

### General design principles

Five major elements

Wenger is, and has always been, a brand dedicated to the pursuit of outdoor activities. This Standards Guide is part of an effort to more effectively communicate that to our customers – more importantly, to those people who should be our customers but don't yet realize it. Our recently revised brand identity is made up of five components (indicated at left): (1) our logo, (2) well-defined active outdoor imagery, (3) the "corner knife" graphic (for sizing of the Wenger logo and the corner knife please refer to pages 28 and 29), (4) the "Genuine Swiss Army Knife" seal of authenticity and (5) the Wenger gray background. This is, generally speaking, their order of importance. Our logo identifies us and represents our Swiss origin. The active outdoor imagery instantly creates a connection with our desired audience, and the knife is one of the most recognized icons in the world. The seal represents our lineage and confirms our authenticity. In the rare event that space does not permit the use of all four elements, the seal need not be used. Finally, the Wenger gray is a neutral background to accentuate the white of the cross.

Where catalogs and other multiple-page documents such as brochures are concerned, the cover must adhere to the full, five-element standard. The logo and Wenger gray background should appear only on the cover and back cover. The interior pages may include as few as one other element (outdoor imagery, corner knife, and/or seal) per two-page spread.

We believe that when each element is treated with respect and given the appropriate level of precedence, it will be possible to make a great variety of designs suitable for almost every application which are recognizable as belonging to one brand, and one brand only: Wenger.

### Cropping the seal

The seal may be rotated by plus or minus 20° and cropped on almost any side. Do not crop more than two sides and do not crop more than 1/5 of the seal's diameter. Thus for a seal of 50mm, you may crop one side by up to 10mm, or two sides by 7mm and 3mm (or 5mm and 5mm, etc.). We also prefer that the phrase "Genuine Swiss Army Knife" be readable; for this reason we suggest that this particular side be only partially cropped, if it must be cropped at all.

In the following 50mm seal examples, the dotted red lines represent "trim" (the edge of the page) and the red area of the seal indicates what would be cropped off.

**Acceptable:** 10° rotation, combined crop is 1/5 seal diameter

**Acceptable:** -15° rotation, crop is 1/5 seal diameter

**Unacceptable:** rotation is greater than 20° and combined crop is greater than 1/5 seal diameter

**Unacceptable:** crop is 1/5 seal diameter (acceptable) but the phrase "Genuine Swiss Army Knife" is not readable

### Color palette

Echoing the shades of nature

Our brand identity is primarily dominated by outdoor, color photography. In the event that color is necessary to distinguish similar objects from one another (trade fair stands, shop-in-shop materials, packaging labels or promotional items, for example), you should choose from among the 8 colors shown to the left. These colors are inspired by the natural environment, will complement our outdoor photography and reinforce our brand's position. Additionally, as demonstrated, they have the advantage of being independently identifiable in screens down to 20%.

Colors are identified by the Pantone Matching System (PMS) number (an internationally-recognized color system), the process color mix (CMYK) suitable for general printing and their RGB equivalents for Web and other on-screen applications.

Pantone 7502 C0,M0,Y15,K10 #D3D0C9	Pantone 7407 C0,M10,Y10,K15 #D9C9A0	Pantone 448 C14,M17,Y05,K49 #97C4A9	Pantone 448 C14,M10,Y10,K35 #715A84	Pantone 553 C10,M10,Y10,K32 #836A50	Pantone 5405 C18,M11,Y17,K13 #6A5A83	Pantone 291 C10,M17,K10 #156C20	Pantone 430 C10,M10,Y17,K13 #101010
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Also regarding **people**: unless they are specific, identified individuals who are the subject matter (e.g., Wenger ambassadors such as Mike Horn), the people who appear in Wenger photos should be **secondary to their surroundings** and even their activity. The heroes of our images should be the environment itself. Remove the people or their equipment. Is it still a captivating image? If so, it's definitely one for us (although this is not a requirement).



Finally, a litmus test when considering an image:

is this a photograph **of a person,** or is it a photograph **with a person in it?**

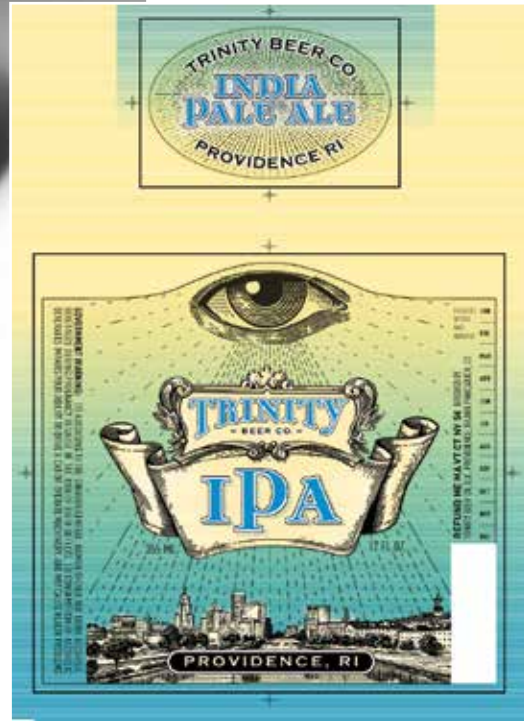
The latter should be a more frequent choice.



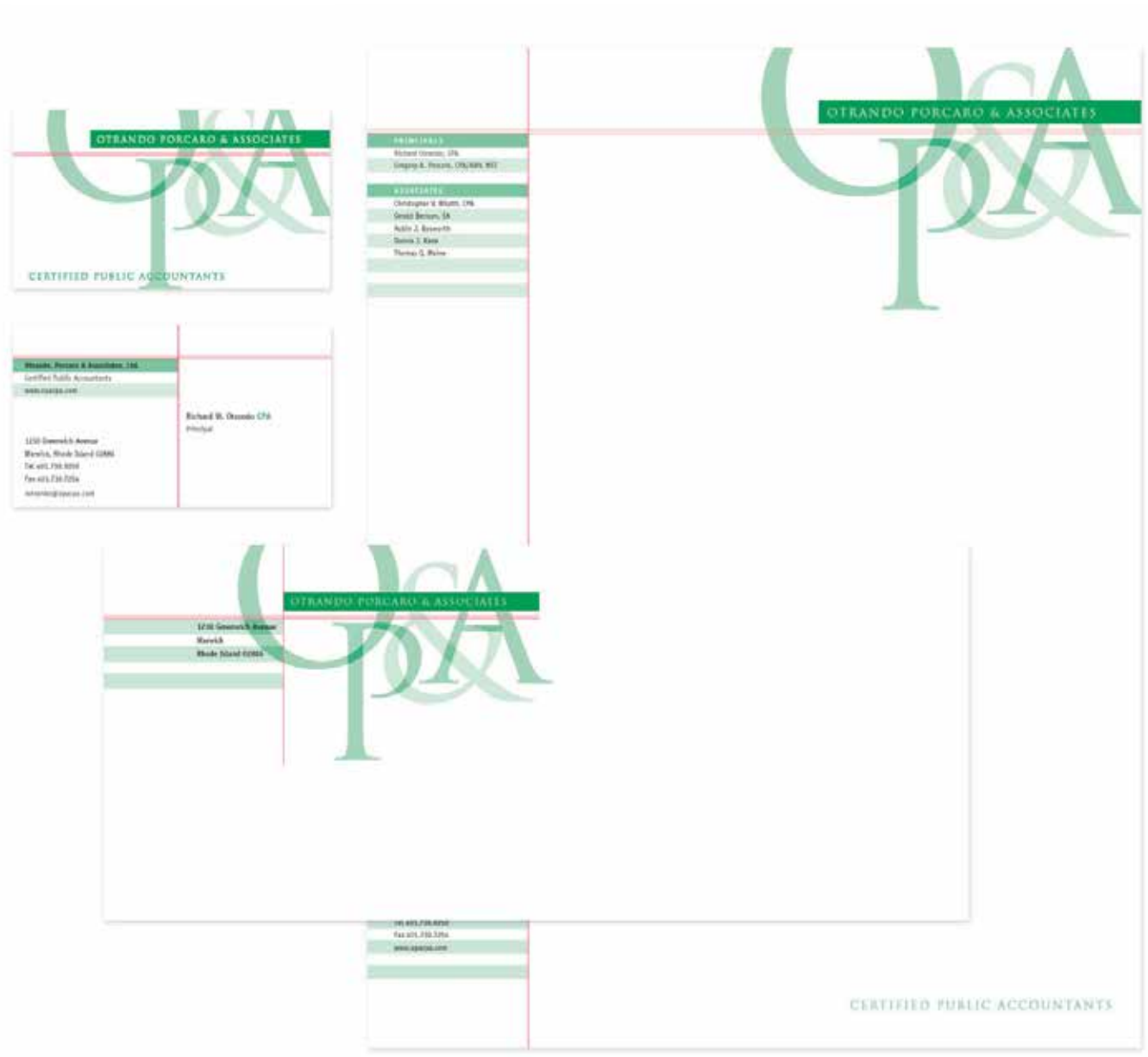




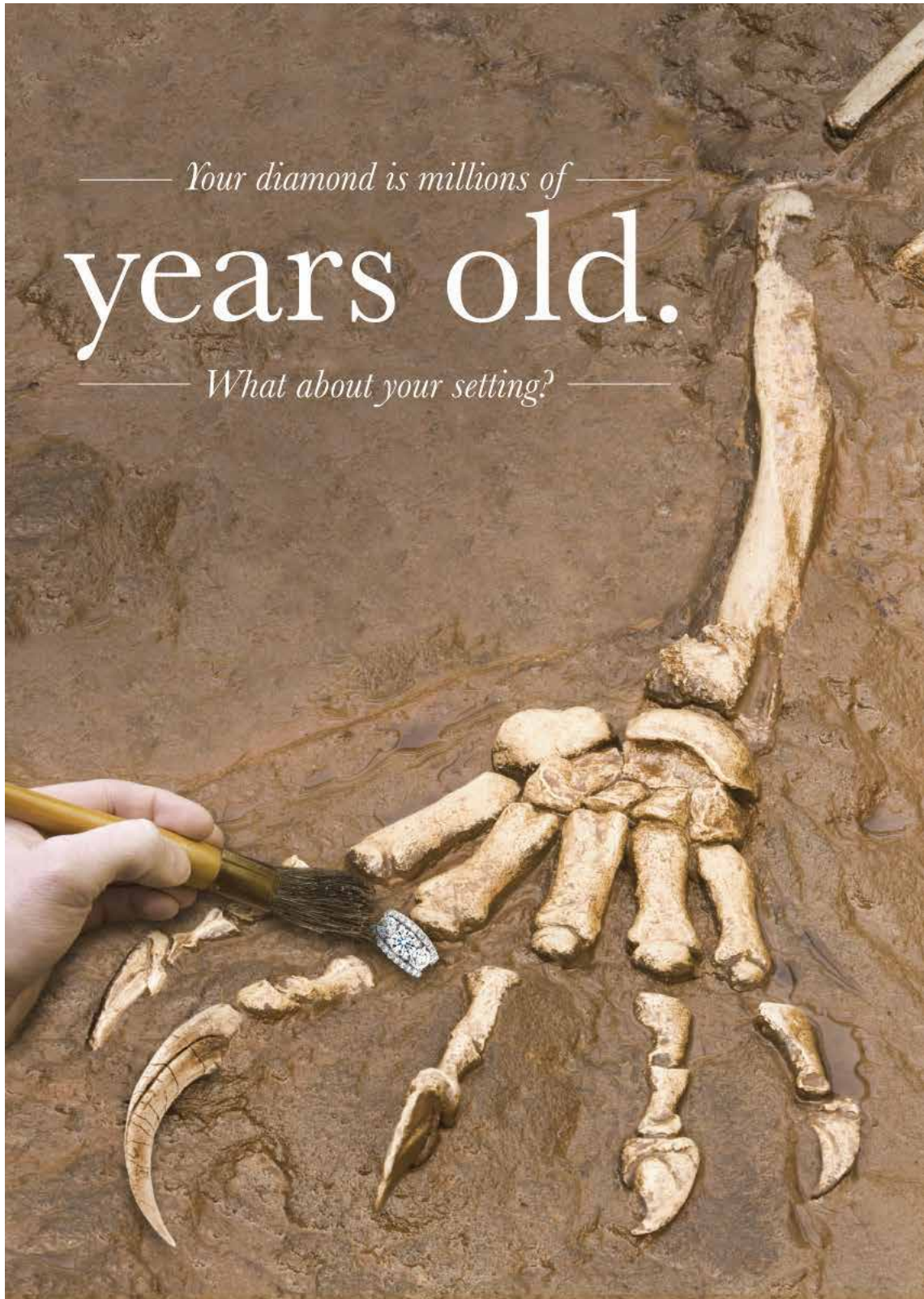
Russian Sub Museum Identity, Brochure, and T-Shirt Concept: Art direction, typeface modification  
Note: T-Shirt concept is targeted against the Fall River Battleship Cove Naval Museum



Trinity Beer Company Trinity India Pale Ale packaging concepts and final : Art direction, design







*Baxter's Jewelry resetting event promotional postcard: Concept and photographic illustration*

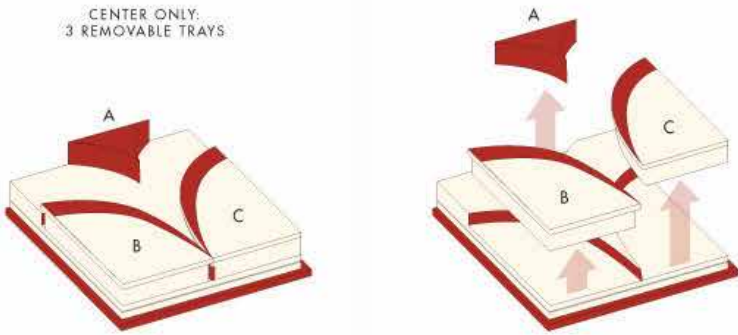


*Video is online at  
[Youtu.be/K9anzYPz5cs](https://youtu.be/K9anzYPz5cs)*

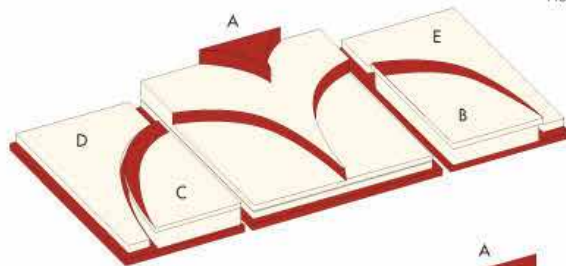




CENTER ONLY:  
3 REMOVABLE TRAYS

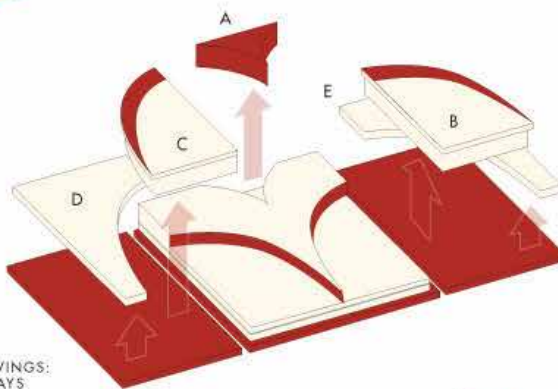


ADD WINGS, SWAP TRAYS  
TO OPPOSITE WINGS

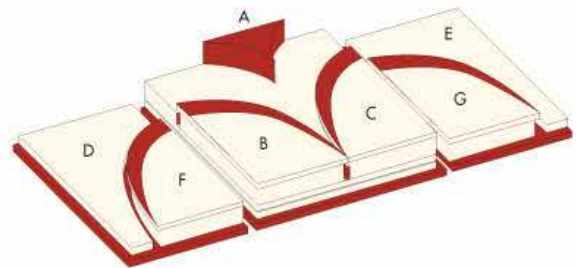


MAGNETIC  
RING  
FINGERS

CENTER PLUS TWO WINGS:  
5 REMOVABLE TRAYS

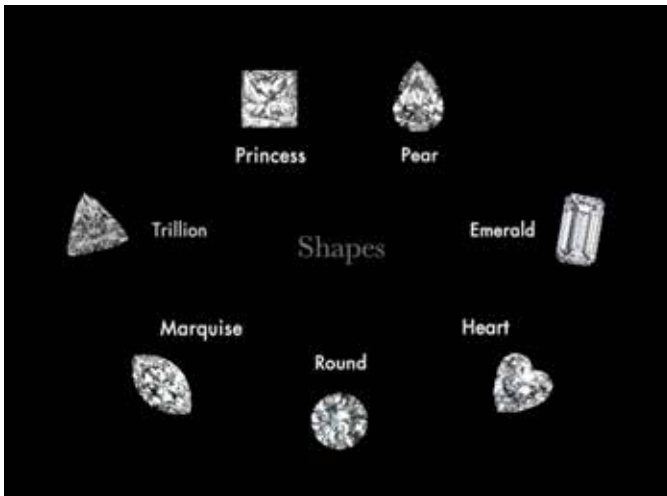


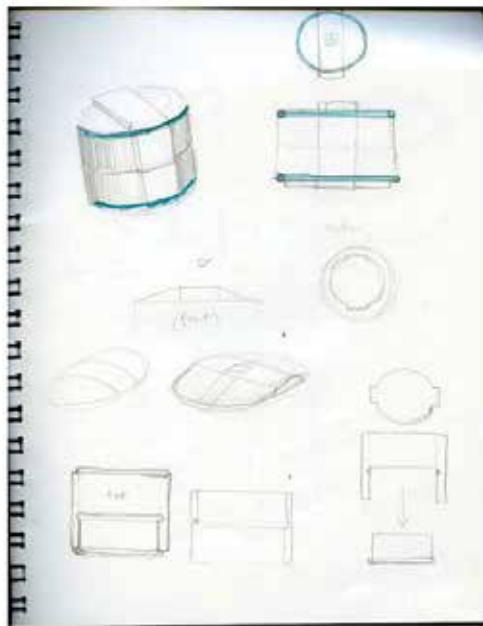
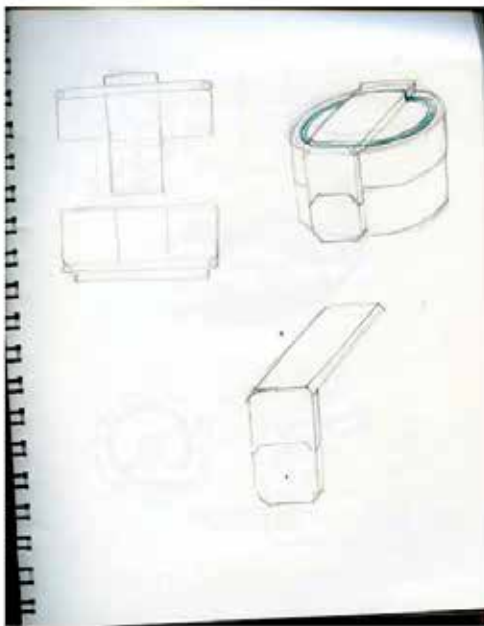
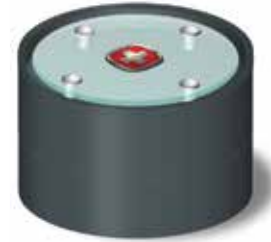
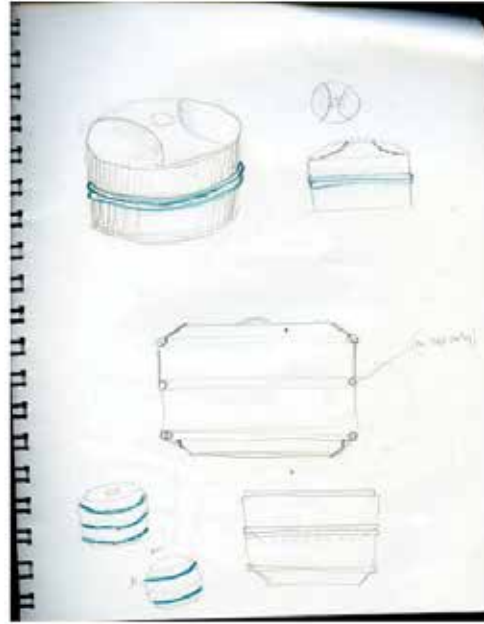
CENTER PLUS TWO WINGS  
AND TWO TRAYS:  
7 REMOVABLE TRAYS



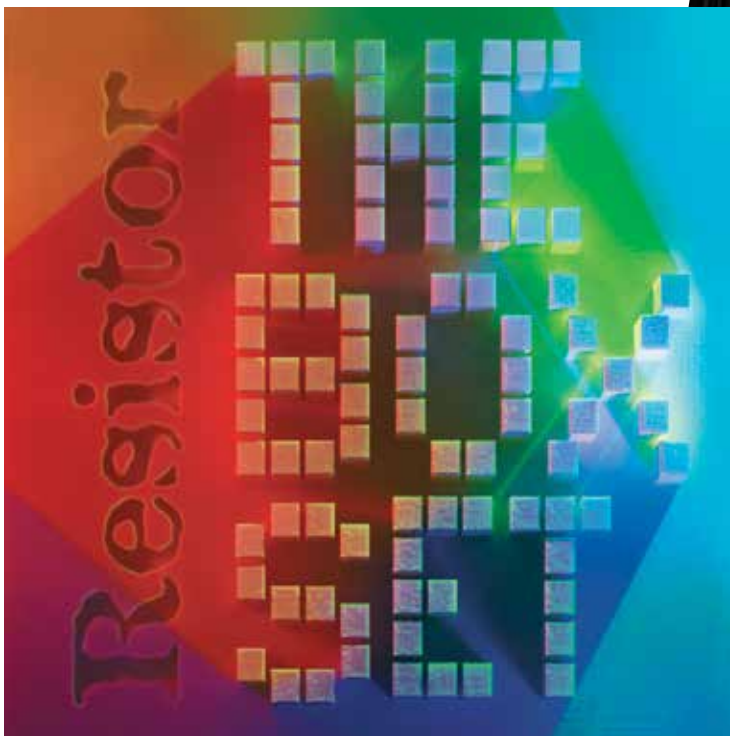


All four videos are online at [BaxtersJewelry.com/page/education-diamonds.html](http://BaxtersJewelry.com/page/education-diamonds.html)





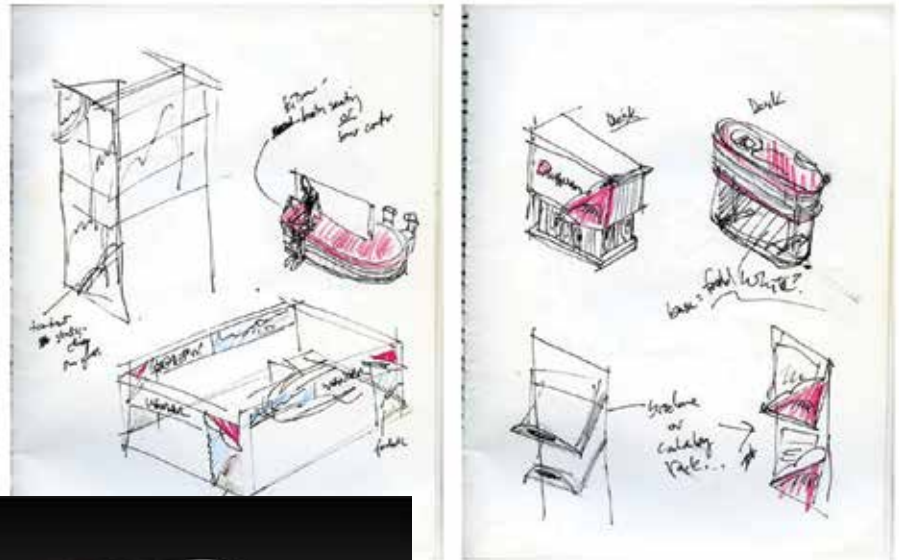




*Resistor CD booklet covers and disc art: Art direction, design, 3D print, and photography*



*Duracell Flashlight Packaging: Concepts, Art Direction, 3D renderings  
Note: Concepts were part of a presentation made by Garrity Flashlights to Duracell*



Wenger Swiss Army North America Trade Show booth and display concepts: Art direction, 3d renderings





Wenger Swiss Army (North America) Retail Store concepts: Art direction, 3D renderings