

Style Guide *v1.*



The logo features the word "Wakey" in a large, bold, sans-serif font. The letters are light blue with yellow outlines. The "W" is positioned at the top left, followed by "a", "k", "e", and "y" in descending order towards the right. Each letter has a thick, light blue stroke and a thin yellow outline. The background is a solid yellow color.

Meet Wakey

A new movement for a new generation. Uplifting, fun, bright and super clean. We aim for a visual style that is quirky, outstanding yet commercial and slick. For Wakey we believe in bringing personality, credibility and positivity.

This document will guide you through the core elements of the Wakey branding. By following the guidelines it will help strengthen the brand.

Logo overview

INFORMATION

01. Primary logo

A smile-inspired logo that feels dynamic, energetic and spirited.

Its shape is playful and makes it ultra recognizable.

02. Primary logo optional positions

The Wakey logo is adaptable and stands for movement.

The strength of the dynamic logo is that we can use it in different positions. Moving along with all possible outcomes.

03. Secondary logo

The Wakey logo is set in small letters, giving a friendly yet stable feel. The secondary logo completes the primary logo and is preferably used small.

04. Icon

The fourth logo extension is the W icon. The 'W' is rotated, corresponding to the W in the Wakey wordmark. Used for smaller outputs like favicons or as stamps.

wakey

01.

PRIMARY LOGO

wakey

03.

SECONDARY LOGO

wakey

02.

OPTIONAL LOGO POSITIONS

wakey

04.

ICON



Primary logo

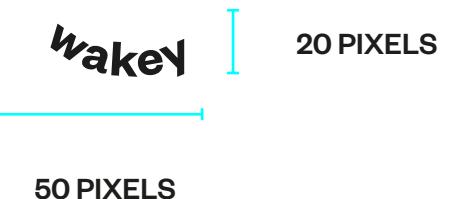
INFORMATION

The clear space around the logo is minimal.
The recommended clearspace must never be reduced,
but can be increased.

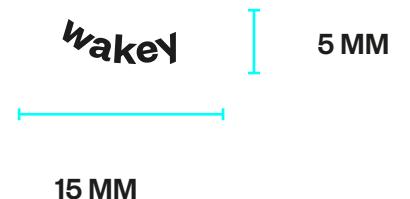
LOGO WITH CLEARSPACE



MINIMUM SCREEN SIZE



MINIMUM PRINT SIZE



Logo positions

INFORMATION

The strength of the dynamic logo is that we can use it in different positions. Moving along with all possible outcomes.



Secondary logo

INFORMATION

The secondary logo completes the primary logo and is preferably used small.

ONLY use this logo when there are already a lot of graphic and dynamic elements present in your design.



MINIMUM SCREEN SIZE

wakey [15 PIXELS]
50 PIXELS

MINIMUM PRINT SIZE

wakey [3,5 MM]
12 MM

Colour palette

INFORMATION

A positive palette of sunrise colours.

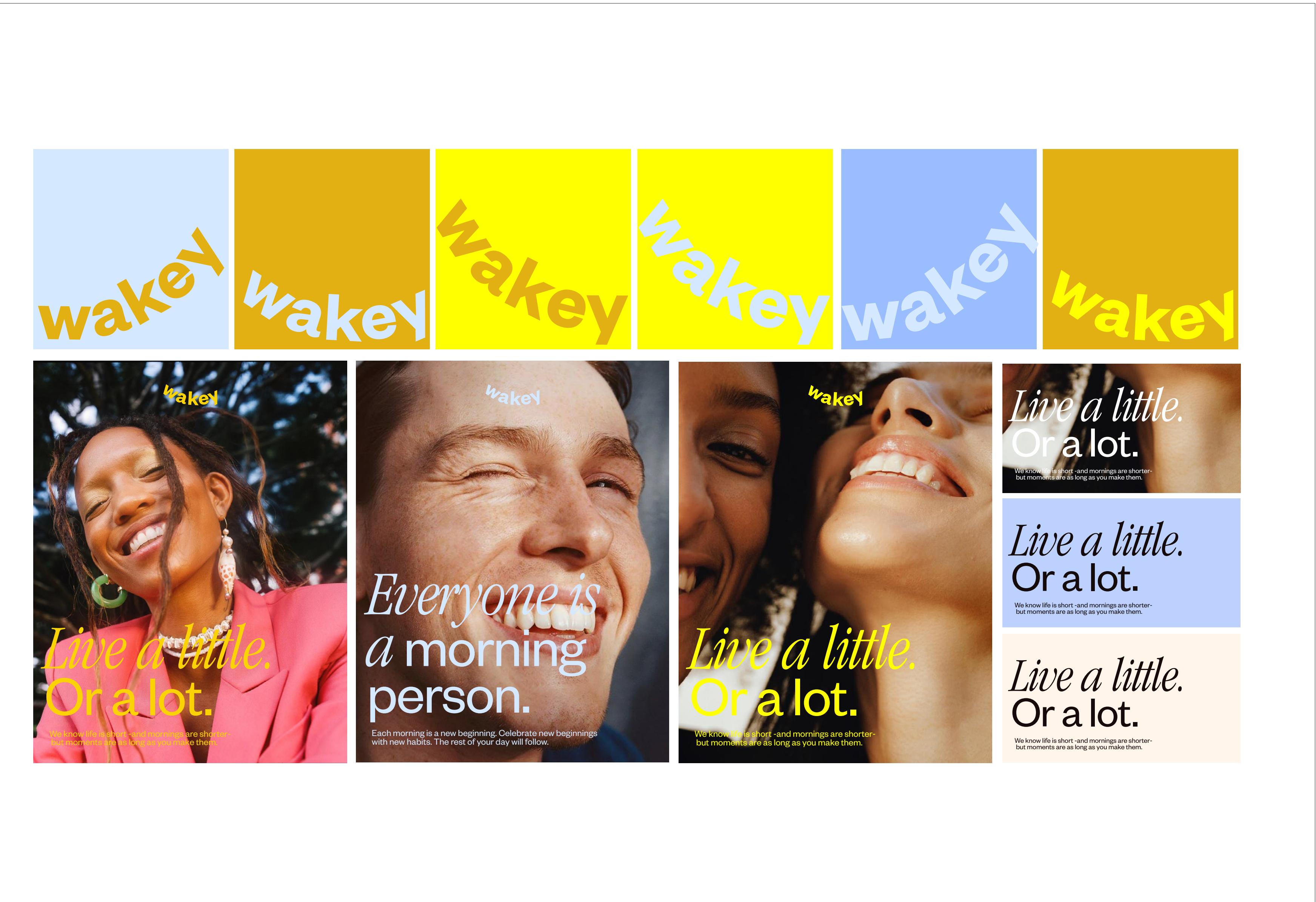
- Avoid using gradients
- Avoid using similar but different colors for print or digital use
- Use CMYK for print only when absolutely necessary
- PMS (Pantone) should be the standard for print

BOLD and BRIGHT TONES			
Sky Blue	RGB: #99BDFF CMYK: 45, 17, 0, 0 PMS: 2128 U	Blue	RGB: #D4E8FF CMYK: 22, 5, 1, 0 PMS: 2707 U
Yellow	RGB: #ffff00 CMYK: 0, 0, 63, 0 PMS: 101 U	Soft Orange	RGB: #fad103 CMYK: 0, 10, 100, 0 PMS: 7404 U
Ocher	RGB: #e3b012 CMYK: 11, 30, 75, 4 PMS: 7407 U	Sand	RGB: # fff5eb CMYK: 0, 5, 9, 0 PMS: 9224 U

Colour combinations

INFORMATION

The Wakey colours can be easily combined in text and graphics. We go for exciting and fresh colour combinations.



Typography

INFORMATION

Two contrasting typefaces complementing each other. Where Founders Grotesk is the core typography, Garamond is the supporting typeface. Overall the balance between these two typefaces is 60/40

Founders is used for:

Logotype
Headers
Body text
Titles
Captioning details

ITC Garamond is used for:

Headers / Quotes
Captioning details
Titles

It's difficult to set a word in Founders and have it look bad. It's outstanding yet familiar. Factual yet charming. Serious yet quirky. It has exactly the right vibe and character for Wakey.

ITC Garamond is, just like Helvetica a timeless classic. It has enough personality and character to not care about trends. Garamond was also modified into Apple Garamond which served as Apple's corporate font from 1984.

Founders Grotesk - Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! ? * () , . & € @ ; " "

ITC Garamond Light Condensed Italic

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! ? * () , . & € @ ; " "*

The Wakey logo is set in

Founders Grotesk - Semibold

AVAILABLE AT [KLIM TYPE FOUNDRY](#)

AVAILABLE AT [LINOTYPE](#)

Typography hierarchy

COMBINED HEADLINES/ QUOTES	
RULE 01	<p>For headlines or bigger quotes use Founders combined with Garamond Example size: 90 Letter spacing: -20 Line spacing: 69</p>
<p><i>Live a little. Or a lot.</i></p>	
BODY TEXT IN FOUNDERS	
RULE 02	<p>For smaller copy use Founders Grotesk regular with slightly more spacing Example size: 15,6pt Letter spacing: 20 Line spacing: 21pt</p>
<p>Every day we wake up, stretch our limbs and get ourselves ready for the day to come. Some mornings are messy, starting later than planned or perhaps a little too early. Others are relaxed and easy, lasting long into the day. What our mornings have in common is a personal routine. You know, a basic set of actions that help us get us fresh and energized. We brush, scrub, wipe and rub,</p>	
TITLES in FOUNDERS	
RULE 03	<p>Often Founders is set in all caps for captioning details like usp's or titles Example size: 26 Letter spacing: 10 Line spacing: 23</p>
<p>NATURAL INGREDIENTS</p>	
(COMBINED) TITLES IN GARAMOND	
RULE 04	<p>Only use Garamond Italic in sentence case, NEVER in all caps.</p>
 PLASTIC free	
 ALL DAY Protection	
<i>Hi, Early bird!</i> 6:45 AM	
<i>Goodnight!</i> 1:28 AM	
<i>Hey, Fresh face.</i> 9:20 AM	
<i>You: Stop scrolling!</i> 2:34 AM	

Type in movement

INFORMATION

The smile-inspired Wakey logo is translated into a graphic style element on its own. It's uplifting, energetic and fun. It puts a smile on your face and it's ultra recognizable.

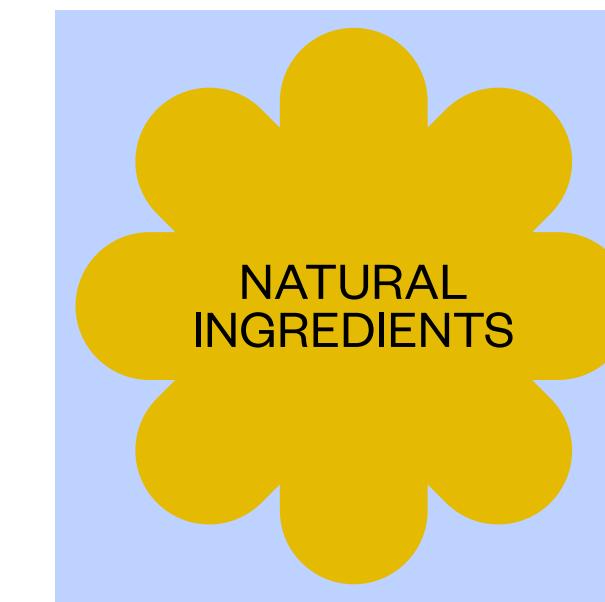
DON'T use Garamond Italic for type in movement



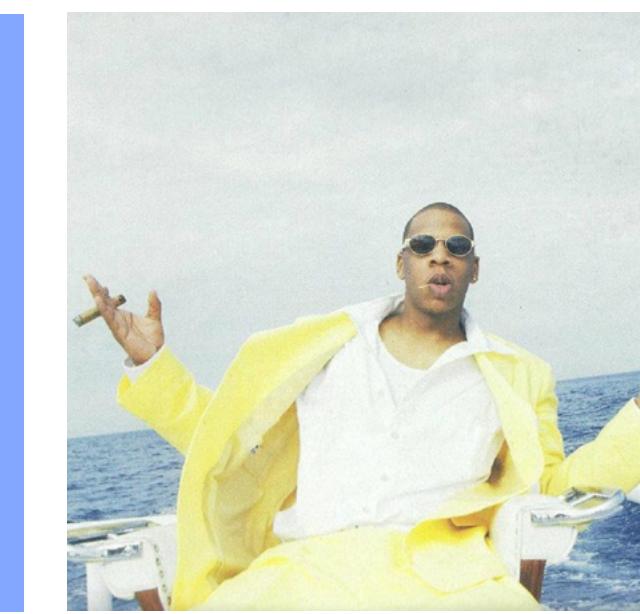
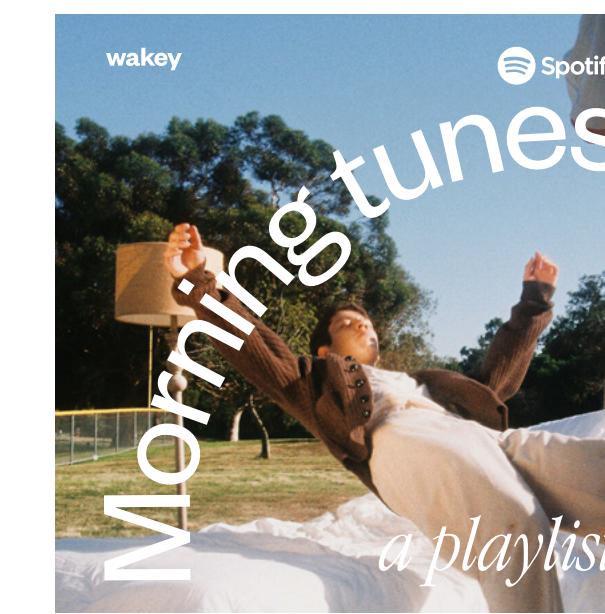
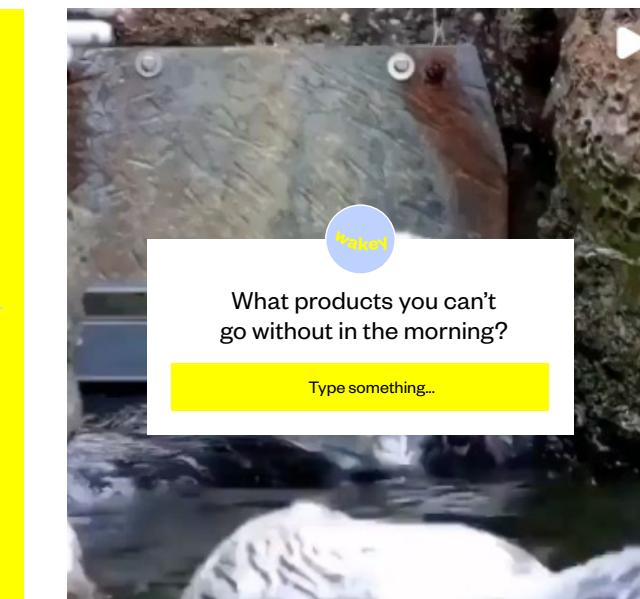
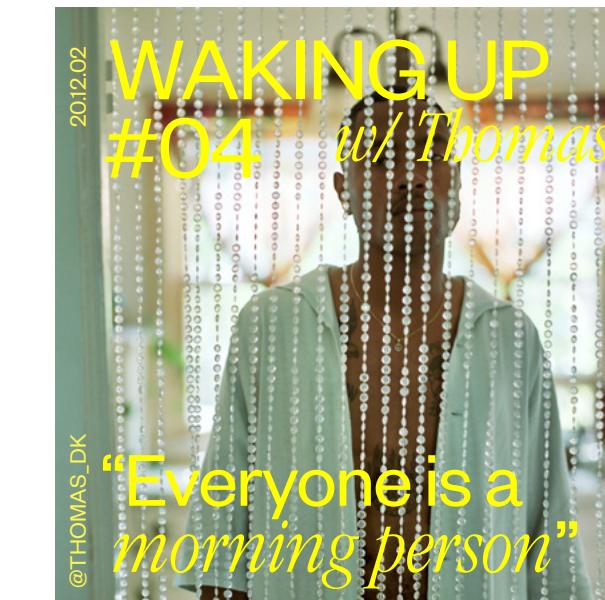
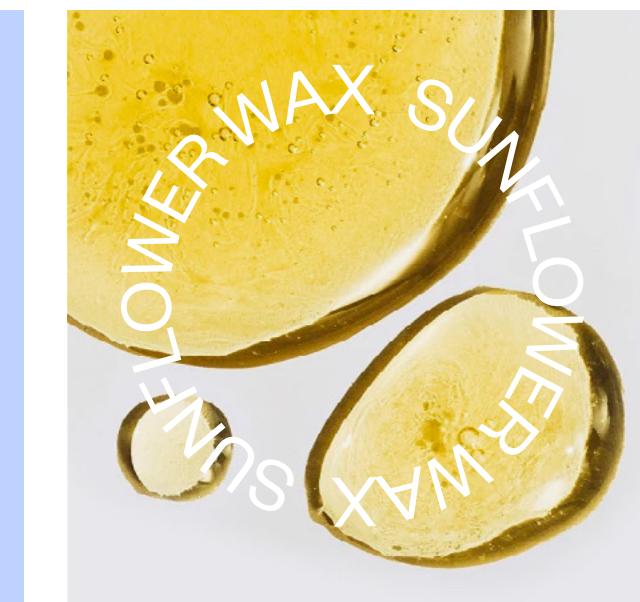
Type in use

INFORMATION

Some examples using Wakey typography



Making
the world
a better
place *one*
morning
at a time.



Iconography

INFORMATION

We use simple, no-nonsense shapes to feature USP's and tags. They're quirky and fun. Seemingly complicated information is suddenly easy to understand and show you it's possible to reinvent your basic personal care. They can be used as (digital) stickers and animations too.



PLASTIC *free*

Lorem ipsum dolor sit amet, consectetuer adi
piscing elit.



ALL DAY *Protection*

Lorem ipsum dolor sit amet, consectetuer adi
piscing elit.



NO *Chemicals*

Lorem ipsum dolor sit amet, consectetuer adi
piscing elit.



PLANT *Based*

IN DEVELOPMENT

IN DEVELOPMENT

Style Guide *v1.*

