



# Brand Guidelines



# 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.

## Introduction

Logo

Color

Typography

Icon

Illustration



## 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





## Logo Clear Space

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





# Logo Misuse

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





# Brand colors

## Brand Colors and Illustration palette

### Primary Colors



#26134D Logo V



#802050 Logo W

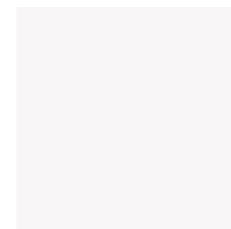


#BF3078 Logo O

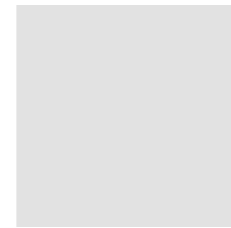


#E20072 CTA & links

### Secondary Colors



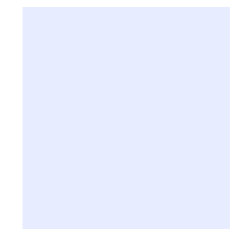
#F8F7F7



#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**  
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





# Icons

## Product Icons



VWO Testing



VWO Testing  
Web



VWO Testing  
Mobile App



VWO Testing  
Serverside



VWO Insights



VWO Insights  
Web



VWO Insights  
Mobile App



VWO Deploy



VWO Feature  
Rollouts



VWO  
Personalize

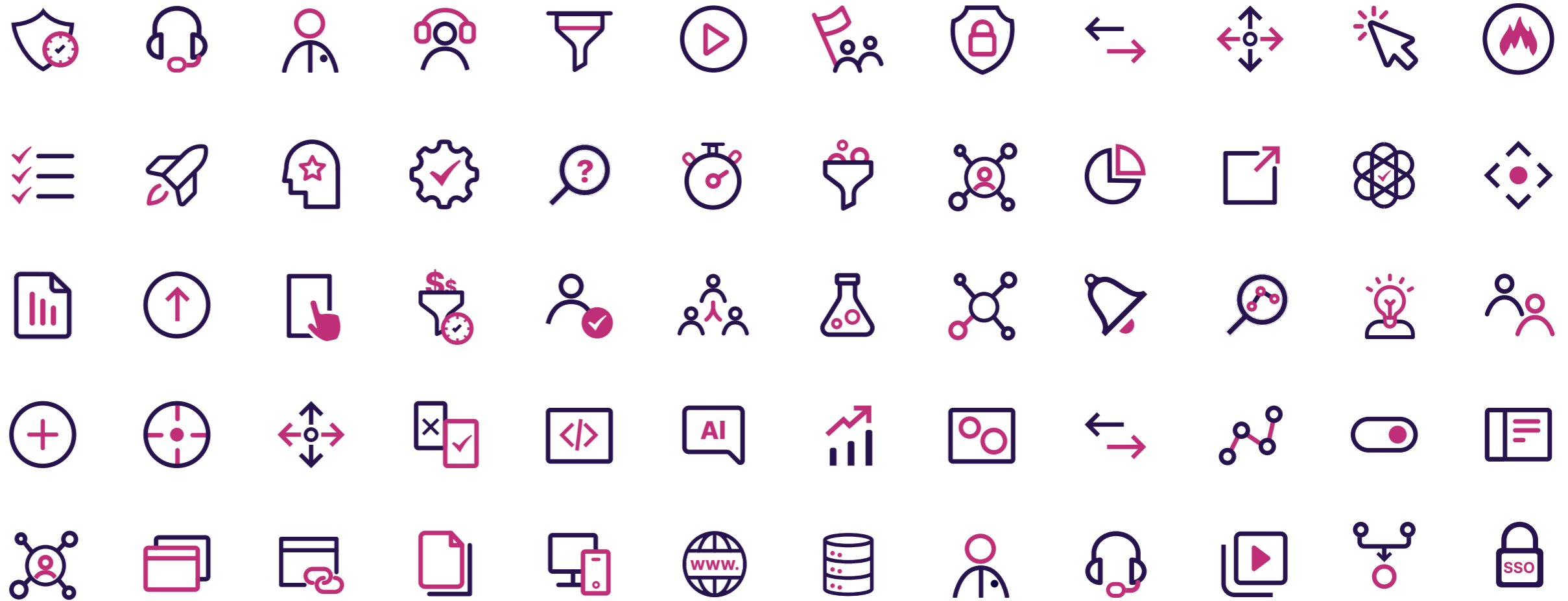


VWO Plan



# Icons

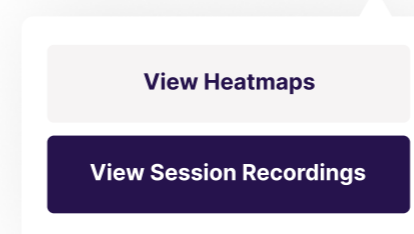
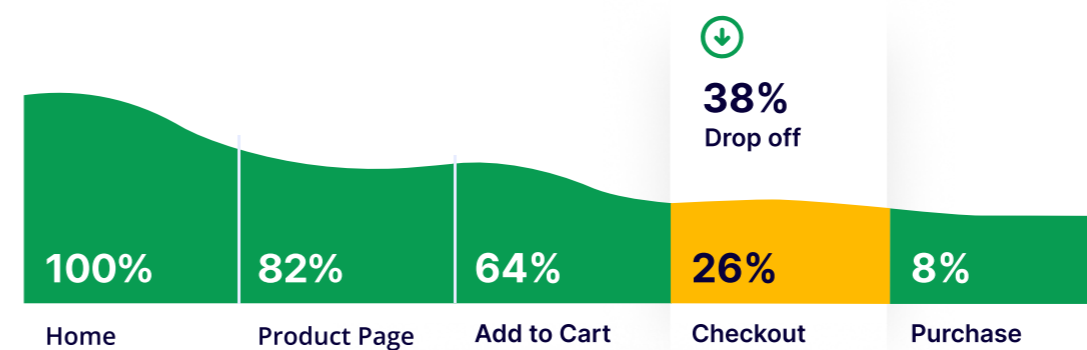
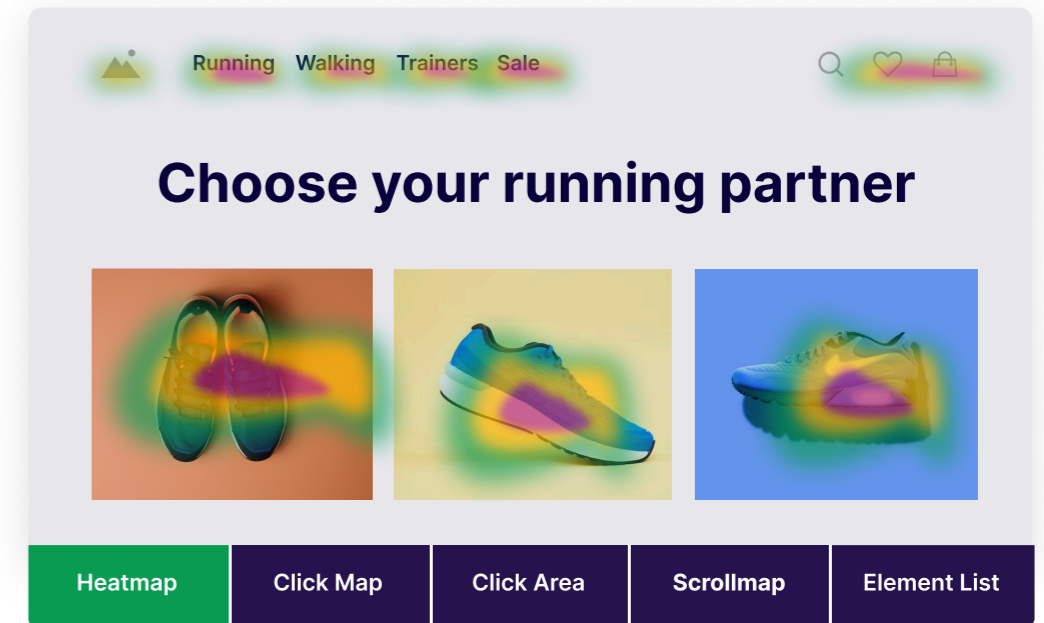
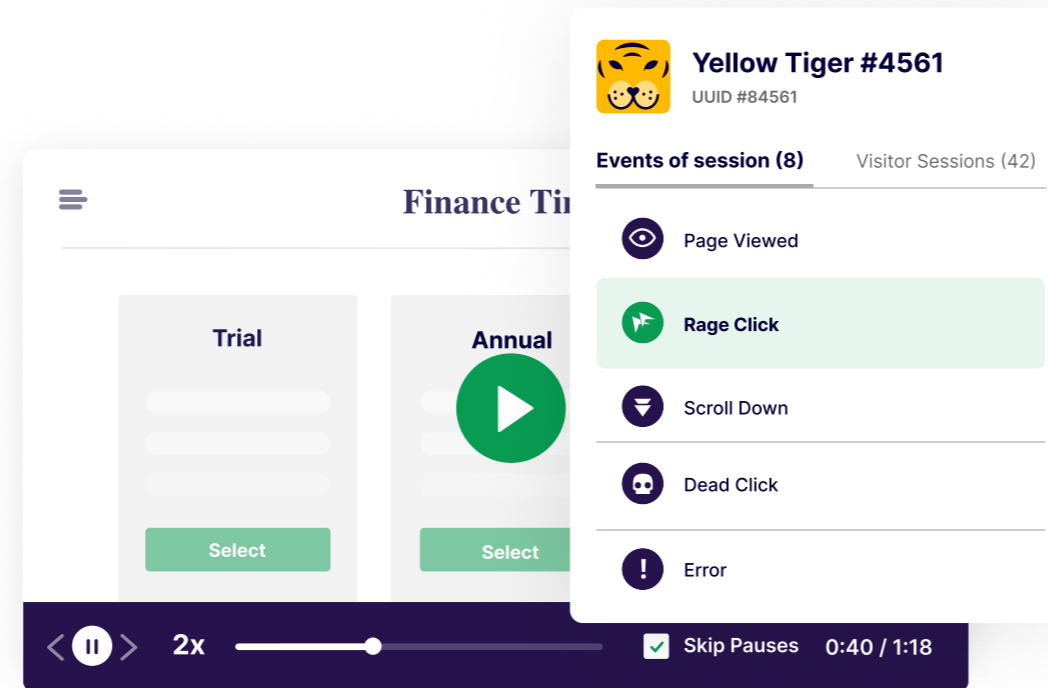
## Other Icons





# Illustrations

Highlight part of the interface or website to demonstrate capabilities





# Illustrations

Highlight part of the interface or website to demonstrate capabilities

Time Spent **34s**

Ignored by **8936** users

Drop off **25%**

Full Name

India +91

Address Line 1

Address Line 2

City Country Code

Save Address

All Visitors

where

country = United States

and

where

Test Campaign

Campaign Wardrobe vs Workout

Save Segment

View Survey Sessions

Survey Choices (5) Total Responses (1400)

Choice 1	8%	112 sessions
Choice 2	12%	168 sessions
Choice 3	25%	350 sessions
	43%	602 sessions
	12%	168 sessions

What do you feel about the last delivery?

Submit

What can we do to make it better?

Type your response here..

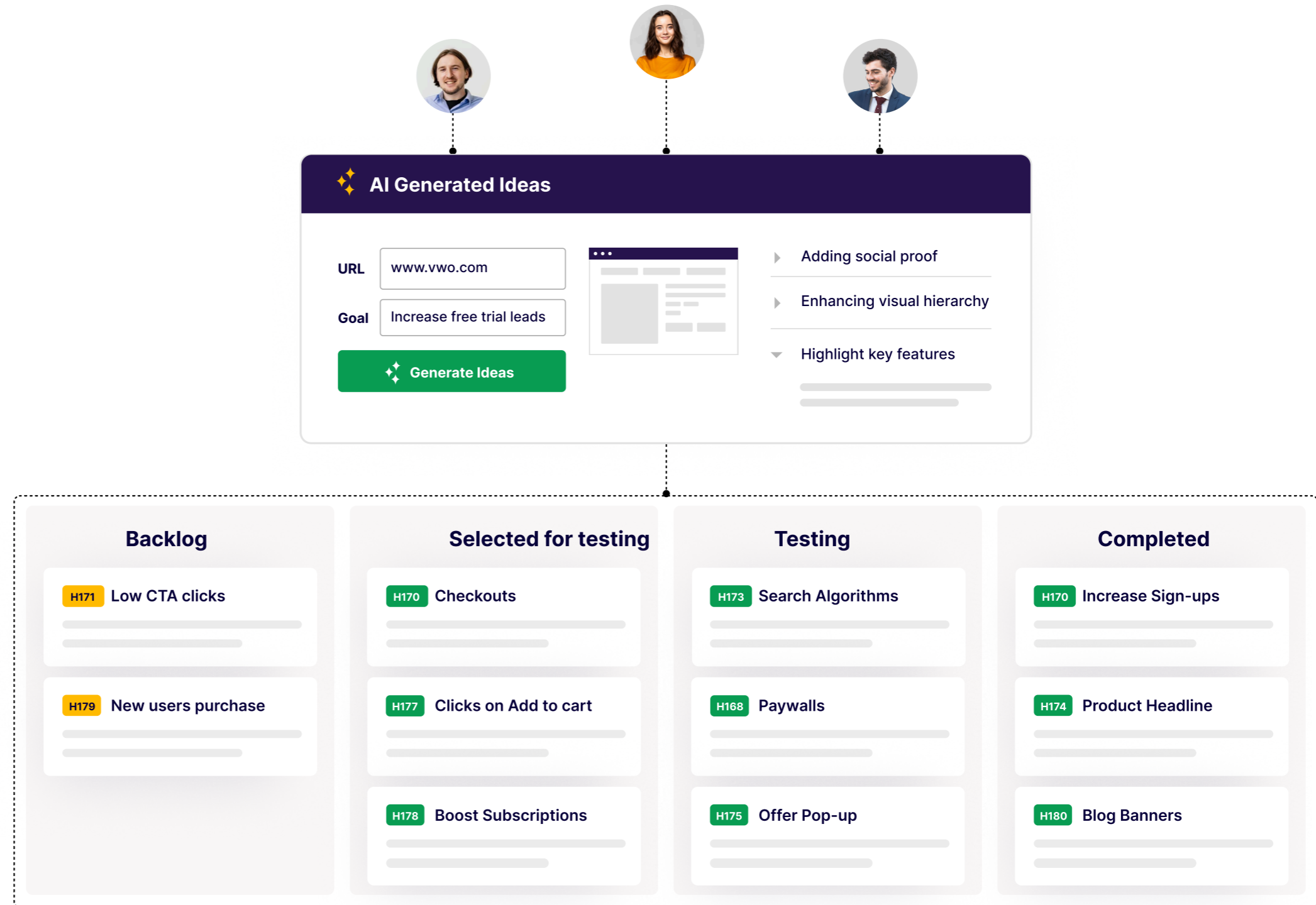
Submit

Feedback Alert



# Illustrations

Highlight part of the interface or website to demonstrate capabilities





# Illustrations

Highlight part of the interface or website to demonstrate capabilities

### Create Variations

- A** Course\_only\_Variation\_A
- B** Annual\_Subscription\_Variation\_B

#### Code for Campaign

Node.js iOS Python Go PHP Java .NET

```
// options is a map to define customVariables and variationTargetingVariables  
var variationName =  
vwoClientInstance.activate("Education_Courses", userId,  
options)
```

### Traffic Split

Select % of traffic you want to include in the campaign

100%

#### Traffic Allocation for each variation

- Distribute Equally
- Customize traffic allocation for each variation
- Automatically give more traffic to better performing variations

### Selected Metrics (1)

#### M1 Subscription Academy

Metric calculated

- If an event is triggered
- Value of an event property
- Number of times an event is triggered

Academy\_Subscription

Node.js iOS Python Go PHP Java .NET

```
vwoClientInstance.track('Course_vs_Subscription Campaign',  
userId, 'Subscription revenue', options);
```

### E-commerce Priority Group

Mutually Exclusive Group

Select Campaigns Visitor Allocation: Advanced

#### Priority

- P1 Search algorithm test
- P2 Free trial length test

+ Add Campaign

#### P3 Weightage

- E-commerce Personalization 60%
- E-commerce Personalization 2 40%