

Logo Guidelines

This guide explains the proper use of the W&C corporate identity elements – logo, symbol and color usage.

The most visible identity element is the W&C logo.

- The logo consists of the W&C letters and ® symbol
- Standard colors are:
 - Pantone PMS# 201 red for the W
 - Pantone PMS# 303 for the C and ® symbol*(see page 1-2 for complete logo color usage guidelines)*

When reproducing the logo:

- Never change or alter the element in either symbol
- Use only the artwork provided by MARCOM
- Do not create new artwork
- Choose the correct logo variation for your application

When printing or creating promotional items, please refer to the color usage section (1-2) for the W&C logo. The ® and & symbols should be removed if it is filling-in or too small to reproduce accurately on publications and/or promotional items.

However, please remember that applicable trademark symbol ® must be clearly legible when trademarks are used on W&C products, product packaging and shipping materials, trade show and other marketing displays.

Approved Logo Variations



** The one color version is also approved in all white*

Color Usage

1. When the logo appears on a white or light-colored background:

- Watson & Chalin logo is comprised of 2 colors: PMS# 303 and PMS# 201
- The color blocks for each are broken out to the right



2. When the logo appears on a dark background:

- The logo is reversed out in white



3. When printing one-color:

- All logo elements should appear in the same color – either black or reversed out in white



4. When printing four-color:

- When building PMS# 303 – blue; use the CMYK percentages of:
C: 97
M: 73
Y: 52
K: 56
- When building PMS# 201 – red; use the CMYK percentages of:
C: 7
M: 100
Y: 65
K: 32



PMS stands for Pantone Matching System, Pantone Inc.'s standard trademark for color reproduction and color reproduction materials.

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