

Branding Guide




Logo

The William Davidson Institute (WDI) logo consists of the name of the organization (William Davidson Institute at the University of Michigan), as well as a logo mark (six, window-like squares arranged in two rows). The window-like squares represent WDI's "view into global emerging markets" and supports WDI's mission statement "to develop knowledge and capability that helps improve the effectiveness of firms and social welfare in emerging economies". Additionally, the six windows are a salute to and acknowledgment of WDI's late founder, Bill Davidson, who was President and CEO of Guardian Industries, one of the world's largest manufacturers of float glass used in windows and other glass products.

Variations

There are two, primary versions of the WDI logo, shown below. One of the two, primary versions should be used for nearly all applications.

	<p>Charlie Tidwell Projects Administrator, WDI Publishing p: 734-615-9553 f: 734-763-5850 Skype: ctidwell-wdi e: ctidwell@umich.edu William Davidson Institute at The University of Michigan Suite B-3000 24 Frank Lloyd Wright Drive, Ann Arbor MI 48106</p>
---	---

There is also an abbreviated, "bug" version of the WDI logo, shown below and in the signature above. This version should only be used if space does not permit use of one of the primary versions. If the "bug" version is used, then the full name of "William Davidson Institute at the University of Michigan" must appear at least once within text/copy that's positioned near this version, as shown in the signature above.

Clear area

The WDI logo must be displayed in an area clear of text or graphic elements. For the primary versions of the logo, the clear area is equal to the height of the logo on each side. For the "bug" version of the logo, the clear area is equal half the width of the logo on all sides.



The Clear Area around the bug version of the logo is equal to half the width of the logo

Primary Logos

Vertical



The Clear Area around the vertical and horizontal logo is equal to the height of the logo.

Horizontal



Branding Guide



Logo (Continued)

Color

Each WDI logo version features yellow and dark blue and is available in full color, as well as black and white:

- Pantone Matching System (PMS)
- CMYK
- All Black
- All White



PMS



CMYK



Black



White

For professional printing, the PMS version is preferred. For general printing (using home or office printers), the CMYK version will reproduce best.

Secondary Color Palette

WDI recommends the following supporting colors to complement the primary logo colors of yellow and dark blue.



UMMA TAN

PMS: 7502
CMYK: C6 / M14 / Y39 / K8



THE ROCK GRAY

PMS: Cool Gray 7
CMYK: C20 / M14 / Y12 / K40



CANHAM POOL BLUE

PMS: 646
CMYK: C72 / M31 / Y3 / K12



HILL BROWN

PMS: 483
CMYK: C21 / M80 / Y81 / K69



RACKHAM ROOF GREEN

PMS: 5565
CMYK: C44 / M12 / Y34 / K24

Font

WDI recommends the font “Source Sans Pro” for print and digital communications materials. It is available for download via Google Fonts at <https://goo.gl/rDO2WE>.

Source Sans Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:“

Source Sans Pro - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:“

Source Sans Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:“

Source Sans Pro - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:“

Source Sans Pro - Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:“

Source Sans Pro - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=_+<>?/.,:“