Company Style Guide

WeTip inc.®

For a Safer America!

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Introduction

The purpose of the style guide is to provide the standards, requirements and graphic guidelines that must be applied when presenting the WeTip logo and/or hotlines in all use-case scenarios and to all audiences. This guide was designed to protect the 40 year reputation of WeTip and its logo as well as grant WeTip members more exclusive access in presenting WeTip to all press releases and linkage of websites.

For Further information or to obtain artwork files, please contact: graphics@wetip.com

Basic Logo

Tag Line logo

Company Logos

Five variations of the company logo are permitted:

Basic -is the standard version with no tag line or hotline number

Tag line - the basic logo can be used stacked on top of the tag line “For a Safer America”

Hotline - the basic logo can be used with any one of the 7 listed hotlines: 1-800-78-CRIME, 1-800-47-DRUGS, 1-800-US-FRAUD, 1-800-47-ARSON, 1-855-86-BULLY, 1-800-6-HIT-N-RUN, AND 1-855-4-THE-REZ

The guidelines listed here should be applied regardless of the logo variation.

TAG LINE LOGO

Logo with Tag Line

The WeTip tag line should only read “For a Safer America” and be used with the logo stacked on top. The tag line is to be written in Bickham Script Pro at Pantone Reflex Blue.

Basic Logo with hotline

Tag Line logo with hotline

Logo with hotline numbers

Only the seven authorized WeTip hotlines are allowed to be used with the WeTip logo. The hotlines are as follows: 1-800-78-CRIME, 1-800-47-DRUGS, 1-800-US-FRAUD, 1-800-47-ARSON, 1-855-86-BULLY, 1-800-6-HIT-N-RUN, AND 1-855-4-THE-REZ. The number must be proportioned to the WeTip logo and typed in “Impact” font

Protected Area

Placement of the WeTip logo must include an area of open space around the entire logo. The area is proportionate to the size of the logo and is defined by the star " W" of the word mark.

Proper Usage

These examples illustrate proper usage of the WeTip logo based on the color of the background upon which it is being applied. This also applies to the tag line and hotline number versions of the WeTip logo. The stars must coincide with the background color.

colors must coincide

Do not add space when typing

Do not stretch the logo

Do not add hyphen between when typing

Do not use old logo

Do not use old or color logo on dark background, and stars must coincide with background

Improper Usage

These examples illustrate improper usage of the WeTip logo. Also applies to the headline and hotline versions. Our logo has been slightly updated, usage of the old logo on new material is improper use.

Website links

A link on your website may be created using any of the correct logo versions. Please do not use the old logo or simple type. A link may be created for any WeTip members for free, just send your request to graphics@wetip.com

WeTip inc.
For a Safer America!
1-800-78-CRIME

WeTip inc.
1-800-47-ARSON

WeTip inc.
For a Safer America!
1-800-78-CRIME 1-855-86-BULLY

WeTip inc.
1-800-78-CRIME

WeTip inc.
For a Safer America!
1-800-78-CRIME

WeTip inc.
For a Safer America!
1-800-782-7463

Hotline phone numbers

ALL WeTip hotlines are toll free and answered by a live operator 24 hours a day, 365 days a year. Please feel free to use the hotlines on artwork that is needed. The hotline must be in bold font and even with the logo.

Main

Pantone
Red 032

Pantone
Reflex Blue

Accent

Black

Color	Pantone	CMYK
WeTip Red	Pantone Red 032	0/90/86/0
WeTip Blue	Pantone Reflex Blue	100/73/0/2
Black	-	0/0/0/100

Color Palette

Pantone colors are preferred as they tend to be the most consistent and true to the logo mark.

CMYK colors are acceptable for printing when Pantone colors are not available or cost prohibitive.