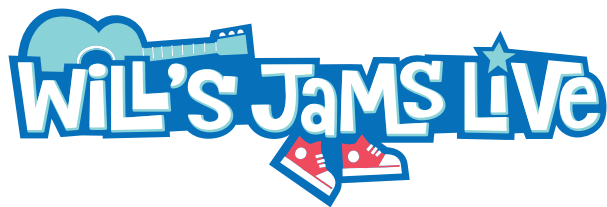


WILL'S JAMS LIVE LOGO – USAGE GUIDELINES

LOGO – COLOUR

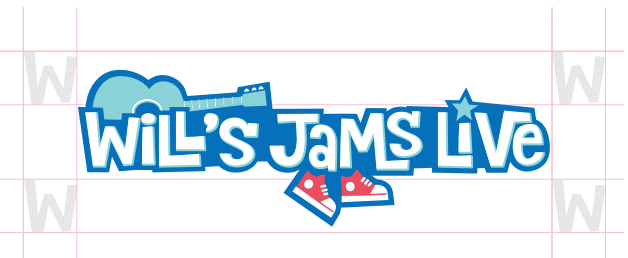
The Will's Jams Live logo is to be used on materials promoting the Will's Jams multimedia show.



Pantone 285 C	CMYK 91 / 53 / 0 / 0 RGB 1 / 113 / 187 Hex # 0171bb
Pantone 318 C	CMYK 43 / 0 / 16 / 0 RGB 140 / 211 / 217 Hex # 8cd3d9
Pantone 1785 C	CMYK 0 / 86 / 55 / 0 RGB 240 / 74 / 94 Hex # f04a5e

CLEAR SPACE

Measure clear space around the text “Will's Jams Live” by the height and width of the “W” in Will as shown.



COLOUR LOGO USAGE

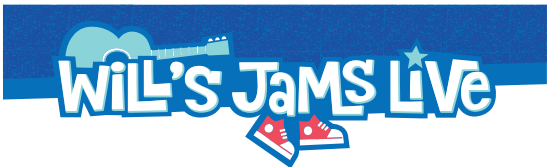
Use colour logo whenever possible. It can be placed on a dark or light background. Ensure that background colours provide adequate contrast, with the exception of brand Pantone colours 285 C and 2728 C.



ON DARK BACKGROUND



ON LIGHT BACKGROUND



BRAND COLOURS

LOGO – BLACK AND WHITE

Black and white logo can be placed on a dark or light background. A black background is also acceptable even though the logo stroke is not visible.



ON LIGHT BACKGROUND



ON DARK BACKGROUND



STROKE

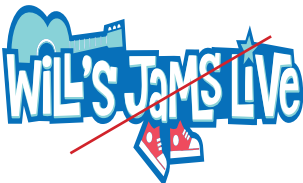
SHOES

GUITAR, STAR, AND
TEXT SHADOW

IMPROPER USAGE



DO NOT STRETCH OR DISTORT LOGO



DO NOT ALTER, RECONFIGURE,
OR RECREATE LOGO ELEMENTS



DO NOT CHANGE LOGO COLOURS