

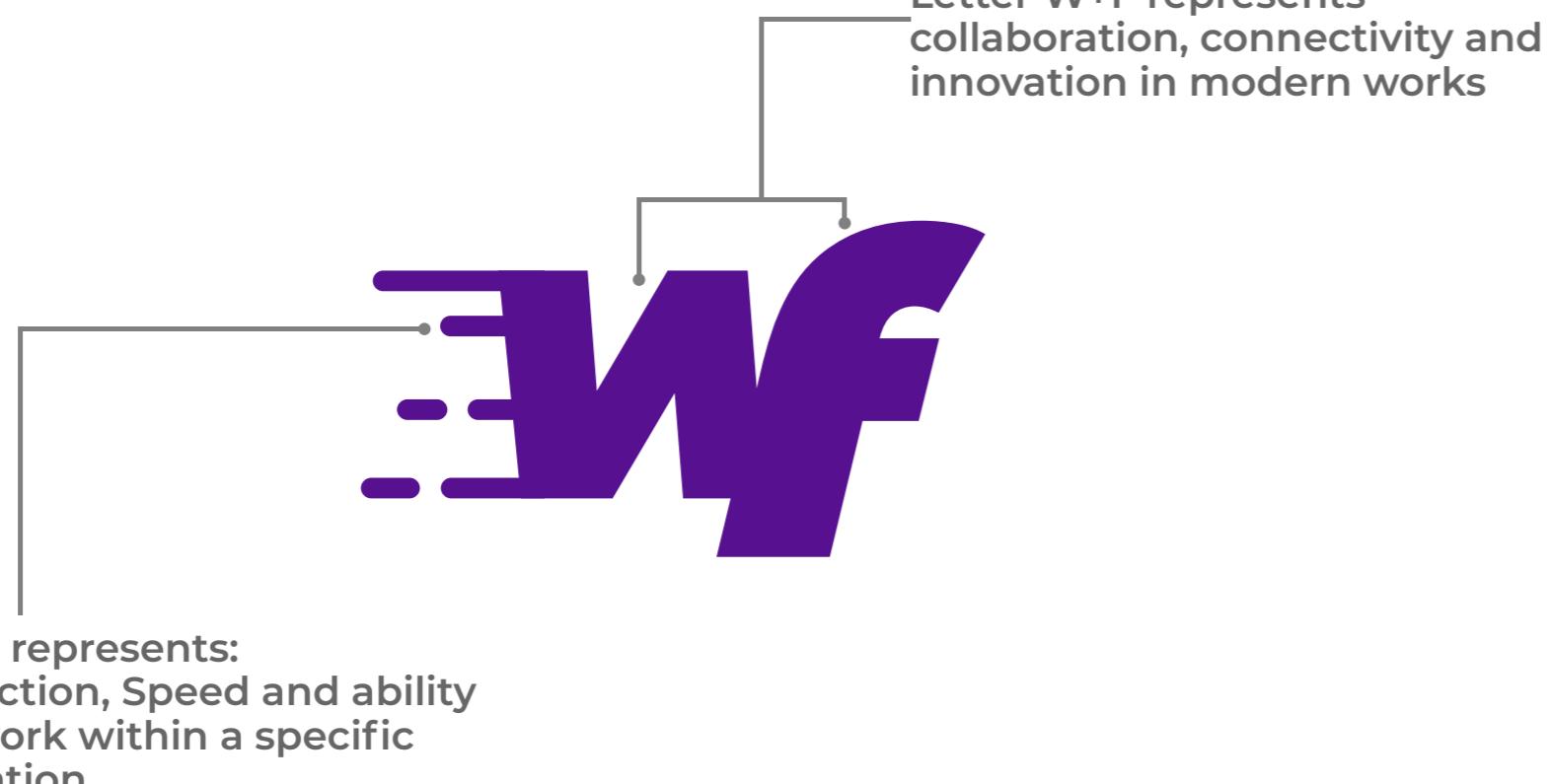


WKFORCE BRANDING GUIDELINE



LOGO CONCEPT

LOGO CONCEPT
Wkforce Branding Guideline



LOGO CONCEPT

The Wkforce logo is a modern representation of agility, collaboration, and innovation within the evolving world of work.

Conceptual Foundation:

The name Wkforce suggests a streamlined, tech-savvy approach to professional ecosystems — whether digital workspaces, freelance networks, or talent platforms. The logo aims to visually express that forward-thinking spirit.

Logo Icon (Optional Element):

An abstract W+F monogram or interlocking shapes can serve as a standalone icon — symbolizing connection, innovation, direction and speed. Think of it as a stylized network node or workflow pathway.

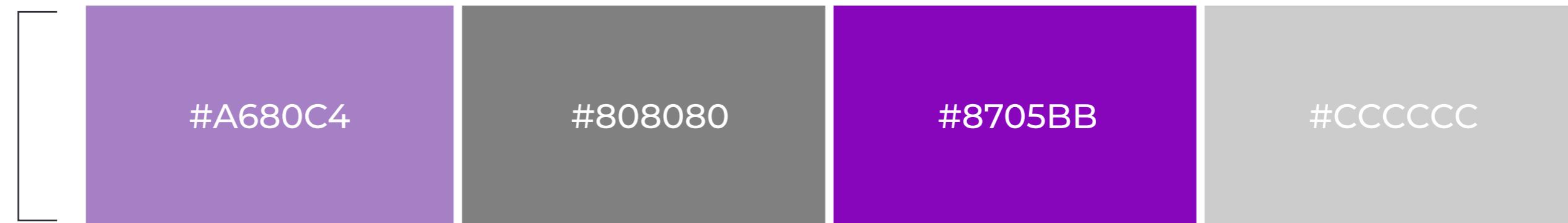
COLOUR PALETTE

COLOUR PALETTE
Wkforce Branding Guideline

CORE COLOURS



SECONDARY COLOURS



COLOUR PALETTE REMARKS

The Wkforce logo is grounded in a bold, modern color palette built around Purple and Black, with versatile tone variations to support brand flexibility and consistency. Purple (Primary Accent) Represents creativity, ambition, and forward movement — key traits of the Wkforce brand. It adds a vibrant, tech-forward feel that helps the logo stand out and resonate with a modern audience. Black (Core Foundation) Conveys strength, sophistication, and authority. It gives the logo a timeless, professional presence and works well across both light and dark applications.

TYPOGRAPHY

CORE

TYPOGRAPHY
Wkforce Branding Guideline

Aa

Montserrat Black

Aa

Quorova DEMO SemBD



Montserrat Black

Wkforce

Quorova DEMO SemBD

LOGO TYPOGRAPHY REMARKS

Typography plays a key role in shaping Wkforce's visual identity and voice. The logo combines two distinct yet complementary typefaces to convey both strength and modernity: **Quorova Semibold** Used in the core logotype, Quorova brings a bold, confident presence. Its sleek, semi-geometric form reflects innovation, clarity, and a forward-thinking mindset — perfect for a workforce-focused brand. **Montserrat** Serving as the supporting brand font, Montserrat offers clean lines and excellent readability across all media. It complements the logo with a professional and accessible tone, ideal for website text, taglines, and brand communications.

Wkforce.

Quorova DEMO SemBD

Wkforce.

Quorova DEMO Light

Wkforce.

Montserrat Black

Wkforce.

Montserrat Medium

Wkforce.

Montserrat ExtraLight

LOGO SPACING

The Grid

LOGO SPACING
Wkforce Branding Guideline



LOGO USAGE DON'TS

LOGO USAGE
Wkforce Branding Guideline

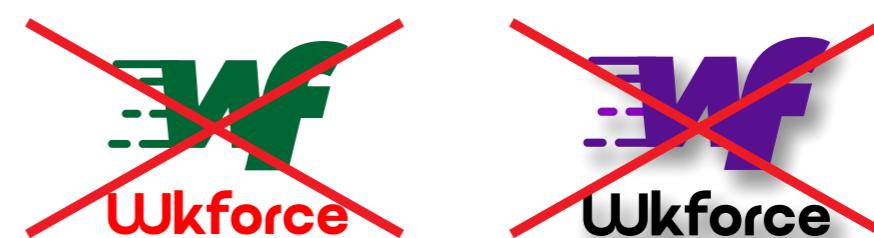
Don't squash or stretch the logo



Don't rotate or crop the logo



Do not place the logo on top of similar high contrast backgrounds



Do not change the colours or put shadows behind the logo

LOGO USAGE DON'TS REMARKS

To protect the integrity of the Gender Equality Fund logo, it should never be stretched, squashed, rotated, recolored, or placed on backgrounds that reduce its visibility, especially those that are too similar or high in contrast. Avoid adding effects like shadows or glows, placing it within unapproved shapes, or altering any part of the logo. Always use the logo exactly as provided to ensure consistency and brand recognition.

FINAL LOGO

FINAL LOGO
Wkforce Branding Guideline



FINAL LOGO REMARKS

The Wkforce logo has been carefully crafted to embody the brand's vision of modern, empowered, and connected workforces. Its clean, confident structure is supported by a refined color palette: Purple – Signifies creativity, ambition, and forward momentum. Black – Adds strength, elegance, and professionalism. Ash (Gray) – Brings balance, neutrality, and versatility to the system.

RE

THANK
YOU