Brand
Guidelines

Logo

Active, fun and made of different pieces coming together in a casual way, our logo is the primary visual manifestation of our brand positioning. The simple, iconic twist on a traditional logotype works to evoke the idea of mixing things up to create new and exciting possibilities.

The Wisq logo has been carefully crafted to create a sense of movement and energy — even in a static state — but without feeling juvenile or unconsidered. The positions of the letter forms have been carefully considered in order to create the perfect balance between action and legibility.

Logo Sizing/Iterations

The Wisq logo has several sizes, which have been created to create legibility across all sizes of applications.

For most applications, the Primary Park should be used. However, when using the logo below 64px, please use the Small Scale Mark. Please note that this alternate, thicker-weight mark should never be used in applications over 64px, as it detracts from the feeling over movement in the logo.

The "Badge" Mark should only be used on static, white backgrounds, (such as press releases or logo gardens).

Primary Mark

Minimum Size: 64px
Maximum Size: None

Small Scale Mark

Minimum Size: 20px
Maximum Size: 64px

"Badge" Mark
(for use on white only)

Minimum Size: 64px
Maximum Size: None

Logo Clearspace

There are several ways the Wisq logo can be used in applications, each with their own simple clear space rules.

Full-Bleed Use
The logo can be used full-bleed, or cropped, though it is crucial to be sure the letter forms are still legible. When using the logo like this, it is important that it has the same relationship with at least two edges - eg; it is touching or cropped the same on at least two edges.

Floating Use
When using the logo in a more traditional way, a minimum area of isolation allows the mark to stand out, so other visual elements don't compete with it. This minimum space is defined by the width of the letter "I" from the mark, repeated 4 times.
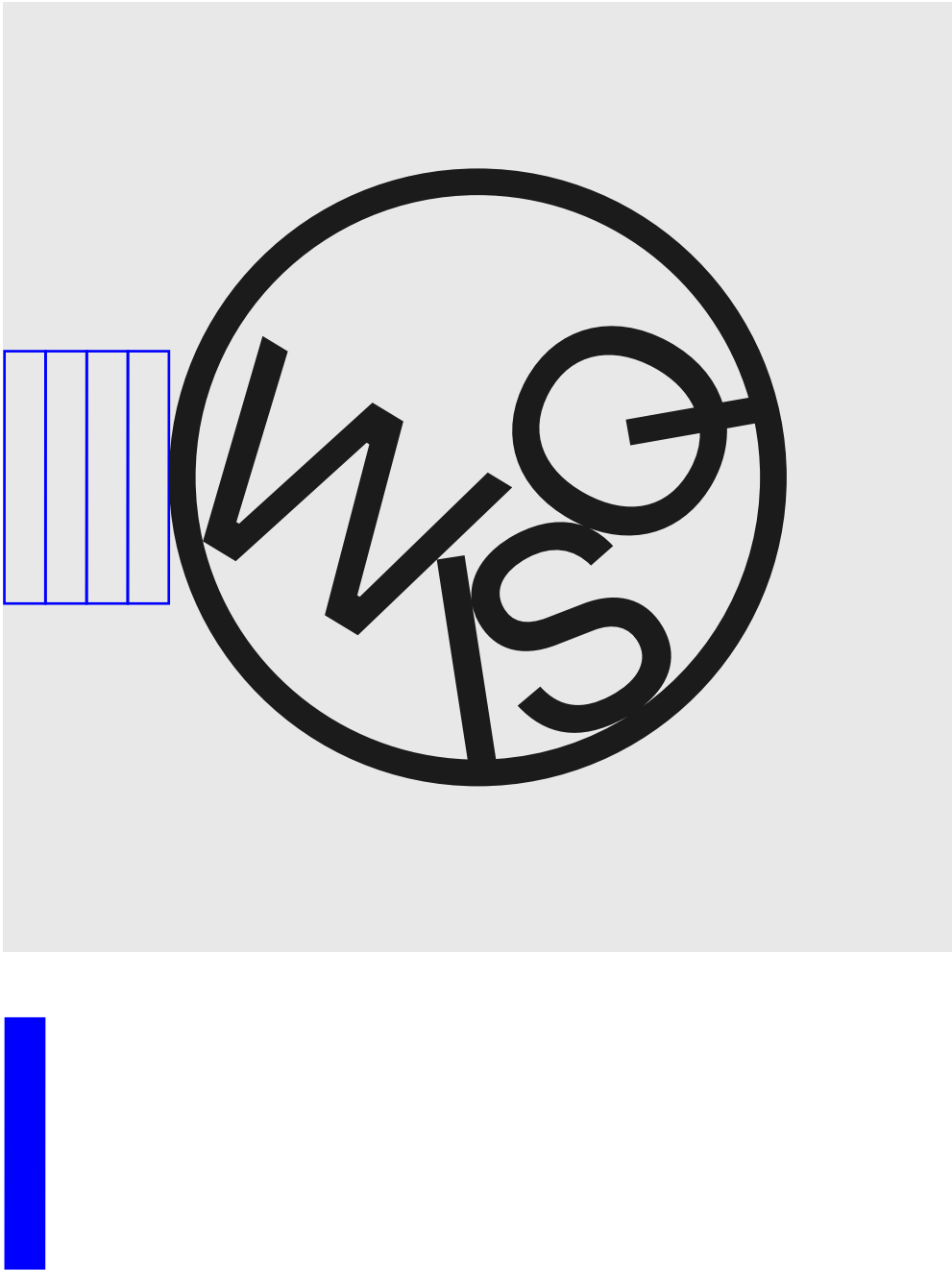
Icon Use
When using the mark for app icons, the margins are slightly smaller, to help maximize its presence. In this case, our minimum space is defined as just 1 width of the letter "I." Please note: these margins apply to the "Badge Mark" as well.

Full Bleed Use
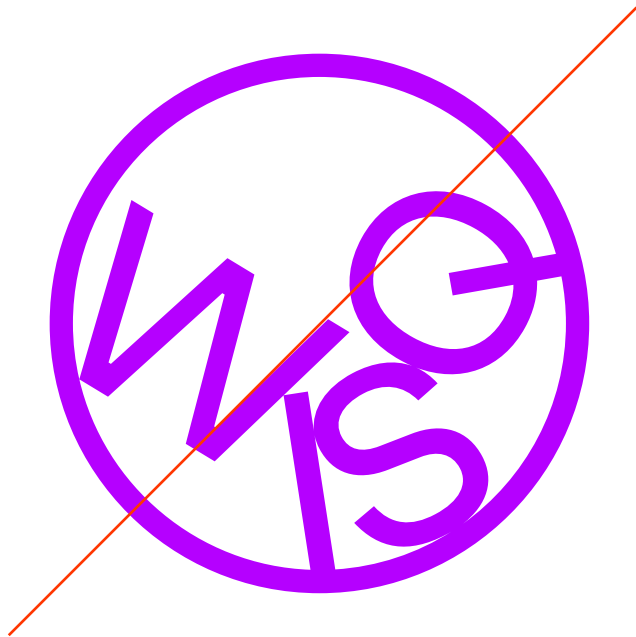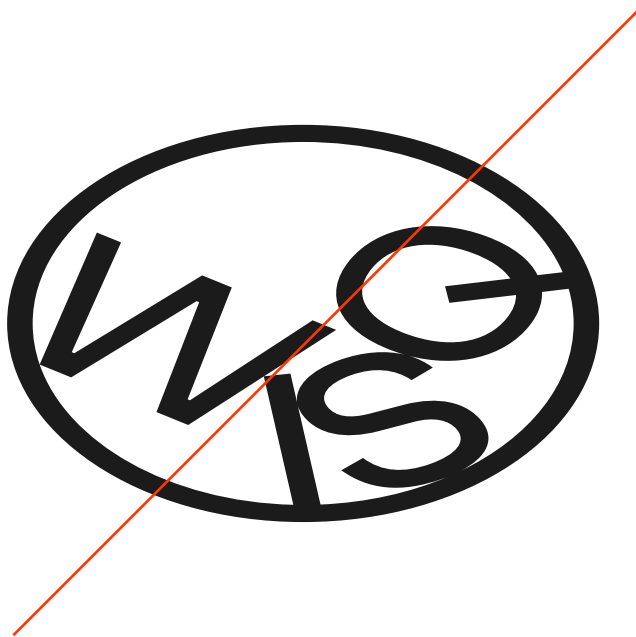(touching at least 2 sides)

Floating Use

Icon Use

Logo Dont's

The Wisq logo is full of activity—but it doesn't mean we do anything with it. Please avoid altering or effecting the logo in a way that strays from its original intent.

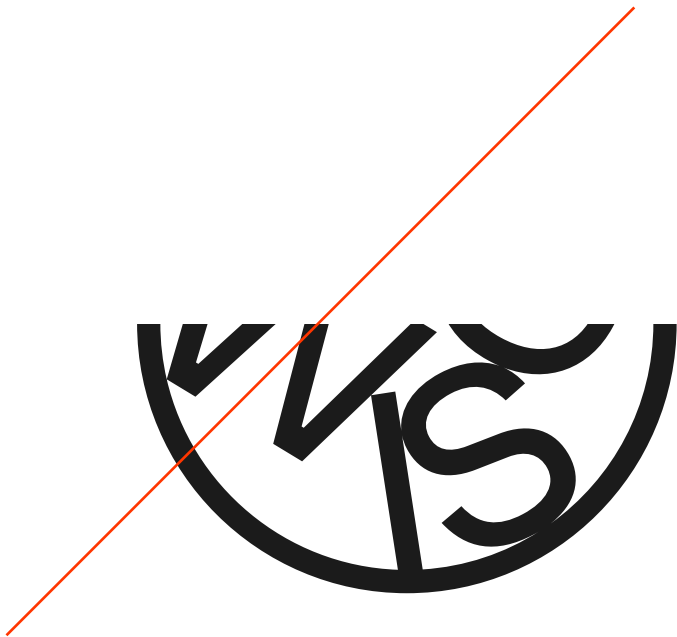Here are a few of the (many) things we should never do with the mark.

Do not use the logo in colors other than highlight or charcoal
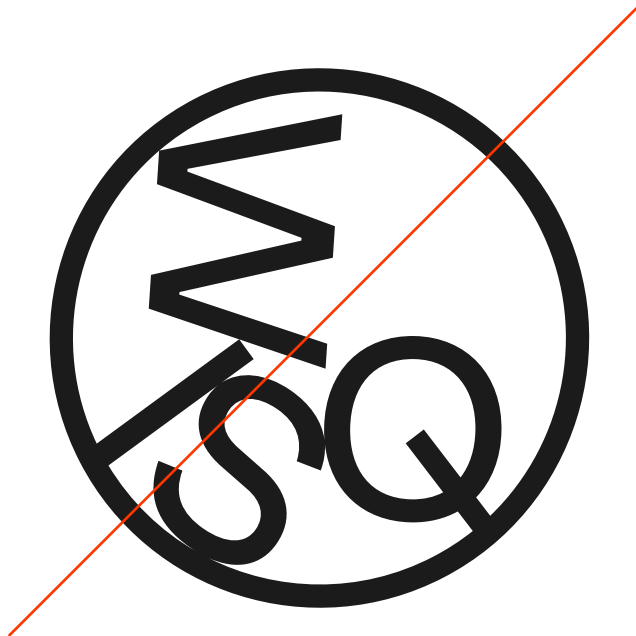
Do not stretch or skew the logo

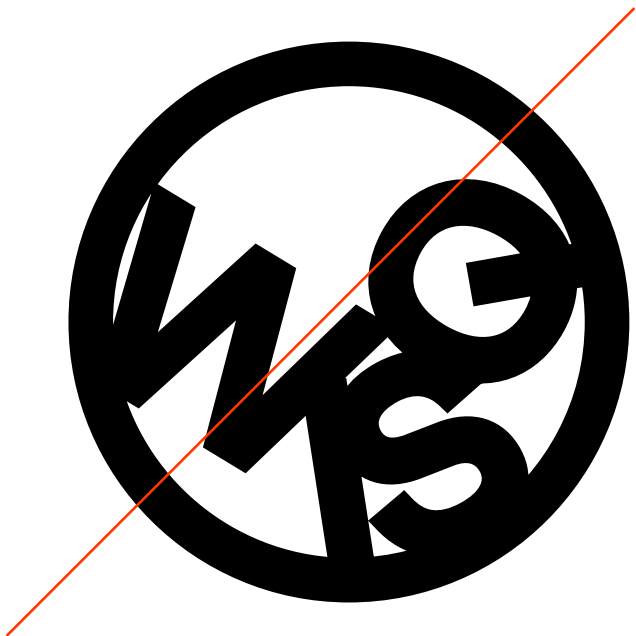Do not add drop shadows, glows or other effects to the logo

Do not crop the logo in a way that makes it unreadable

Do not rotate or re-arrange the letters in the logo

Do not add a backing color to the inside of the logo

Do not add a stroke to the logo

Do not use the logo in a layout that results in extreme blog-contrast
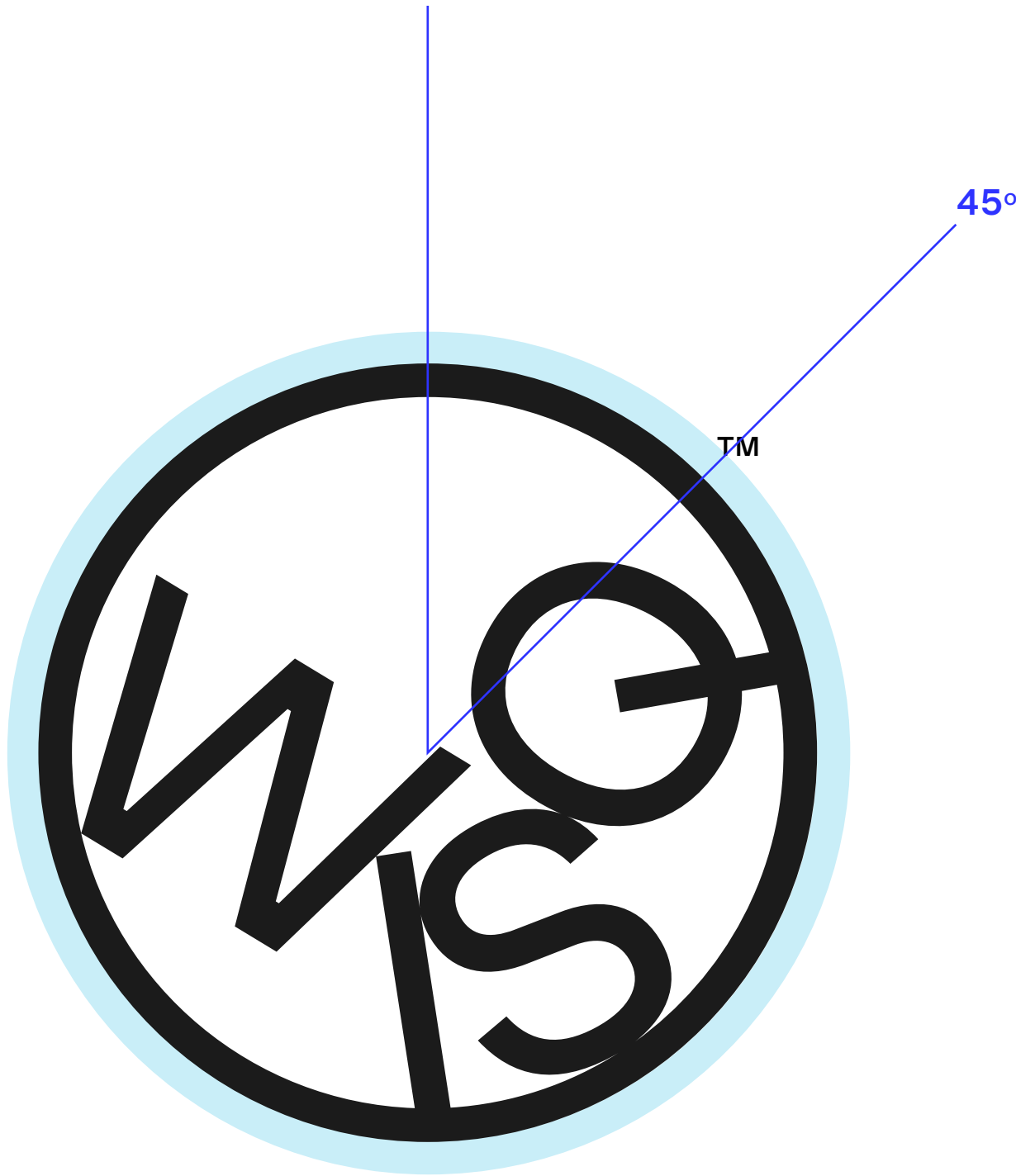
Use of the Trademark Symbol

Our logo is vauable, and to help protect it we have tradmarked it.

Anytime we use the logo, the primary use of it in that application needs to have the tademark (TM) symbol.

We always keep the trademark symbol just outside the mark at 45º, by a space ~ the thickness of the outlline.

This TM symbol is included in the logo files, but should be scaled up or down to appropriately work within the layout. Making the logo very large doesnt mean the TM needs to scale the same way. Likewise, scaling the logo down means that the TM may need to be increased a little to remain legible.

It should be legible, but should never feel noticable (small is ok). A few examples of this are shown here.

45°

TM

Color

Our color palette is all about creating excitement and energy in a simple and consistent way.

Our primary brand color is an shocking yellow-green which we call "Highlight." This is supported by a vibrant Magenta which can be used to help the logo pop when needed.

An Electric Blue supports these colors for secondary use and a strong, (but not overly dark) Black rounds things out for type and moments of contrast.

Highlight
HEX: E9FF73
RGB: 223 / 255 / 115
CMYK: 14.5 / 0 / 79 / 0
PMS: 387

Magenta
HEX: DA0685
RGB: 218 / 6 / 133
CMYK: 2 / 85 / 2 / 0
PMS: Rhod. Red

Electric Blue
HEX: 9AFDFF
RGB: 154 / 253 / 255
CMYK: 33 / 0 / 5 / 6
PMS: 636

* (Print test recommended for PMS)

Black
HEX: E9FF73
RGB: 223 / 255 / 115
CMYK: 72 / 66 / 65 / 77
PMS: Black

White
HEX: FFFFFF
RGB: 255 / 255 / 255

Light Gray
HEX: E9E9E9
RGB: 233 / 233 / 233

Medium Gray
HEX: 8F9294
RGB: 143 / 146 / 148

Dark Gray
HEX: 636363
RGB: 99 / 99 / 99

Color Usage & Logo

We want our logo to pop whenever possible, so we have created a system to do just that, all while building equity in our core Highlight color. Wherever we can, we use the Wisq logo in Highlight over an image.

Sometimes the logo will need to appear on a field of color. For this situation we use the logo in Highlight on a Magenta background —or the inverse of that, should it be needed (such as our Linked in page).
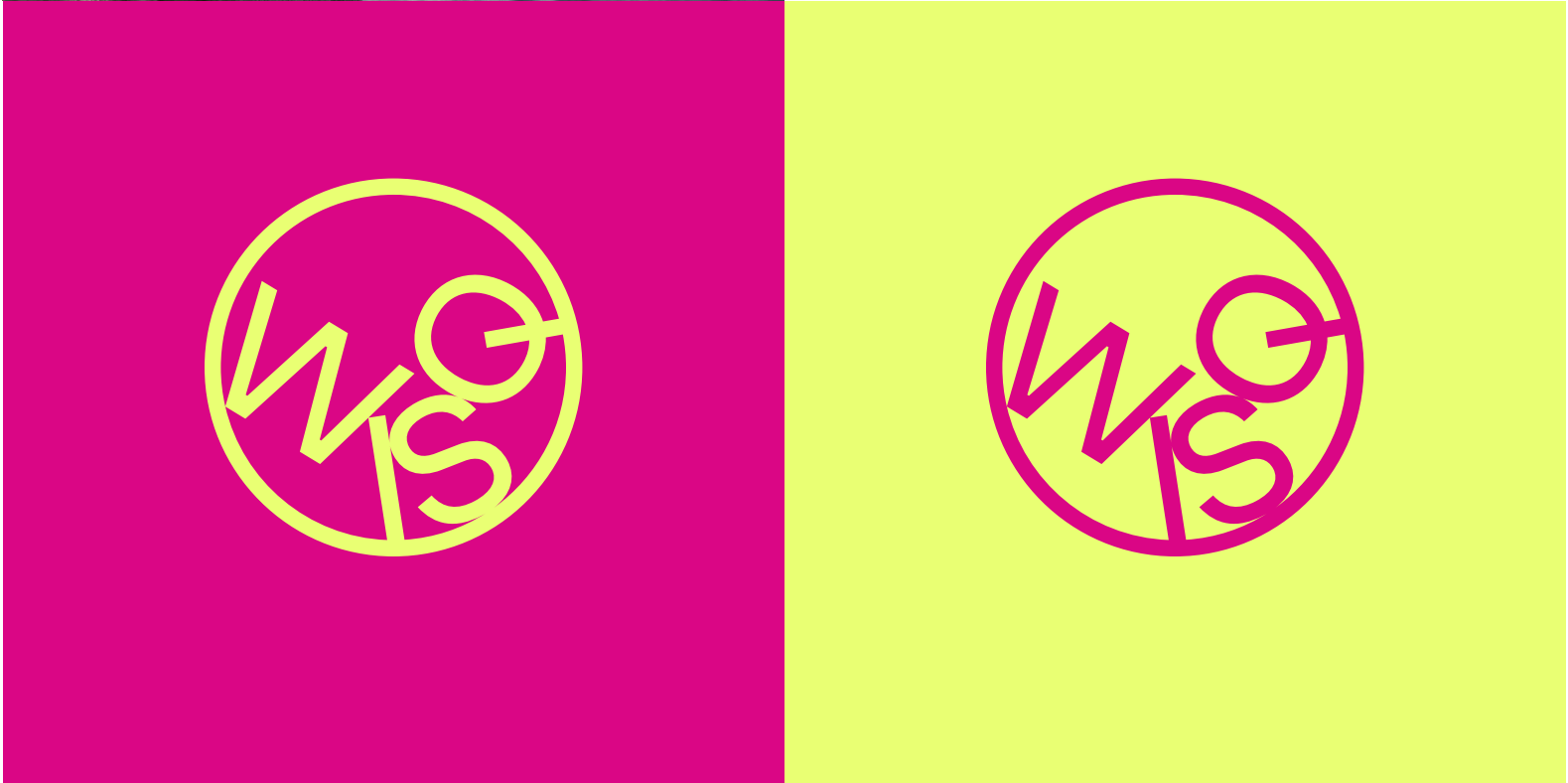
In some instances, our logo will need to appear on white (such as press releases, legal docs, etc). For these applications, we use the "Badge" logo in our core colors (in the arrangement seen here).

The all black logo is used only for special occasions which are currently TBD.

Primary Usage
Highlight on Photo

Secondary Usage
On Color Background

Tertiary Usage
On White

Additional Usage (Black)
Reserved for TBD

Photography & Logo Interaction

We should use the logo over imagery whenever we have the opportunity. It can work in both static and motion, singular or repeated to express the many different elements that come together in Wisq communities.

When placing the logo (always in Highlight) over an image please keep in mind a few key considerations to preserve clarity of both the mark and image:

1. Never place a face or critical piece of the image directly under the logo.

2. Try to avoid placing circular elements (such as plates) directly under the logo.

3. Make sure the image can be positioned in a way that the majority of the logo is easily visible (80%+) and has enough contrast.

Correct Compositions

Incorrect Compositions

Typography

Our typography needs to do a lot and communicate quickly, but without losing personality along the way. Simple and easy to read, but with well thought out touches and loads of flexibility, Muoto is our brand font.

While we generally use Regular and Medium weights, Muoto is a variable weight font, meaning that it can be scaled up or down do lots of degrees between these weights, helping ensure constant legibility and tone at any size.

Muoto Medium

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstuvwxyz
123456789

Muoto Regular

ABCDEFGHIJKLMNOPQRSTU
abcdefghijklmnopqrstuvwxyz
123456789

Thanks.

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