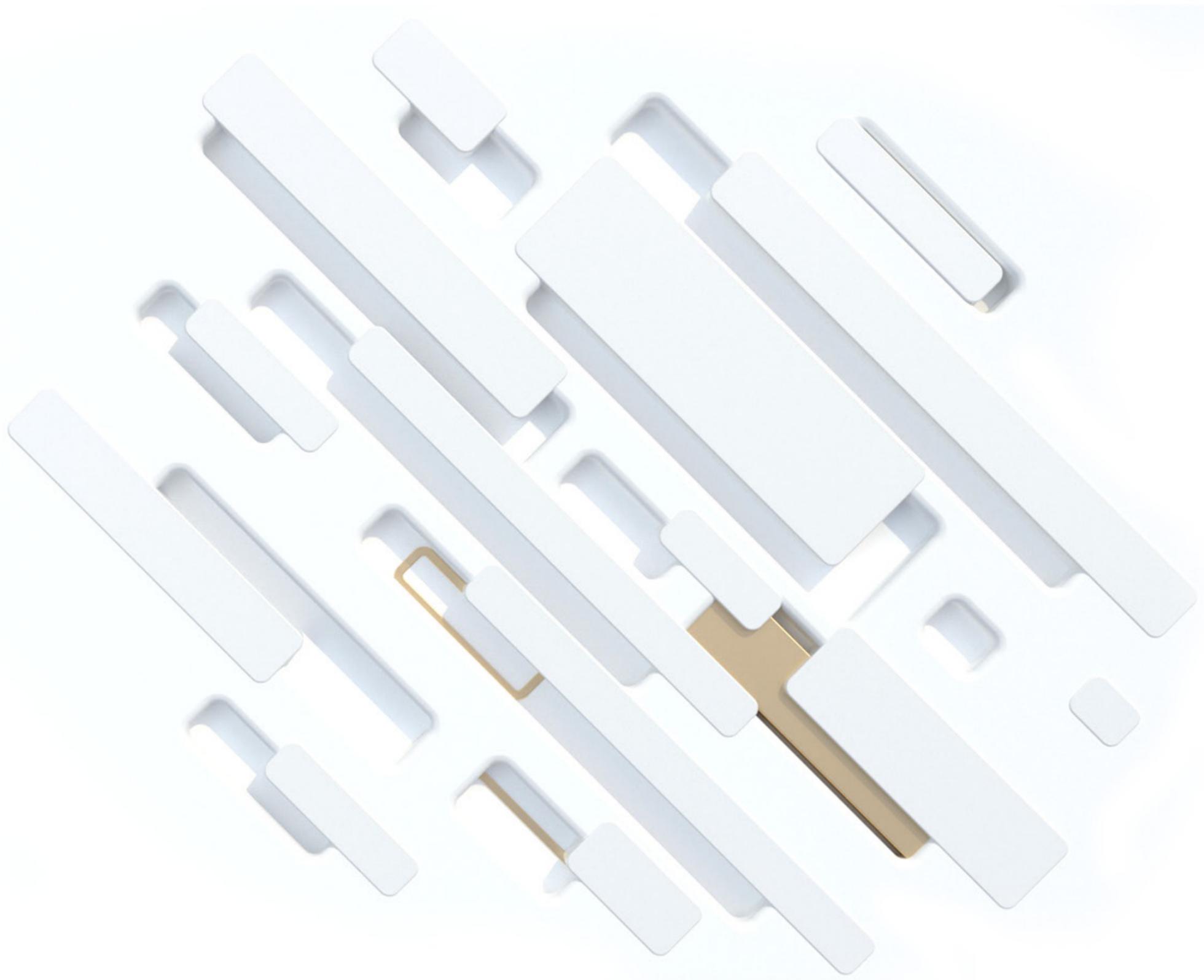


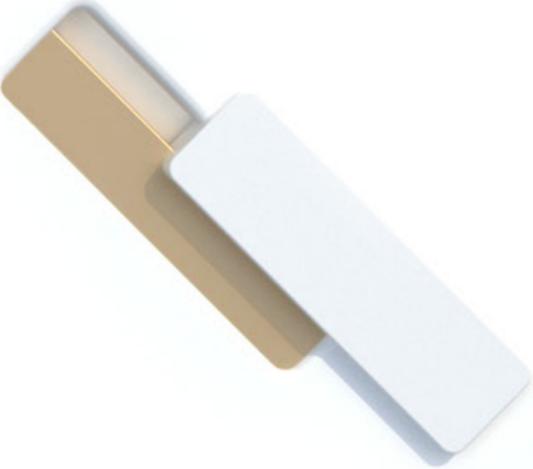


# VISUAL STYLE GUIDE



01

**LOGO SPECIFICATIONS**



# LOGO VARIATIONS

The logo is Weka's most important brand element, appearing in all marketing materials. The logo is a highly visible brand asset, making it vital that it is presented in a clear and consistent way. The logo should always be reproduced from the master artwork file and never be recreated.

Included are all the accepted color variations of the logo.

The black and white variations shown here can be used when color print is not available.

Primary logo



One color logo



Black logo



Negative logo



# LOGO VARIATIONS

Shown are vertical orientations of the Weka logo in the acceptable colors.

Primary Vertical Logo



One Color logo



Black Logo



Negative Logo



# LOGO MINIMUM SIZE

The favicon, also known as a website icon or tab icon, should be no smaller than 20x20 px.

For screen displays, the logo should be designed no smaller than 70x15 px.

For printed materials, the logo should appear no smaller than 30 mm.

## Screen Minimum Sizes



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## Print Minimum Sizes

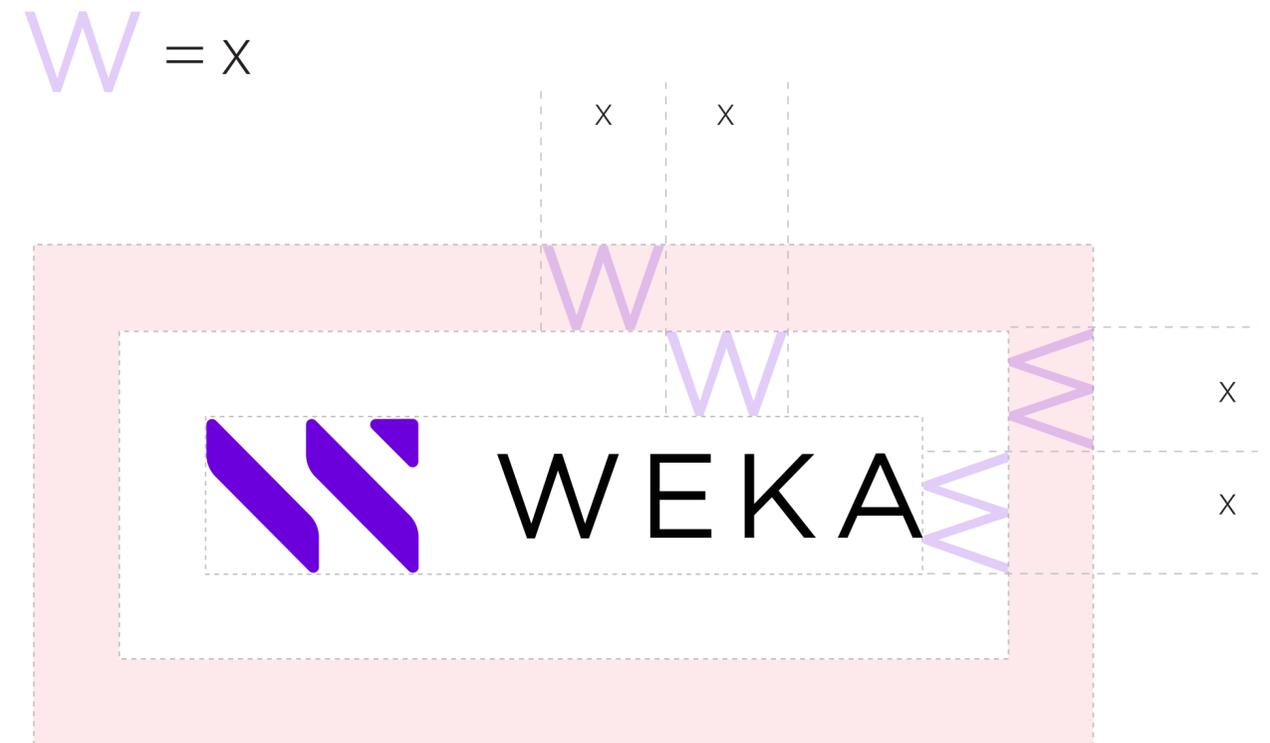


# LOGO SPECIFICS

The Weka logo must always be displayed clearly and preserve a minimum clear space around its edges. Never place any other graphic element or text in this space.

The outlined spacing requirements are designed to maintain consistency of the logo wherever it appears. This ensures visibility and legibility.

The proportions of the logo can be seen in the diagram.



# LOGO RESTRICTIONS

In order to stay consistent across all different mediums and materials, the logo should always be reproduced from the original master artwork file. It should never be recreated or traced.



Do not change colors from what's provided.



Do not change the logo's proportions. Do not stretch it or shrink it.



Do not change the logo font.



Do not stretch, arch, or warp the logo.



Do not change the font and/or mark size or proportion.



Do not change the mark. Do not change the position of its elements.



Do not use our logo as a pattern.



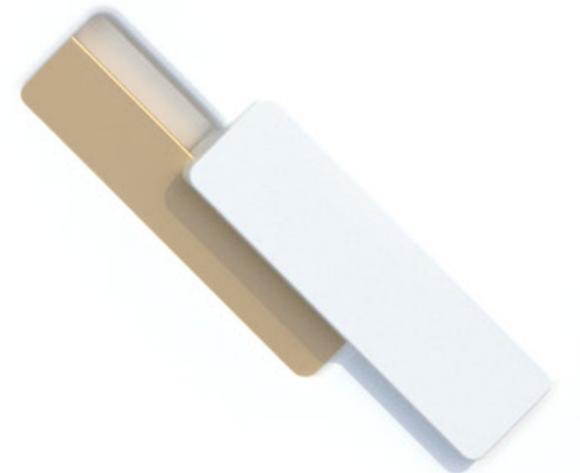
Do not add any background to the logo. Do not add additional colors to the logo.



Do not rotate the logo.

02

## COLOR SPECIFICATIONS



# MAIN COLORS

Weka's main color palette is comprised of purple, golden yellow, black and white. This mixture has been assembled to portray a regal and sophisticated nature.

To design for print, use the CMYK values specified here. These are best used on coated paper.

For digital design, use the given RGB/Web values.



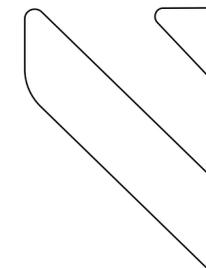
#6b00de  
R=107 G=0 B=222  
C=72 M=86 Y=0 K=0  
Pantone: 2103 C



#eed787  
R=238 G=214 B=136  
C=7 M=12 Y=56 K=0  
Pantone: 7403 C



#000000  
R=0 G=0 B=0  
C=0 M=0 Y=0 K=100  
Pantone: Black C



#ffffff  
R=255 G=255 B=255  
C=0 M=0 Y=0 K=0  
Pantone: White

# SECONDARY COLORS

Weka's secondary color palette is comprised of light blue, green, bright pink and orange.

Shown are the print and digital identification codes that should be used for each of these colors.



#45afff  
R=69 G=175 B=255  
C=60 M=20 Y=0 K=0  
Pantone: 2171 C



#3aa54a  
R=58 G=165 B=74  
C=77 M=9 Y=100 K=0  
Pantone: 7739 C



#ff5dd3  
R=255 G=93 B=211  
C=11 M=81 Y=0 K=0  
Pantone: 674 C



#e39017  
R=227 G=144 B=23  
C=9 M=50 Y=100 K=0  
Pantone: 7412 C