



# Wisconsin Blockchain Business Council

## Brand Kit Usage Guidelines

Welcome to the WBBC Brand Kit. These assets are here to empower your creative projects while keeping our visual identity strong and consistent.

Thank you for helping us keep the WBBC experience authentic and inspiring.

### Please follow these guidelines when using our logos:

#### 1. Files Included

- Official WBBC logos in SVG (and PNG) formats
- Alternate logo versions for different contexts

#### 2. Logo Usage

- Keep It Untouched: Use the logos as provided. Please do not modify, distort, or recolor them.
- Maintain Clear Space: Ensure there is enough breathing room around the logo—at least equal to half the height of the honeycomb—to preserve its visual impact.
- Minimum Size: Avoid reducing the logo below 1 inch in width (or 100 pixels for digital use) to ensure legibility.

#### 3. Color Guidelines

- Use the approved color versions. If a monochrome option is needed, use the alternative version provided.
- Do not alter the colors unless you have explicit permission.

#### 4. Contextual Use

- The logos are designed for clear, impactful representation across media—whether in print, digital, or event materials.
- For backgrounds or environments that might compromise legibility, select the alternate version that ensures clarity.

#### 5. Need Help?

If you have any questions or need further assistance with using these assets, please contact us at [team@wbcc.io](mailto:team@wbcc.io).



# Color Palette

Our primary brand color is **Amber**, supported by a core color palette that defines WBBC’s visual identity. These colors should be the dominant elements in any communication materials.

In cases where additional contrast or emphasis is needed, a secondary color palette is available. These accent colors should be used thoughtfully to highlight key details or create smooth color transitions without overpowering the primary palette. Maintaining the right balance ensures a cohesive and impactful brand presence.

# Typography

**Agenda Semibold *Italic***

**Agenda Medium *Italic***

**Agenda Regular *Italic***

**Poppins Semibold**

**Lato Regular *Italic Bold***

<div>Amber</div> <div>HEX: #FFBF00</div> <div>RGB : 255-191-0</div> <div>CMYK: 0-27-100-0</div> <div>Pantone: 7548 C</div>		<div>Ochre</div> <div>HEX: #C67300</div> <div>RGB : 198-115-0</div> <div>CMYK: 19-61-100-5</div> <div>Pantone: 1385 C</div>		<div>Buttermelon</div> <div>HEX: #FFF6DB</div> <div>RGB : 255-246-219</div> <div>CMYK: 1-2-15-0</div> <div>Pantone: 7499 C</div>	
<div>Brown</div> <div>HEX: #633A00</div> <div>RGB : 99-58-0</div> <div>CMYK: 73-7-55-0</div> <div>Pantone: 732 C</div>		<div>Dithered Sky</div> <div>HEX: #B7E2FF</div> <div>RGB : 183-226-255</div> <div>CMYK: 25-2-0-0</div> <div>Pantone: 290 C</div>		<div>Blue Whale</div> <div>HEX: #1E3245</div> <div>RGB : 30-50-69</div> <div>CMYK: 88-57-63-56</div> <div>Pantone: 533 C</div>	
<div>White</div> <div>HEX: #FFFFFF</div> <div>RGB: 255-255-255</div> <div>CMYK: 0-0-0</div>		<div>Battleship Gray</div> <div>HEX: #8B8B8B</div> <div>RGB: 139-139-139</div> <div>CMYK: 48-40-40-4</div>		<div>Black</div> <div>HEX: #000000</div> <div>RGB: 0-0-0</div> <div>CMYK: 75-68-67-90</div>	

