

VISUAL

Brand Guidelines



What's Inside

LOGOS

TYPOGRAPHY

COLORS

GRAPHIC ELEMENTS



Wpromote Logos

[DOWNLOAD](#)

WORDMARK

WPROMOTE

WPROMOTE

Position, size, and color, along with the spatial and proportional relationships of the signature elements, are predetermined and should never be altered.

Clearspace around each logo should always be at least equal to the height of each logo.

CIRCLE MARK



When significantly reduced in size, the logos will become illegible. We recommend sizing the wordmark no smaller than 1 inch, or 72 pixels wide, and the circle mark no smaller than .25 inch, or 18 pixels wide.



Logo Abuses



Stylized glows or shadows



Adding text



Low contrast



Busy backgrounds

LOGO DON'TS

These examples demonstrate some of the possible abuses of the Wpromote logo; all should be avoided.



Typography

PRIMARY

Aa

Proxima Extrabold

Extrabold is used for all headings (Title Caps). No kerning.

Aa

Proxima Bold

Bold is used for headings/ subheadings (Title Caps or All Caps) and short areas of body copy.

Aa

Proxima Regular

Regular is used for all body copy and captions (All Caps).

SECONDARY

Aa

Proxima Condensed Bold

Condensed Bold is used for call-outs to highlight an idea or piece of content (All Caps).

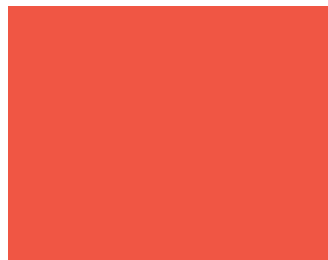
Aa

Classico URW Regular

Classico is used minimally in Red for larger quotes and call-out text.

Color Palette

PRIMARY



Red

CMYK 0/82/77/0
RGB 245/85/66
HEX F55542



Rich Black

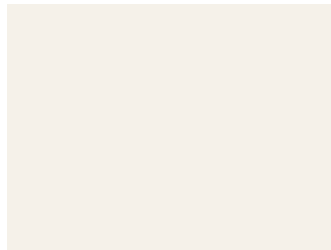
CMYK 86/69/51/46
RGB 37/55/70
Hex 253746



Light Blue

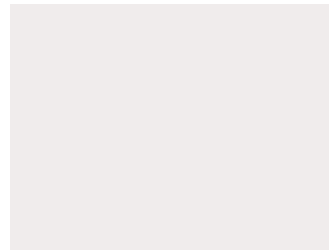
CMYK 35/1/10/0
RGB 160/216/226
HEX A0D8E2

SECONDARY



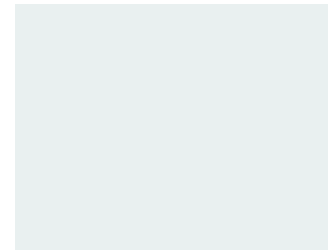
Tan

CMYK 4/3/7/0
RGB 242/240/233
HEX F2F0E9



Blush

CMYK 3/4/3/0
RGB 243/239/240
HEX F3EFF0



Sky

CMYK 6/2/3/0
RGB 235/241/242
HEX EBF1F2



Graphic Elements

DIAGONAL LINES



Small Diagonal

Used to separate headings, text or content (use placed graphic at 15° angle).



Small Line

Used to separate headings, text or content (2-3pt).



Large Diagonal

Used to separate content or images (2-3pt at 15° angle).

The diagonal is taken from the basic structure of our W logo. It represents digital/ disruption (and the symbolic backslash).



Graphic Elements

OFFSET BOXES

Heading Here

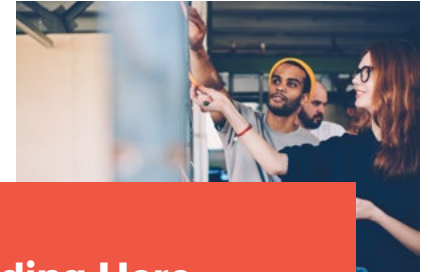
Horizontal: Use an offset text box (in a primary color) with a relevant image to create interest on the page and separate information or sections. Shape of box and image should be similar in height and overlap slightly.



Heading Here

Vertical: Use an offset text box (in a primary color) with a relevant image to create interest on the page and separate information or sections. Shape of box can be longer to accommodate more info.

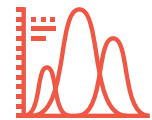
- Bullet 1
- Bulet 2
- Bullet 3



The offset boxes help to create a unique layout and organize information on the page.

Graphic Elements

ICONOGRAPHY



Icons can be used to represent a service, a company bullet point, a client goal, and so on. The icons are designed using an outline style in a 1.7pt stroke weight, and their simplicity allows them to translate well. They are typically done in the Wpromote brand red, but can be used in other primary colors as well. If they are placed on a colored background, they can be changed to white.