

WAYNE ENTERPRISES

Brand Guidelines

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The Wayne Brand




Great
SOUTHERN
LIFE

The Wayne Brand

Wayne Enterprises is one of Gotham's oldest institutions. Established in the early seventeenth century by Albert Wayne, Wayne Enterprises continues to achieve excellence across an immense range of industry sectors and markets across the globe. For years Wayne Enterprises has remained a leading force in entertainment, retail, manufacturing, technologies, as well as scientific and medical research. The company is the eigth largest international conglomerate in the world.

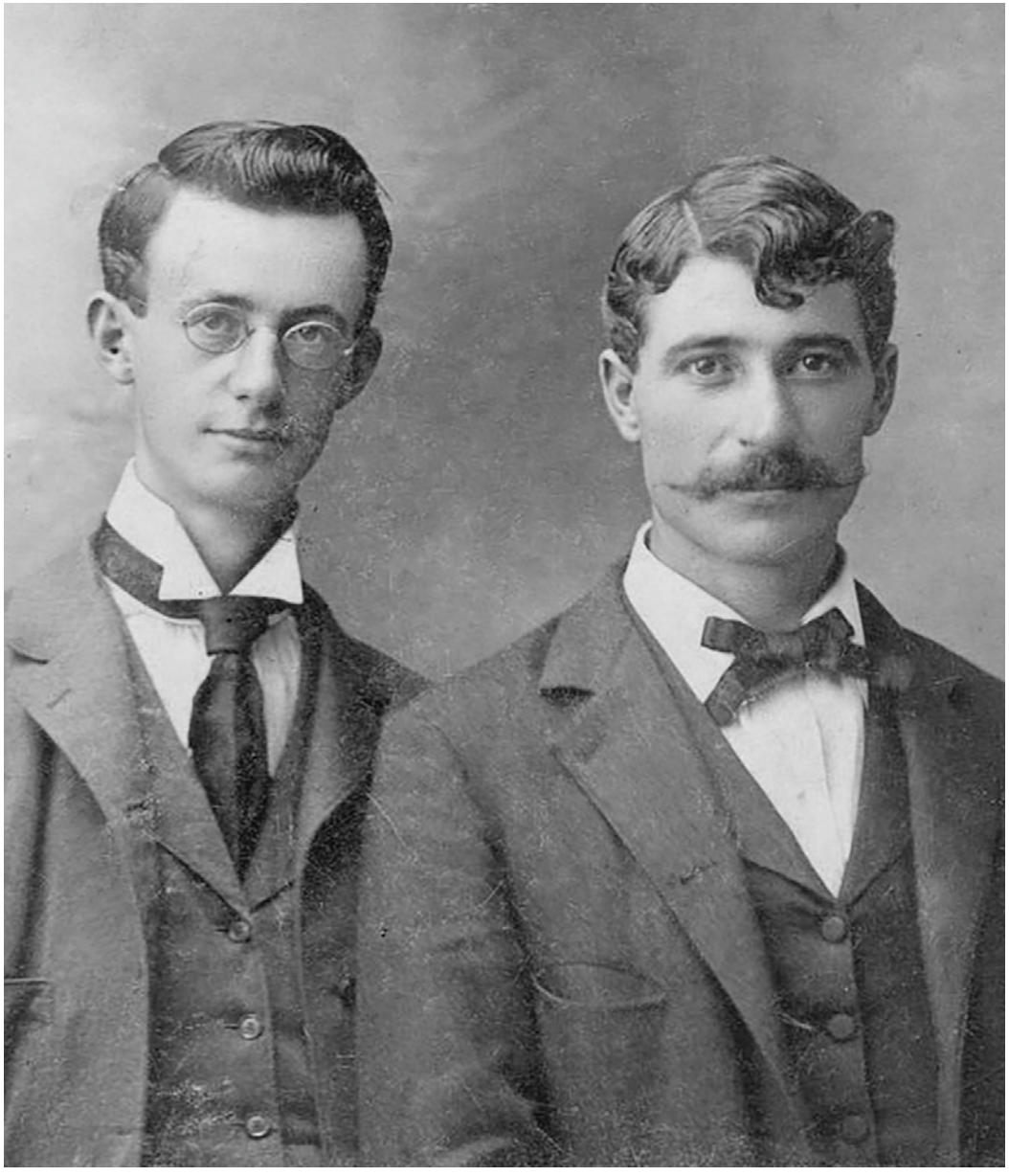
Even with the great wealth and power Wayne Enterprises has build up over the years, this massive conglomerate still gives back to its home and community. Wayne Enterprises is the only Gotham based company that gives 20% of its profits back to its community.

Wayne Enterprises gives back in multiple ways; through its advanced medical research; the Martha & Thomas Wayne Foundations which help forward medical breakthroughs, support the arts, lower-income families, education, and several orphanages throughout the state; and set up several soup kitchens in Gotham. Since the inception of the Wayne Foundation, crime and poverty rates have decreased by 10%, a statistic unheard of in Gotham for over twenty years.

No other company in Gotham has achieved as much, and given back just as much. Wayne Enterprises is great in every sense of the word, and its brand reflects that.

Left Solomon Zebediah Wayne and brother Joshua Thomas Wayne made the first steps towards creating Wayne Enterprises by purchasing large amounts of property throughout the rapidly growing Gotham City.

Right Alan Wayne, son of Solomon Wayne, took the land his father left him and founded Wayne Shipping, Chemicals, and Manufacturing.





Applications




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WAYNE ENTERPRISES


WAYNE ENTERPRISES


WAYNE CHEMICALS





WAYNE RECORDS


WAYNE AIRLINES


WAYNE BOTANICAL


WAYNE FOODS


WAYNE FOODS

2016 Corporate Expansion Prospectus

As of 2014 the plan for expanding the global reach of Wayne Enterprises has neared its final phases. We are now ready to go into production phase.

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OUR EXPANSION OUTLOOK

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CONTRIBUTIONS ON YOUR BEHALF

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OUR EXPANSION OUTLOOK

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WAYNE CHEMICALS
Reese Harto
BioChemist
200143245-01


WAYNE ENTERPRISES
WAYNE ENTERPRISES
WAYNE ENTERPRISES
Lucius Fox
President & CEO


WAYNE ENTERPRISES
Dear Mr Clark Kent,
With sincerity,
Bruce Wayne
Bruce Wayne
CEO
Wayne Enterprises
Wayne Tower 228 Christopher St. Gotham, NY 27823
(434) 722-8626 · Wayne.com
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WAYNE ENTERPRISES


WAYNE ENTERPRISES


WAYNE RECORDS


WAYNE ENTERPRISES

The Logo

The Story of the Wayne Logo
Brand Logos
Logo Lockups
Logo Sizes
Clear Space
Acceptable Uses
Unacceptable Uses



WAYNE ENTERPRISES



The Wayne Enterprises logo is a visual representation of the company's personality. Each aspect of the logo is linked to an aspect of who Wayne Enterprises is.

The Story of the Wayne Logo

The circle encompasses the global reach of Wayne. Being among the world's largest international conglomerates is an integral part of who the company is.

The triangle is reminiscent of a beam of light. Light is a symbol of hope, truth, enlightenment, optimism, and innovation; all things that truly describe the core of who we are.

The modern, sharp edged, sans serif white W is representative of the company's current movement into the modern era. Its sharpness is symbolic of innovation. Its bright white color shinning from the darkness is symbolic of Wayne always being a symbol of purity in an ever corrupting society.



Brand Logos



WAYNE CHEMICALS



WAYNE RECORDS



WAYNE AIRLINES

Brand logos are build upon the Wayne Enterprises logo, replacing the golden triangle with a mark relevant to the Wayne sub-brand. The word "Enterprises" is swapped out for the sub-brands' name.

While the logos are all different, using varying visual elements and their own color they retain the graphical shape of the sharp simple triangle. Maintaining a similar visual language creates a sense of brand consistency throughout all of the vast and wide reaching branches of Wayne Enterprises, while still retaining the individuality of each one at the same time.

The only logos that diverge from the graphical sharp look of all Wayne brands are brands that are related to nature, such as Wayne Botanical and Wayne Foods. Those relevant brands may take on a more organic approach to better convey the feel of the company, but they must be simple, one color, and remain inside the shape of the golden triangle.



WAYNE BOTANICAL



WAYNE FOODS



WAYNE AIRLINES

When creating any new brand logo, it is absoutley important to follow these guidelines:
The W and the Circle must always remain the same. The golden triangle is interchangeable and must be replaced by the new brand symbol. 90% of the logo must always remain inside the space of the golden triangle. The new mark may only be in one color.

Logo Lockups

LOGO **A**



WAYNE ENTERPRISES

LOGO **B**



LOGO **C**



WAYNE
ENTERPRISES

KNOCKOUT LOGO

LOGO **A**



WAYNE ENTERPRISES

LOGO **A.1**



WAYNE ENTERPRISES

LOGO **A.2**



WAYNE ENTERPRISES

LOGO **D**



WAYNE ENTERPRISES



WAYNE AIRLINES

Logos do not work perfectly for every situation.
What fits beautifully in the lobby of Wayne Tower, will not fit as perfectly on the length of a pencil.
Logo lockups are different official arrangements for the Wayne logo.
Logos on black are only in brand colors, with a thin outline around the circle.

LOGO **A**



WAYNE AIRLINES

LOGO **A.1**



WAYNE AIRLINES

LOGO **A.2**



WAYNE AIRLINES

LOGO **A.3**



WAYNE AIRLINES

Logo Lockups

LOGO **A.1 LARGE FORMAT**

When used on its own in large print formats (larger than tabloid), it can be blown up to any size as long as it maintains the allowed clear space. It should not get smaller than .8 inch wide.



WAYNE ENTERPRISES

maximum UNLIMITED



WAYNE ENTERPRISES

minimum .8 IN

LOGO **A.2 SMALL FORMAT**

When used on its own in smaller print formats (tabloid or smaller), it must be used between 2 inches wide and .8 inches wide.



WAYNE ENTERPRISES

maximum 2 IN



WAYNE ENTERPRISES

minimum .8 IN

LOGO **D.1**

Logo D is used to replaced Logo A when the logo needs to fit in a long thin space and maintain legibility. When used on its own, it cannot be smaller than 1 inch wide, but it is prefered to not to go smaller than 1.5 inches wide.



WAYNE ENTERPRISES

maximum UNLIMITED

LOGO **B.1**

Logo B is used to replaced Logo A when it needs to be reduced lower than .8 inches wide. When used on its own, it needs to be between .8 inches and .1875 inch wide. Wayne Brands must switch to the Logo without the W.



maximum .8 IN



minimum .1875 IN

LOGO **C.1**

Logo C is used to replaced Logo A when it needs to be reduced lower than .8 inches wide. It can also be used when a horizontal logo is more fitting for the use needed. When used on its own, it cannot be smaller than .75 inches wide.



maximum UNLIMITED



minimum .75 IN



preferred minimum 1.5 IN



minimum 1 IN WIDE



.1392 IN TALL

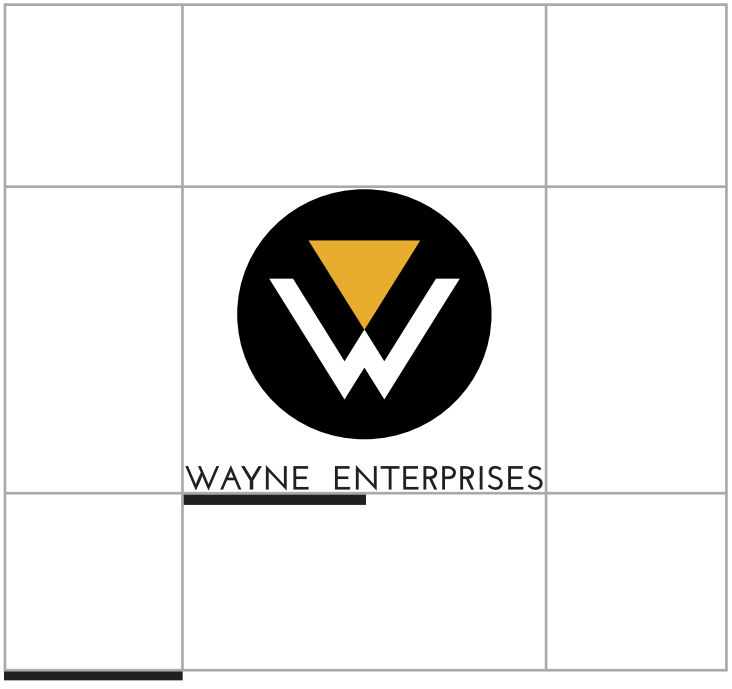
Clear Space

LOGO **A & B**

Both logos A & B should have a margin of clear space on all sides around it equal to half of the Wayne logo's width.

No other elements (text, images, other logos, etc.) can appear inside this clear space.

LOGO **A**



1/2 WIDTH OF LOGO

LOGO **B**



1/2 WIDTH OF LOGO

LOGO **C & D**

Both Logos C and D should have a margin of clear space on all sides around it equal to the height of the Wayne logo. The only exception is when used in areas with limited space such as on pens and pencils.

No other elements (text, images, other logos, etc.) can appear inside this clear space.

LOGO **C**



FULL HEIGHT

LOGO **D**



FULL HEIGHT

Acceptable Uses

2 COLOR LOGO



The Wayne Logo as it is.



Placing on the Wayne Gold background color.



The Wayne Logo on similarly shaded, and colored photographs with little detail.

2 COLOR KNOCKOUT LOGO



Placing on dark backgrounds with a white ring around globe.



The Wayne Logo on similarly shaded, and colored photographs with little detail.

1 COLOR LOGO



Removing all color, on light backgrounds.



Using all Wayne Gold on light backgrounds.



Using the brand brand color for 1 color logo on light backgrounds.

1 COLOR KNOCKOUT LOGO



Using white only on dark backgrounds.



Using the Wayne Gold for 1 color logo on dark backgrounds.



Using the brand brand color for 1 color logo on dark backgrounds.

Unacceptable Uses

2 COLOR LOGO



Do not change the color of the triangle.



Do not change the color of the W or the company name.



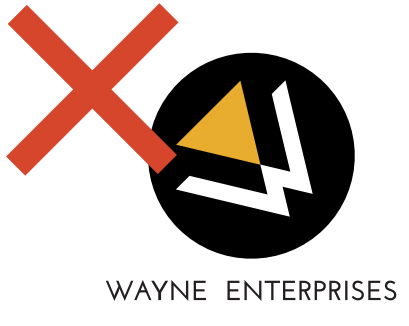
Do not change the color of the circle.



Do not stretch, skew, warp, or distort the logo at all.



Do not fill everything with a color other than white when on a white background.



Do not rotate the logo at all.



Do not place the logo on clashing colors.



This. Do not do this. Ever. No Inverting of the logo.



Do not use non brand colors on black backgrounds.



Do not place on complex or cluttered photographs.



Respect the clearspace of the logo.



Do not use obnoxious backgrounds, drop shadows, bevel or emboss on the logo.

Visual Identity

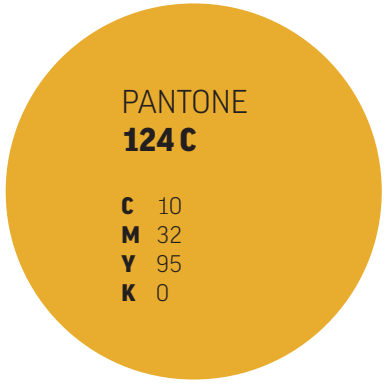
Colors
Typography
Graphic Elements
Photography

Colors

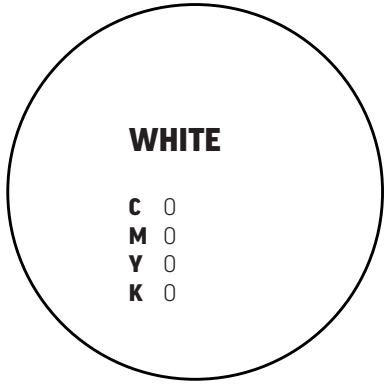
PRIMARY COLORS



Black is a timeless serious color.



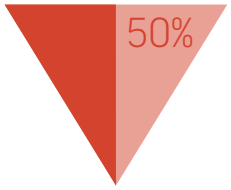
The yellow is warm, inviting, yet also has a golden tint as a symbol of quality and status.



White is a symbol of purity and integrity.

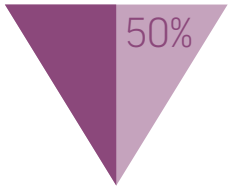
Color is an incredibly important aspect of branding. It is a quick visual cue that can be recognized in an instant. There are three primary brand colors in Wayne Enterprises. They all come together to define Wayne Enterprises.

SECONDARY COLORS



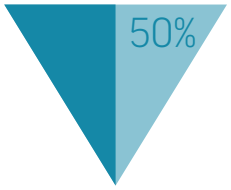
PANTONE
485 C

C 14
M 89
Y 95
K 0



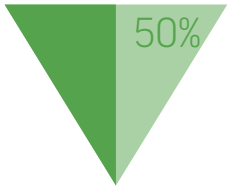
PANTONE
2593 C

C 54
M 86
Y 31
K 0



PANTONE
7459 C

C 84
M 35
Y 25
K 0



PANTONE
802 C

C 71
M 15
Y 95
K 0

NEUTRAL COLORS

PANTONE
WARM GREY 2 C

C 18
M 18
Y 18
K 0

PANTONE
538 C

C 15
M 7
Y 6
K 6

Typography

ABCDEFGHIJKLMNOPQRSTU
VWXYZ0123456789&!?[{($
abcdefghijklmnopqrstuvwxyz

GoodOT Bold

ABCDEFGHIJKLMNOPQRST
UVWXYZ0123456789&!?[{($
abcdefghijklmnopqrstuvwxyz

Merriweather Regular

There are two main typefaces for printed and digital materials for Wayne Enterprises. GoodOT and Merriweather. GoodOT is meant for headers, titles, side notes, and any accent typography.

Merriweather is the typeface for all body text in print and digital materials. It must be set to 95% black so as not to appear to heavy.

WEB

The body text for websites, and blogs must use Merriweather with Times New Roman set as the back up. Titles and headers should also use GoodOT with Helvetica set as a backup.

PRESENTATIONS

The typefaces used on presentations are Helvetica for headers and Georgia for body, as they are standard typefaces accessible from all computers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789&?[{(!$

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789&?[{(!$

Georgia Regular

Graphic Elements

Several elements of the Wayne logo can be taken and used creatively for visual texture throughout design pieces, including web, promotional, and in-house print material.



TRIANGLE





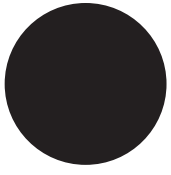
The triangle can be used as a visual element. These two different triangle shapes to the left can be used in any of the brand colors.

STRONG LINES



The thick line of the W can also be used in any brand color. The angle of the W is 31.6˚

CIRCLE



The circle may also be used, though it should not be used too often. Too many circles on a page may appear childish.

TRIANGLE PATTERNS

When a patterned texture is needed, the triangle can be used lightly as a pattern. Solid areas of color are preferred.

CROPS OF LOGO



When used as an artistic pattern or as visual decoration, the logo may be cropped in interesting and abstract ways. This cannot replace the logo.

Photography



LANDSCAPE

Landscapes should be grand and create a sense of wonder of the scale of the location. Especially if it is of Gotham City.



WAYNE TOWER

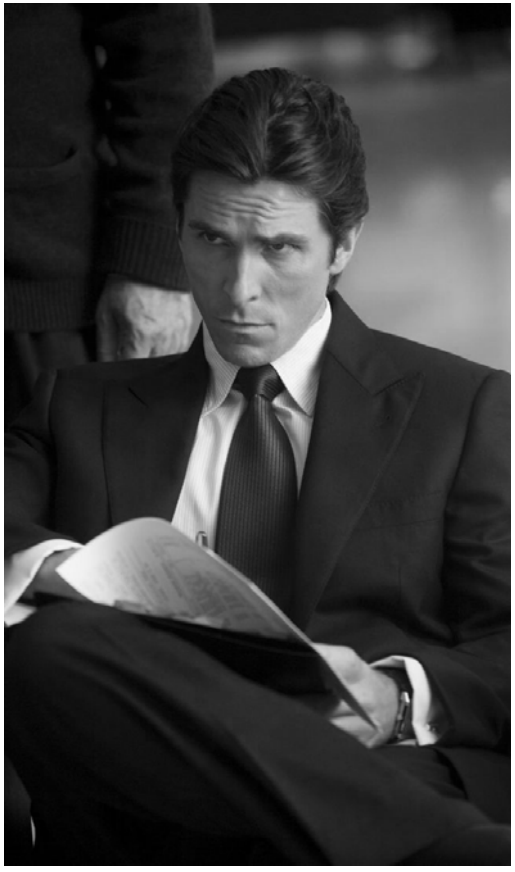
Photography of Wayne Tower should make Wayne look taller and grander than its surroundings. Visual emphasis should always be placed on the tower. It is the home of all of Wayne Enterprises.

Photography



PORTRAITURE-ACTION

Action shots of people working should be the right mix of staged and candid. The subjects should never be looking directly into the camera. Poses should appear natural and not forced. Always avoid dramatic facial expressions. Dramatic facial expressions would include a very obvious furious scowel or a large cheesy smile.





EDITORIAL PORTRAITURE

Photographs of individuals to be used for profile pieces in websites, articles, or other various printed materials should be serious in tone. Employees must always be well dressed looking their best. The portraits can be action shots or traditional portraiture. All portraits must have only one subject in it. If the publication piece is about more than one person, use more than one photograph rather than lumping all subjects into one photograph. Photographers may consult Marketing for further questions and must recieve approval.

Subjects must always be in front of a real world environment and not on a studio background, unless the photograph is intended for any publication outside of Wayne Enterprises.