

Wizehire.

LOGO BRAND GUIDE

LOGO

Primary

Wizehire.



LOGO

Lockup

Meet Your
Wizehire.

LOGO

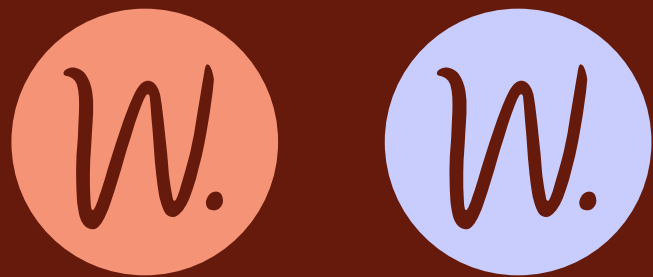
Primary Color Combinations

Rosewood and Salt of the Earth are the primary background colors.

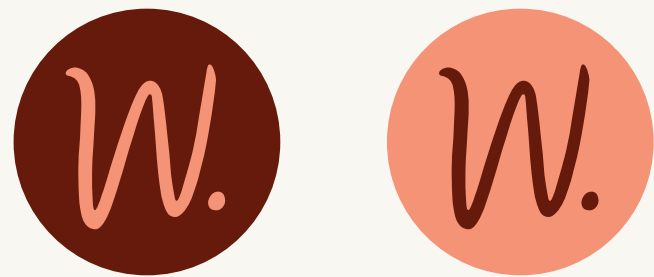
For other dark backgrounds, use the color Periwize for the writing and Lively as the period. This is the primary color combination for the logo on dark.

For other light background colors, use the color Rosewood for the writing and lively for the period. This is the primary color combination for the logo on a light background.

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Secondary Color
Combinations

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LOGO

Tertiary Color
Combinations

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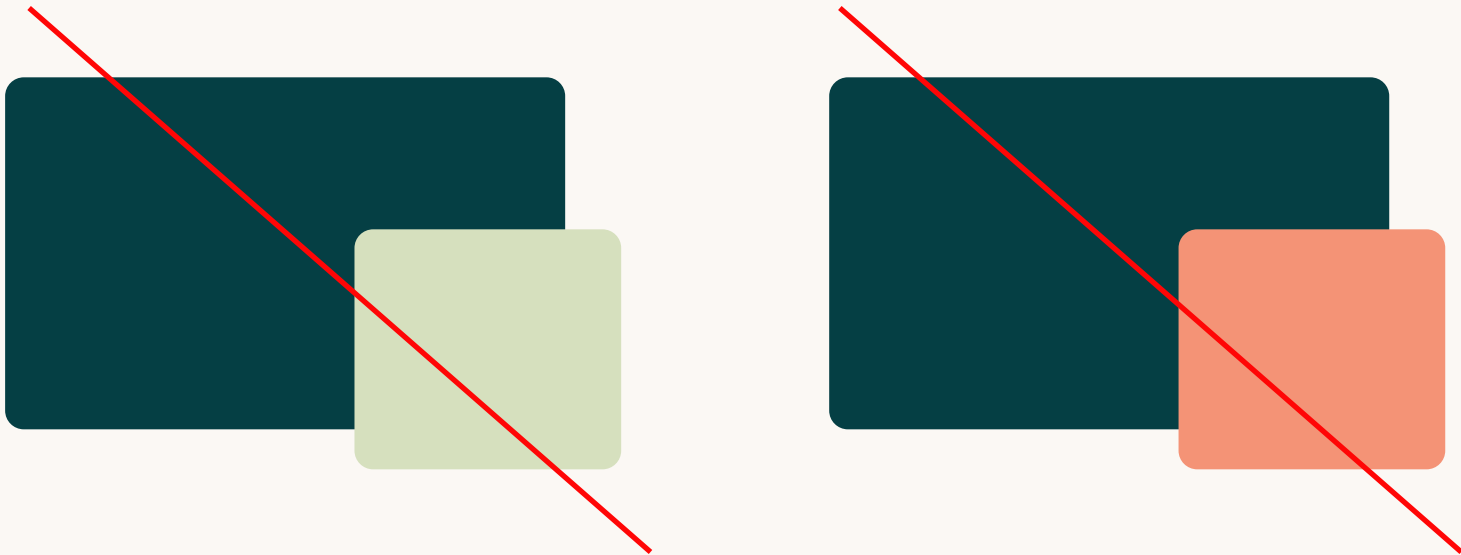


Incorrect Color Combinations

✗ Do not use Depth with Sage or Lively as a logo combination.

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✗ Do not use these color combinations for the logo. Depth must be paired with Periwize.



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Safe Zone

The logo’s safe zone is equivalent to the height of the ‘e’ on all sides. No other typography, text, graphic should overlap this safe zone.

The mark sits in a circle with a “.” of spacing between the “w” and the outer circle.

Minimum Size

to ensure Wizehire’s legibility and integrity of the logo is retained, the logo should appear no smaller than 30 pixels in height and the mark no smaller than 16 pixels.

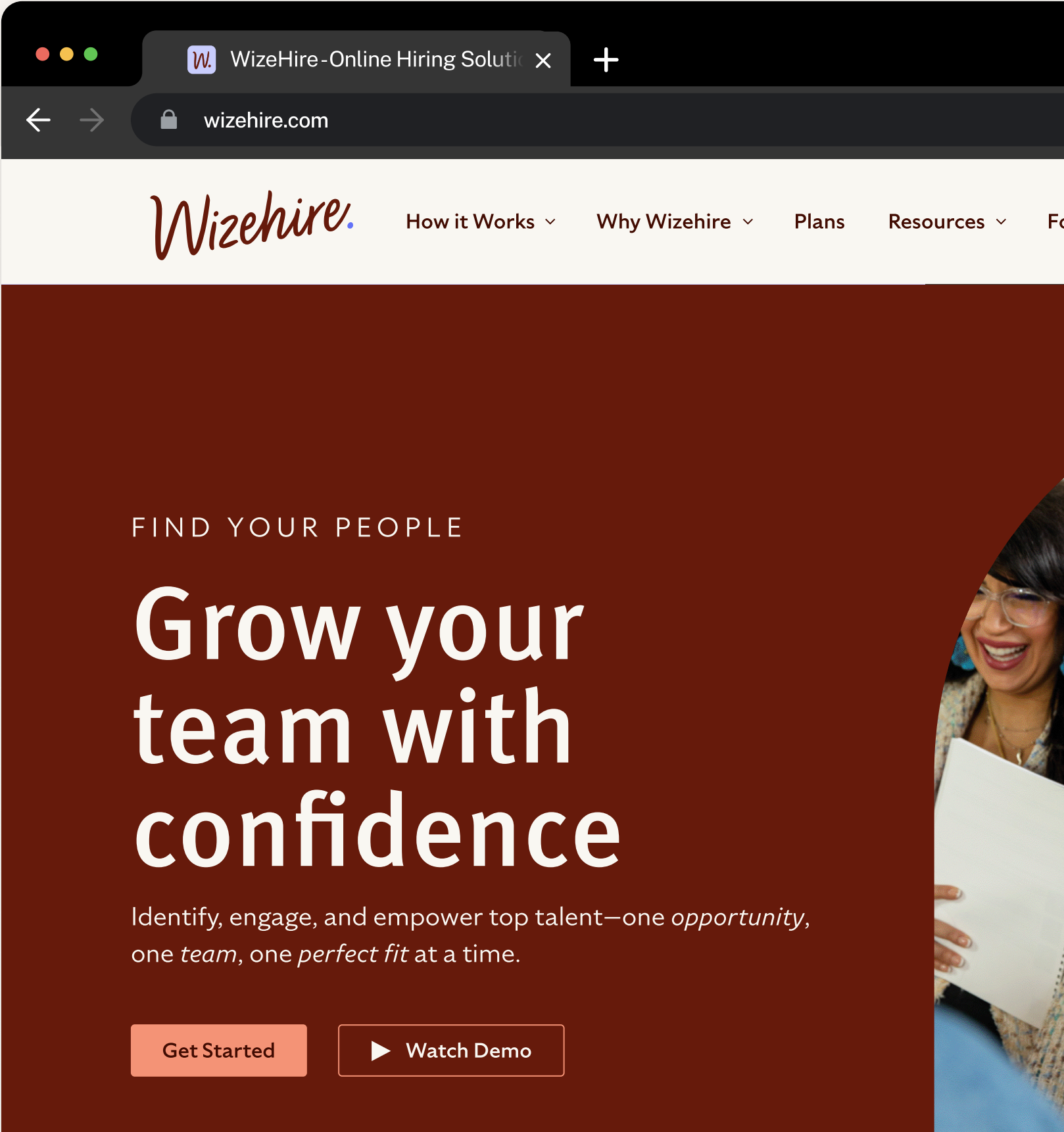
When the logo drops below 65 pixels in height it is ideal to use a brighter color for the period, such as the Periwize Pop, and when reduced to 30 pixels in height the logo becomes one color way.

When the mark is at 16 pixel we have optimized the line weight to increase legibility.



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Successful Usage at
Smaller Scale



LOGO

Co-branding

The Wizehire and partner's logo should always have equal visual weight.

The logos are separated by a vertical line, and the spacing between the line and the logos is determined by the lowercase 'e'. The partnership's logo should not exceed the height of our logo unless in rare circumstances it may be needed—determined case-by-case.

Our logo and partners logo are knocked out, unless said otherwise noted by partner brand.



Incorrect Usage

A strong brand identity succeeds when it's used consistently. To make sure the Wizehire brand appears as consistently as possible, don't misuse the logo in these ways.

✗ Do not use unapproved logo color combinations.

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✗ Do not stretch or distort the logo.

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✗ Do not make the period a different color than the “W” in the mark.



✗ Do not adjust the angle of the logo.

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✗ Do not add special affects to the logo.

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✗ At a small scale, do not use two colors for the background.

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✗ Do not use the same color for the period as the type unless reduced to 30 pixels in height,

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✗ Do not use depth in the logo without Periwise

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Wizehire Brand Assets

Logo Asset Library

↓ [Download Wizehire Logo Assets](#)