



WILDIX TRADEMARK

The name Wildix was created in 2003, and it is synonymous with high-quality Hardware and Software solutions. Wildix is a trademark, and it can be used by Wildix Partners or Wildix Clients once they receive authorisation from the Wildix Marketing Department.

To receive authorisation to use the Wildix trademark, please send your request to:

marketing@wildix.com

Use the following Subject: "Logo use request"

You can write your request in English, Italian, French, German, Dutch, Russian, Ukrainian, or Spanish.

The Meaning of the name "Wildix":

The name comes from combining "Wild" + "ix". "Wild" is intended as something that continues to develop without knowing any limits, as a Wild Card (Joker) while "ix" stands for "exchange" and refers to the abbreviation "IP PBX" (Internet Protocol Private Branch Exchange).

LOGO

The Wildix logo must always be used pursuant to the specifications provided below. Any use that falls outside of these specifications is strictly prohibited.

The blue Wildix logo should be used in all instances. If you can't use the correct colour due to technical limitations, use black and white:

positive



negative



Notes:

- Use the positive version on light or white backgrounds. The negative version may be used on dark colour backgrounds.
- The logo is not accompanied by the registered trademark symbol (®).
- The "W" pictogram may not be separated from the logo.
- Keep exact proportions between logo elements.



CORPORATE COLOUR

The Wildix brand colour is PMC2955C Blue combined with White.

Pantone 2955 C
RGB 0 56 101
HEX# 003865
CMYK 100 52 0 58

CLEAR SPACE

Use the size of the Wildix "x" to measure a minimum clear space around the logo. No other design element should enter the minimum clear space area.



MINIMUM SIZE

The minimum size recommended for the Wildix logo is 16px height for digital surfaces and 4mm height or 15mm width within print.



By pressing the download button you confirm that you have read and accepted to follow the rules provided by this document.

DOWNLOAD WILDIX LOGO

CORRECT LOGO USAGE

Blue on white



White on blue



Blue on light background



White on dark background



Black on white



White on black



To place logo on an image background, it should be darkened or lightened, depending on the image you're going to use. Prioritise logo visibility first.

Blue logo on lightened image



White logo on darkened image



FORBIDDEN USAGE

Changing logo colour



Placing on a non-corporate colour background



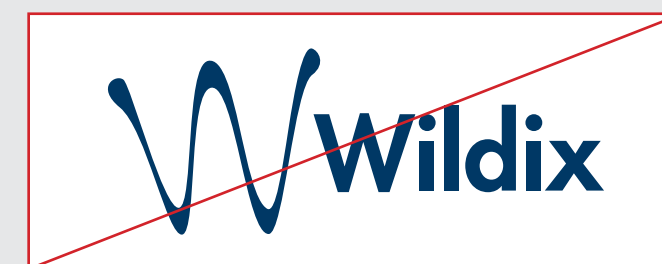
Applying texture, or shadow effects on logo



Placement on a complex background



Changing proportions



Replacing the initial "W" with the pictogram



Using stroke effects on the logo



Typing "Wildix" within the logo with a different font



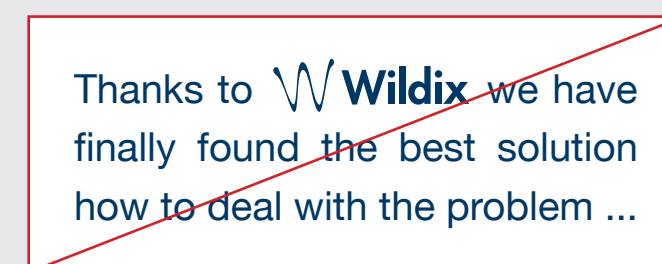
Placement on background edges



Using the logo without the pictogram



Using the logo as a part of text



Stretching the logo unproportionally



CORPORATE FONT

The corporate font to be used in brand materials is Helvetica Neue. If you can't use Helvetica Neue due to technical limitations, use Arial typeface instead.

Helvetica Neue

Regular, *Italic*, Medium, *Medium Italic*, Bold, *Bold Italic*

SECONDARY COLOURS

Supporting palette. Suggested for brightening up the brand materials.

Pantone 1495 C
RGB 255 143 28
HEX# FF8F1C
CMYK 0 49 96 0

Pantone 7547 C
RGB 19 30 41
HEX# 131E29
CMYK 100 58 21 92

Pantone 3115 C
RGB 0 193 212
HEX# 00C1D4
CMYK 70 0 133 0

Pantone 7506 C 70%
RGB 246 229 201
HEX# F6E5C9
CMYK 0 5 18 0