WCT
GOES GLAM

BRAND GUIDELINES

LOGO FAMILY

PRIMARY LOGO

This is the primary logo for Workers' Compensation Institute's 2026 conference, themed WCI Goes Glam, and will serve as the face of your conference brand.

The position, size, color and typography of the logo, as well as its internal spatial relationships, are essential characteristics of the design. **The logo should never be altered in any way.**

PRIMARY LOGO WITH TAGLINE

Similar to the primary logo, this version should be used when the tagline also needs to be displayed

ALTERNATIVE OPTIONS

When use of the primary logo is not possible, these alternative logo options may be used.

SOLID COLOR LOGO

The solid color logo should only be used when one color printing is required.

BLACK LINE ART LOGO

For one- or two-color printing on light backgrounds, the solid black line art logo should be used.

WHITE LINE ART LOGO

For one- or two-color printing on dark backgrounds, the solid white line art logo should be used.

LOGO USE GUIDELINES AND RESTRICTIONS

PRINT & DIGITAL MINIMUM WIDTH
FOR PRIMARY LOGO

PRINT & DIGITAL MINIMUM WIDTH
FOR PRIMARY LOGO WITH TAGLINE

DO NOT STRETCH OR ALTER
PROPORTIONS

DO NOT ROTATE

DO NOT PLACE ON COMPLEX
BACKGROUNDS

DO NOT REVERSE THE LOGO AGAINST
A LIGHT BACKGROUND

DO NOT USE NON-BRAND COLORS

DESIGN ELEMENTS

These elements can be used to build out graphics and other collateral to create consistent branding

CONFERENCE BACKGROUNDS FULL COLOR

NEWSLETTER BANNER HEADERS

CONFERENCE ICONOGRAPHY
(COLORS AND SIZE MAY CHANGE AS NEEDED)

PRIMARY COLORS

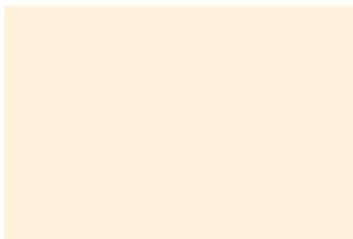**RGB** 179, 135, 40
CMYK 10, 34, 92, 25
HEX #B38728

RGB 146, 27, 30
CMYK 27, 100, 100, 27
HEX #921B1E

RGB 34, 31, 32
CMYK 70, 67, 64, 74
HEX #221F20

ACCENT COLORS

RGB 255, 240, 218
CMYK 0, 5, 14, 0
HEX #FFF0DA

RGB 219, 168, 56
CMYK 15, 34, 92, 0
HEX #DBA838

TAURUNUM FERRUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY DISPLAY FONT

This font is used for headlines and primary titles on communication and marketing pieces. It is suggested that the display font be used in all caps when possible. If readability is a concern, a different weight may be used.

ITC GIOVANNI STD BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY SUBHEAD FONT

This font is used for secondary titles and headers, as well as when the primary display font is not available.

ITC GIOVANNI STD BOOK

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY BODY COPY FONT

This font is used for paragraphs of text. If readability is a concern, a different weight may be used.

ITC Giovanni Std and *Taurunum Ferrum* *font families are available for use from Adobe Fonts*

ALTERNATIVE FONT

In the event that ITC Giovanni Std is not available, Times New Roman may be used in a similar weight.

Times New Roman **Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz