

welfound

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Visual Brand Identity
& Brand Components

visual brand identity

LOGOTYPE MAIN COLOURWAY

The logo for 'welfound' is displayed in a bold, sans-serif typeface. The word is split into two colors: 'welf' is white and 'ound' is a medium blue. The letter 'o' in 'found' is stylized, featuring a white semi-circle at its base that aligns with the bottom of the 'w'.

This logo should be prioritised for usage on assets. As the primary logo this should be seen first by audiences. Therefore, the primary logo will be used on landing pages, profile icons, individual and solitary assets.

Primary Logo

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LOGOTYPE MAIN COLOURWAY

The logo for 'welfound' is displayed in a bold, sans-serif typeface. The word is split into two colors: 'wel' is white and 'found' is dark blue. The letter 'o' in 'found' is white, and its bottom half is replaced by a white semi-circle, creating a unique visual element.

This uses the two primary tones again however this version should be used on less assets than the primary logo. After the primary logo, this version should provide an alternative to the main logo to create more contrast between assets.

Secondary Logo

visual brand identity

LOGOTYPE MAIN COLOURWAY

welfound

To be used when white is the background colour being used on digital and print material.

Secondary Logo

visual brand identity

LOGOTYPE GREYSSCALE

The logo for 'welfound' is displayed in a dark grey, sans-serif typeface. The word is written in lowercase. The letter 'f' is stylized with a thick vertical stem and a semi-circular bowl that extends downwards, forming a shape similar to a person's head and shoulders. The 'o' is a simple circle, and the 'u' is a simple U-shape. The overall design is clean and modern.

The greyscale logo is generally used for print purposes. When used digitally, pure black (#000000) is not recommended for text or backgrounds as it is straining on the eye and not user-friendly.

Greyscale logo (Greyscale, black and white logos to be used in publications where colour is not permitted)

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LOGOTYPE MAIN COLOURWAY



welfound



welfound

Here you can see the primary, secondary and greyscale logos together. Note the options for logos depending on the background tone used. These combinations should not be deviated from, but the alternate versions can be used interchangeably.



welfound

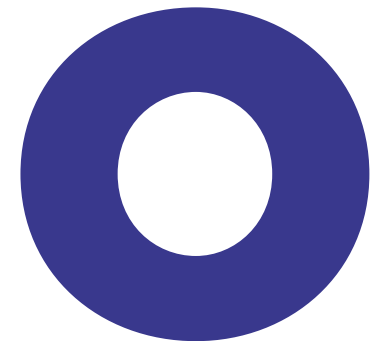
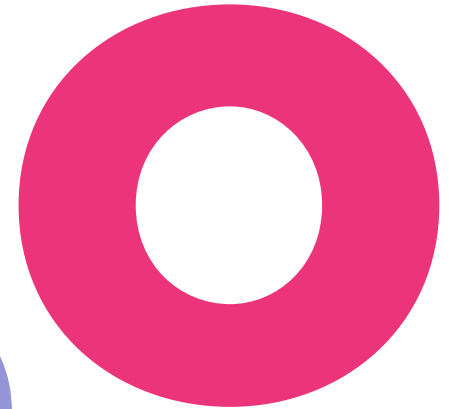
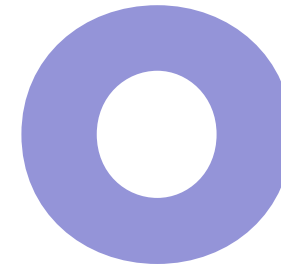
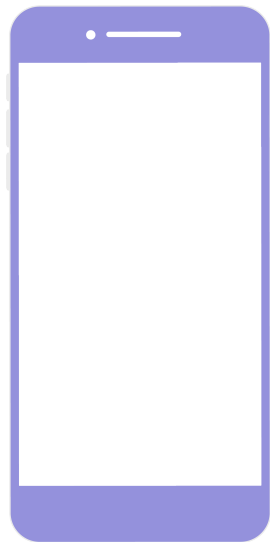


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visual brand identity

VISUAL ASSETS

These assets can be used interchangeably on digital or print material. For example the phone and computer screens can be used to present screenshots for users of your website layout.



The donut shaped assets are adapted from the logo. These can be used in digital or print material, for example as background overlays by reducing the opacity to 30%. The purpose of these visual assets is to create consistency and brand recognition without over-exposing the company logo.



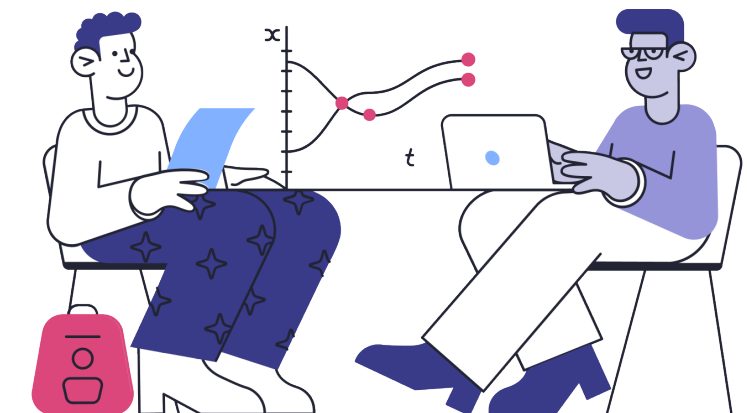
The purpose of these visual assets is to create consistency and brand recognition without over-exposing the company logo. They can be used to add extra visual elements to a page.

visual brand identity

ILLUSTRATIONS



Unique brand illustrations create personality for the brand which can be added to material for more visual effect.

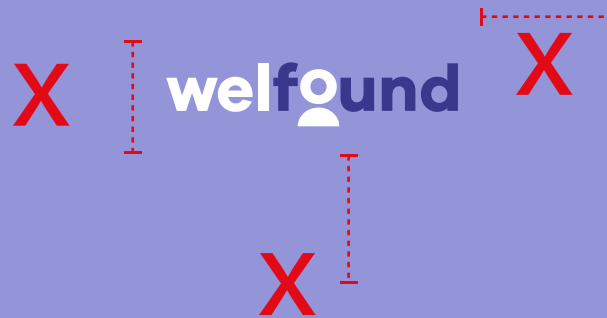


Illustrations can help break down materials that are text or space heavy to even out the layout and make the audience understand the content more smoothly.



visual brand identity

VISUALS



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

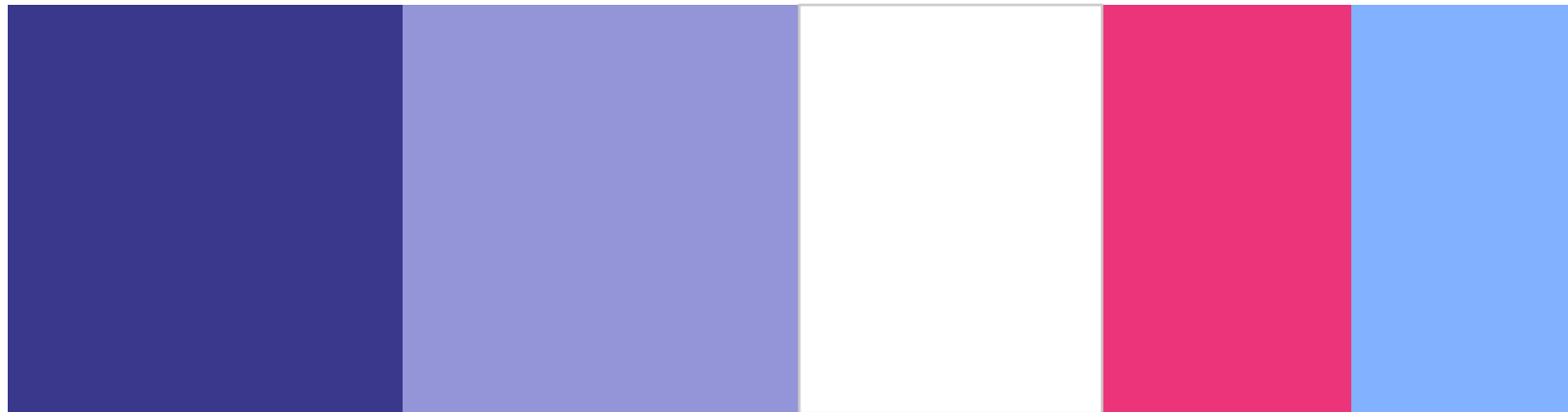
In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.

LOGO USAGE

visual brand identity

COLOUR

The primary tones are the main colours that represent the brand. Flourishes are used to complement the primary tones and are used as accents within assets, for example in the brand illustrations. The primary tones and background should make up the most of an asset. The colour proportions seen here represent the frequency that these colours are used.



PRIMARY TONE

PRIMARY TONE

BACKGROUND TONE

FLOURISHES

FLOURISHES

CMYK
93.32/86.81/2.09/0

CMYK
47.91/42.09/0/0

CMYK
0/0/0/0

CMYK
0/89.1/17.75/0.01

CMYK
50.98/25.14/0/0

RGB
57/56/141

RGB
148/148/216

RGB
255/255/255

RGB
236/52/123

RGB
130/177/255

WEB BASED
#39388d

WEB BASED
#9494db

WEB BASED
#ffffff

WEB BASED
#ec347b

WEB BASED
#82b1ff

CMYK - FOR PRINT RGB - FOR DIGITAL/SCREEN

Open Sans ExtraBold

Main logo font
ExtraBold
0 Tracking

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%&

The main logo font take higher hierarchy over the secondary font. This will be used in most titles, headlines, or if the secondary font is not being used. CTAs or the most important information will be used for this font.

Open Sans SemiBold

Secondary logo font

SEMIBOLD

0 Tracking

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%&

The secondary font is used for most of the body copy or larger paragraphs of text. Keeping the primary and secondary fonts within the same font family maintains consistency but also enough contrast to be able to distinguish between major and minor bodies of text that have different purposes. The secondary font should be used for details and further information.

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