Logo of the International Inner Wheel theme 2022-23

WORK WONDERS
Inner Wheel 2022-23

Recommended pairing of the Inner Wheel logo with the theme logo.
Example: an Inner Wheel Club

Inner Wheel Club of
ABCD EFGH
District 000

WORK
WONDERS
Inner Wheel 2022-23

Recommended pairing of the Inner Wheel logo with the theme logo.
Example: International Inner Wheel

**International
Inner Wheel**

WORK
WONDERS
Inner Wheel 2022-23

Recommended pairing of the Inner Wheel logo with the theme logo.
Example: a national governing body

Inner Wheel Clubs of the Philippines, Inc.

WORK WONDERS

Inner Wheel 2022-23

How the theme logo might look when reproduced on different coloured backgrounds.

To ensure that there is a distinction of the stars against any background colours, the stars have a white outline.

Single (spot) colour version for printing.
Shown with samples printed on white, a percentage of black and black background.
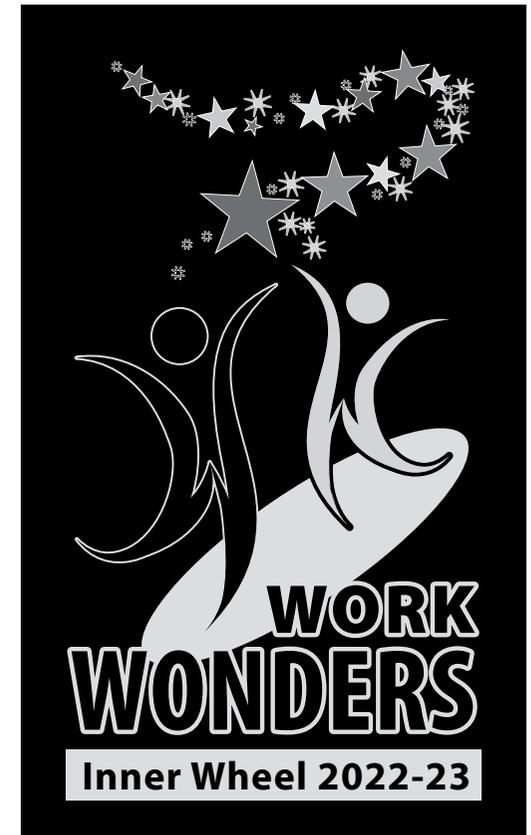The black background can be substituted by any spot colour.
A pre-printed white base is required for the outline of the artwork.

(a)

(b)

(c)

Recommended usage of the different file formats of the theme logo.

It is all about getting the logo colour right and looking sharp.
Do not distort logos -- always constrain width and height proportions when scaling up or down.

Abbreviations:
cmyk = cyan magenta yellow black
rgb = red green blue
eps = encapsulated postscript*
pdf = portable document format*
png = portable graphics format

1. cmyk format (cyan, magenta, yellow, black)
    For production on offset and digital/laser **colour printing presses**.
    Use cmyk eps (encapsulated postscript) for enlargements e.g. wall banners.
    Use cmyk png for small size printing with MS Word, MS Powerpoint e.g. letterhead.

2. rgb png format (red green blue)
    For **display on digital** platforms and **screen** projections.
    e.g. webpages, Facebook, Youtube, Instagram, Powerpoint projection.

3. mono or spot colour eps format
    For printing using the least number of colour inks.

* vector, scalable formats