



Brand Identity Guidelines | 02.04.25

Why the guidelines?

These guidelines were designed to be a helpful resource, not a pain in the neck. Nobody likes lots of rules, but if we follow them the WSI brand can be more consistent, more effective, and more compelling.



We can be more consistent.

Consistency is what makes a brand memorable. Every time we stay true to our brand, we strengthen it.



We can be more effective.

A brand's consistency only matters if it delivers results. We measure our success by how well we fulfill our brand promise.



We can be more compelling.

When we get this right, we'll connect with people on an emotional level, build relationships with loyal customers, and start to grow a community around our brand.



Logo

Full color—horizontal

This is the primary logo application and is to be used on a white background in most cases.

[Download logo](#)



Logo

Inverse full color—horizontal

This is the standard logo when being used on a black or dark background.

[Download logo](#)



Logo

One color midnight drive— horizontal

In instances where the use of a one color logo is necessary, the logo should be either midnight drive, solid black, or solid white.

[Download logo](#)



Logo

One color black—horizontal

In instances where the use of a one color logo is necessary, the logo should be either midnight black, solid black, or solid white.

[Download logo](#)



Logo

One color white—horizontal

In instances where the use of a one color logo is necessary, the logo should be either midnight black, solid black, or solid white.

[Download logo](#)



Logo

Full color—stacked

This is the secondary logo application and is to be used on a white background in most cases.

[Download logo](#)



Logo

Inverse full color—stacked

This is the secondary logo application and is to be used on a black or dark background.

[Download logo](#)



Logo

One color midnight drive— stacked

In instances where the use of a one color logo is necessary, the logo should be either midnight drive, solid black, or solid white.

[Download logo](#)



Logo

One color black—stacked

In instances where the use of a one color logo is necessary, the logo should be either midnight black, solid black, or solid white.

[Download logo](#)



Logo

One color white—stacked

In instances where the use of a one color logo is necessary, the logo should be either midnight black, solid black, or solid white.

[Download logo](#)



Logo

Inverse full color—badge

This is the secondary logo application and is to be used on specialty or unique cases.

[Download logo](#)



Logo

Inverse midnight drive—badge

This is the secondary logo application and is to be used on specialty or unique cases.

[Download logo](#)



Logo

Co-branded logo

When both the WSI and kase logos are used together, use the approved logo lockup.

[Download full color logo](#)

[Download inverse full color logo](#)

[Download one color black logo](#)

[Download one color white logo](#)



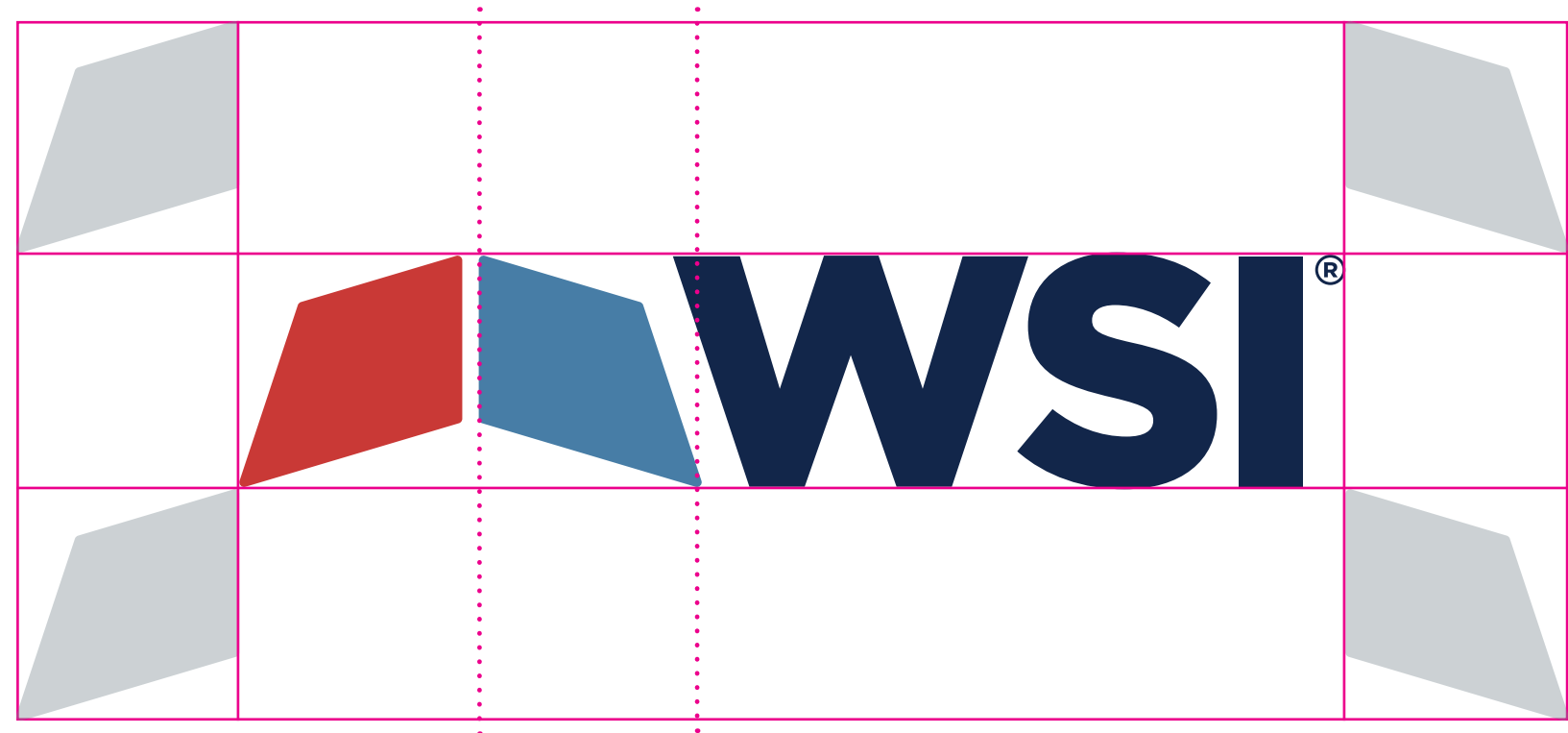
Clear space

Full color—horizontal

The WSI logo mark should always be surrounded by the prescribed clear space so that it is never crowded by other elements. The distance is determined by the height and width of one half of the logos brandmark.

Minimum size

The mark should never be applied smaller than $\frac{3}{4}$ inch long.



Improper use

Horizontal logo

The WSI logo mark should **NOT** be altered in any way.

Do not change colors, rotate, squeeze, skew, apply any effects to the mark, or change the font, size, or proportions.

NO!



NO!



NO!



NO!



NO!



NO!



Improper use

Stacked logo

The WSI logo mark should **NOT** be altered in any way.

Do not change colors, rotate, squeeze, skew, apply any effects to the mark, or change the font, size, or proportions.

NO!



NO!



NO!



NO!



NO!



NO!



Color

The WSI palette consists of 3 main colors, with a mix of secondary hues to accent the primary palette. Colors are typically used at 100%. Use tints and screens sparingly.

[Download swatch library](#)

Legacy Red

HEX: C93936

RGB: 201, 57, 54

CMYK: 15, 92, 86, 4

Sky Path

HEX: 487DA7

RGB: 72, 125, 167

CMYK: 76, 45, 18, 0

Midnight Drive

HEX: 12264B

RGB: 18, 38, 75

CMYK: 100, 88, 41, 41

Brickline

HEX: A21127

RGB: 162, 17, 39

CMYK: 24, 100, 90, 19

Solar Spark

HEX: F7C311

RGB: 247, 195, 17

CMYK: 3, 23, 100, 0

Smoke

HEX: 7D8B92

RGB: 125, 139, 146

CMYK: 57, 40, 38, 0

Ironstone

HEX: 58595B

RGB: 88, 89, 91

CMYK: 64, 55, 53, 28

Font family

The main typeface for the WSI system is **Inter**, an open-source font designed for versatility. Inter's strong, geometric sans-serif style works well for various uses, from user interfaces to marketing and signage. With 9 different weights, it offers flexibility for both print and digital designs.

[Download font](#)

Inter Black
Inter Extra Bold
Inter Bold
Inter Semi Bold
Inter Medium
Inter Regular
Inter Light
Inter Extra Light
Inter Thin

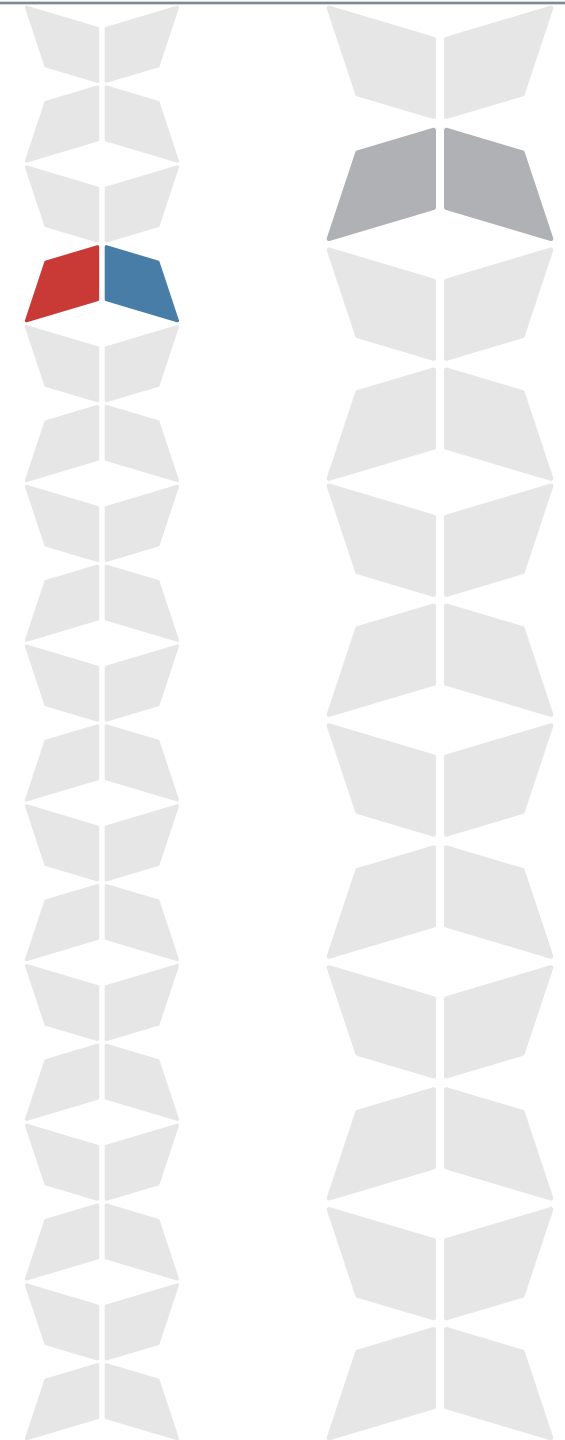
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#\$%^&*()_+



Brand pattern

Vertical application

Repeating the logo in a vertical row creates a unique brand pattern that anchors communication materials. Use this pattern mainly in grayscale. Adjust its size as needed, but always highlight the top logo with a contrasting color to stand out from the rest.

[Download pattern](#)

Brand pattern

Graphic application

Repeating the logo creates a striking brand pattern that makes communication materials stand out. Use it mainly in full color and adjust the size as needed.

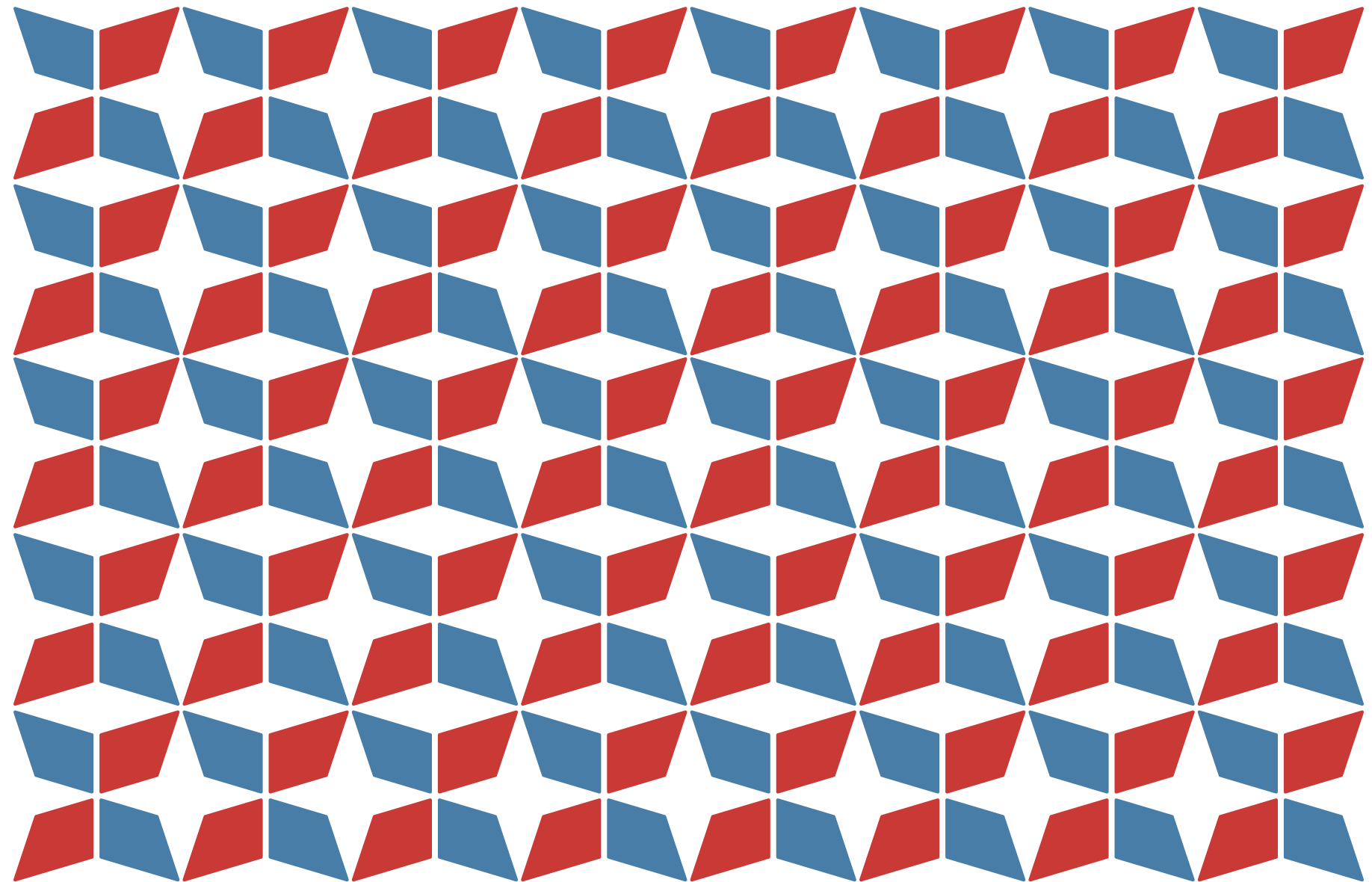
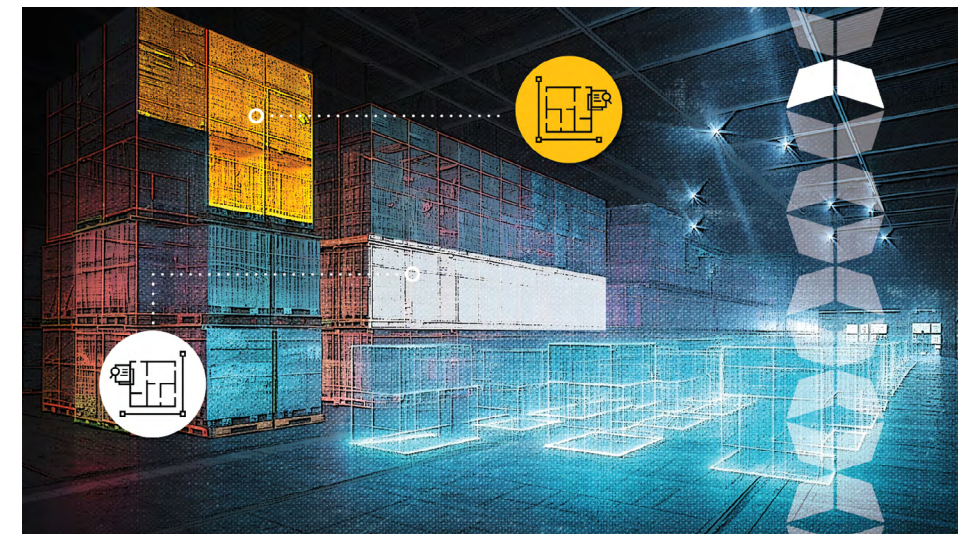
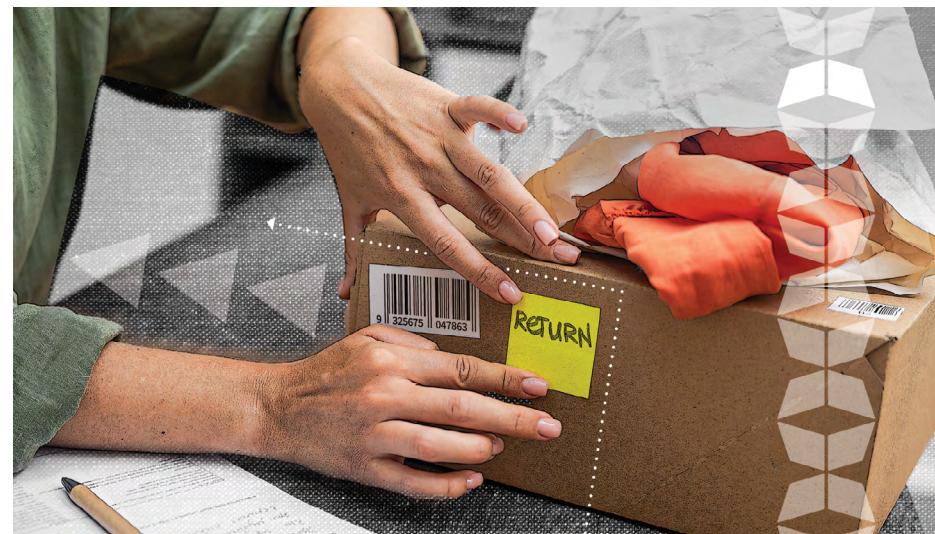
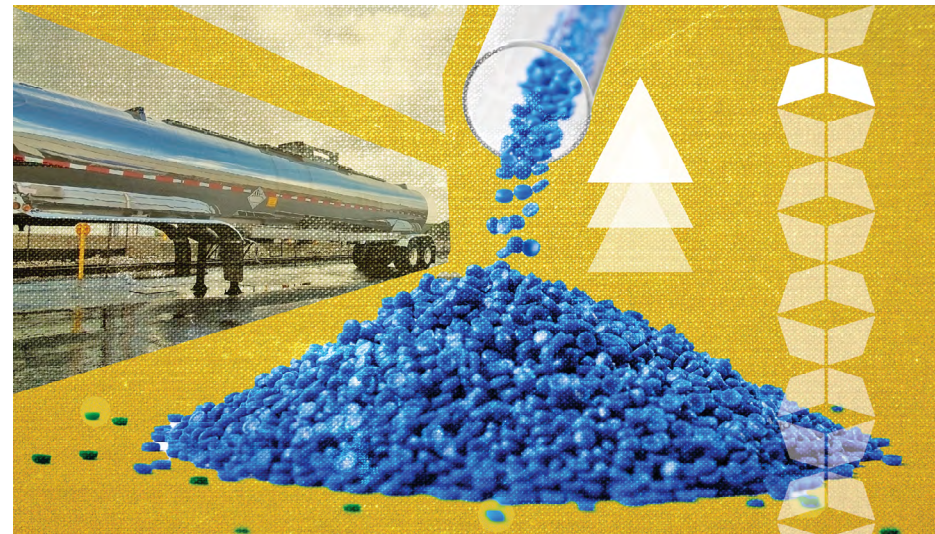
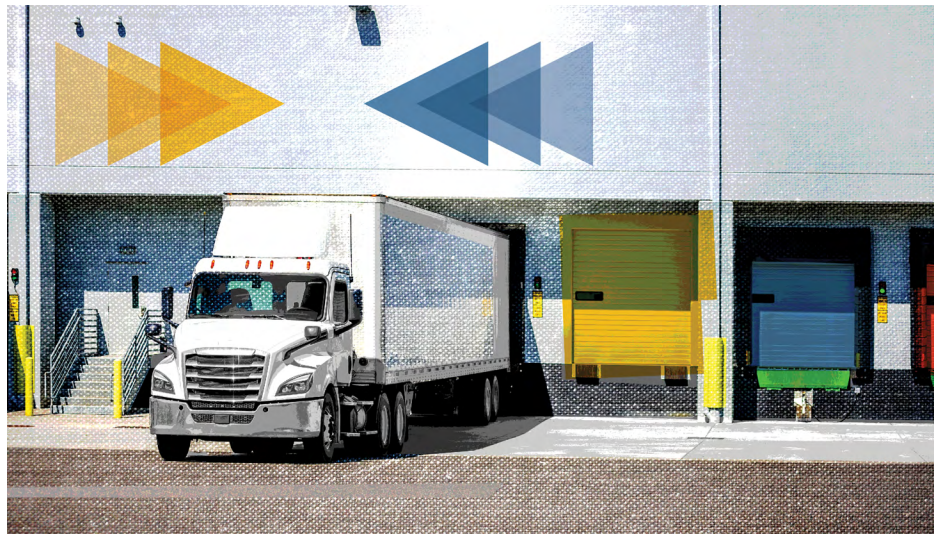
[Download pattern](#)

Illustration style

A custom photo illustration treatment has been created as part of the brand language and is to be used to support the message of WSI. These are meant to be used individually or in combination with other brand assets to help communicate the complexities of the logistics industry in a simple way.



Illustration style



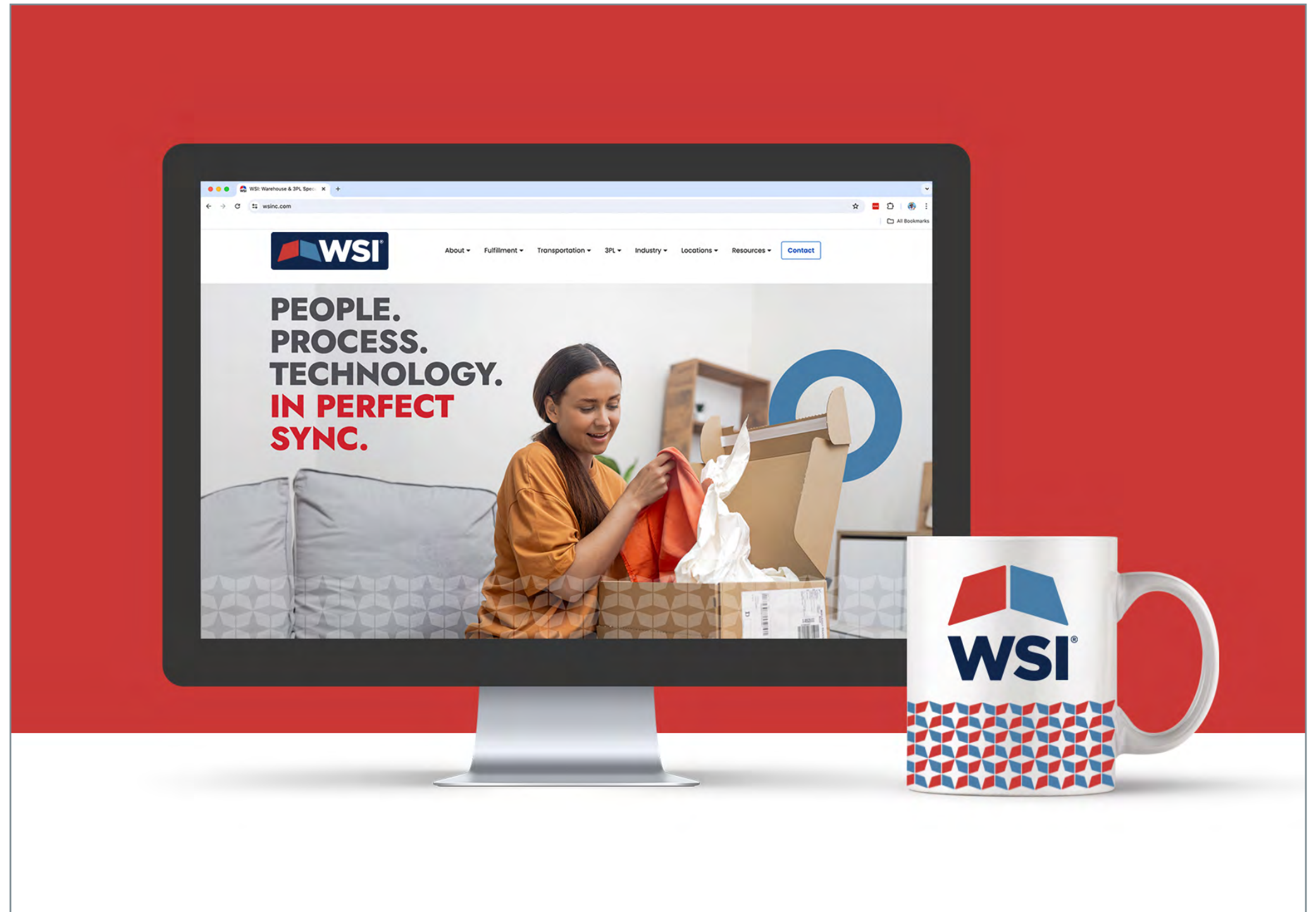
Brand expression

The following examples show how the WSI brand can be expressed on a variety of different applications.



Brand expression

(continued)



Brand expression

(continued)



Brand expression

(continued)



