

# WINNING WELL

## OUR WINNING BRANDING STYLES

### FONTS TELL A STORY

A font can sometimes tell the reader more about the “product” than the actual typed words!

Too many fonts on one promotional piece can look confusing. The Winning Well message is clear and easy to understand. Our fonts need to say the same thing.

TOO MUCH TEXT IN ALL CAP LETTERS CAN SEEM LIKE THERE IS NO GRACE IN THE MESSAGE. Use “all caps” in moderation.

It is also true about underlined, italic, and bold. A moderate use of the styles will allow the reader to immediately see the stress intended.

And lastly, font sizes do matter.

BODY TEXT: 10.5 points on 12.5 leading

SUBHEADS: typically 12-17 points

TITLES: 40 points

COPYRIGHTS: 8 points

**DIN CONDENSED**

**AVENIR NEXT**

*Bringshot*

### CURRENT FONTS:

#### ► DIN CONDENSED

Logo font

Limited to just bold, upper and lower case is available

Use sparingly to help it keep it's “impact”

#### ► AVENIR NEXT

Body text & subheads

Has a wide variety of styles, bold, demi bold, medium, heavy

It is easy to read, so use this font for all text.

Compliments the Logo font

#### ► BRINGSHOT

Tagline font

Rough cursive font

Brings a personal touch to the message without being feminine

This is should be used VERY sparingly! Overuse spoils the contrast between the logo font and the tagline.

**PACK**  
**LEAD**  
**HO**

1-2  
Bring your  
leader  
managem  
to the exp  
practic  
in re

*Results – Without Losing You*

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## CURRENT LOGOS:

### ► WINNING WELL LOGO PNG

- RGB (best version for web use)
- PNG Format
- Transparent background
- Can be layered over a photo or background color. Also means that the PNG will not obscure surrounding text or images
- The logo will have its greatest impact on a white background. (Similar to the book cover.) If in doubt—don't put it on the color or photo.
- As a rule of thumb DO NOT ENLARGE the logo beyond 120% of it's original size. Most digital images do not look their best when stretched beyond that percentage.
- Gray: 62 - 69 - 73  
Red: 242 - 97 - 66
- Font: DIN Condensed

### ► WINNING WELLS

Water faucet with drip holding the "Together We Can Change the World"

The gray of the faucet has a bit of blue in it to tie in the water theme

### ► WINNING WELL BOOT CAMP

Current Boot image is 70% gray



# WINNING WELL

### ► HOW TO USE EACH FORMAT

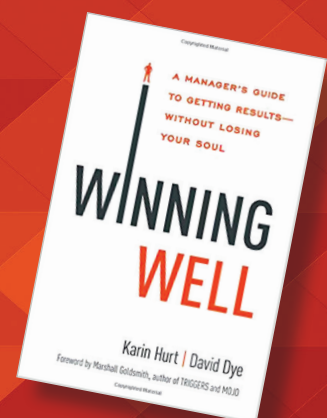
- PNG – email, web, in-house printing on copier or anywhere that "upload speed" is important
- JPG – printing, publishing, higher quality printing, etc.
- EPS – oversized printing i.e. banners, posters, billboards, etc.

## CURRENT FAVORITE BOOK PHOTOS:

### ► BOOK & SPINE

- As a rule of thumb DO NOT ENLARGE the photo beyond 120% of it's original size. Most digital images do not look their best when stretched beyond that percentage.

### ► JUST THE FRONT COVER





## CURRENT COLORS:

### ► RED

- RGB: 242 - 97 - 66
- CMYK: 0 - 81 - 85 - 0
- HEX: # f15638

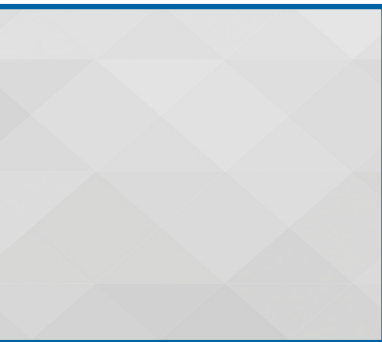


# WINNING WELL



### ► GRAY

- RGB: 62 - 69 - 73
- CMYK: 74 - 62 - 58 - 50
- HEX: # 333b3e



### ► OCCASIONAL BLUE TRIM

- RGB: 1 - 99 - 162
- CMYK: 94 - 62 - 10 - 1
- HEX: # 0163A2

