Our logo is the main signifier of our brand. For full impact, use the full color version of the logo. On a dark background, the reversed version of the logo may be used. Do not stretch, alter, flip, recolor, or separate the elements of the logo. Do not crowd the logo with other graphic elements.

To access logo files, follow this path:
WDC Teams > Communications > General > Files > Logos

Maintain clear space of the height of the Workforce “O” around the entire logo.

Always make sure the logo is at least 1.75 inches wide.

Do not alter the proportions or colors of the logo.

(Logo typeface color is PMS 430; CMYK 55.2, 40.25, 37.99, 4.53; RGB 123, 134, 140)
Every time brand typography is used, it has visual impact. For consistent impact, please use brand fonts as outlined below on any internal or external document containing the WDC logo.

To access font files, follow this path:
WDC Teams > Communications > General > Files > Fonts
These colors are our official hues - capturing the original spirit of our brand. But as we navigate to the future of our brand, the way we use colors will also reflect this journey.

There are moments when colors need to speak differently. Most of the time, this is in the name of readability - making sure our text is accessible.

There may be other times where additional creative license is necessary. It’s important to consult with the communications team when making significant departures from the brand. They can help ensure professionalism and that the modifications are aligned with our overall strategy.
COLOR CONTRAST

It's important for text to have sufficient contrast to be readable and accessible. This page illustrates which foreground/background combinations of WDC brand colors have sufficient contrast to meet the minimum standard set by the Web Content Accessibility Guidelines.

- For specific guidance, refer to this tool: https://webaim.org/resources/contrastchecker/

- For more general information about Web Accessibility, please refer to the guidelines from the Americans with Disabilities Act (ADA): https://www.ada.gov/resources/web-guidance/

Don’t use these ever - they’re very hard to read!