

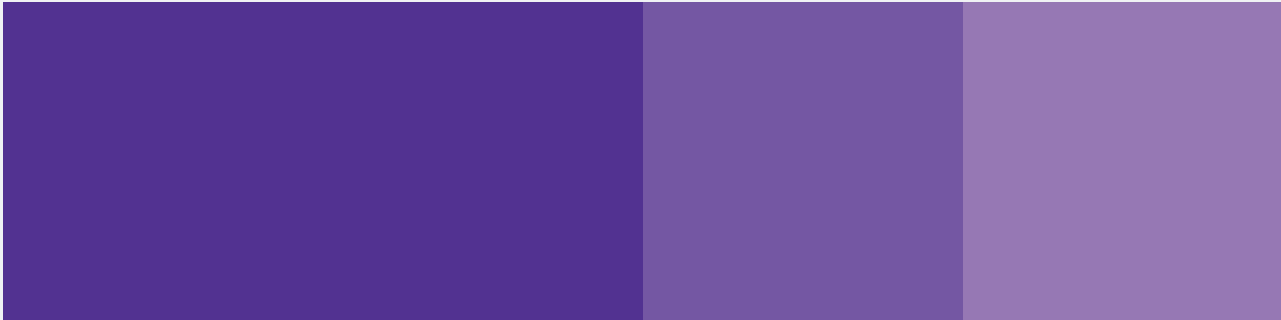
WebAssembly Branding

WebAssembly Branding Assets Quick Guide

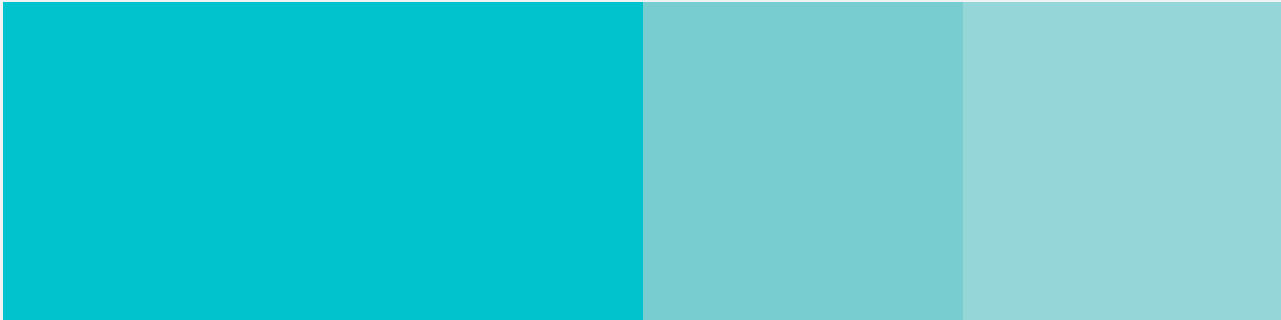
Base Color	+20% White for Gradient	+40% White for Gradient
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HEX
RGB
CMYK

Primary Colors



523291	7457A3	9678B4
82/50/145	116/87/163	150/120/180
84/96/0/0	62/76/0/0	44/56/0/0



00C3CE	78CDD1	95D6D8
0/195/206	120/205/209	149/214/216
68/0/22/0	50/0/20/0	40/0/16/0



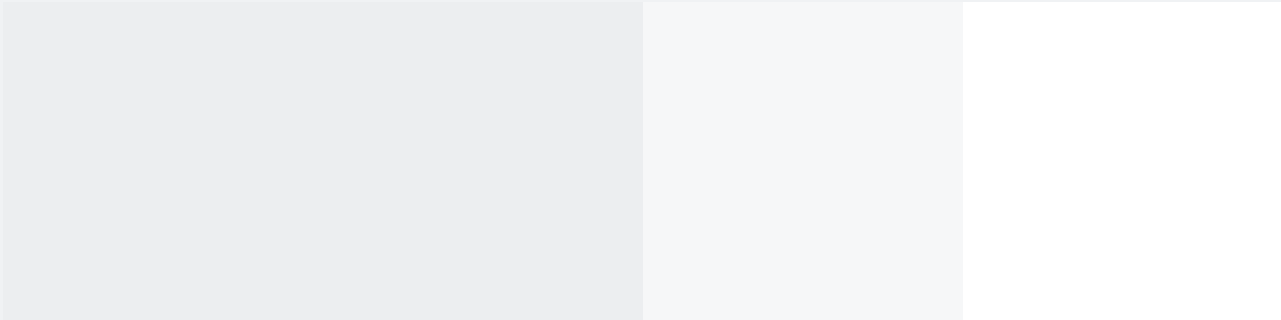
Grayscale Colors



2D3237	4C5155	6C7073
45/50/55	76/81/85	108/112/116
10/0/0/94	5/0/0/75	5/0/0/65



8C9196	AFB2B6	D1D3D5
145/145/150	175/178/181	209/211/213
5/0/0/50	5/0/0/35	3/0/0/25

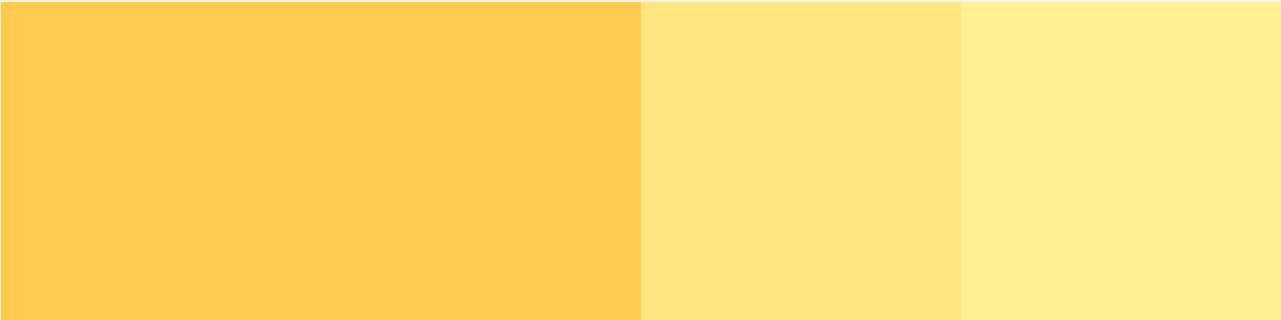


F0F2F4	F6F7F8	FFFFFF
240/242/244	246/247/248	255/255/255
2/0/0/12	1/0/0/8	0/0/0/0

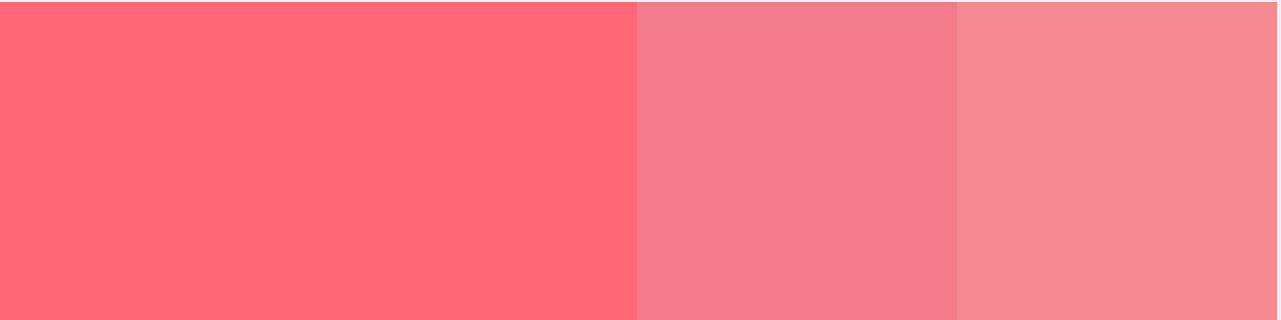
Color Palette

Primary Colors could always be present in the brand;
Grayscale Colors were created to support you, mostly on text, while Accent Colors give freedom and extend the range of possibilities.

Accent Colors Examples



FFCA51	FDE6A7	FFEF95
255/202/80	255/230/128	255/239/149
0/22/78/0	0/10/62/0	0/4/50/0



FDB814	F37A89	FED472
253/181/19	243/122/137	244/137/145
0/30/100/0	0/65/30/0	0/54/26/0



39CD89	61D7A1	88E1B8
87/189/132	97/215/161	136/225/184
65/0/65/0	56/0/50/0	43/0/38/0



Color Palette



Big

Examples:

- Large Applications
- Printable Applications
- Backdrop
- Billboard



Medium

Examples:

- Digital Applications
- Presentation Signature
- Business Cards
- Websites
- Merchandising



Minimum

Examples:

- E-mail Signature
- Business Cards
- Website Signature
- Merchandising

Use Cases

Positive

**WEBASSEMBLY****WEBASSEMBLY**

Negative

**WEBASSEMBLY****WEBASSEMBLY**



&



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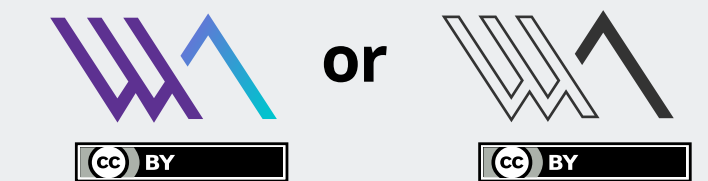
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