



World Crafts Council

### **World Crafts Council logo guidelines for Craft Cities**

As a World Crafts Council Craft City you are required to promote the accreditation with the WCC guidelines and headline.

1. Promotional and digital materials should include the World Crafts Council logo and the strapline 'A World Crafts Council Craft City' in the font Calibri 10.5pt centred under the logo.



A World Crafts Council Craft City

2. The logo should be approx. 12 - 20mm in height depending on paper size.
3. The logo should appear in black against a white or pale background or in white against a black or dark background. It should not be reproduced in any other colour.
4. The logo can appear in any corner of the page.
5. The logo must appear on the home page of your website. It must be clearly visible (a minimum of 70 pixels high). We also require you to include a link to our website, so people know who we are. Our website address is: <https://www.wccinternational.org>
6. If you use other web-based platforms to publicise your work, such as Facebook or other networking sites, you should display the logo.
7. You should not alter the proportions of the logo or add effects to the logo (e.g. shading or outlines)

End  
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