





Brand Elements

Shown here are the Wide Options logo, brand symbol and tagline.
See the brand colour scheme page in this document for colour formulas.
Use the art files provided from the Wide Options brand custodian for production.



Logo Configuration

Brand Symbol



Brand Typography



Primary Usage & Identification

The following are general guidelines for the primary usage of the Wide Options Logo

- Use the logo as a stand alone and the support elements like the Symbol & Strapline to compliment the logo where possible.
- Visit the brand colour scheme page for proper use of the colours.
- Dimension may be added to the sign elements such as cutting out and mounting the symbol and Wide Options typography to the sign.

Primary Logo



Secondary Logo



Typography

Shown below are the Fonts space to be used with the brand including the main font Montserrat and 2 complimentary fonts to assist creativity

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë
Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Helvetica Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢£¥¦§¨ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë
Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

Brand Colour Scheme

Orange is the primary colour used for most Wide Options applications. The specifications for the colours assigned to the various Wide Options brand logo configurations and taglines are shown below. The provided colour schemes are; Pantone (Solid Coated), CMYK (Process), Hex and RGB (web safe).

Refer to a pantone Solid coated colour swatch book to reference spot colours.

Wide Options Blue



Process / CMYK

C 83%
M 50%
Y 2%
K 0%

Web / RGB

R 41
G 118
B 185
#2976B9

Wide Options Gray



C 0
M 0
Y 0
K 50

R 35
G 31
B
#231F20

Complimentary



C 0%
M 42%
Y 93%
K 0%

R 248
G 150
B 44
32
#F8962C



Executions

Business Cards

This page shows the standard landscape business card layout. Use the art files provided by Wide Options marketing department for production

Recommended size is 85mm X 55mm. Recommended paper is Art Card Matt 300 gsm Cover Stock.



Business cards | Front



Business cards | Back

Shown here is a layout for the Wide Options letterhead.
Use the art files provided by Wide Options marketing department for production.
Recommended paper is Conquerer Laid white.





PIN: P052274169I

Date: _____

QTY	DESCRIPTION	UNIT PRICE	KSHS	CTS
E.O.& E	No.	TOTAL		

Accounts are due on demand

Wideoptions Trading Company Limited
P. O. Box 185 - 60400 Chuka
Tel: Tel: +254 700 674 006
Email: Info@wideoptions.co.ke
www.wideoptions.co.ke



DELIVERY NOTE

ORDER NO. _____

Date: _____

INVOICE NO. _____ M/S: _____

Receive the following goods in good order and condition

QTY	DESCRIPTION
E.O.& E	No.

Delivered by.....Signature.....

Received by.....Signature.....



Date: _____

QTY	DESCRIPTION	UNIT PRICE	KSHS	CTS
E.O.& E	No.	TOTAL		

Prepared by.....Signature.....

**CASH SALE**

QTY	DESCRIPTION	@	KSHS	CTS
EO.&E	No.	TOTAL		



PAYMENT VOUCHER



Received By: _____



P. O. Box 185 - 60400 Chuka | Tel: +254 700 674 006
Email: Info@wideoptions.co.ke | www.wideoptions.co.ke

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This Brand Guidelines was developed by
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WO Wideoptions

