

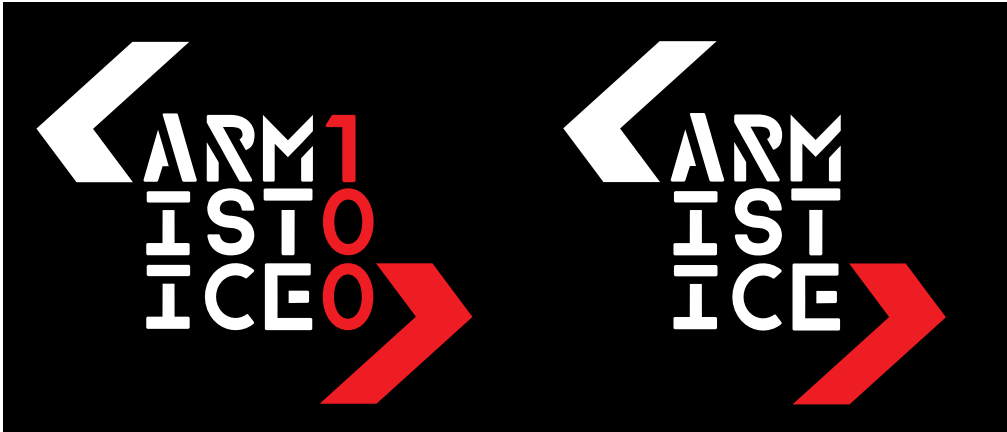
ARMISTICE 100 BRAND GUIDELINES



MASTER LOCK-UP



SECONDARY LOCK-UP



MASTER LOCK-UP

SECONDARY LOCK-UP

When using the inverted lock up in a colour output use the white and red lockup.

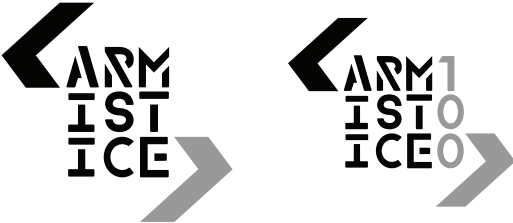


RED CMYK
0, 100, 100, 0

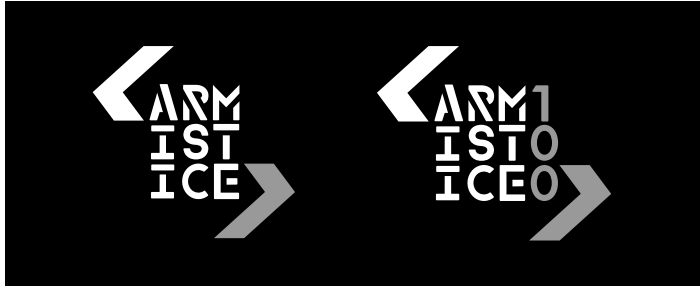
RED RGB
196, 40, 26

BLACK
RGB 0, 0, 0
CMYK 0, 0, 0, 100

GREY
RGB 153, 153, 153
CMYK 0, 0, 0, 50



BLACK AND WHITE USE



INVERT



When lined up with WW100 logo, as a logo section, the Armistice hooks must be top to bottom the same height as the red poppy circle, excluding the drop shadow.