

3.0



Corporate stationery

This section will provide an overview of our corporate stationery and will demonstrate the design formats of these key communication items.

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A close-up, high-angle shot of a white ceramic cup filled with dark coffee, sitting on a matching saucer. A silver pen lies diagonally across the saucer. In the background, a small, textured, light-colored container holds several pens. The entire scene is set on a light-colored, possibly marble, surface. Overlaid on the lower half of the image is a semi-transparent white banner with the 'gettyimages' logo in a bold, sans-serif font. Below the banner, a portion of a notepad is visible, showing a logo and some text.

Corporate stationery – Overview

Stationery

Our corporate stationery system has been designed in the spirit of our personality and values.

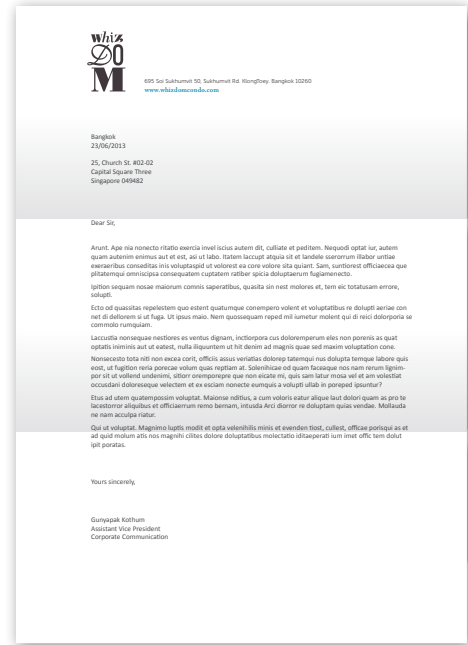
The vertical format for business cards brings a unique and unexpected note to the system.

Reproducing printed collateral and stationery with the highest quality processes and materials will reinforce the level of quality we promise to bring to our customers.

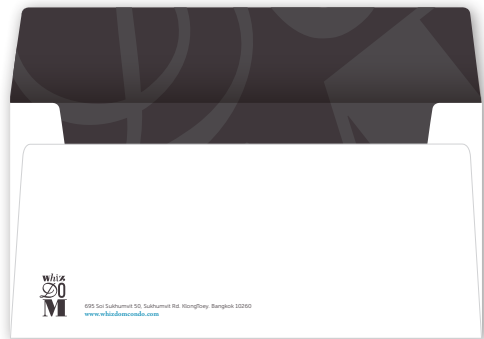
Business card



Letterhead



Envelope



Paper bag



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Corporate stationery

Business card

Size

80mm x 50mm
All measurements in millimeters

Recommended paper stock

Conqueror CX22 Diamond White
250gsm

1. Whizdom logo

Full color
2. Name

Adobe Caslon Pro Regular
9.5pt on 10.5pt leading
Tracking 20
Whizdom Blue
3. Title

Museo Sans 300
6.5pt on 8.5pt leading
Tracking 20
Whizdom Grey
4. Address & contact details

Museo Sans 300
6.5pt on 8.5pt leading
Tracking 20
Whizdom Grey
5. Website

Adobe Caslon Pro Semibold
7pt on 9pt leading
Tracking 20
Whizdom Blue
6. Back of card

OC 5M OY 85K on OC 10M OY 90K

Front



Back



Letterhead

Size

210mm x 297mm
All measurements in millimeters

Recommended paper stock

Conqueror CX22 Diamond White
100gsm

1. Whizdom logo

Full color

2. Address

Museo Sans 300
7.5pt on 8.5pt leading
Whizdom Grey

3. Website

Adobe Caslon Semibold
9pt on 11pt leading
Tracking 20
Whizdom Blue

4. Bodycopy

Calibri
9.5pt on 11.5pt leading
85% Black



3.4

Corporate stationery

Press release

Size

210mm x 297mm
All measurements in millimeters

Recommended paper stock

Conqueror CX22 Diamond White
100gsm

1. Whizdom logo

Full color

2. Address

Museo Sans 300
7.5pt on 8.5pt leading
Whizdom Grey

3. Website

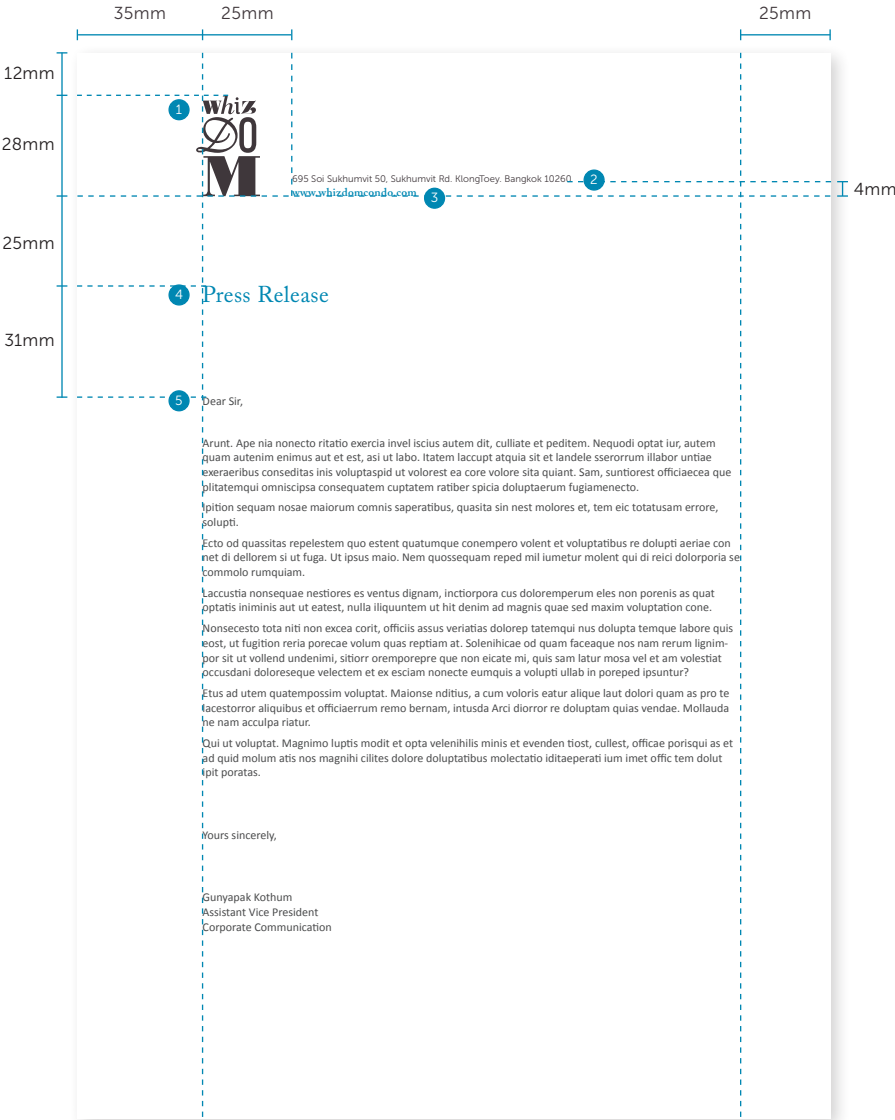
Adobe Caslon Pro Semibold
9pt on 11pt leading
Tracking 20
Whizdom Blue

4. 'Press Release'

Adobe Caslon Pro Regular
18pt on 22pt leading
Tracking 20
Whizdom Blue

5. Bodycopy

Calibri
9.5pt on 11.5pt leading
85% Black



Envelope

Size

220mm x 110mm
All measurements in millimeters

Recommended paper stock

Conqueror CX22 Diamond White
100gsm

Front

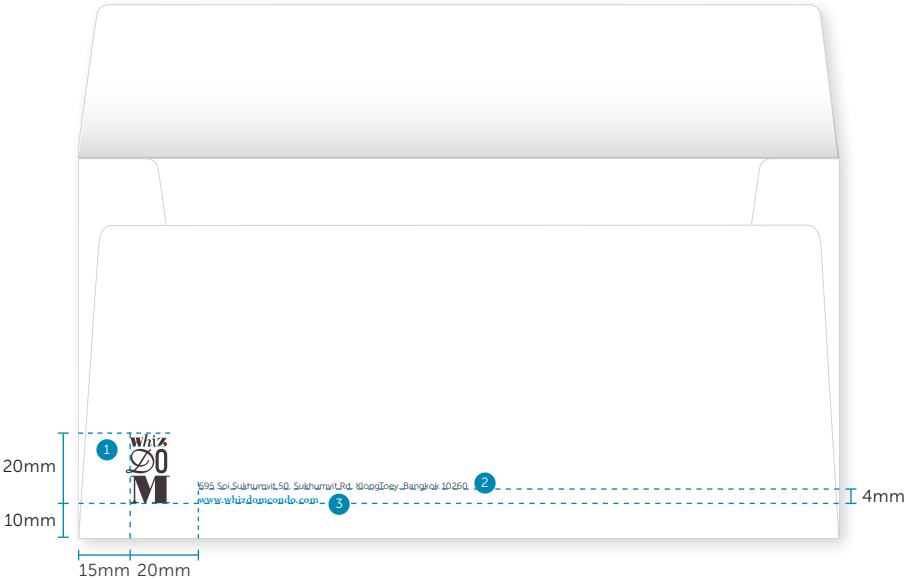
1. **Whizdom logo**
Full color
2. **Address**
Museo Sans 300
7.5pt on 8.5pt leading
Whizdom Grey
3. **Website**
Adobe Caslon Pro Semibold
9pt on 11pt leading
Tracking 20
Whizdom Blue



Alternative



Back

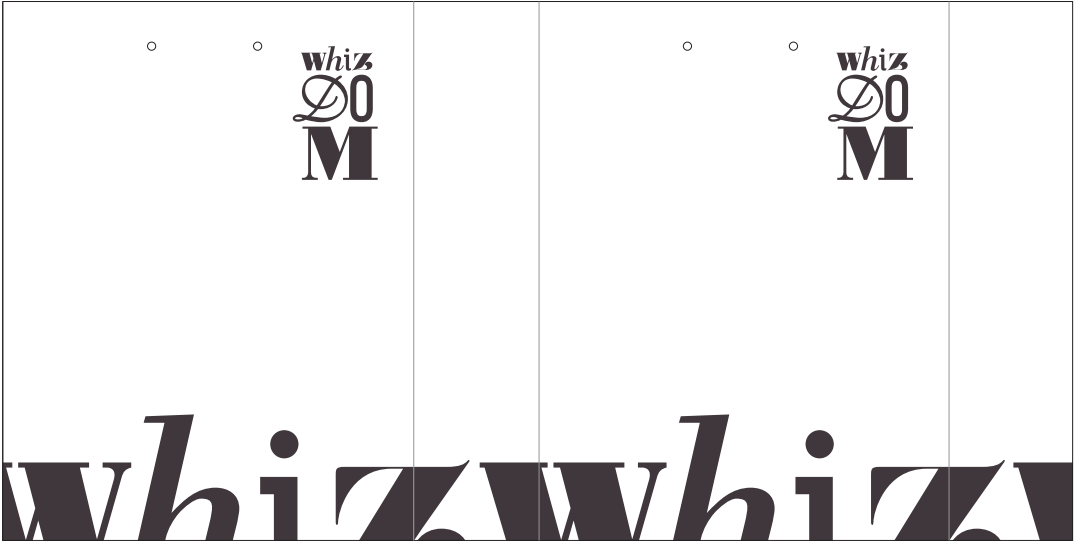


Paper bag

Paper bag

Paper bags provide great equity to promote our brand. Using the Whizdom supergraphic will allow us to make a statement and showcase the irreverent nature of our brand.

Outside



Inside



Ribbon

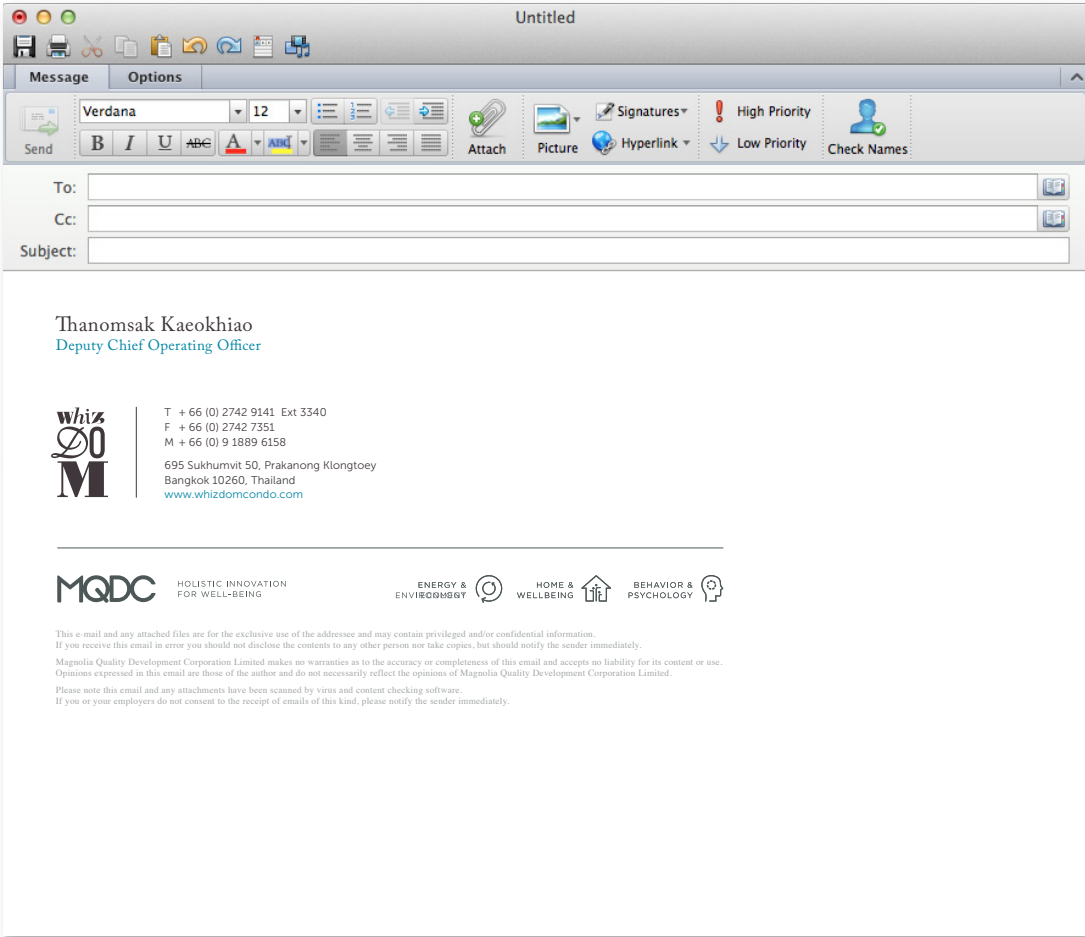


Email signature

Email signature

The email signature will need to be constructed based on the guidelines for your specific email software.

When organising the information, please follow the basic layout and typography rules illustrated in the image below.



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Corporate stationery

Corporate folder

Size

440mm x 307mm (open)
220mm x 307mm (closed)

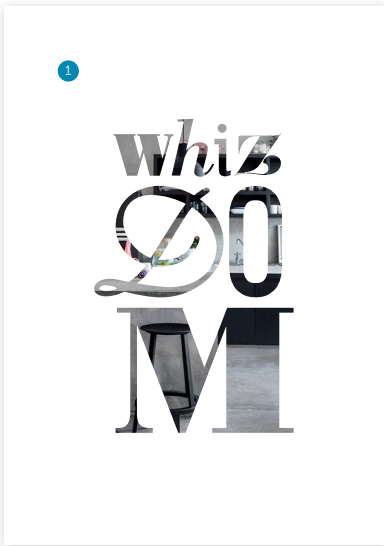
Recommended paper stock

250-300gsm

- 1. **Folder cover**
OC 5M OY 85K on OC 10M OY 90K
- 2. **Inside folder**
Whizdom Blue on white
- 3. **Flap**
White on Whizdom Blue

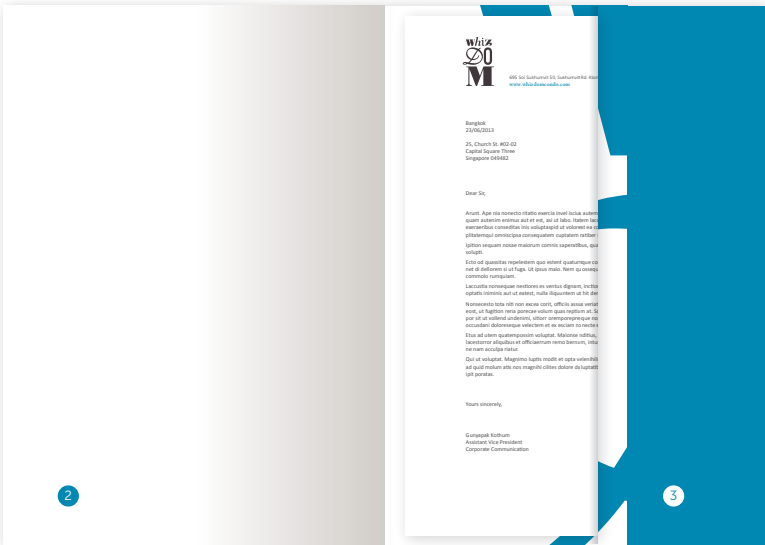
Outside

110m



Inside

100mm

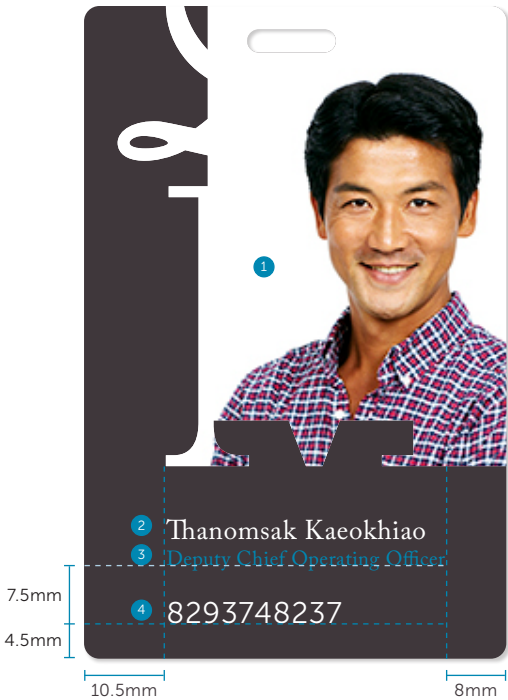


Staff ID card

Size

55mm x 85mm

- 1. **Staff photograph**
Full color
- 2. **Name**
Adobe Caslon Pro Regular
10pt on 12pt leading
Tracking 25
Reverse white
- 3. **Title**
Adobe Caslon Pro Regular
7.5pt on 9.5pt leading
Tracking 25
Magnolias Blue
- 4. **Numbers**
Museo Sans 300
4pt on 9pt leading
Tracking 20
Reverse white



Backdrop

Backdrop is designed to feature Whizdom branding and partners logos with maximum visibility from any camera angle when making announcements or briefing the media.

