full-color logo

Word Mark

To maintain consistency in how our brand is communicated in print outside of the logo format, we have set the following guidelines for the Corporate Identity:

- 1.) The registration mark "®" must appear on first references of the Word Mark in headlines and, again with the first reference within body copy.
- 2.) The registration mark "®" must be superscripted, following the "s" in Wells.
- 3.) The Word Mark must appear in the same type style as the rest of the body copy.
- 4.) The word "Wells" must have an initial cap "W" followed by lower case text.
- 5.) The Word Mark, "Wells" must never be hyphenated or split within body copy and must not appear on two separate lines.

Descriptor

The typeface used for the Descriptor, within the Corporate Mark format, is Copperplate. The relative proportion and spatial relationship of the Corporate Mark, the Word Mark, and the Descriptor must remain constant.

In the case of the Descriptor being used in body copy, it must follow the Word Mark and must appear in the same type style as the rest of the body copy. The Descriptor must never be used without the word "Wells".