



WORLDWIDE
WP TRADING

ESTABLISH

A clear,
confident
identity.

Navy for clarity.

Gold for distinction.

Space for the message.

One mark. A flexible system.



PRIMARY / HORIZONTAL



REVERSED / NAVY BACKGROUND



SYMBOL



ONE COLOUR

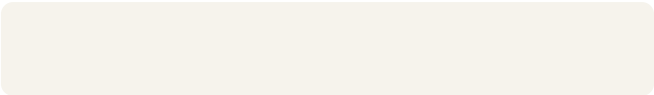
Keep the original proportions.
Use the full company name
on formal documents.
Use the symbol for avatars.

Two signature colours.



#061E52

RGB 6 / 30 / 82



WARM IVORY / #F6F3EC



#C2904E

RGB 194 / 144 / 78



WHITE / #FFFFFF



SLATE / #647083

Manrope

A modern sans serif with a warm, precise rhythm.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Headlines / Bold 700

Confident and concise.

Labels / Semibold 600

UPPERCASE + MODEST LETTER SPACING

Body / Regular 400

Let spacing do the work. Keep messages short, align to a clear grid and favour readable type.

Give the mark room to breathe.



CLEAR SPACE / 25% OF SYMBOL HEIGHT

The diagonal accent



Use the accent sparingly.
It frames content and adds rhythm.
It never replaces the WP symbol.

Recommended minimums: symbol 24 px / 8 mm; horizontal lockup 200 px / 45 mm.
Use navy or black for fine reproduction. Keep gold text on light backgrounds large.
Preserve the geometry. Avoid stretching, outlines, shadows and unapproved colours.

Professional, from first contact.



[YOUR NAME]

[JOB TITLE]

[PHONE]

[EMAIL]



90 x 54 mm trim

3 mm bleed per side.
Contact fields remain editable.



[PHONE]

[EMAIL]

[DATE]

[RECIPIENT NAME]

[COMPANY]

[ADDRESS]

[LETTER SUBJECT]

[Replace this area with your letter content.]
[The generous margins keep business correspondence clear
and easy to read.]

[SIGNATURE]

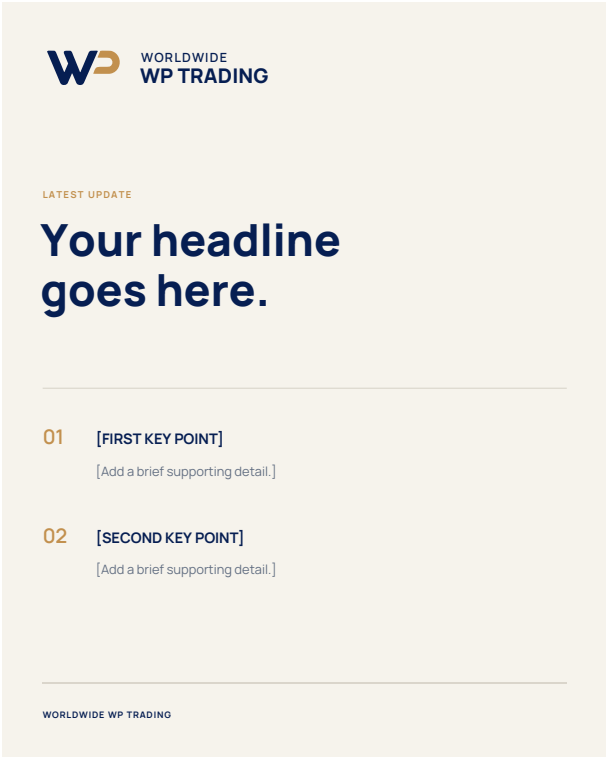
[YOUR NAME / JOB TITLE]

WORLDWIDE WP TRADING
[REGISTERED ADDRESS] / [REGISTRATION NUMBER]

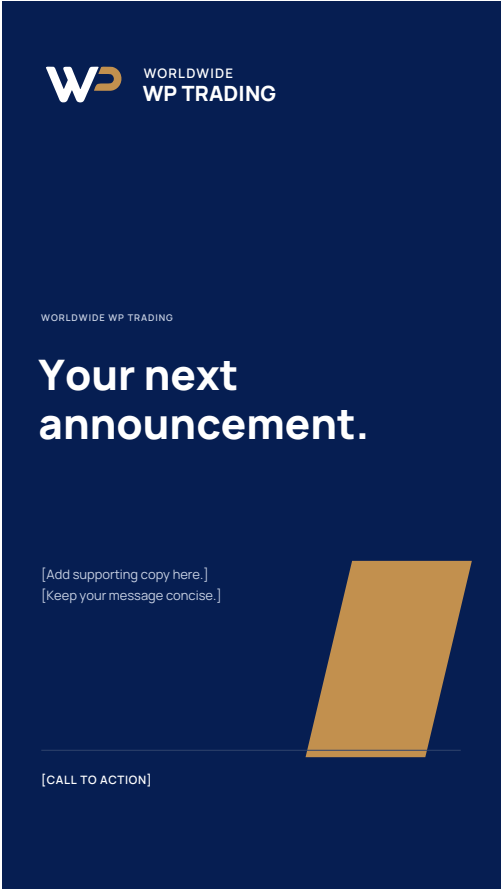
A consistent presence.



SQUARE / ANNOUNCEMENT



PORTRAIT / INFORMATION



STORY / 9:16

A practical starting kit.

01 Logo masters

Colour, reverse, monochrome, horizontal and stacked SVGs.

02 Brand guide

Eight pages covering colour, type, spacing and application.

03 Stationery

Business card, A4 letterhead and DL envelope.

04 Digital

Social posts, story, profile cover, avatar and presentation cover.

Vector reconstruction from a 200 px reference; this is an initial identity direction.

Replace bracketed contact details and have the printer confirm colour, size and bleed before production.