



WHATSAPP

BRAND GUIDELINES

Basic Elements

Logo	3
Logotype	4
Usage	5
Improper Usage	6
Typeface	7
Colors	8

Emoji Swarm

About	9
Usage & Examples	11

Brand Applications

Letterhead	14
Business Card	15
Envelope	16
Greeting Card, Folder & Paper Bag	17
Signages	18

Simple, personal, connection.

That's the core of our service, the value that we provide to our users. It's a strong set of belief, values and attributes that guides our actions and reflect the spirit of our company.

We want to build a more connected world. With over a 30 billion messages sent daily, we require a strong brand behind our service, to help bring our goal to a greater height.

This manual is a set of guidelines to keep our communication consistent and to deliver a strong message to our audience.

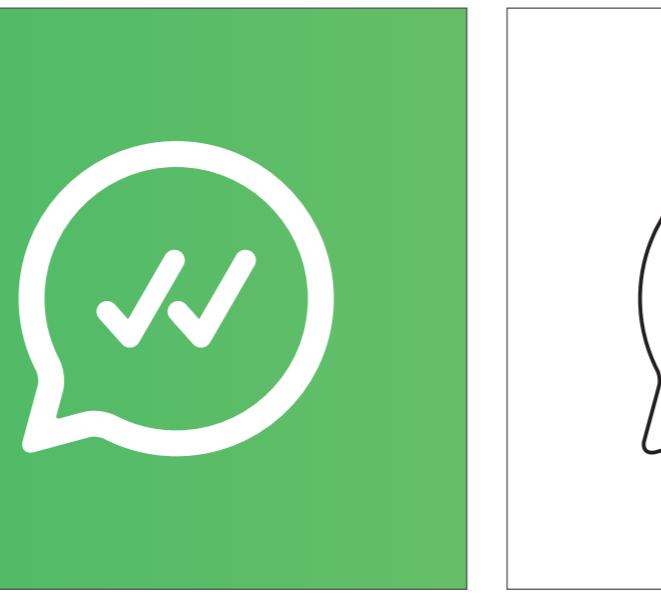
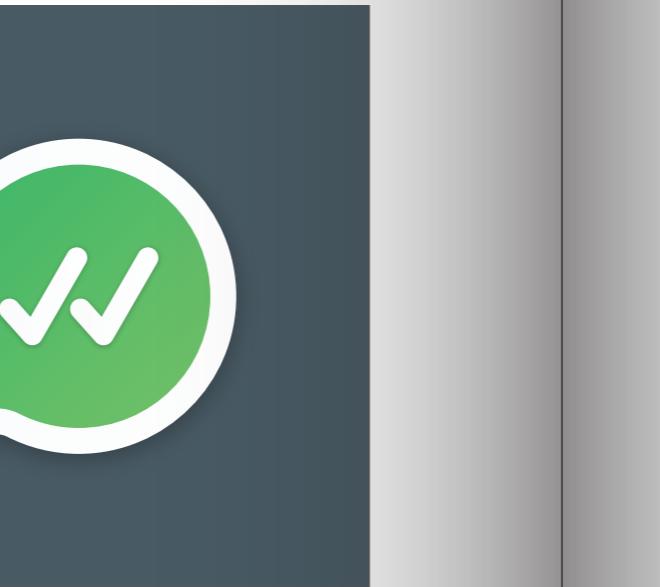
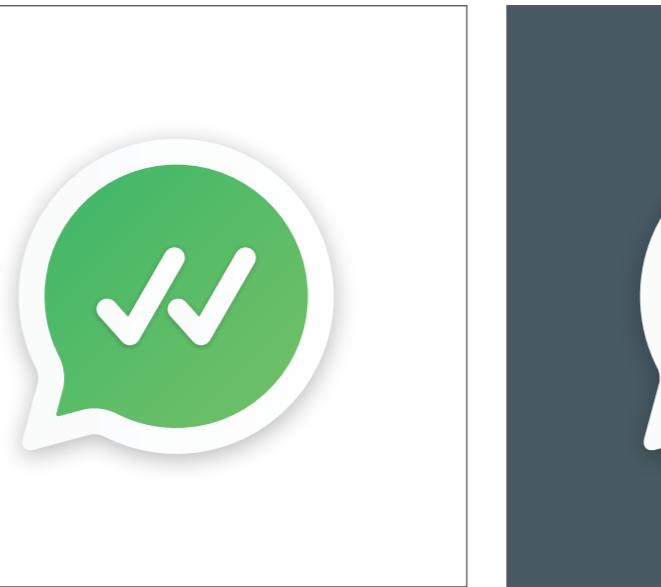


BASIC ELEMENTS

Logo

The **Double Check** is a visual metaphor of our value proposition. A simple way to messaging, and that we always deliver.

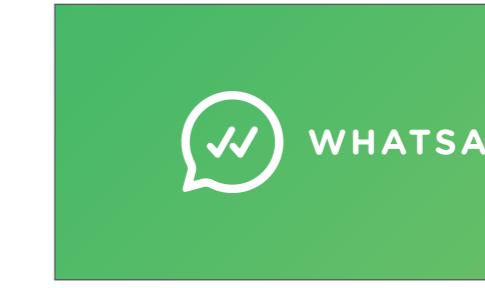
The Double Check logo is the primary representation of our brand. As our primary brand identifier, efforts to maintain its visual integrity must be kept at a high priority. The logo shall be included in all our communication materials.



Logo: Logotype

The Double Check is accompanied by our logotype typesetted in Gotham Round. The Double Check should be used with the logotype whenever it is possible. Only omit the logotype when it is necessary.

The logotype can be rearranged to the bottom of the Double Check for a vertical arrangement, but the proportions of the logotype must be kept similar. That is, the height of the logotype is equivalent to 1/4th of the height of the Double Check.



Logo: Usage

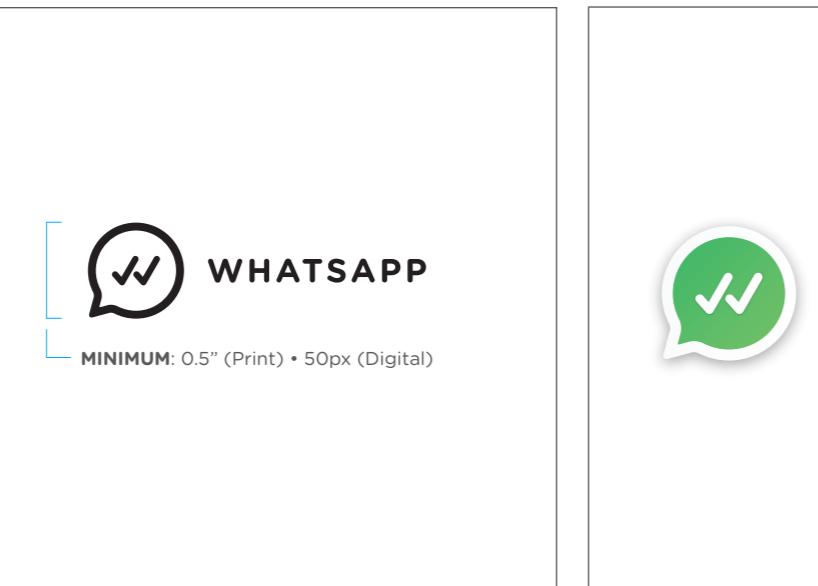
Protected space

There shall be a protected space around the logo which cannot contain any other graphic elements. The width of this space is equivalent to 1N from the edge of the logo, where $1N = 1/4$ logo width.



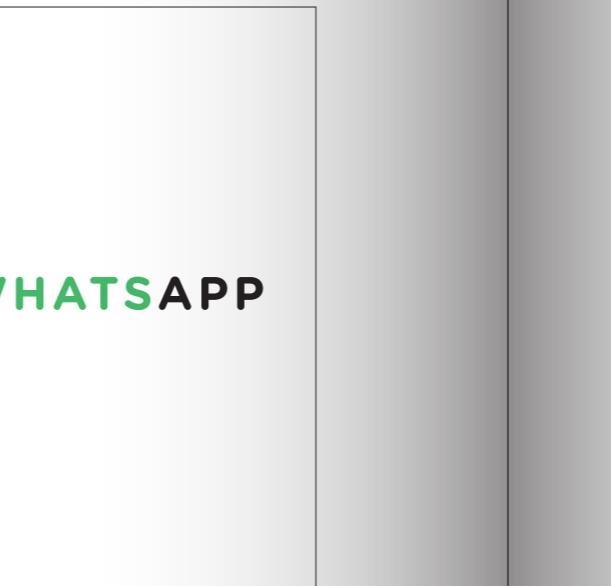
Minimum size

For print materials, the logo should not be smaller than 0.5" (12.7mm) tall. While for digital materials, the logo should not be smaller than 50 pixels tall. Any smaller will degrade the legibility of the logo.

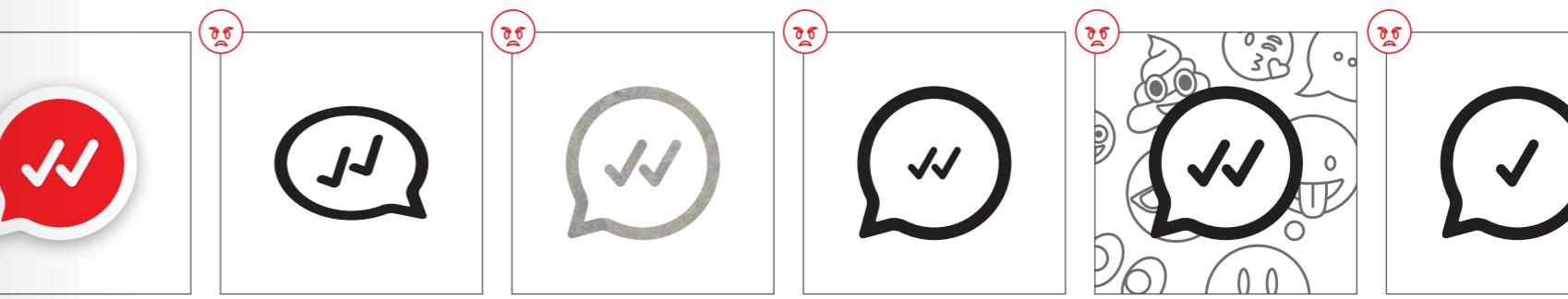


Variations

While multiple variations of the logo have been prepared to accommodate all usage scenarios, the primary version of the logo with logotype against a white background should be used whenever possible.



Logo: Improper Usage



DON'T: Change the colors

DON'T: Skew, stretch or rotate

DON'T: Apply texture

DON'T: Change the proportions

DON'T: Violate the protected space

DON'T: Modify the elements



DON'T: Change the proportions of the logotype

DON'T: Swap the positions

DON'T: Change the type treatment

Typeface

Our typeface selection complements with the personality of our company.

It is therefore vital that the preferred typeface is consistently used throughout all our communication materials.

Use the alternative typeface only when the selected typeface is not available.

All marketing communication materials however, must be used with the preferred typeface.

PREFERRED PRIMARY TYPEFACE

Gotham Rounded

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

AVAILABLE IN Light, Book, Medium, Bold and Italics

ALTERNATIVE TYPEFACE Arial Rounded

PREFERRED SECONDARY TYPEFACE

Aktiv Grotesk

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

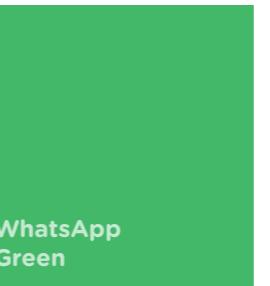
AVAILABLE IN Light, Regular, Bold and Italics

ALTERNATIVE TYPEFACE Arial

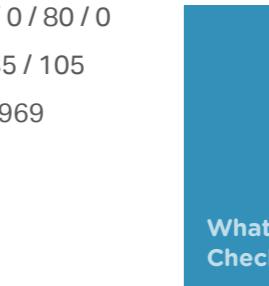
Colors

A reassuring, friendly green.

Our primary color is WhatsApp green. It should be the primary, most prominent colour in all our communication materials.



CMYK 70 / 0 / 80 / 0
RGB 74 / 85 / 105
HEX #4AB969



CMYK 64 / 10 / 0 / 0
RGB 52 / 183 / 241
HEX #34B7F1



CMYK 90 / 41 / 66 / 30
RGB 8 / 94 / 84
HEX #075E54



CMYK 73 / 55 / 48 / 25
RGB 73 / 91 / 100
HEX #495B64



RGB 109 / 192 / 103
HEX #6DC067
RGB 74 / 85 / 105
HEX #4AB969

EMOJI SWARM

The background is a solid medium green color. Overlaid on it is a dense pattern of white line-art emoji icons. These icons include various faces (some with hats like a baseball cap or a graduation cap), hearts (both single and double heart shapes), stars of different sizes, speech bubbles with three dots, and other symbols like a skull, a hand holding a phone, and a person in a space suit. The icons are scattered across the entire page, giving it a busy, "swarm-like" appearance.

EMOJI SWARM

Emoji Sw



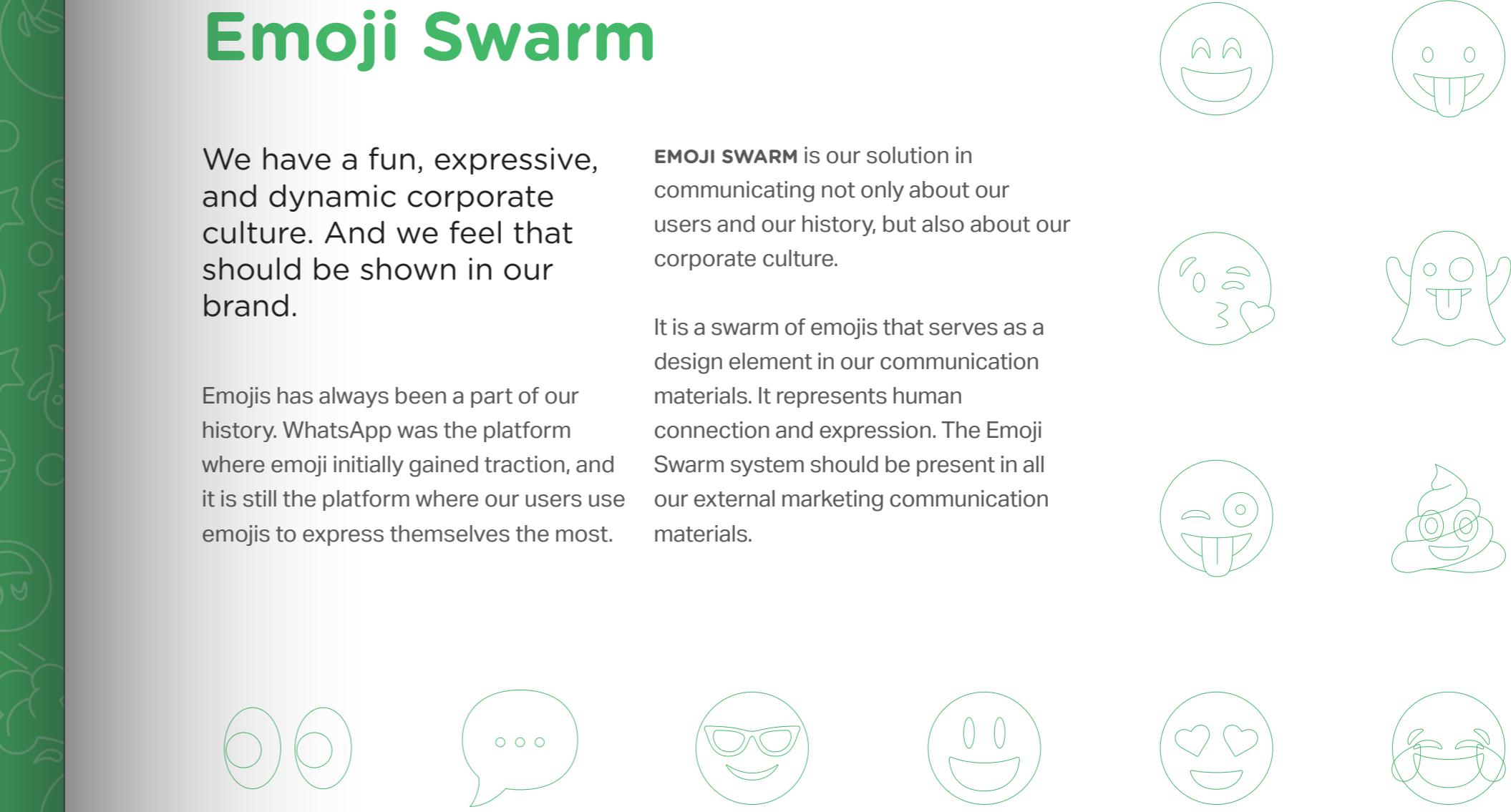
We have a fun, exciting, and dynamic company culture. And we believe you should be shown the real story of our brand.

Emojis has always been history. WhatsApp was where emoji initially gained popularity. It is still the platform where people use emojis to express themselves.

pressive,
orate
el that
n our

part of our platform traction, and our users use it the most.

It is a swarm of elements design element in materials. It represents connection and exchange. Swarm system shows our external market materials.



Emoji Swarm: Usage

Emoji Swarm is distinctive, dynamic and versatile.

1 Distinctive

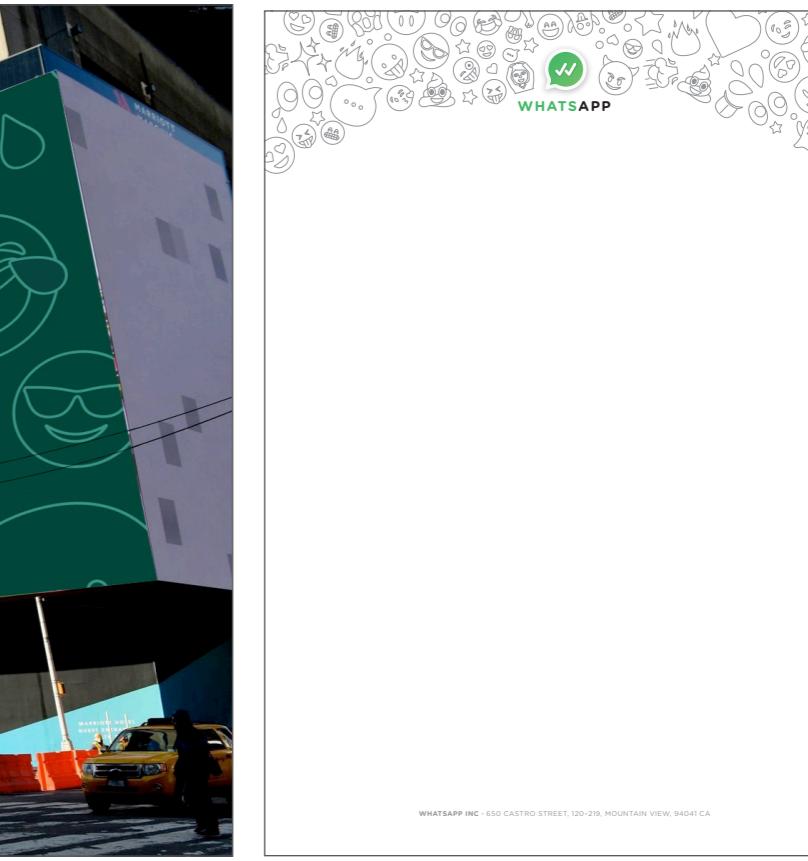
Emoji Swarm is identified by its distinctive swarm of emoji characters across a medium. The swarm represents connections.

2 Dynamic

Emoji Swarm should feel dynamic. It allows an infinitely variable arrangement which should be taken advantage of.

3 Versatile

Emoji Swarm can be used across any kind of medium. From the small corner of a business card to the large canvas of a billboard — it just works.



BRAND APPLICATIONS

Letterhead (A4)

Shall be used in all external official correspondence. The defined margin should be respected.

The chosen paper stock is
Conqueror CX22 20248.



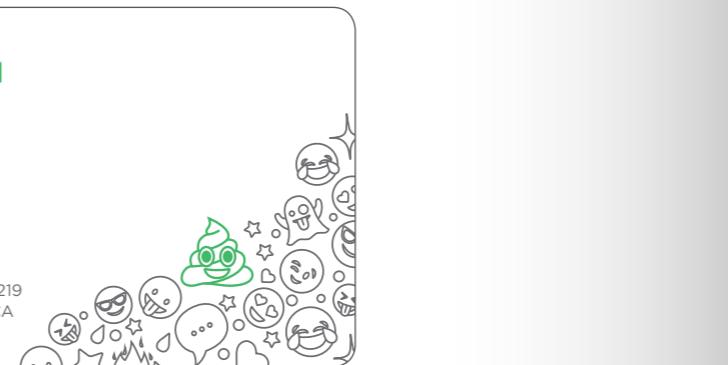
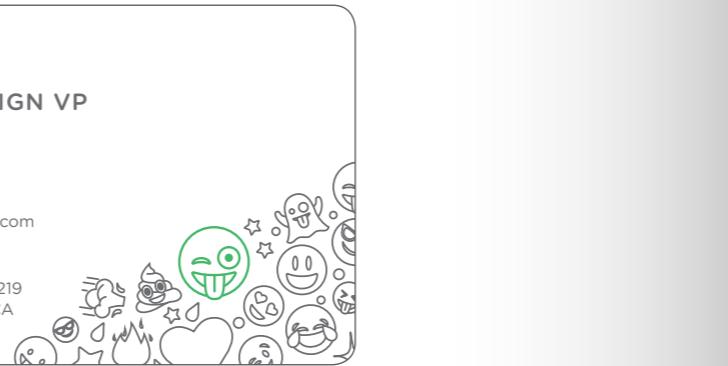
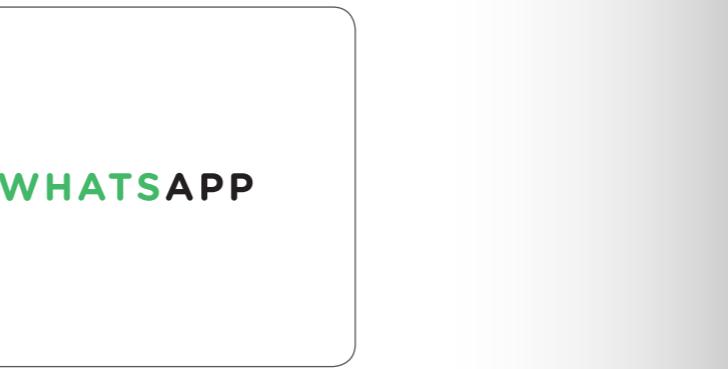
Business Cards

At WhatsApp, we celebrate our employee's individual uniqueness. Therefore, their business cards should be every bit equal to their personality.

We encourage our employees to arrange their own Emoji Swarm, with a titular emoji highlighted in green that they believe it represents them the most.

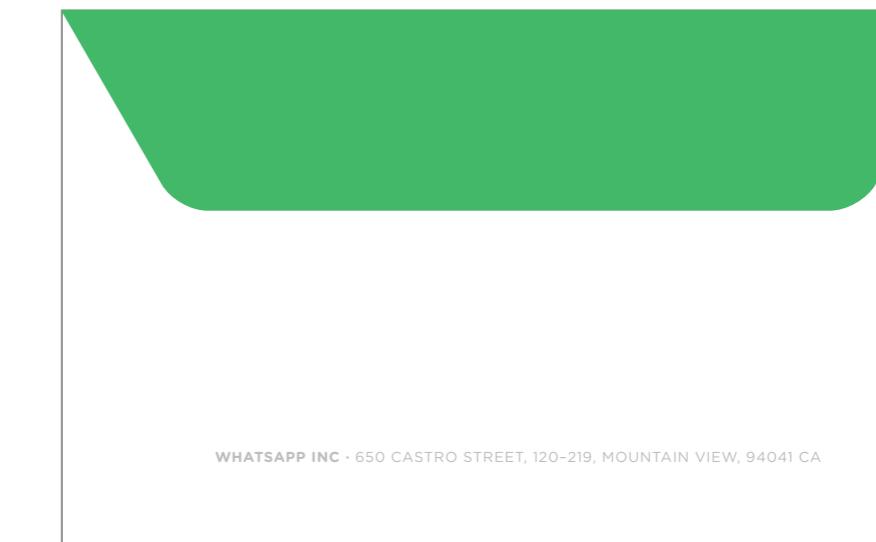
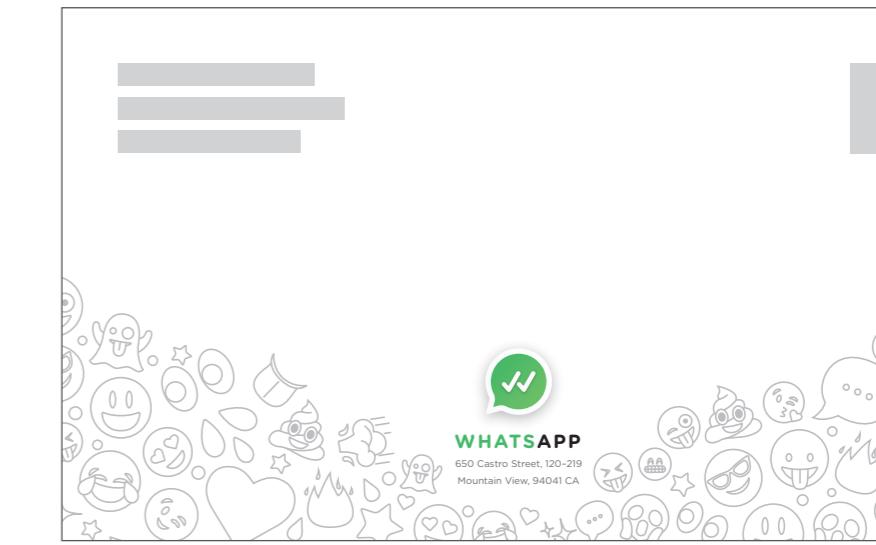
The result is a highly personalized business card that includes the employee as part of the creation process. Leaving a strong sense that it is something truly their own.

All cards should be printed on a 350gsm Art Card with Matte Lamination.



Envelope

Shall be used in all external official correspondence.



Greeting Card



Folder

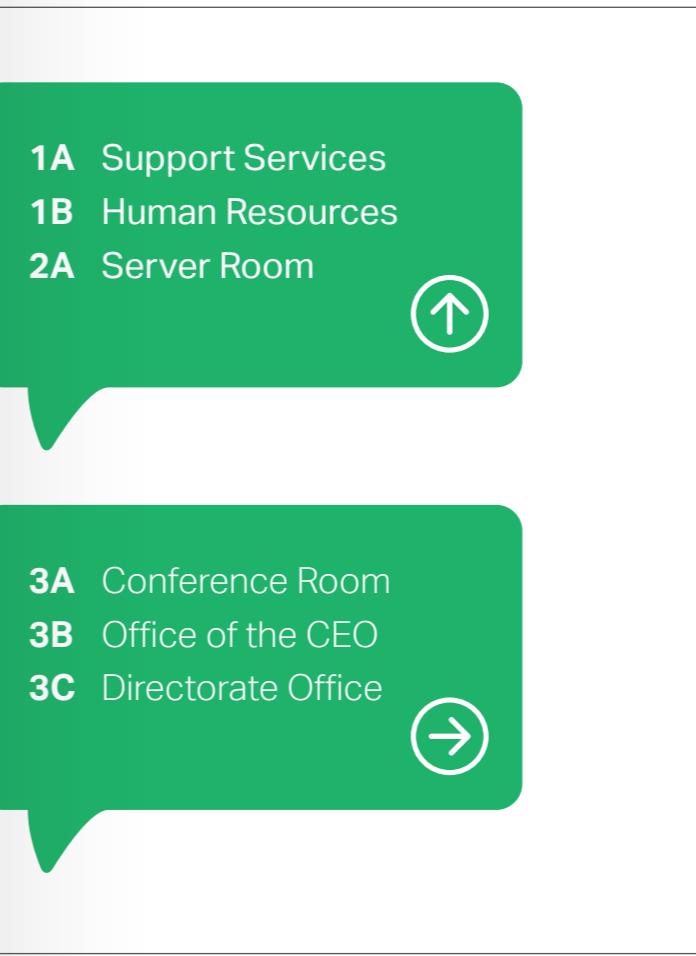


Paper Bag



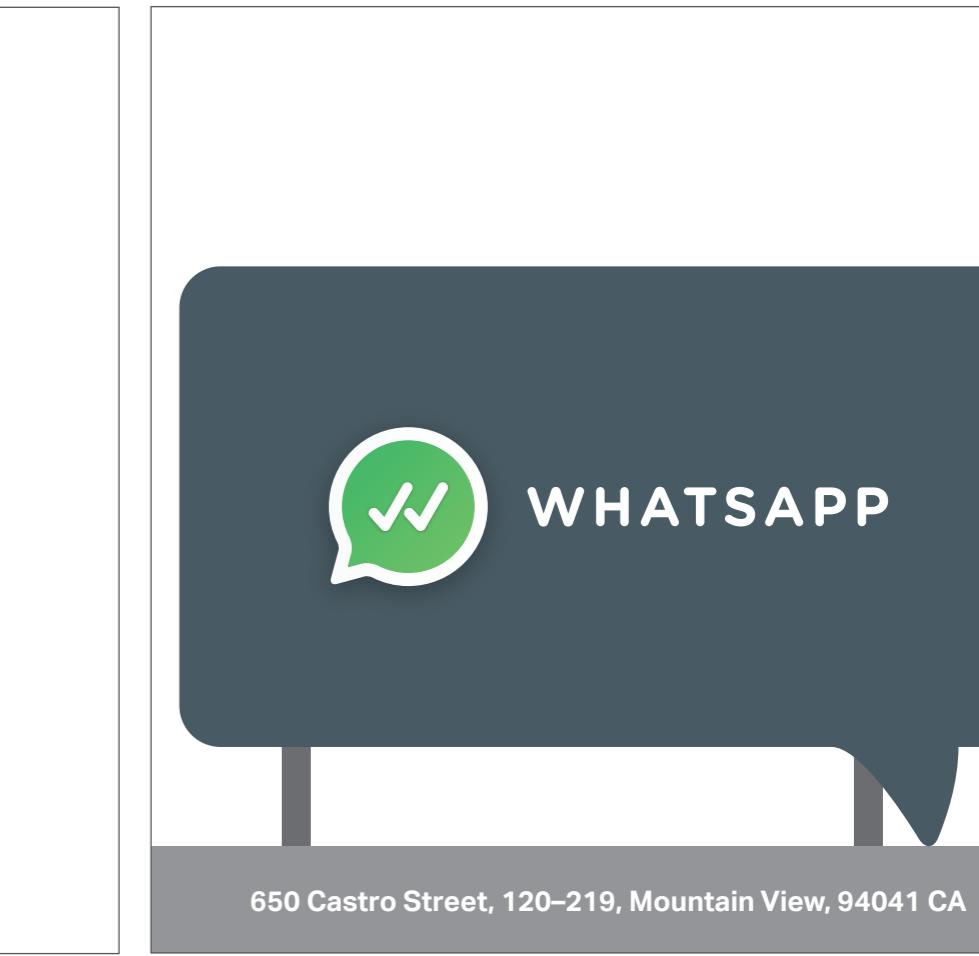
Interior Directional Signages

All interior directional signages in WhatsApp Inc HQ should follow the following format.



Exterior Signages

Our offices should be clearly represented by the following distinctive signage. It represents the core value of our company.



650 Castro Street, 120–219, Mountain View, 94041 CA

Simple, personal, connection.
WHATSAPP

WhatsApp Inc.

650 Castro Street, 120–219,
Mountain View, 94041 CA

www.whatsapp.com

WA-2015-BRAND-01

