

Version 1.0

Brand Guidelines



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Section 1

Logo Usage

Primary Logo (Horizontal)

The Primary Logo is the brand's main identifier and should be used whenever space allows. The horizontal lockup offers the strongest legibility and presence, making it the preferred choice for primary brand applications such as the website, investor materials, presentations, and external communications.

This is the default logo. If you're unsure which logo to use, this is the one.



Secondary Logo (Stacked)

The Stacked Logo is a secondary variation of the Primary Logo, designed for layouts where horizontal space is limited or where a vertical composition is more appropriate.

The Stacked Logo should be used selectively and only when the Primary Logo cannot be accommodated without compromising legibility or layout balance.



Reversed Logos

The Reversed Logos are used when the logo appears on dark or high-contrast backgrounds. These versions include both the Primary and Stacked logo configurations, with colors adjusted to ensure legibility and visual clarity while preserving the integrity of the brand.

Reversed Logos should be used whenever the standard logo versions do not provide sufficient contrast against the background.

Use these logos when:

- Placing the logo on dark backgrounds
- Using photography, textures, or color fields that reduce contrast
- The standard logos would lose clarity or impact



White Logos

The White Logos are single-color versions intended for maximum contrast and flexibility. These include both the Primary and Stacked logo configurations and should be used on dark, photographic, or highly saturated backgrounds where color versions are not suitable.

These logos prioritize clarity over color and must not be altered, recolored, or stylized.

Use these logos when:

- A single-color logo is required
- Maximum contrast and legibility are needed
- Brand colors cannot be reliably reproduced



Standalone Symbol & Icon

The Standalone Symbol and Icon are simplified expressions of the brand derived from the “W” mark in the Primary Logo. They are intended for situations where the full logo would be unnecessary or impractical, while still maintaining strong brand recognition.

They can be used for supporting brand moments, such as background graphics, section dividers, or branded materials where the full name is not required.

The Icon is a compact, contained version of the symbol, optimized for small-scale and digital applications. It is designed to remain legible at reduced sizes and should be used for favicons, social media avatars, and interface elements that require a square or circular format.

Both the Standalone Symbol and Icon are available in approved color, reversed, and white versions to ensure flexibility across different backgrounds.



Logo Spacing

Clear Space

When placing the logo around other elements, give enough clear space for “breathing room.” This clear space should be equal or greater than the letter W from the wordmark.



Minimum Size

The logo should always be easily read. Never reproduce the logo at a size smaller than specified here. The logo can be scaled up as large as needed, so long as the clear space requirements are met.



100px



130px

Logo Misuse

The logos are provided in a range of file formats for all applications—no modifications are necessary.

Please review the following examples to ensure they are used properly.

Do not distort



Do not recolour



Do not modify elements



Do not add effects, drop shadows, etc



Do not add additional components



Do not outline



Do not change the proportions



Do not change the direction



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Section 2

Brand Elements

Brand Colours

The primary colours for the brand are Deep Purple and Gold. For supporting neutrals, Near Black and Light Grey can be used.

When applying these colours for print or digital applications, refer to the various colour breakdowns listed here.

Deep Purple

CMYK 35, 69 0, 81
RGB 32, 15, 49
HEX #200F31

Gold

CMYK 0, 32, 100, 23
RGB 196, 134, 0
HEX #C48600

Near Black

CMYK 100, 22 0, 93
RGB 0, 14, 18
HEX #000e12

Light Grey

CMYK 0, 0, 0, 5
RGB 242, 242, 242
HEX #F2F2F2

Typeface

The typeface for the brand is Abadi. For all applications, use of this typeface should be limited to Bold, Regular, and as well as their respective Italics.

Licenses for both web and desktop fonts can be found through Adobe Creative Cloud at <https://fonts.adobe.com/fonts/abadi>.

Abadi Bold

**Lorem Ipsum
Delorum**

Abadi Regular

Morbi non mattis purus. Donec arcu elit, mollis porta convallis eget, ornare id dolor. Donec bibendum luctus est, in aliquam nulla dapibus sed. In fringilla a tellus eget lobortis. Curabitur et dui sit amet libero tincidunt tincidunt vitae ac nibh. Suspendisse scelerisque dapibus tempus. Donec non leo ac augue convallis sodales ut eget sem. Mauris ut vulputate nunc, at congue ligula. Donec arcu neque, egestas in velit vel, gravida bibendum tellus.

