

## Wells Fargo Sponsorship Logo Standards

This document includes sponsorship logo standards that are intended to cover ONLY print applications (eg. program ads, ticket backs, etc.) of the Wells Fargo logo. The Wells Fargo logo appears in Wells Fargo red and Wells Fargo yellow. Use the black 1-color version only for one- or two-color (black plus one color) applications such as newspaper advertising or forms.

### Preferred CMYK logo



### Print logo colors

Our logo colors must appear exactly the same every time they are used. On printed materials, Wells Fargo logo colors — Wells Fargo Red and Wells Fargo Yellow — must always match their CMYK formula respectively, whether printing on coated or uncoated stock. Never substitute other colors. This is especially important since certain paper stocks and different types of media may alter the way a color looks when reproduced.

**Wells Fargo red:** C: 10 M: 100 Y: 80 K: 20

**Wells Fargo yellow:** C: 0 M: 20 Y: 100 K: 0

### Online logo colors

Below are the online color values of Wells Fargo red and Wells Fargo yellow.

**Wells Fargo Red:** R: 187 G: 8 B: 38 HEX: BB0826

**Wells Fargo Yellow:** R: 252 G: 198 B: 10 HEX: FCC60A

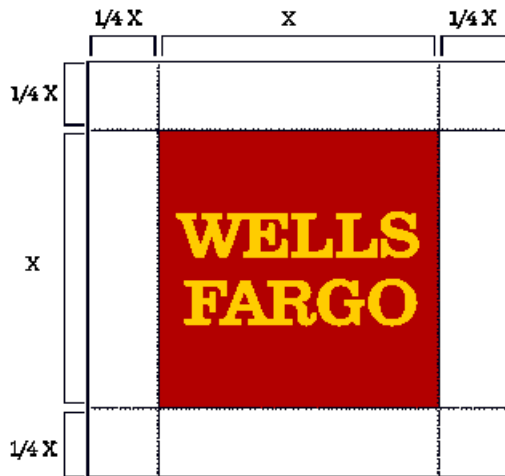
### Clearspace and size

Clearspace frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edge of printed materials.

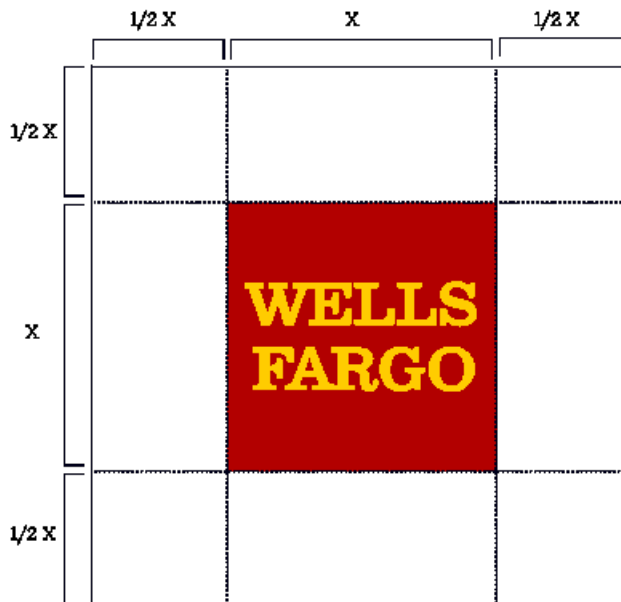
Always leave the minimum amount of clearspace around the logo to maximize impact. In print, the preferred clearspace is half the height or width of the logo on each side. The absolute minimum clearspace requirement is a quarter of the height or width of the logo on each side. Online, the logo clearspace requirement is at least 10 pixels.

In all cases the Wells Fargo logo should be clearly depicted and the size of the logo will depend on the size of the materials. In print, the minimum size of the Wells Fargo logo is 0.5 inch. Online, our logo should not appear smaller than 45 pixels and should always be a perfect square. NOTE: the minimum size of our

online logo needs to be provided by Wells Fargo, because it is a specially built file.



Minimum clearspace



Preferred clearspace