

# Placement and usage of the WeWork logo is permitted only within the following guidelines. Please be aware and adhere to these rules whenever reproducing our logo.

## Color

Limit color usage to black or white to ensure legibility. If additional colorways are needed, please contact the WeWork Brand Team.



## Clear space

Keep the logo separated from other visual elements by a distance equal to the width of the “w.” This distance, called clear space, is the minimum uninterrupted space surrounding the logo, and should be adhered to in most situations.



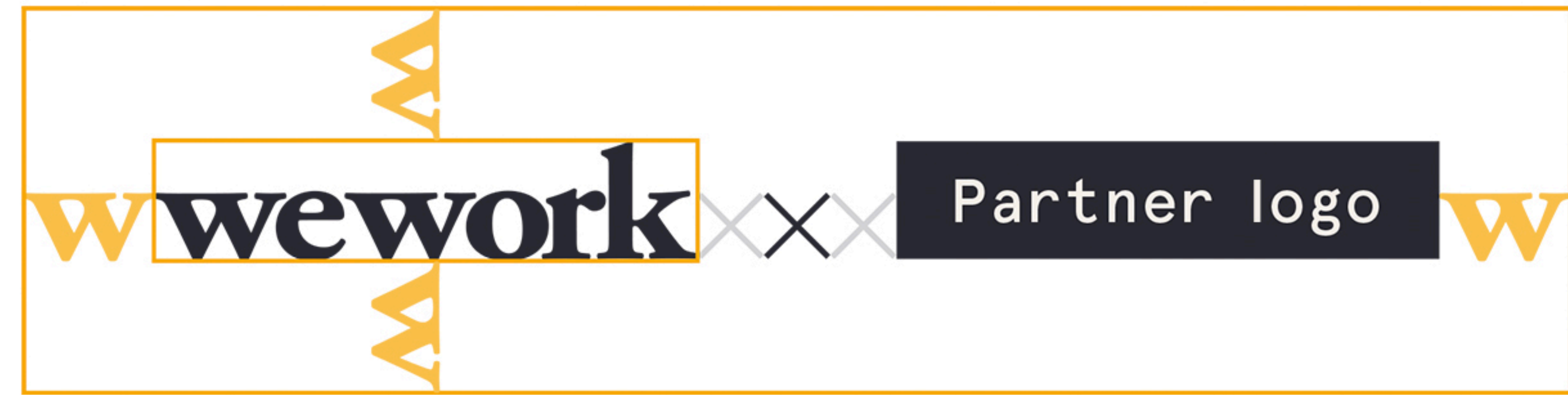
## Minimum size

The logo should always be clearly visible. If the logo needs to be scaled down, use these dimensions for print and digital materials. The logo should never break the minimum measurements listed below.



## Partner logos

When partner logos are used for presentations, event backdrops, or marketing materials alongside the WeWork logo, use an “x” to clearly show relation. The WeWork logo always comes first in the read order, while the partner logo should remain its original color. To ensure readability, the lockup is used only over a stone background.



## Things to avoid

- Don't add effects like outlines or shadows.
- Don't rotate, stretch, or compress the logo.
- Don't use the logo in a container or shape.
- Don't use the logo in unapproved colors.
- Don't use the logo over illustrations or images.

