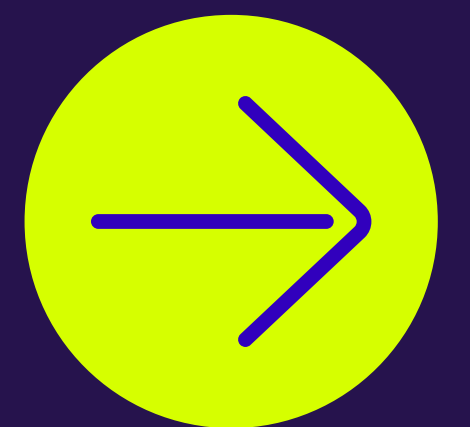




Merged Brand Guide



Our Interim Identity: The Visual Bridge

Building a completely new, permanent brand requires deep strategic work and time. To ensure we can operate as a unified organization from day one, we have developed an interim identity. This allows us to come together as one cohesive team while our final visual and verbal language takes shape.

This interim brand serves as a visual bridge between VWO & AB Tasty. It is a thoughtful fusion of our two identities, crafted so that neither brand loses its unique essence. Instead, we emerge as a single, unified organization that leverages the absolute best of both worlds.

Our Visual Strategy

Our interim identity balances bold confidence with grounded stability, driven by a relentless forward momentum:

Momentum (The Arrow Visual): Originating from AB Tasty, the arrow serves as a symbol of continuous growth, representing our relentless drive and our unwavering commitment to always keep moving forward.

Statement (Deep Purple, Pinks & Yellow): These vibrant colors project absolute confidence and send a clear message: we are a global leader. The yellow is brought in from AB Tasty, while the deep purple originates from VWO - though it beautifully mirrors the deep navy of AB Tasty, creating a natural visual bridge. Together, this deep purple and yellow drive our boldest statements. The deep purple also serves a dual purpose, acting as a striking background choice for moments when we want to go exceptionally bold.

Anchor (Electric Blue): Brought in from AB Tasty to act as our primary brand color, this electric blue grounds our bolder choices and keeps the overall palette balanced.

Canvas (Subtle Lighter Shades): These clean, soft background tones give our vibrant colors room to breathe during everyday use. To create this unified canvas, the light blue and lavender are pulled from VWO, while the soft gray is carried over from AB Tasty.

Energy (Secondary Palette): Leveraging the vibrant palettes of both VWO and AB Tasty, this fun, dynamic set of secondary colors injects life and personality into our illustrations and visual assets.

Human Element (Photography): Building on a concept successfully used by both VWO and AB Tasty, we recommend complementing our illustrations with photography to foster a genuine connection. As a best practice, these photos should feature diverse individuals from around the globe to reflect our commitment to true inclusivity. To eliminate distractions and keep the viewer's attention focused on our core message, backgrounds in these photos should be removed.

Clarity (Product Imagery): Product visuals must strike a careful balance. They should provide enough detail to accurately showcase our capabilities, while remaining clean and focused to ensure they are never overwhelming or difficult for the viewer to understand.

Collaterals That Will Use Merged Branding + Merged Logo

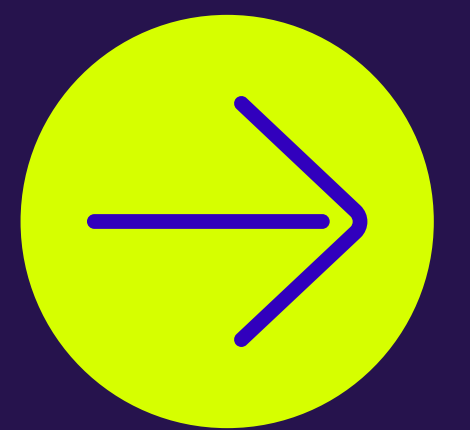
- Event decks & print collaterals
- Sales decks
- Webinars & podcasts
- Standard decks / One pagers for sales teams
- Social media cover images and joint paid ads
- Collaborative ebooks or reports
- Joint emailers
- Internal Communication
- All invoices and legal documentation

Collaterals That Will Use Individual Branding + Merged Logo

- Website
- Blogs for website
- Customer success stories on website
- Any individual ebooks or guides for the website
- Individual social media posts
- Product illustrations (until new platform is launched)

Note: Older assets, such as past webinar banners and podcasts, do not need to be updated. Only new collateral and existing assets intended for joint use must feature the merged branding. To enquire about any missing collateral from this list, please contact marketing design team.

Logo

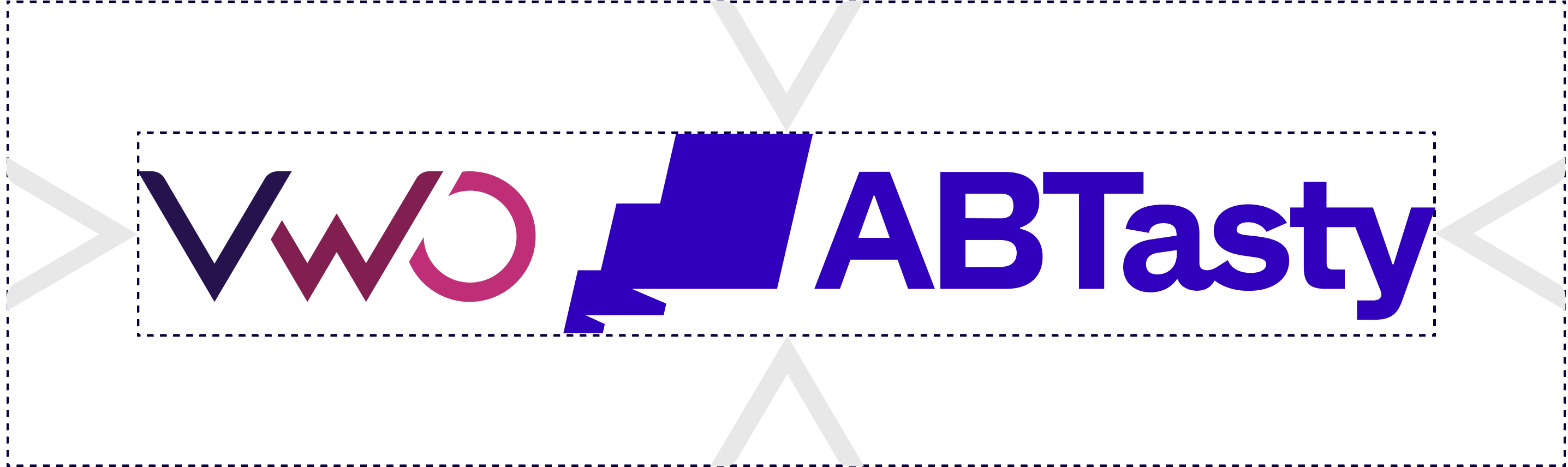


VWO  ABTasty

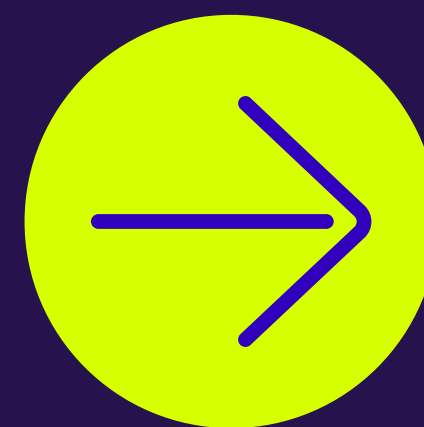
Logo Color Usage & Favicon



The black logo is reserved for single-color applications on light surfaces (e.g., stationery and promotional merchandise) where full-color reproduction is unavailable.



Colors



Primary Colors



Background Colors



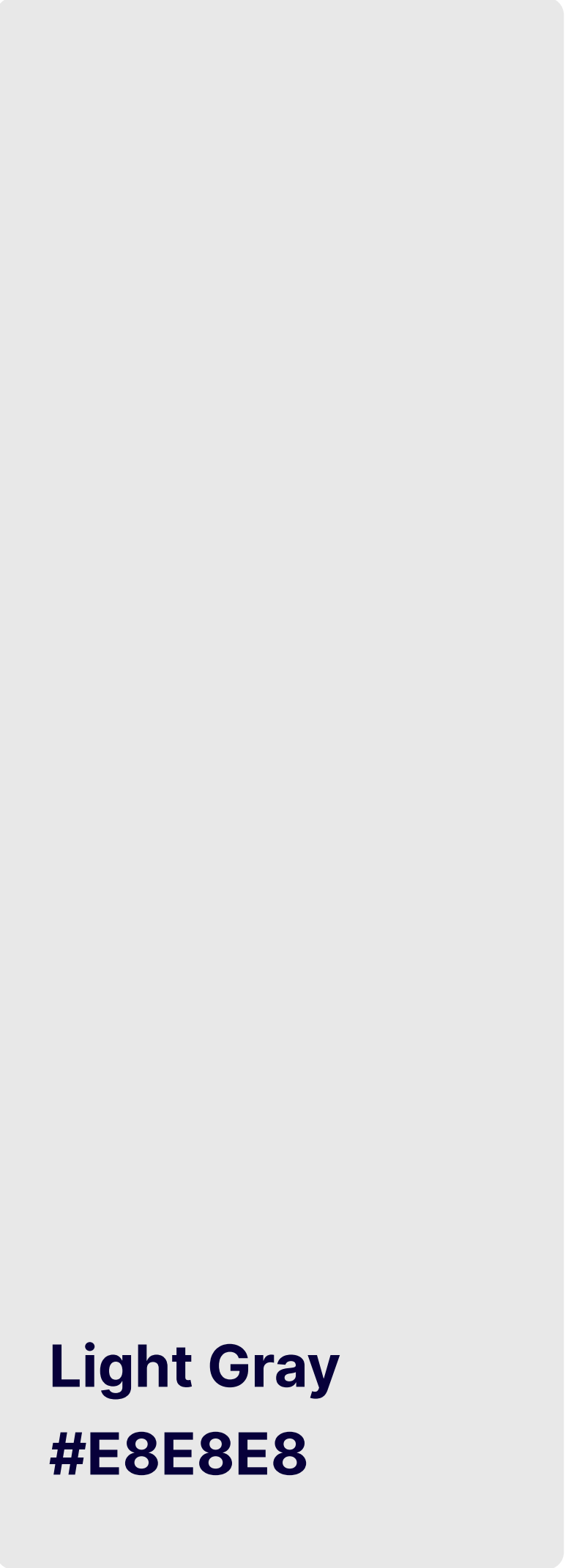
Deep Purple
#26134D



Light Blue
#E8EDFF



Lavender
#F4ECFF



Light Gray
#E8E8E8

Text & Highlight Colors

White Text
#FFFFFF

Crash Test Yellow Text
#D6FF00

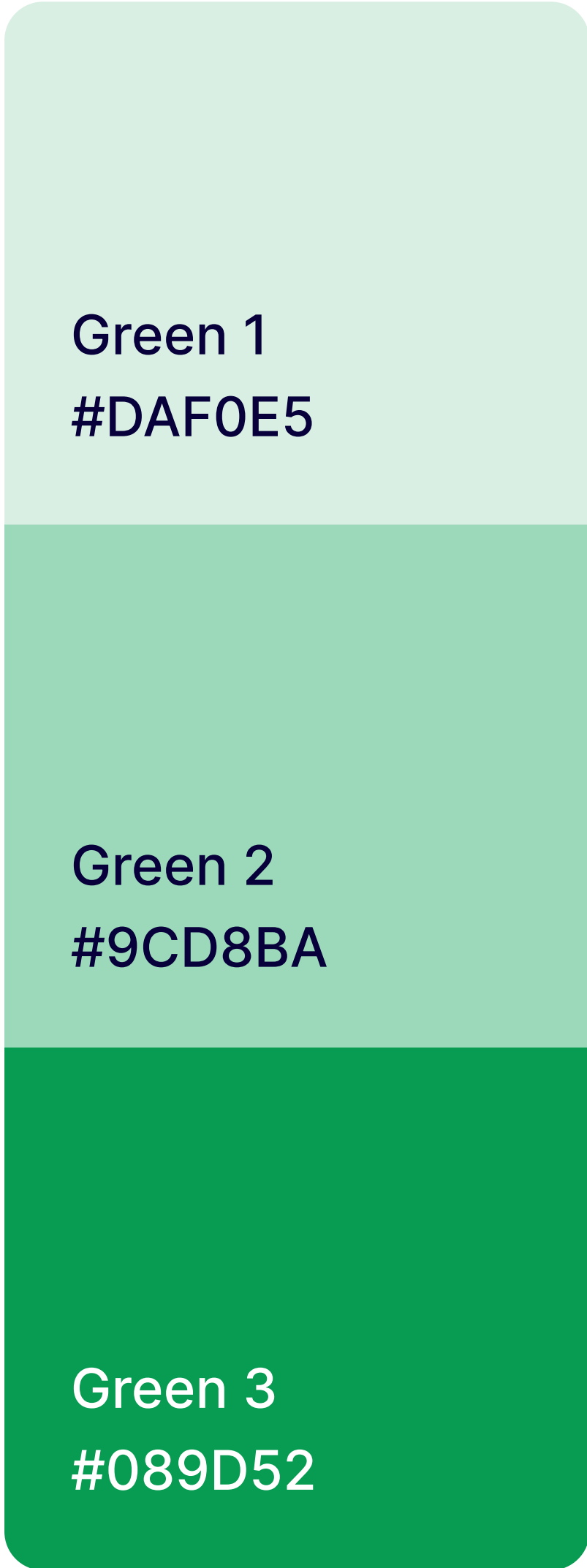
Candy Pink Text
#FF8ABC

Electric Blue Text
#3100BE

Dark Blue Text
#07003A

Deep Pink Text
#E20072

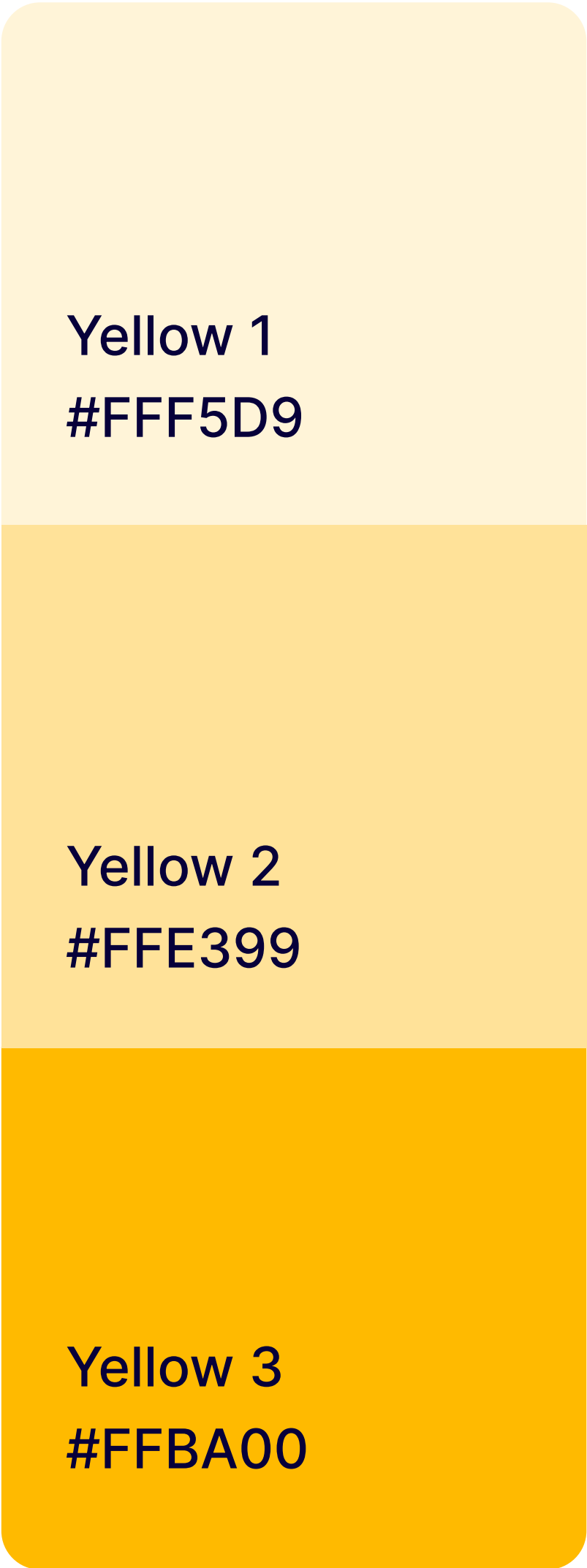
Secondary Colors



Green 1
#DAF0E5

Green 2
#9CD8BA

Green 3
#089D52



Yellow 1
#FFF5D9

Yellow 2
#FFE399

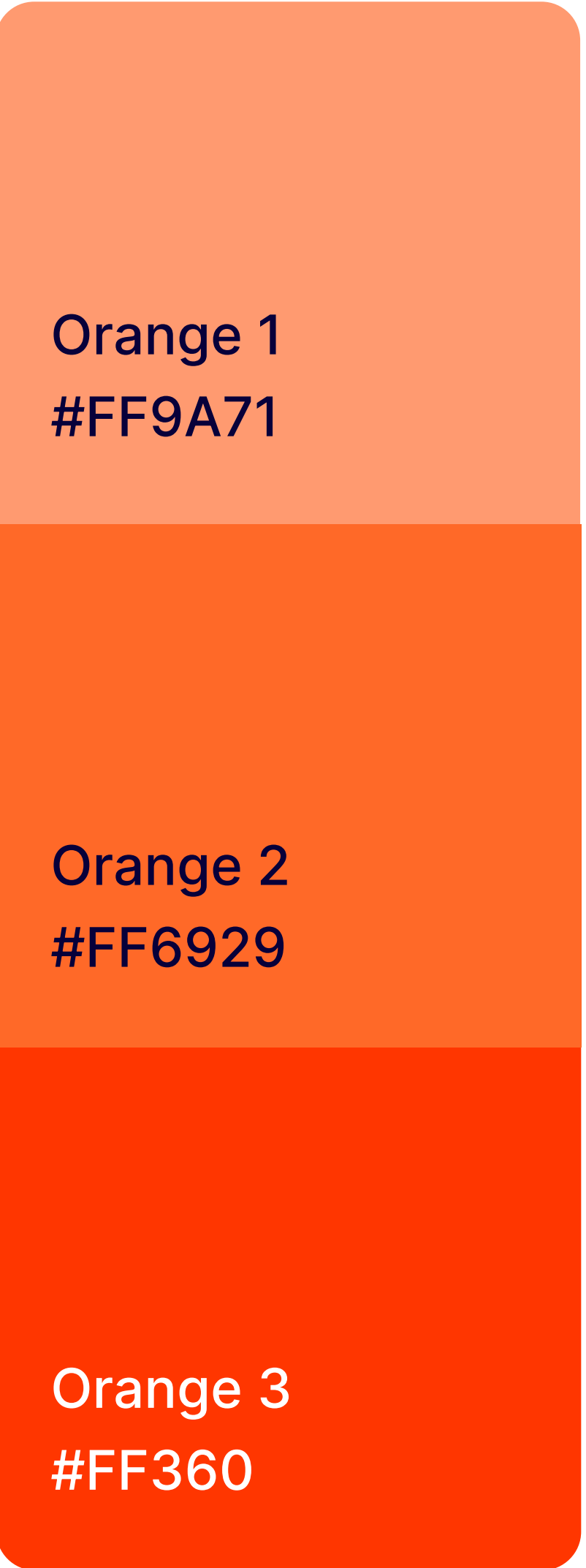
Yellow 3
#FFBA00



Purple 1
#F4ECFF

Purple 2
#DEC9FF

Purple 3
#9372CA

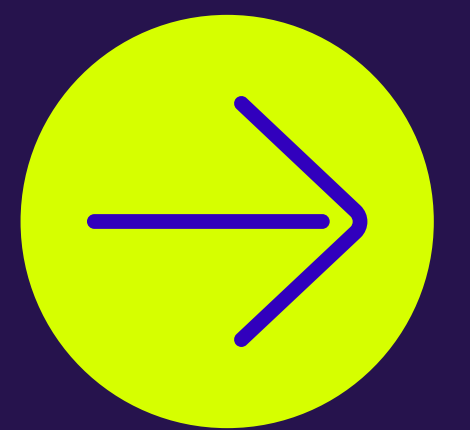


Orange 1
#FF9A71

Orange 2
#FF6929

Orange 3
#FF360

Font



Inter

(Collaterals, Illustrations, Videos & Print)

Family

➔ **Inter headings extra bold**

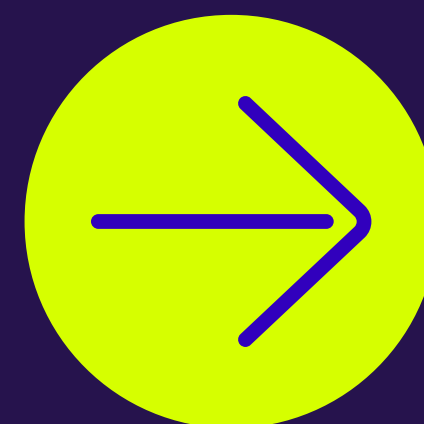
➔ **Inter headings bold**

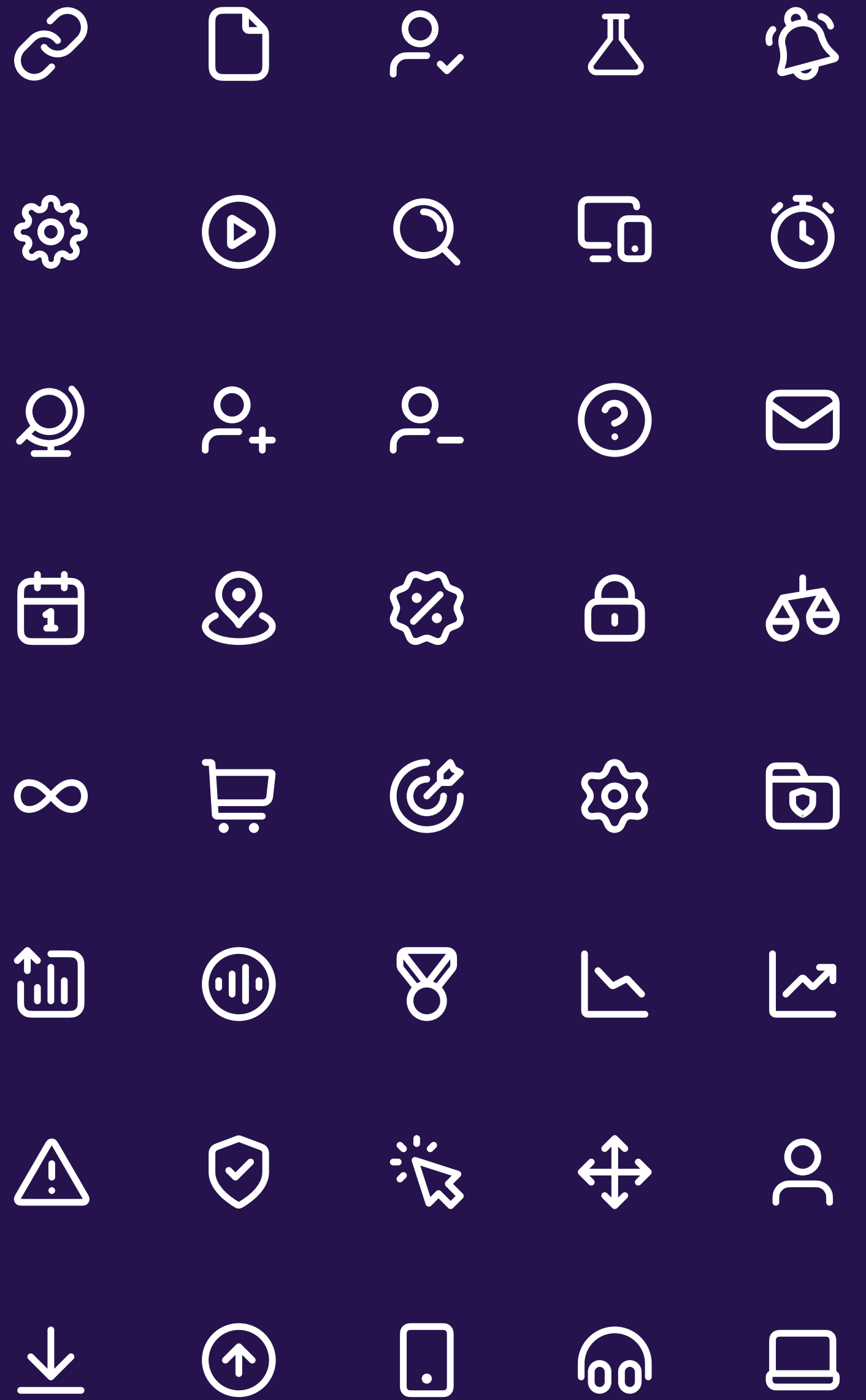
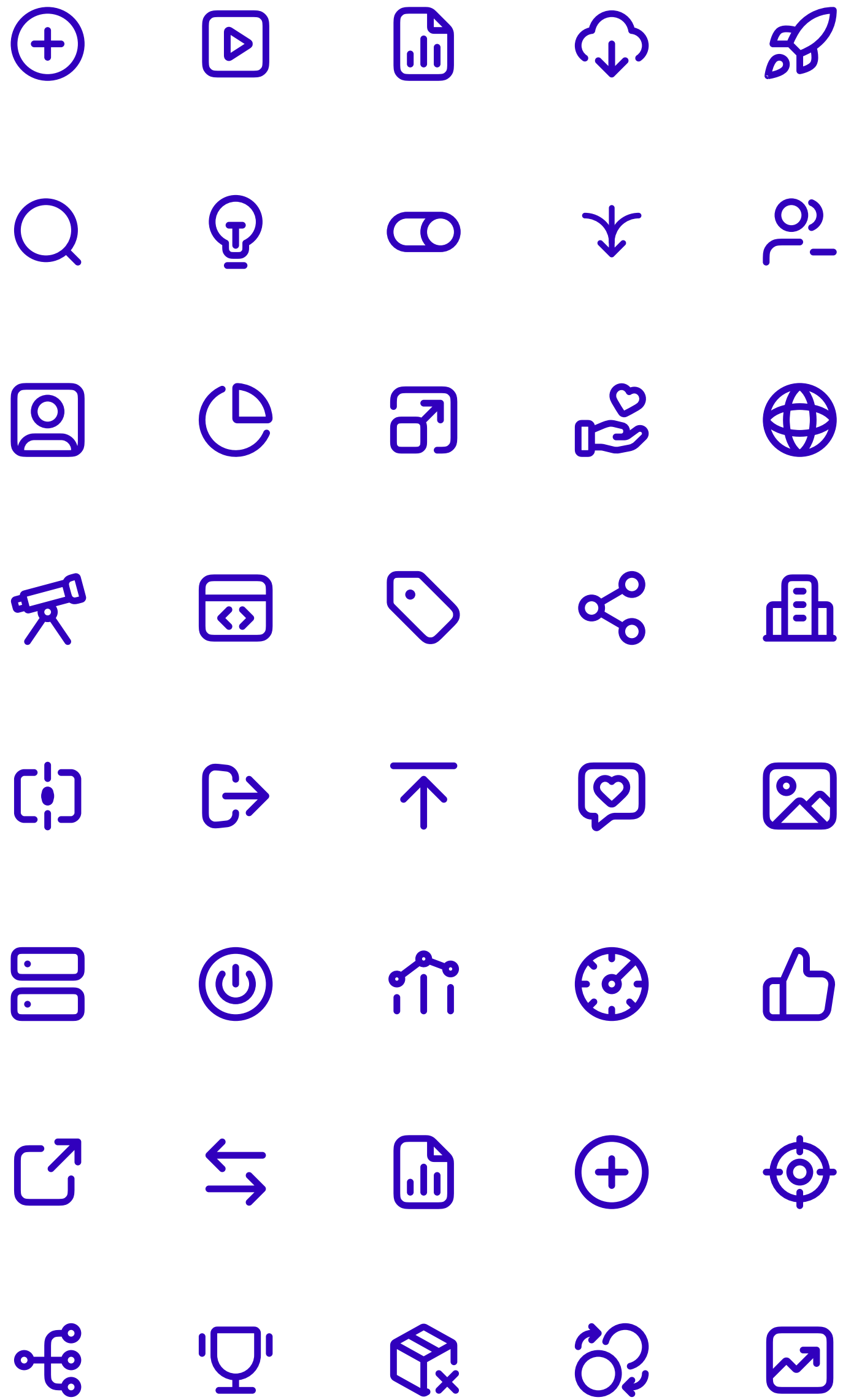
➔ **Inter headings semi-bold**

➔ Inter body medium

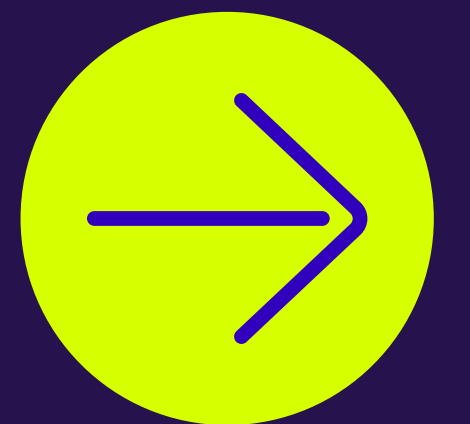
➔ Inter body regular

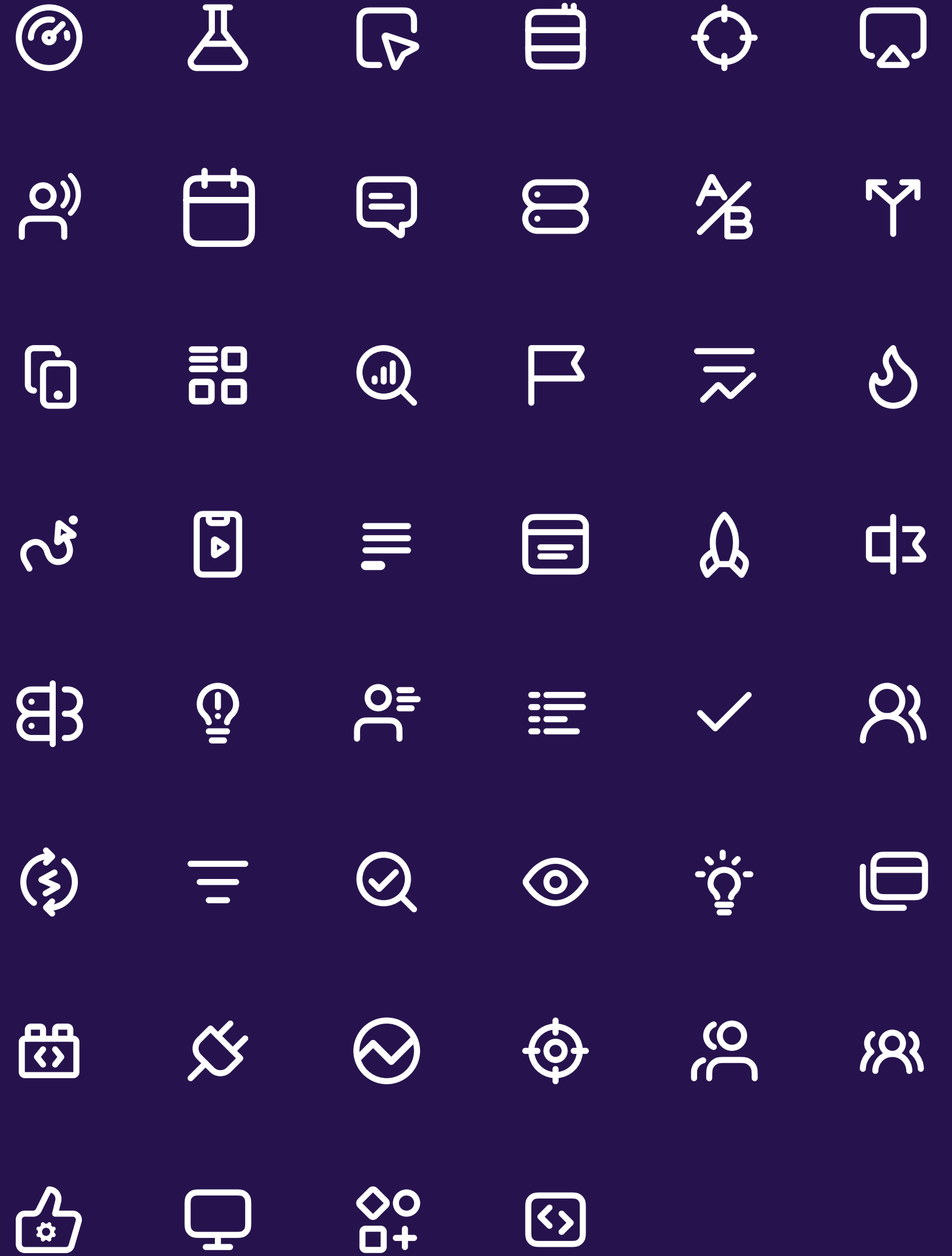
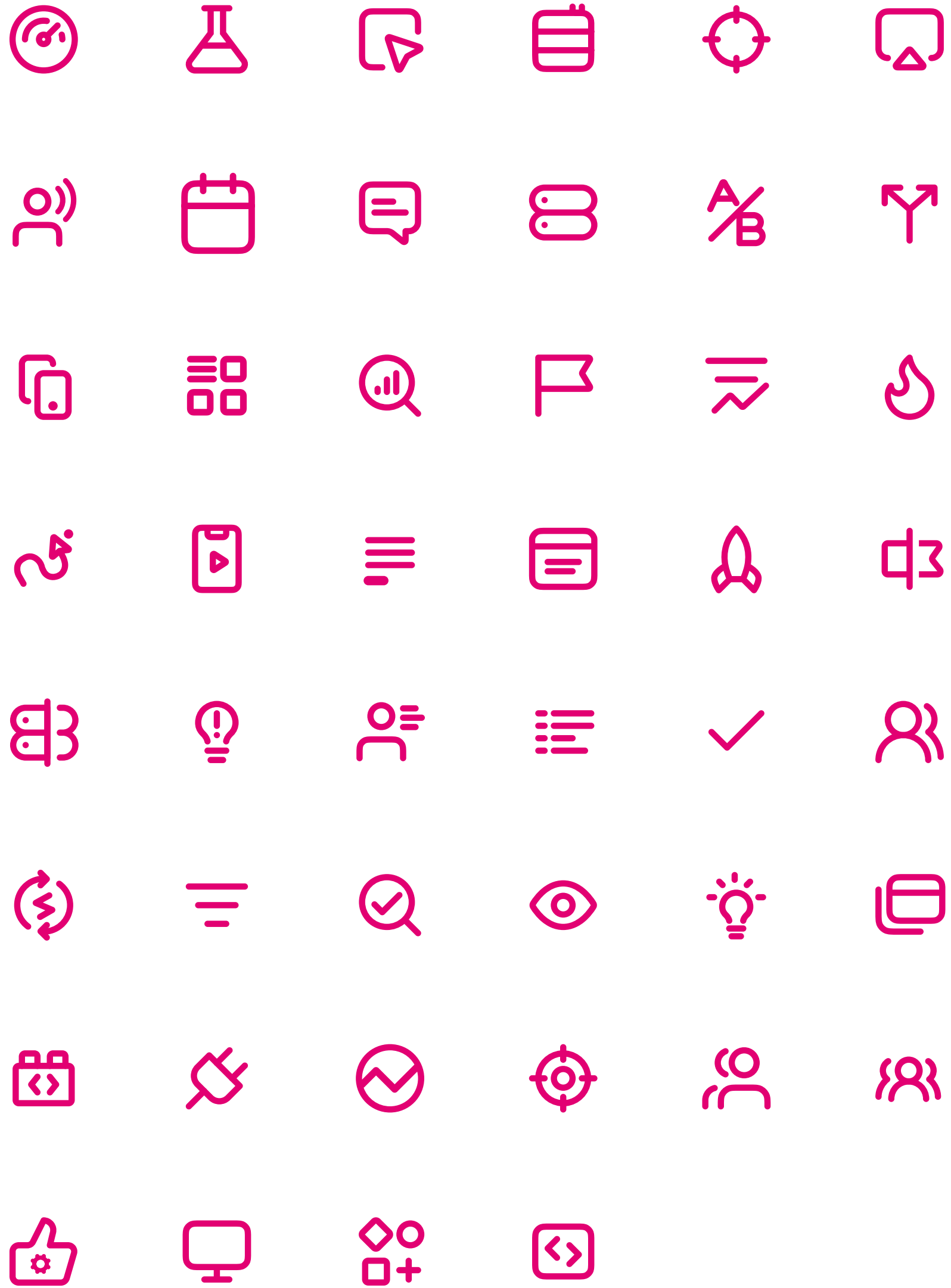
Icons



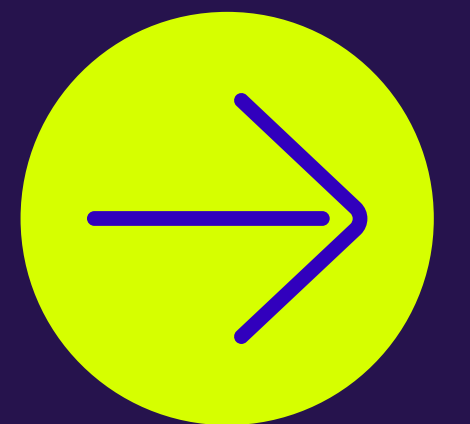


Product Icons





Buttons & Links



Primary

Secondary

Know More →

Primary

Secondary

Know More →

Primary

Secondary

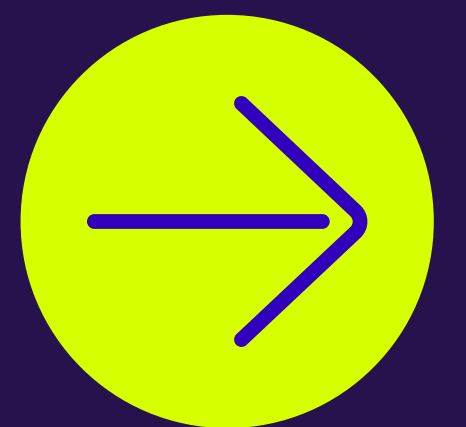
Know More →

Primary

Secondary

Know More →

Email Signature





Paresh Mandhyan

VP - Marketing
+1 646 851 5764

[Book a meeting](#)



vwo.com | abtasty.com

Photo | Meeting Button



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Photo | Meeting Button

Paresh Mandhyan

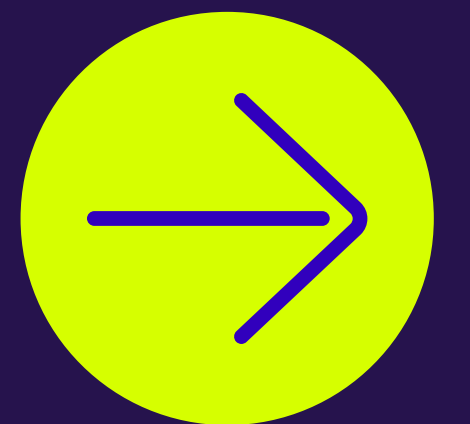
VP - Marketing
+1 646 851 5764



vwo.com | abtasty.com

Photo | Meeting Button

Imagery & Visuals



How was your shopping experience?



Next

2739 responses

What did you enjoy most?

Amazing collection

Great deals & discounts

Low shipping costs

Smooth checkout

Next




How likely are you to recommend us?


1 2 3 4 5



Not likely at all

Very likely

4 questions





Affinity to Accessories
95% 




Multiple
Tabs

 Recommendations



Prediction to Buy
23% 



 Sessions

Illustration Design Guidelines

Color Palette Usage

Core Palette:

Illustrations can be made using our primary and secondary colors with a few exceptions (stated below).

Restricted Colors:

Avoid using Deep Pink and Candy Pink within any illustration. These are reserved exclusively for Call-to-Action (CTA) buttons.

Visual Cards Styling

Large Cards: Do not use bright solid color fills for large card backgrounds. Use a clean white background and rely on color to highlight specific elements within the card.

Nested Cards: When placing a card on a white background, apply subtle shadows and light borders to create depth and distinct separation.

Highlight Backgrounds:

To make certain illustrations pop, you may use Light Blue background (#E8EDFF) rather than plain white.

Product Illustrations

UI Elements: When depicting product interfaces, utilize Deep Purple (#26134D) and grey for functional UI elements like buttons and toggles.

Color Minimalism: Keep the overall color usage highly restrained in product illustrations. Limit additional colors to small, purposeful elements like control, variation icons, graphs and any call outs.

Use Case Illustrations

Broader Palette: For contextual illustrations (e.g., sample websites, mobile app mockups, and callouts), you have the flexibility to use a wider variety of the primary and secondary colors.

Visual Balance: While more colors are allowed here, avoid extremely bold or heavy application. Distribute the colors evenly so no single hue dominates the visual weight of the composition.



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VP, MARKETING

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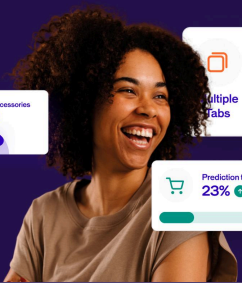
paresh@vwo.com
vwo.com



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Technology for good, at global scale

We believe the tools that power the world's best brands should also uplift the communities around us. Wingify Foundation channels our products, people-hours, and philanthropic giving into lasting impact worldwide.

165+
Schools engaged

165K+
Farmers empowered

500+
Farmers directly trained

2016
Founded



Digital Literacy & STEM

Empowering the next generation of technologists through scholarships, coding bootcamps, and mentorship programs in emerging markets.



Environmental Sustainability

Committed to carbon neutrality by 2028. Investing in reforestation, renewable energy, and sustainable operations across all our offices.



Community Development

Supporting local communities through digital skills training, healthcare initiatives, and economic empowerment programs.



AI-Powered User Journey Optimization

EXPERIMENTATION

PERSONALIZATION

INSIGHTS

COMMERCE

Combined Executive Team



Sparsh Gupta

Co-founder & CEO, VWO

→
Co-founder & Chief Executive Officer, AB Tasty + VWO



Ankit Jain

CTO, VWO

→
Co-founder & Chief Product & Technology Officer, AB Tasty + VWO



Rémi Aubert

Co-founder & Co-CEO, AB Tasty

→
Co-founder & Chief Customer & Strategy Officer, AB Tasty + VWO



Alix De Sagazan

Co-founder & Co-CEO, AB Tasty

→
Co-founder & Chief Revenue Officer, AB Tasty + VWO

Where WE stand today

450 Bn+
Experiences Optimized

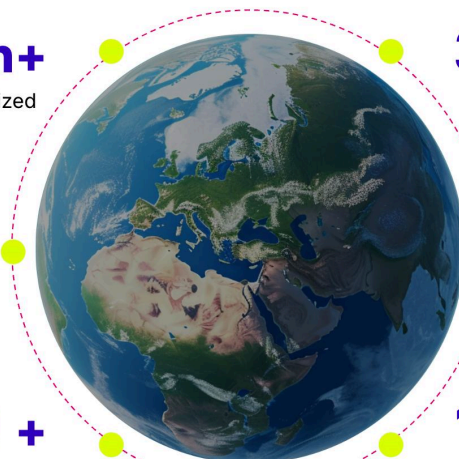
3.5 Mn+
Campaigns Run

1 Mn+
Websites & Apps Powered

4.04
Forrester Score

190 +
Countries Served

16 Years+
As a Leader in Digital Optimization



We have found a twin separated at birth



Better Together

Creating a global leader in Digital Experience Optimization

VW  ABTasty

— Better Together —