wiral

wiralING WIRELESS MULTIMEDIA

30.03.2001

Wiral LTD:
Logo usage

SPREADING WIRELESS MULTIMEDIA

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About this manual

There are several symbols in this manual that you should be aware of before using this document. For example the symbols help to locate the proper files on a CD.

Following symbols are used in this manual:

CD = The path for the file on a cd

■ = Logo color

○ = Backround color

The colors in this manual are in their correct formats. On screen the RGB and web colors will appear as they should be, although variations may occur due to different calibrations of monitors. Printers are not capable of simulating PMS, process, and rgb colors properly.

Wiral mission

Wiral is a pioneer developer of wireless instant multimedia communications software technology. Wiral develops and markets wireless infrastructure software directly or through systems integrators to mobile operators and service providers globally. Wiral also provides installation, integration and support services.

Wiral's lead product, Wiral Matrix™, is an instant wireless multimedia communication server. Wiral Matrix™ enables sharing moments and communicating instantly with friends, family and colleagues regardless of time and place.

Logo appearance on various backrounds

In most cases the Wiral logo appears on white or blue backround. However it can also appear on various backrounds. If the backround is some other color than blue or white the wiral logo is used in most cases as black or blue. Below you can see the examples how wiral logo should be used on different backrounds.

Wiral logo on white backround

CD WIRAL LOGO/wiral_logo_blue_pms.fh9

■ Logo color: PMS 2757 / Process 100c 79m 0y 27k

○ Backround color: White

Wiral logo on blue backround

CD WIRAL LOGO/wiral_logo_white_pro.fh9

□ Logo color: White

● Backround color: PMS 2757 / Process 100c 79m 0y 27k

Wiral logo on a "dark" backround. Wiral logo can be used on various backrounds. If the backround is dark the wiral logo should be used in white.

CD WIRAL LOGO/wiral_logo_white_pro.fh9

□ Logo color: White

● All dark colors

Wiral logo on a "light" coloured backround. If the backround has light colour the wiral logo should be used as black or Wiral blue.

CD WIRAL LOGO/wiral_logo_black_pro.fh9

■ Logo color: Black

○ All light colors

Black and white printing

Use black logo on white and light grey backrounds.

CD WIRAL LOGO/wiral_logo_black_pro.fh9

■ Logo color: Black

○ Backround Color: All light colors (including white)

Use white logo on black and dark grey backrounds

CD WIRAL LOGO/wiral_logo_white_pro.fh9

☐ Logo color: white

● Bacround color: all dark colors

Exapmples of incorrect use of wiral logo

1. Do not use photographs as a backround for the logo. Use solid colors when possible.
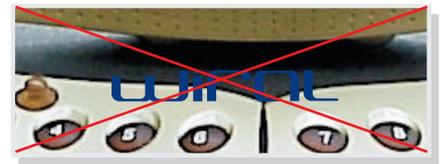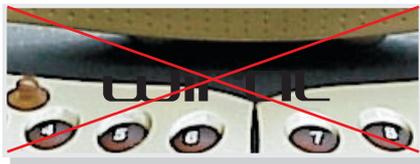
Graphics on a backround of the logo

CD WIRAL LOGO/wiral_logo_blue_pms.fh9

■ Logo color: PMS 2757 or black

○ Backround color: Light coloured graphics

However the logo can be used over light coloured graphics. Use the logo allways in Wiral blue or black over light graphics.

2. Do not modify the logo in anyway. It is strictly forbidden to change the shapes of the logo. Applying filters to the logo is also forbidden.

3. Do not use any other colors in the logo. The logo cannot be on any other color than blue (PMS 2757), black or white. All other colors in the logotype are forbidden.

Wiral logo colors and conversions, Wiral blue

■ PMS: 2757   ■ Process: 0c 0m 0y 100k

■ RGB: 0r 0g 102b   ■ Web: #000066

Wiral logo colors and conversions, Black

■ Black   ■ Process: 0c 0m 0y 100k

■ RGB: 0r 0g 0b   ■ Web: #000000

Wiral logo colors and conversions, White

☐ White   ☐ Process: 0c 0m 0y 0k

☐ RGB: 100r 100g 100b ☐ Web: #FFFFFF

Primary colors and conversions

Wiral Blue ■ PMS: 2757   White ☐ White

■ Process 100 c 79m 0y 27k   ☐ Process 0c 0m 0y 0k

■ RGB: 0r 0g 102b   ☐ RGB: 100r 100g 100b

■ Web #000066   ☐ Web #FFFFFF

Light grey		Black 10%	Black		Black 100%
		Process: 0c 0m 0y 10k			Process: 0c 0m 0y 100k
		RGB: 214r 214g 214b			RGB: 0r 0g 0b
		Web: #CCCCCC			Web: #000000

Secondary colors and conversions

| Light Blue		PMS: 2727C	Yellow		PMS: 137
		Process: 91c 51m 0y 0k			Process: 0c 34m 91y 0k
		RGB: 72r 98g 200b			RGB: 255r 146g 34b
		Web: #3366CC			Web: #FF9933

Black (0c 0m 0y 100k) Tints 90-10%

Wiral Blue PMS 2757 Tints 90-10%

Black tints RGB
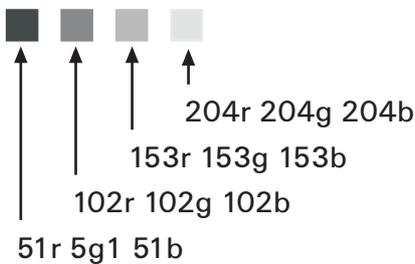
Black tints Web
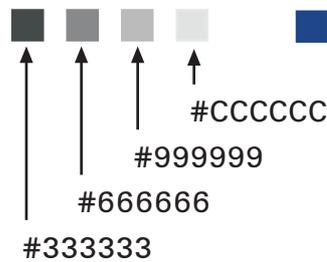
100c 79m 0y 27k Tints 90-10%

204r 204g 204b

#CCCCCC

153r 153g 153b

#999999

102r 102g 102b

#666666

51r 5g1 51b

#333333

Secondary colors cannot be used in the logo. Use additional colors (and their correct conversions) when needed. For example you can use the PMS 137 (yellow) when extra attention is needed. Use secondary colors with primary colors, do not use secondary colors as main colors in the designs. Below you can see an example of secondary color usage.

An example from wiral.com webpages. The yellow is used here to highlight the headline section of the pages.

Wiral logo and slogan

The slogan and the logo can only appear in Wiral blue, black or white. All other colors are forbidden. The slogan should be allways with the same color as the logo is. Never use the slogan with a logo that has a different color than the slogan.

Wiral slogan without wiral logo

SPREADING WIRELESS MULTIMEDIA

Protected area

Protected area is defined from height of the appearing logos i-letter. The protected area is i-letters height divided by two. The only thing that can be closer to the logo is the company slogan.

Defining height and width of the protected area

Measure the height of the logo's i-letter.   Divide the height of the logo's i-letter by two

Find the edgess of the logo from left, right, bottom and top of the logo. Draw a line (line lenght = logo's i-letter divided by two) from the selected edges. Then draw a square around the edges to define the protected area for the logo. Never place anything inside the protected area.

Edges of the logo   Square around the edges

Protected area when using logo with the company slogan

The protected area is defined by using the same method as with the plain logo. Measure the height of the logo's i-letter and divide it by two. Find the edges of the logo ad draw a square around the logos' outpoints.


Edges of the logo when slogan is used

Square around the edges

Fonts

Univers BQ

Univers BQ
Extended

Univers BQ
Condensed
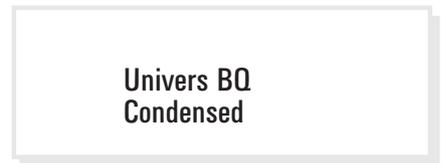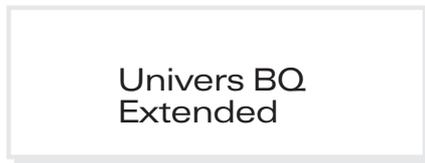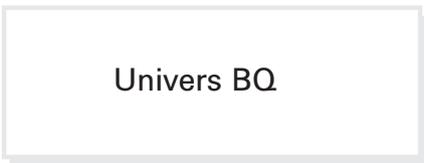
All fonts within above font families can be used.

Device font
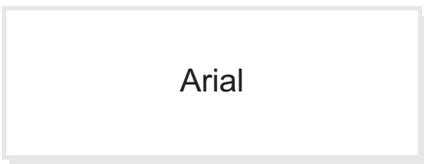
Arial

When the univers font families can not be used, please use device font Arial. For example, arial is used on the web pages as a body text font. Do not use any other fonts than UniversBQ and Arial.

Product names

All fonts within Univers BQ font families	**Wiral Matrix™** **Univers Extended BQ-83 Extra Black**

It is not acceptable to use any other font family when writing product names. Wiral Matrix™ should allways be written with Univers extended BQ-83 Extra Black. All new product names can be written with any Univers BQ font. Product names can also appear with device font arial on a normal text. Do not use the Wiral Matrix™ name without a trademark.

Product slogans

Wiral Matrix™ - Wireless Multimedia Communications System
Univers Condensed BQ-47Light

The Wiral Matrix™ product slogan should be written with Univers Condensed BQ-47Light. All new product slogans can be written with any font within Univers BQ font family.