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.
Logo

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

The logo should preferably be placed on the top-left with ample padding and white space around it. Alternatively, the logo may be center-aligned with the content.
Logo Colors

Use the three-colored logo on white/light backgrounds and the white logo on darker backgrounds.

In Color

White logo

In Black and White
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.

- Altered proportions
- Squished
- Shaded Grayscale

- Monocolor
- Old Logo
- Shadow
Color
Brand Colors and Illustration palette

**Primary Palette**
- #26134D
- #802050
- #BF3078

**Secondary Palette**
- #7FD19B
- #C2E5CE
- #F3FAF5
- #FE9A33
- #F7DCBC
- #FFFBF7
- #F67281
- #F2D8DB
- #FFF7EF
- #361C6D
- #EADAFF
- #F8F3FF
- #F67281
- #F2D8DB
- #FFF7EF
- #F67281
- #F2D8DB
- #FFF7EF
- #F67281
- #F2D8DB
- #FFF7EF
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- #F2D8DB
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- #F67281
- #F2D8DB
- #FFF7EF
- #F67281
- #F2D8DB
- #FFF7EF
Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams.

For Web : System Font

On webpages and applications, VWO uses system font for faster load times and reliable font rendering across devices & operating systems.
Icons
Website icons

Single Color

Dual color
Illustrations
Highlight part of the interface or website to demonstrate capabilities
Illustrations

Simplify heavy screenshots to basic illustrated mocks. This reduces complexity and makes communication faster.
Illustrations

Images may be used in conjunction with illustrations wherever needed to communicate a capability.
Illustrations
Supportive illustrations may be used alongside text to highlight a concept

Extend the power of VWO by integrating with your existing technology

Extend the power of VWO by integrating with your existing technology
Illustrations

Supportive illustrations may be used alongside text to highlight a concept