



WCOOC 2027 Brand Guidelines



01. **About Brand**

03. **Brand Typeface**

02. **Logo Guideline**

04. **Color Palette**



01. About the Brand

This brand is built on our purpose as individual Arrowmen and as an organization.



02. Logo Guideline

Logo



Altering Colors



Rotating Logo



Repositioning



Adding Effects





03. Brand Typeface

Museo Slab 700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV
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1234567890,:!&#@%/"?

Museo Slab 300

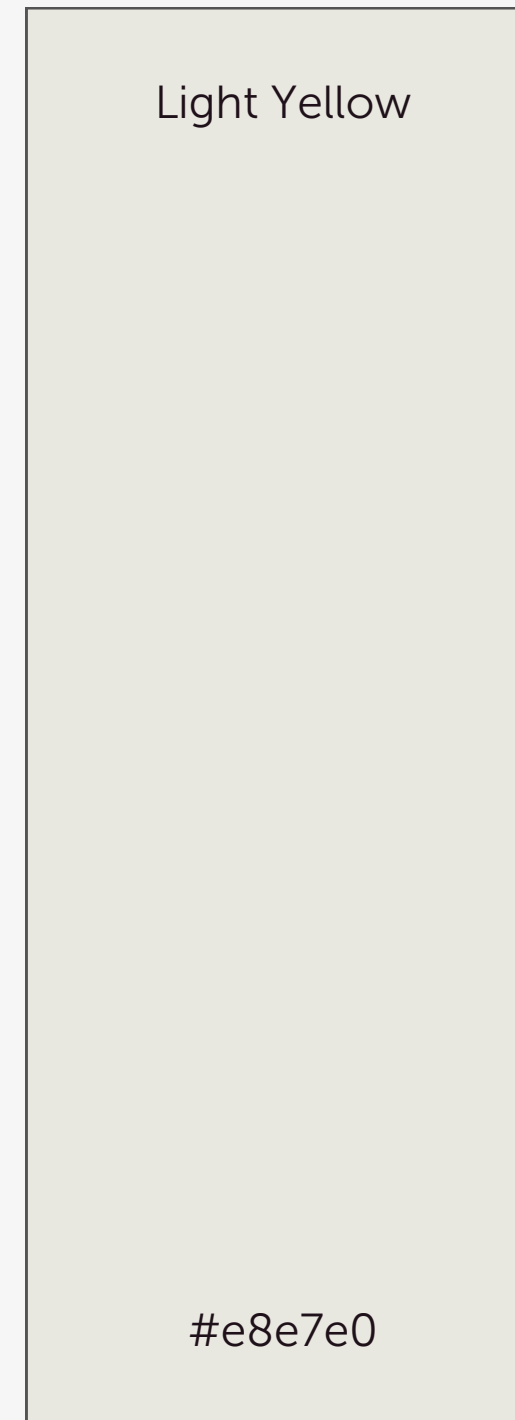
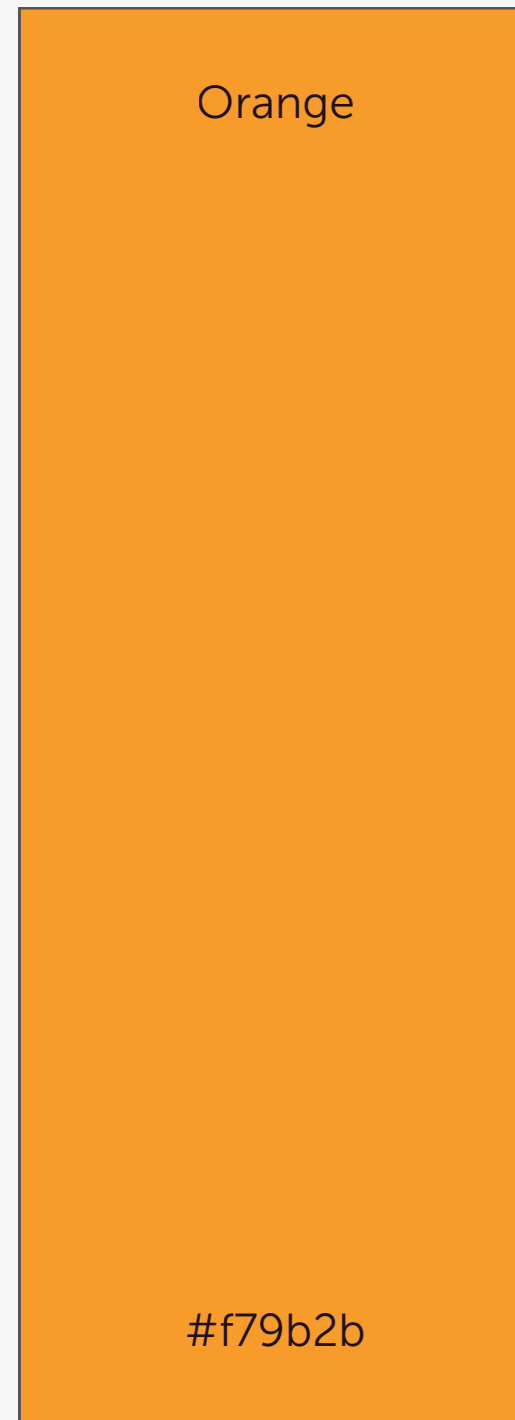
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WwXxYyZz
1234567890,:!&#@%/"?

Museo Sans 300

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwX
xYyZz
1234567890,:!&#@%/"?



04. Color Palette





Questions?

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Thank You!