

Designed for: **Wisdom Digital Media, Inc.**
Designed by: Sri Rahayu at SuburDesign
Ver 2, 8/22/2022

LOGO VARIATIONS

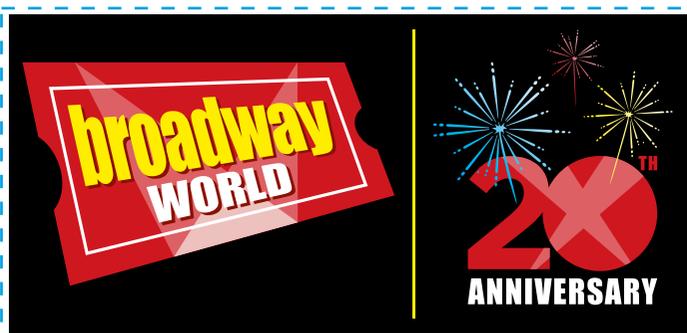


Wide version.
Logo placed on a black a background/dark environment - **primary**.



Wide version.
Logo placed on a white background/light environment - **secondary**.
(turn "Anniversary" to red or black).

SAFE AREA



The cyan rectangle shows the minimum "safe area", it is recommended to maintain this space to keep the clarity and the independency of the logo from any other elements surround it in any usage.

LOGO VARIATIONS



Tall/stacked version.

This transparent logo placed on a black background/dark environment - **primary**.

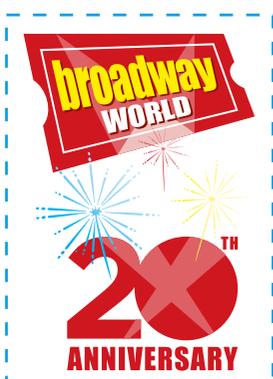


Tall/stacked version.

This transparent logo placed on a white background/light environment - **secondary**.

"Anniversary" in red.

SAFE AREA



The cyan rectangle shows the minimum "safe area", it is recommended to maintain this space to keep the clarity and the independency of the logo from any other elements surround it in any usage.

TYPOGRAPHY



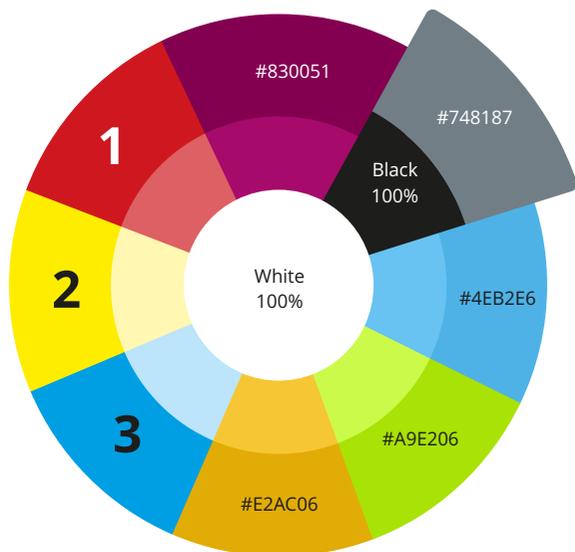
20, is a custom vector shape (bespoke), not containing a font.

Anniversary and TH, using Impact font, the full family font and license can be found at:

<https://www.dafontfree.io/impact-font/>

To maintain the consistency i.e. in size and spacing, the font on the logo is outlined or converted to paths.

COLORS



for PRINT

1 Hot red
 CMYK 10, 100, 100, 3
 PANTONE 1795 C

2 Yellow
 CMYK 0, 0, 100, 0
 PANTONE Process Yellow C

2 Sky blue
 CMYK 100, 5, 0, 0
 PANTONE 2202 C

for WEB, DIGITAL

1 Hot red
 RGB 207, 23, 31
 Hex #CF171F

2 Yellow
 RGB 255, 237, 0
 #FFED00

2 Sky blue
 RGB 0, 155, 233
 Hex #009BDF

Software/App Working Space:

RGB: sRGB IEC61966-2.1

CMYK: Coated FOGRA39 (ISO 12647-2:2004)

Other colors on the wheel are expanded tones, suggested to enrich the collaterals like website, slides, business card, main text, etc.

Reference:

<https://www.colorhexa.com/cf172e>



FILE FORMATS for deliverables

CMYK (Cyan, Magenta, Yellow, Black).

- AI - Adobe Illustrator's native file.
- EPS - generic vector file that can be opened in vector app other than Adobe Illustrator, like CorelDRAW and Affinity Designer.
- PDF - modern file format, containing vector, can be opened without vector app.

All vector files can be scaled up and down without losing the resolution/quality.

RGB (Red, Green, Blue).

- JPG/JPEG - Photo files that are good for web and digital use.
- PNG (transparent) - similar to JPG/JPEG file, but transparent/no background so they can be placed on coloured or complex backgrounds.

Developed JPG/JPEG and PNG are in hi-res, but can get distorted when enlarged beyond it's pixel sizes.