

WARE  GO

Always Clean, Always Ready, Always Ware2Go



# BRAND GUIDELINES

# Master Logo

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The main **Ware2Go** logo features a simple yet interesting 'W' in the classic Drainfield Solutions navy blue. Nested in the last arm of the 'W' is "John 3:16" a bible verse that aligns closely with the company's values. Beneath the symbol, the business name is spelt out, using both the navy blue and gold colors.

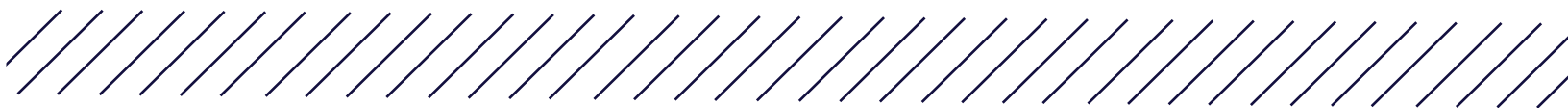


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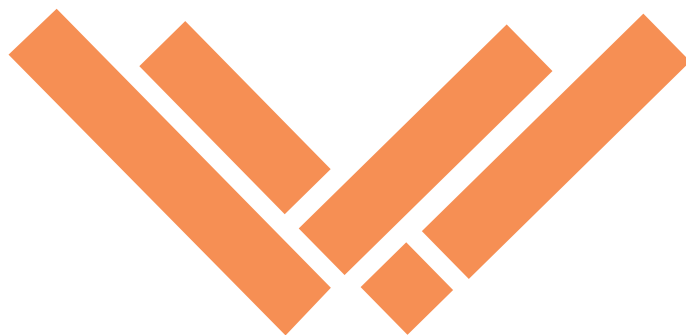


# LogoVariations



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# Design Elements

## COLORS



Navy Blue

HEX CODE: #00014d

CMYK: 100/99/40/50

RGB: 00/01/77



Gold

HEX CODE: #ff7845

CMYK: 00/53/73/00

RGB: 255/120/69



## Slash Pattern

Designed based off the exact angle of the 'W' in the logo. This pattern serves as a contemporary design element used for enhancing creative content and breaking up modules.

## Thin Line

This is the same line pulled from the logo. Like the slashes, this element can be used to divide graphics or highlight specific words.

# Fonts & Usages

VAN DER LECK

Mainly used for numbers and the iconic 'w'.

LASTICA REGULAR

Used as primary font, Lastica works best for large headings.

## Deuterium Medium

A great secondary font, Deutrium Variable font family is best used for small type