Brand Guidelines

Introduction

Logo

Color

Typography

Icon

Illustration

Introduction

How to use this guide?

VWO as a brand is optimistic and celebrates opportunities & growth. Our personality establishes the foundation for these guidelines. Adhering to these guidelines across all touchpoints ensures that the brand is represented consistently in the best light. It serves as a reference for the usage of logo, colors, styles, typography, iconography, and illustrations.

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Logo

The three colored logo on a white background is the preferred version for use everywhere

Logo Colors

Use the three-colored logo on white/light backgrounds and the white logo on darker backgrounds. Black and white logo to be used sparingly, only with design team's permission.

In Color

White Logo

In Black & White

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Logo Clear Space

Maintain a clear space around the logo at all times as shown.

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Logo Misuse

Do not alter or modify the logo. Some common misuse patterns are shown below.

Brand colors

Brand Colors and Illustration pallete

Primary Colors

#26134D Logo V

#802050 Logo W

#BF3078 Logo O

#E20072 CTA & links

Secondary Colors

#F8F7F7

#E3E3E3

#6D6D6D

#E8EDFF

#F4ECFF

#DEC9FF

#9372CA

#7A2265

#07003A

#FFBA00

#089D52

#D6D3DC

#FFF5D9

#DAF0E5

Typography

For Website : SF Pro Display & SF Pro Text
For Others (including but not limited to ebooks, documents, presentations, images, print media, and more) : Inter

SF Pro Display

Family

Light **Semi-Bold**
Regular **Bold**
Medium **Black**

Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Inter (Collaterals, Illustrations, Videos & Print)

Family

Light **Semi-Bold**
Regular **Bold**
Medium **Black**

Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SF Pro Text

Family

Light **Semi-Bold**
Regular **Bold**
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Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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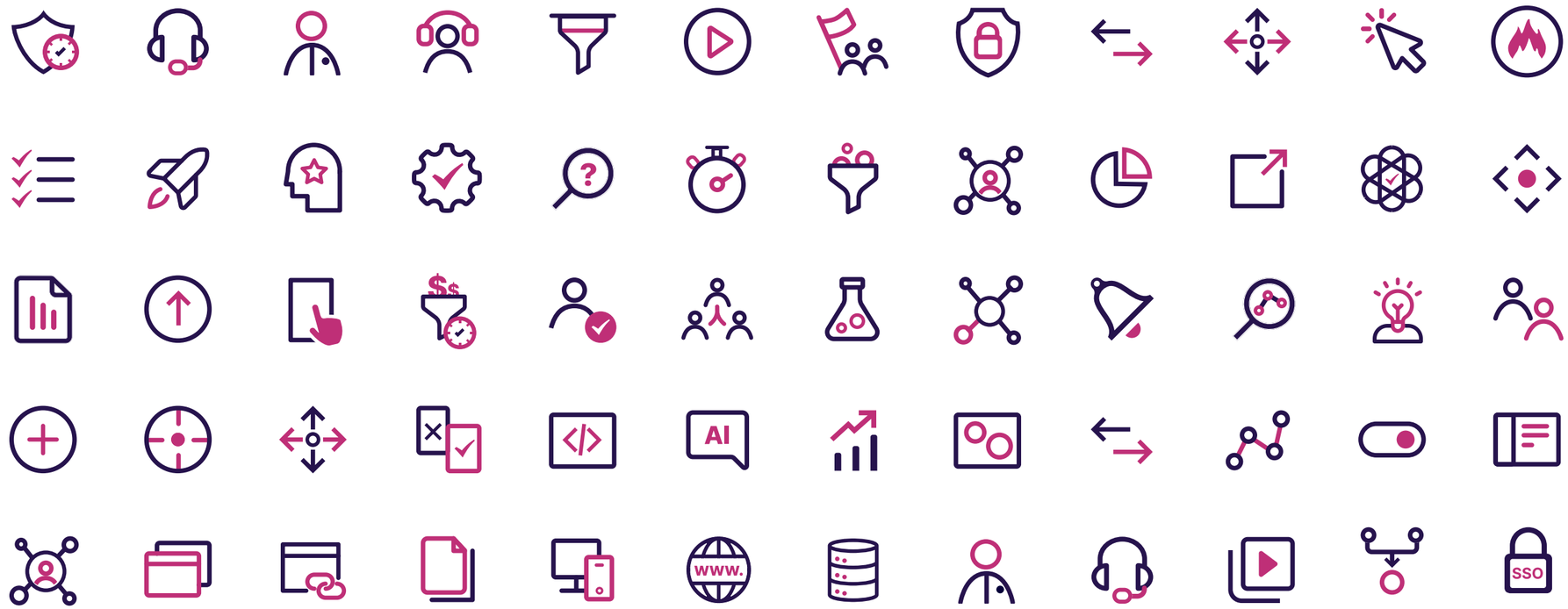
Icons

Product Icons

Icons

Other Icons



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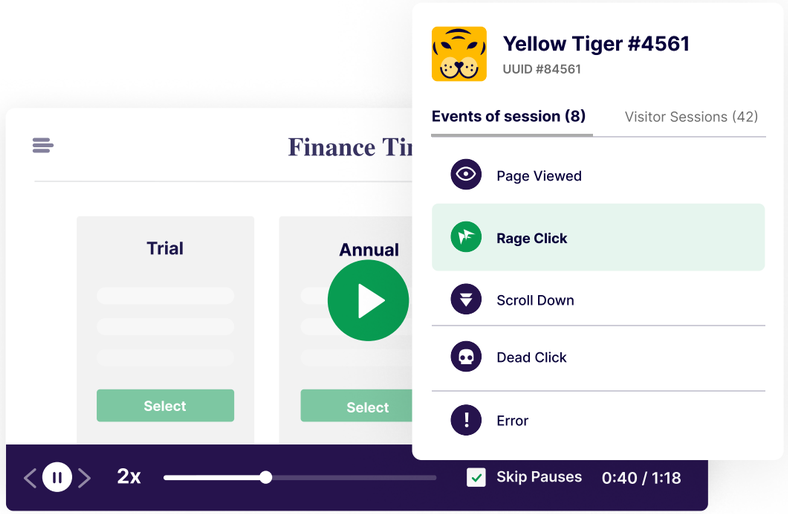
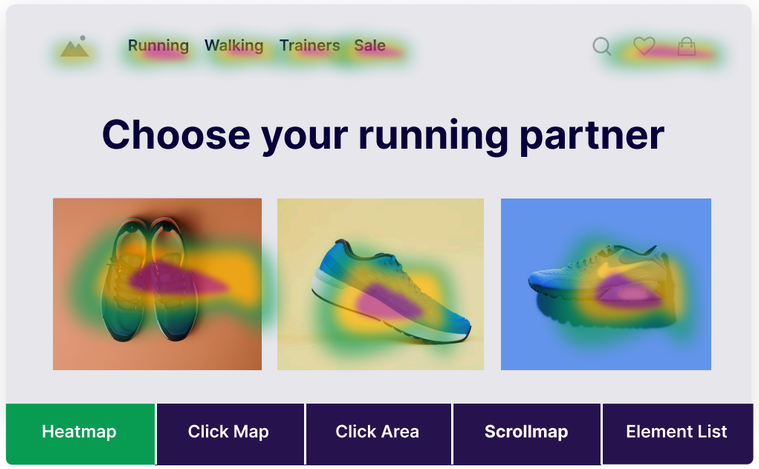
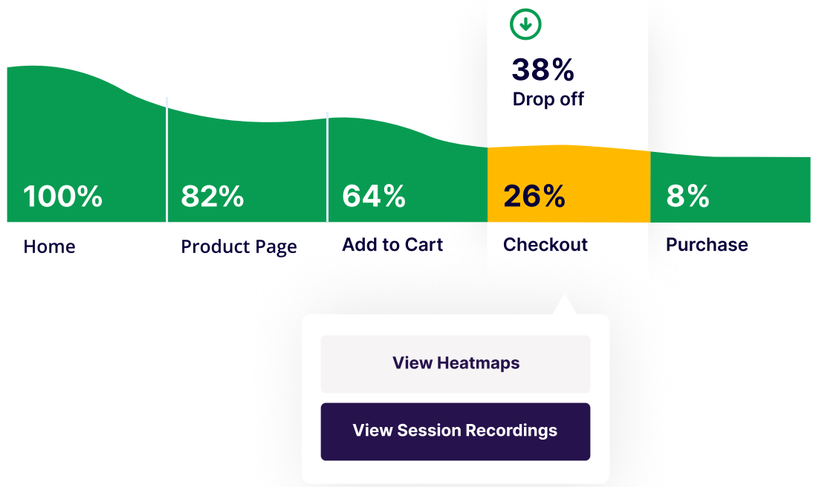
Highlight part of the interface or website to demonstrate capabilities







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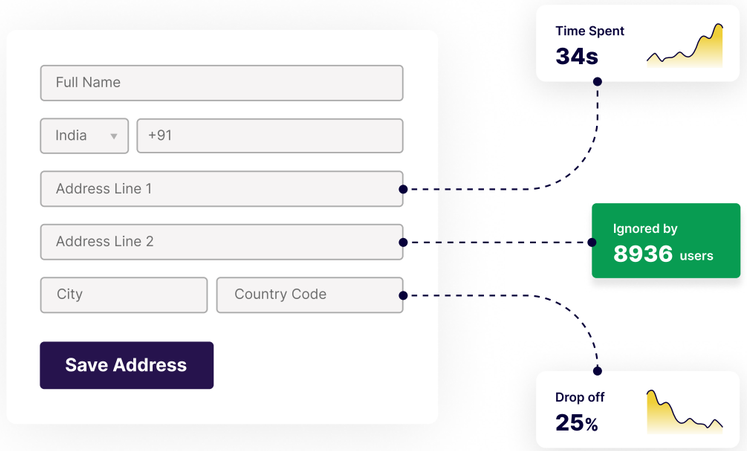

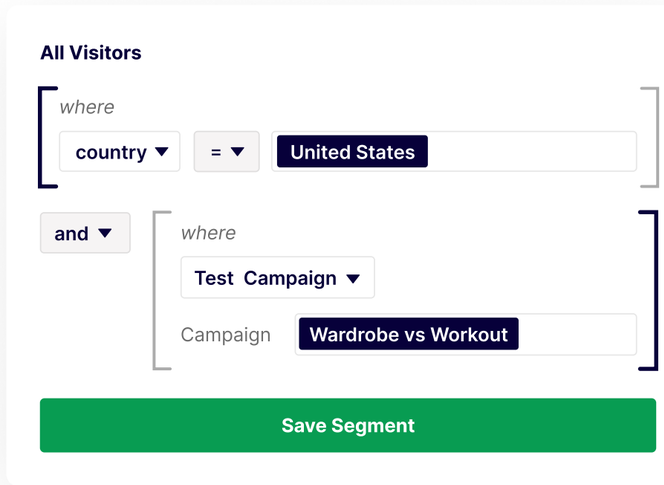

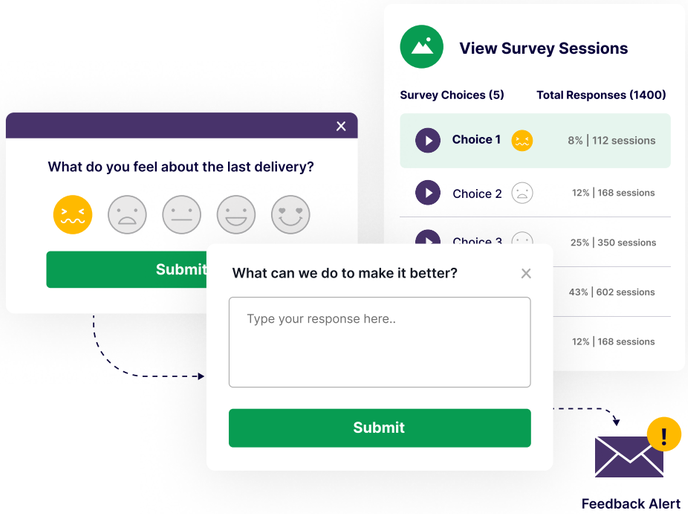

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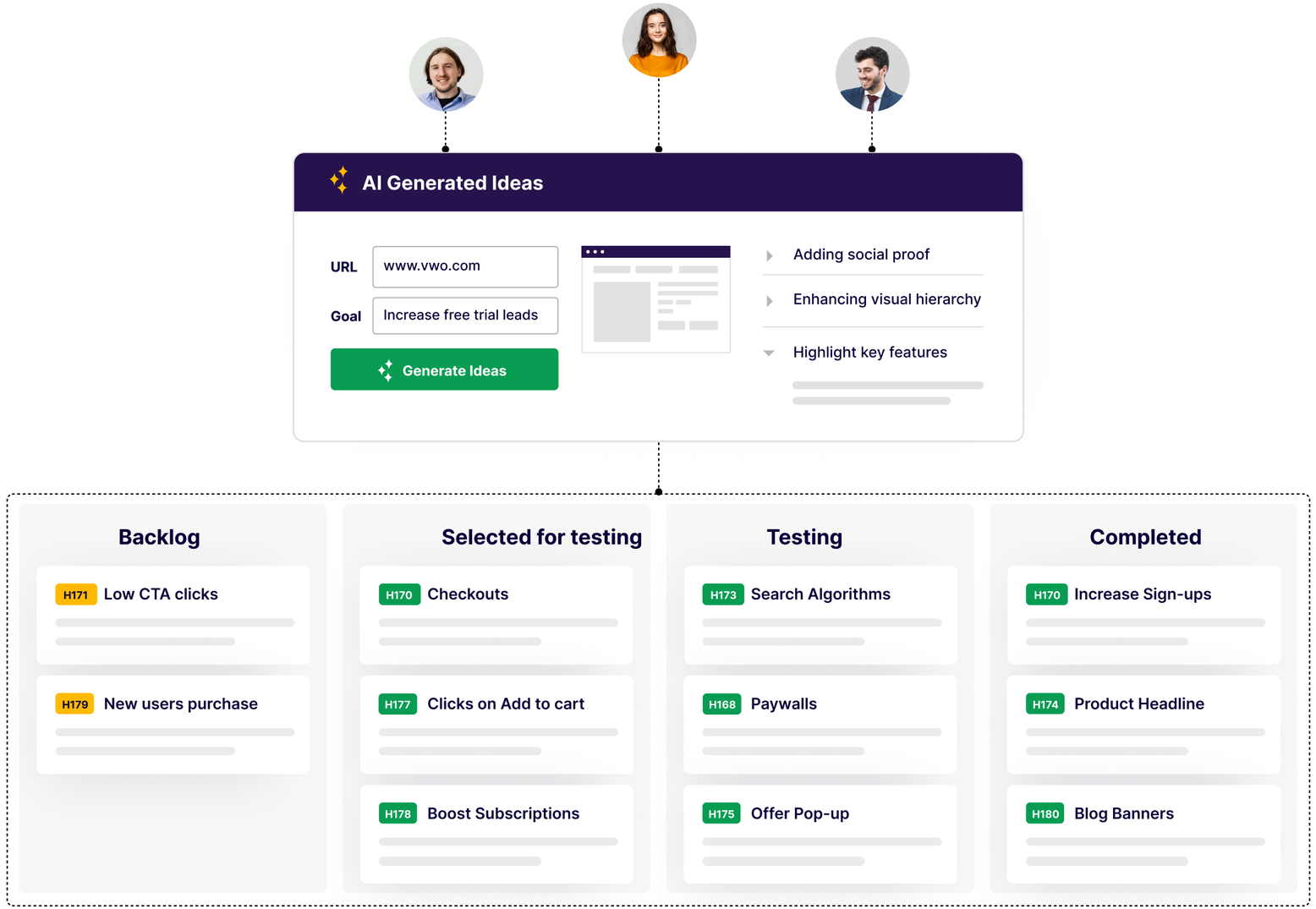
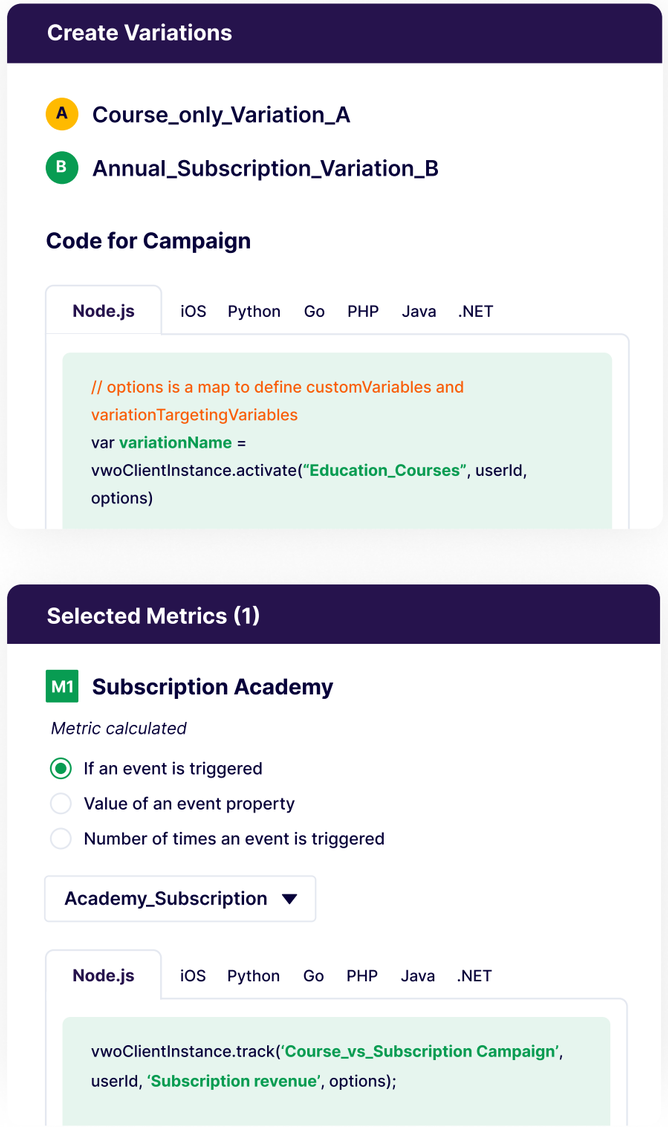
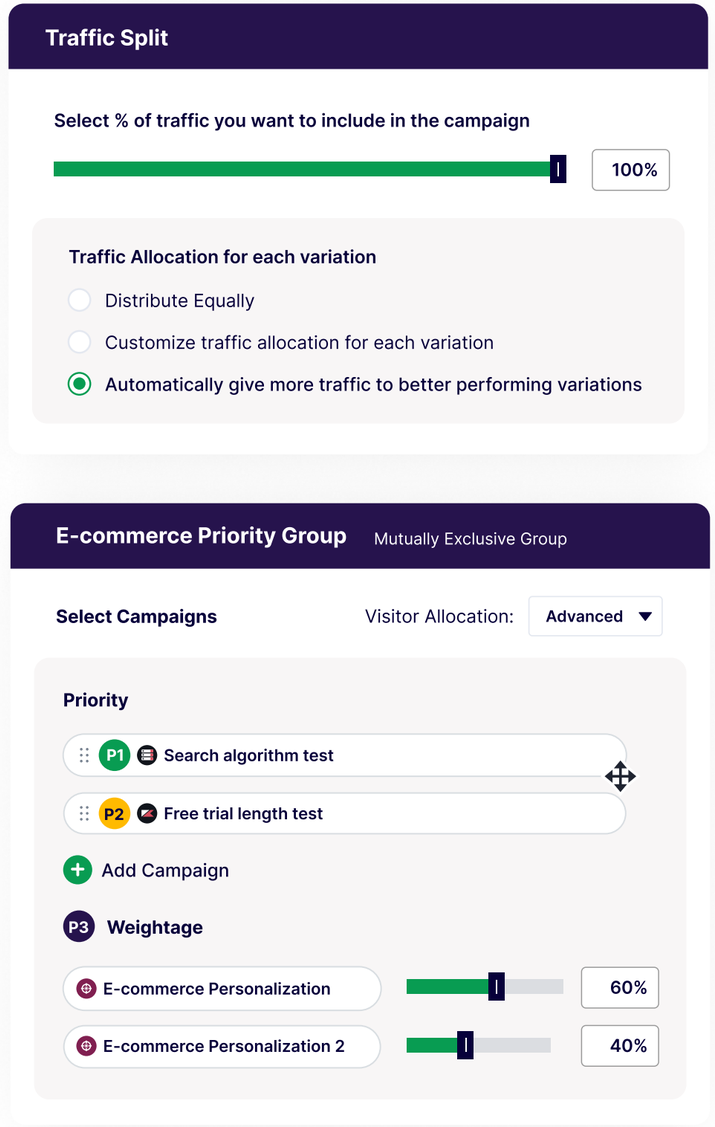


Illustrations

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