



WDDBC

WISCONSIN DIGITAL BUSINESS COUNCIL

Brand Guidelines

Version 1.0 · 26 August 2026 · replaces the WBBC kit of April 2025

THE MARK

One construction, three weights

A gold disc, a navy pointy-top hexagon at 0.86 of its radius, and two bands cut through the navy to the gold beneath at exactly 30° — the hexagon's own shoulder.



Primary

48 px and up



Compact

24–48 px



Favicon

under 24 px



The bands are cuts, not strokes.

Their ink is the colour of the disc behind the field, so they are openings rather than marks laid on top. That is why they can be drawn finer than a stroke and still read.

It also sets a hard limit.

At cut weight the band is 0.56 px on a 24 px render and 0.37 px at 16 px — below one device pixel. Left alone, the primary degrades to a plain navy hexagon.

So pick the file by size. Do not scale the primary down, and do not thin the compact to match it.

The handoff between weights is the design, not a workaround.

THE MARK

Two families

A true inverse — the two inks simply swap. Use the primary by default.



Primary — gold disc



Inverse — navy disc



Use the inverse when a gold disc would fight its surroundings — a gold-heavy layout, a warm photograph, a cream page where the mark should sit down rather than shine. Otherwise the primary is the default.**

One behaviour to know about.

On a navy ground the inverse's navy disc merges with the background and the mark becomes a borderless gold hexagon. That reads well and is useful as a knockout, but it is no longer a coin. If you need the coin silhouette on navy, use the primary — its gold disc separates cleanly.

COLOUR

Eight tokens

Settled 26 August 2026. Signal Cyan and Quantum Indigo were retired; Dithered Sky was restored from the WBBC 2025 palette; Sky Deep added so pillar 2 has a line colour that clears AA.



Navy

#16233F

ground, type, the mark's field



Navy Deep

#0E1728

gradient end only, never alone



Gold

#FFC24B

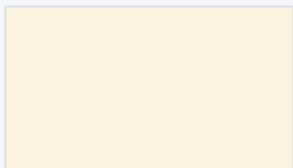
a FILL. Navy text at 9.71:1



Gold Deep

#96690C

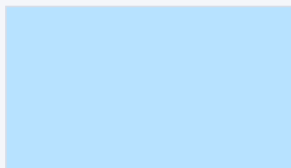
text-legal gold, 4.5:1 on light



Cream

#FBF3DE

paper



Dithered Sky

#B7E2FF

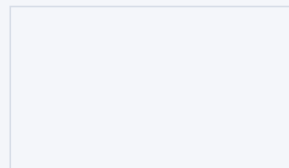
a FILL. Pantone 290 C



Sky Deep

#1570AD

line/text sky. 4.80:1 on cream



Cool Ground

#F4F6FA

screen ground, cooler than cream

Gold and Dithered Sky are fills. Both carry navy type comfortably — 9.71:1 and 11.39:1.**

Neither is legible as text or as hairlines on a light ground: Dithered Sky is only 1.24:1 on cream.

Pillar coding is gold and Dithered Sky, both used as fills carrying navy type. Both are heritage colours.**

TYPOGRAPHY

Three faces

None of them are needed to use the logo files — every wordmark in the kit is outlines.

Nunito Sans Bold

Display and the wordmark. SIL OFL 1.1. Bundled in Fonts/, with its OFL.

Inter Regular · Medium · SemiBold · Bold

Body text. SIL OFL 1.1. Bundled in Fonts/, four weights.

IBM PLEX MONO

Captions, data, labels. SIL OFL 1.1. Not bundled — absent on the build machine.

The tagline in the current lockups is set in Inter SemiBold, letterspaced, not IBM Plex Mono.

IBM Plex Mono was unavailable when the kit was built. An earlier draft used Consolas — a Microsoft system font that is not a brand face at all — and that has been corrected. When Plex Mono is installed, regenerate the lockups: the generators take the font path as one constant. See Fonts/FONTS.md.

LOCKUPS AND SOCIAL

Where each version goes

The lockup is centred on every banner because LinkedIn and X both overlay the profile picture on the lower left of the cover. Left-aligning it puts the wordmark under the avatar.



wdbc-lockup-horizontal



wdbc-lockup-horizontal-reverse

Clear space

One hexagon half-width on all sides.

Minimum size

16 px, using the favicon weight. Never smaller.



LinkedIn company cover 1128 × 191



X header 1500 × 500

LinkedIn personal cover, Open Graph image, a slide cover, and avatars at 300, 400 and 512.

PROVENANCE

Where this came from

The mark is the retired WBBC mark, re-derived.



The 2025 WBBC mark was a pointy-top hexagon with two chevron bands — gold field above, navy bands below. This is that construction with the inks exchanged and the angle made exact: the bands now sit on the hexagon's own 30° shoulder rather than an approximate one, and they are cuts through the field rather than strokes on it.

It was arrived at independently.

Twenty-six rounds of drawing, from the geometry outward, converged on this construction before the 2025 media kit was consulted. The full record — including everything that failed and why — is the WDBC Brand Discovery compendium.

Everything here is generated, not drawn by hand.

The marks, the banners and this document are all produced from one set of scripts in brand/source/, so the specification and the assets cannot drift apart. Change a constant, rebuild, and every file in the kit follows.