

Whirlpool

The logo features the word "Whirlpool" in a bold, black, sans-serif font. A thick, yellow, hand-drawn-style oval is superimposed over the letters "i", "r", and "l", looping around them. Below the text is a thin, light gray horizontal line.

Design Guide
January 2019

Colour Palette

Colours to use in your submission:

- Please focus on black as the main colours, and use the additional colours detailed here to add detail including metals (e.g. silver, gold, bronze) and marbles.
- You can add additional colours as you wish. Please ensure they compliment this main colour palette.

Please note:

- Blue may be used in your artwork, but should be in limited quantity and saved for highlight and contrast.

Primary colors

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|--|--|
| <p>Gold</p> <p>PMS 124 CMYK 0/28/100/6 RGB 238/177/17 Websafe #EEB111</p> | <p>True White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 Websafe #FFFFFF</p> |
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Secondary colors

| | |
|--|--|
| <p>Warm Gray</p> <p>PMS Warm Gray 11 CMYK 52/53/59/24 RGB 94/81/78 Websafe #5E514E</p> | <p>50% Warm Gray</p> <p>PMS Warm Gray 11 (50% Tint) CMYK 33/30/30/0 RGB 127/168/166 Websafe #AEA8A6</p> |
| <p>30% Warm Gray</p> <p>PMS Warm Gray 11 (30% Tint) CMYK 19/17/16/0 RGB 206/202/202 Websafe #CECACA</p> | <p>Black</p> <p>CMYK 0/0/0/100 RGB 0/0/0 Websafe #000000</p> |

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|--|--|
| <p>Blue*</p> <p>CMYK 100/70/0/10 RGB 0/82/155</p> | <p>Inox</p> <p>PMS 877C CMYK 0/0/0/40 RGB 167/169/172 Websafe #A7A9AC</p> |
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Product Range: W Collection

The name of the product range included in this brief is the 'W Collection Black Fiber'. You may include the product range name in your design if you wish, but this is not mandatory.

If you want to include it, please create it yourself using the font 'Myriad Pro' with the yellow line below as shown here:

W Collection



Please note:

- The Myriad Pro font is a free, standard Microsoft Word font so it is not provided in the brief
- You do not need to include the Whirlpool logo in your artwork