LOGO USAGE GUIDELINES

This document outlines the correct usage of the WPN Premium logo provided to WPN Premium members.

By using the assets, you agree to follow the Wizards Play Network Marketing Materials Policy, which can be found at https://wpn.wizards.com/en/marketing-materials-policy. Wizards of the Coast reserves the right to withdraw permission to use the WPN Marketing Materials at any time if the use of the assets is inconsistent with these guidelines or where deemed inappropriate by Wizards of the Coast. All WPN members must comply with these guidelines, notwithstanding anything to the contrary contained in the "Wizards Play Network Marketing Materials Policy."

SUMMARY

OVERVIEW

To ensure that the WPN Premium designation is represented appropriately and consistently, we ask that our WPN Premium members follow the guidelines outlined in this document. If you have questions about an acceptable application, reach out to your WPN Development Specialist.

APPLICATIONS

You may use the WPN Premium logo in customer facing communication and materials to designate your status as a WPN Premium member. This includes use of the logo on your website, social media channels, and event advertising (using the guidelines herein).

LIMITATIONS

You may not use these logos to imply that you are employed or owned by Wizards of the Coast. This includes, but is not limited to, WPN Premium branded clothing, merchandise, nametags, or badges. If you are unsure whether the logo usage is approved, please contact your WPN Development Specialist before proceeding.

OVERVIEW

CLEAR SPACE

When placing the logo in a layout, maintain a minimum clear space on all sides. On the sides and top of the logo, that distance should be equal to the width of the stem of the letter "P." Under the logo, the clear space is double. The clear space is measured relative to the logo artwork itself, so as the logo scales, the clear space scales as well.

MINIMUM SIZE

The minimum size for the WPN Premium logo is .625". Do not change shape of the logo.

LOGO COLOR

The WPN Premium logo should be reproduced only with the assets provided to you. Do not alter the files you are given.

APPLICATIONS

MAKE THE RIGHT LOGO CHOICE

For all marketing materials, the preferred WPN Premium logo is the full color version. The black and white versions are permissible, but not recommended, except for single color materials. The flat color version is used when the logo is very small and the gradient and text outlines might cause legibility issues. The flat color version can also be used for specific types of printing where gradients can't be produced well (example: screen printing).

The size ratio of these logos has been carefully considered. Do not redraw or attempt to recreate new versions of the logo.

Consult your WPN Development Specialist for guidance if you are unsure which to use.

Full Color

Flat Color

Black

White (Reverse)

LIMITATIONS

Don't change the logo color or alter it in any way.

GREAT GAMES

Don't allow typography or other text and logo elements to invade the logo's clear space

Don't compress or stretch the logo.

Don't add an outline or glow around the logo.

Don't place the logo on a background without sufficient contrast.

Don't place the logo on a busy background.

It is critical that our WPN Premium members apply this system consistently. Consistent, uniform usage reinforces the status of the designation. If you have questions about the guidelines or would like to arrange a review of your work, please contact your WPN Development Specialist.