



BRAND STANDARDS & GUIDELINES

Table of Contents

Personality & Style	2	Color Palette	7
Master Logo	3	Brand Application	8
Logo Variations	4	Glossary	9-10
Appropriate Logo Usage	5	Designer Contact	11
Typography	6		

WANGARD BRAND STANDARDS & GUIDELINES

Personality & Style

WANGARD PARTNERS, INC.

The personality of wangard partners can be described as that of a progressive, diverse, resilient, seasoned, and bespoke hive mind; cohesively engaged to find the most technologically advanced solutions for its valued investors and shareholders to achieve superior results.

Wangard is leading the charge of innovation, resilience, and diversity with investment real estate.

Website: wangard.com

Phone: 1.414.777.1200

Email: info@wangard.com



Master Logo



WANGARD BRAND STANDARDS & GUIDELINES
Logo Variations



Grey



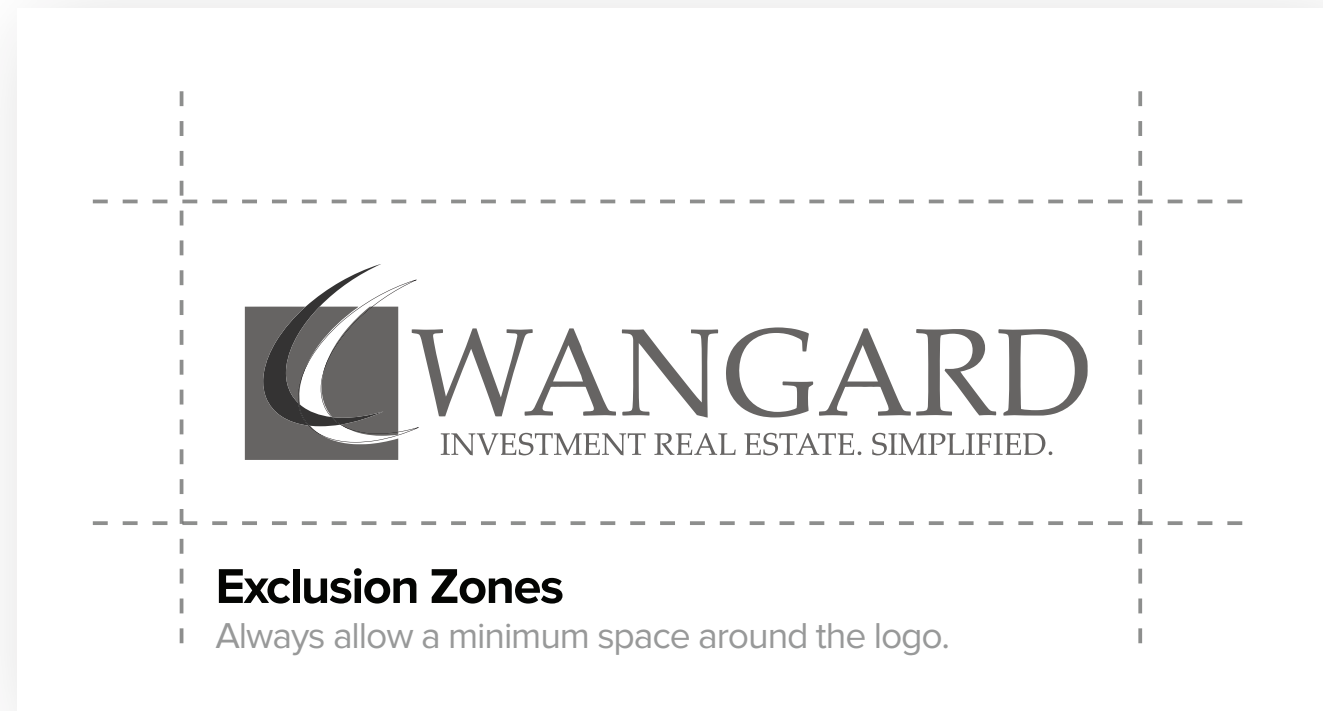
Color



White

WANGARD BRAND STANDARDS & GUIDELINES

Appropriate Logo Usage



ACTUAL 1.5" PRINT SIZE

Minimum Width

Digital minimum width is 90px @ 150 PPI.
Print minimum width is 1.5" inch @ 600 DPI.

Maximum Width

There is no maximum size defined for this logo.

Acceptable Use File Types

Digital: SVG. PNG. JPG.

Print: AI. EPS. TIFF (600DPI)

Proxima Nova

Paragraph Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=",":?><

Acceptable Use of Typography

For both web and official print materials (letterhead).

For internal materials being printed on letterhead, use of Sans Serif fonts are appropriate.

Typography Restrictions

Avoid use of Serif fonts (excluding logo) on web, and printed documents, both internal and external.

Light

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Semibold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

WANGARD BRAND STANDARDS & GUIDELINES

Color Palette

Primary



HEX 000000
R0 G0 B0
C30 M30 Y30 K100

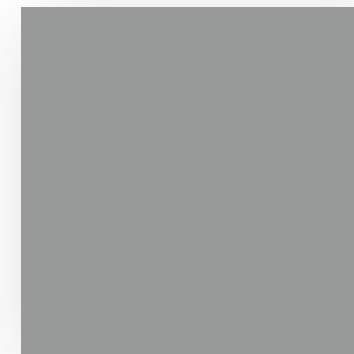


HEX 004B8D
R0 G75 B141
C100 M79 Y16 K3

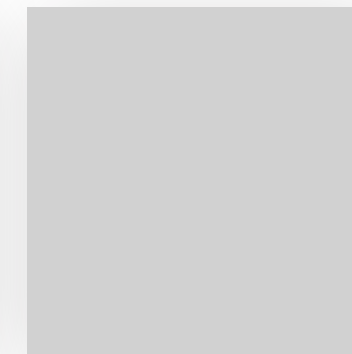


HEX 47AA42
R71 G170 B66
C74 M8 Y100 K0

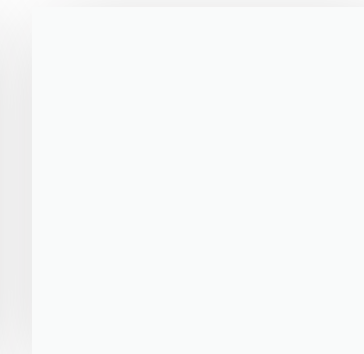
Secondary



HEX 999999
R153 G153 B153
C43 M35 Y35 K1



HEX D2D2D2
R210 G210 B210
C17 M13 Y13 K0



HEX F8F8F8
R248 G248 B248
C2 M1 Y1 K0

WANGARD BRAND STANDARDS & GUIDELINES

Brand Application



WANGARD
INVESTMENT REAL ESTATE. SIMPLIFIED.

Real Estate Developers
Property Managers
Investors
414-777-1200
wangard.com

Michael Testa
Manager, Real Estate Brokerage

414-231-8626 Direct
815-482-0105 Cell
mtesta@wangard.com

Wangard Partners, Inc.
1200 North Mayfair Road
Suite 310
Milwaukee, WI 53226

Business Card



WANGARD
INVESTMENT REAL ESTATE. SIMPLIFIED.

Dear, Mrs. Lorem Ipsum
Title Here

Recipient Company Name Here
Address Goes Here
Address Continued

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Stewart Wangard
CHAIRMAN & CEO

Handwritten Signature Here

Wangard Partners, Inc. • 1200 N. Mayfair Rd, Suite 310, Milwaukee, WI 53226 • 414-777-1200 • www.wangard.com

Letterhead



WANGARD
INVESTMENT REAL ESTATE. SIMPLIFIED.

Dear, Mrs. Lorem Ipsum
Title Here

Recipient Company Name Here
Address Goes Here
Address Continued

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ultricies tristique nulla aliquet enim tortor at auctor urna nunc. Consectetur adipiscing elit pellentesque habitant morbi tristique senectus et netus. Eu feugiat pretium nibh ipsum consequat nisi vel pretium. Venenatis a condimentum vitae sapien pellentesque habitant morbi. Maesuada fames ac turpis egestas maecenas pharetra. Facili cras fermentum odio eu feugiat pretium nibh ipsum. Amet nisi suscipit adipiscing bibendum est ultricies integer. In arcu cursus euismod quis viverra nibh cras. Congue mauris rhoncus aenean vel elit scelerisque mauris pellentesque. Tortor condimentum lacrisa quis vel eros donec. Turpis in eu mi bibendum. Curabitur vitae nunc sed velit dignissim. Porttitor lacus luctus accumsan tortor posuere ac. Integer malesuada nunc vel risus commodo viverra maecenas accumsan.

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Stewart Wangard
CHAIRMAN & CEO

Handwritten Signature Here

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Milwaukee, WI 53226

Direct: 414.777.1200
Fax: 414.231.8652

www.wangard.com
info@wangard.com

Cover Letterhead

Internal Stationary

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

WANGARD BRAND STANDARDS & GUIDELINES

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

BRAND GUIDELINES

WANGARD.COM

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