



2025

Brand Guidelines

Empowering clarity, consistency, and creativity – the foundation of a bold, trusted brand.

About Brand Guidelines

Our brand guidelines define the visual and verbal identity of Wardiere Business. They ensure consistency across all communications and help maintain a strong, recognizable brand image.

Function

These guidelines serve as a toolkit for designers, marketers, and partners. They provide clear instructions on how to use the brand elements correctly across various platforms.



Guide

From logo usage to typography and color palette, this guide helps everyone present our brand with clarity and confidence – staying true to our values and vision.



Using logo

Our logo represents the core identity of Wardiere Business. Always use the logo with care and consistency to maintain brand recognition and trust.

Vertical Use



Horizontal Use



Symbol Use



The logo may be used in vertical, horizontal, or symbol-only formats. Choose the style that best fits the context while maintaining visual clarity and brand integrity.

Color logo

The Wardiere Business logo is designed to adapt across multiple color backgrounds. Use the appropriate version to maintain clarity, visibility, and brand consistency across all platforms.

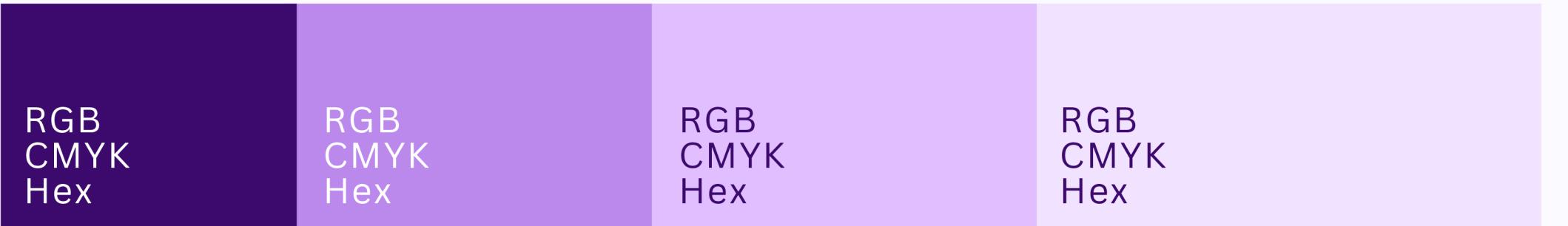


Brand Color

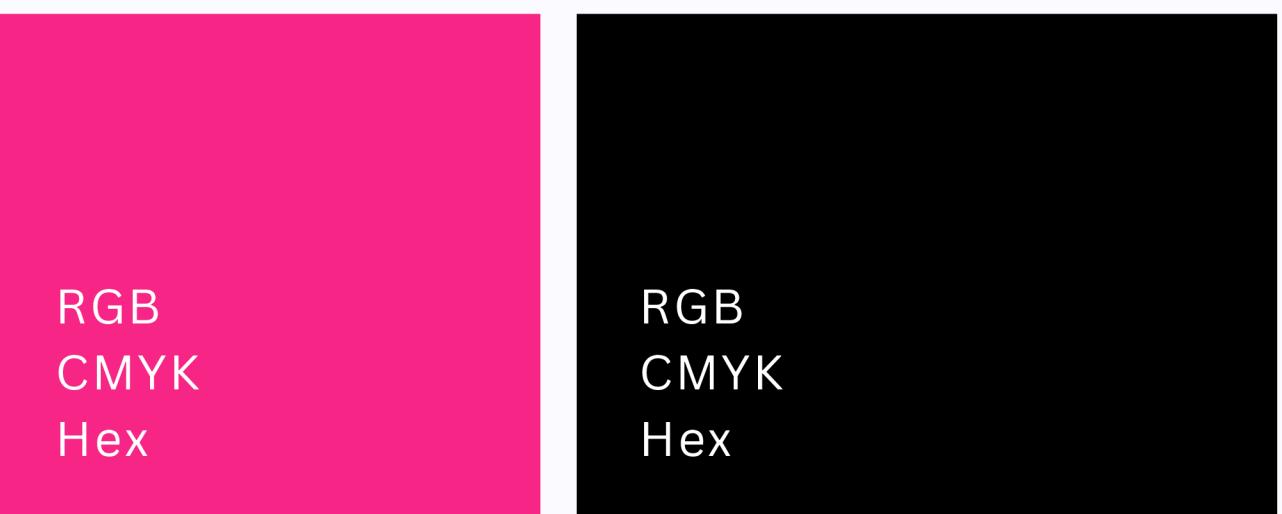
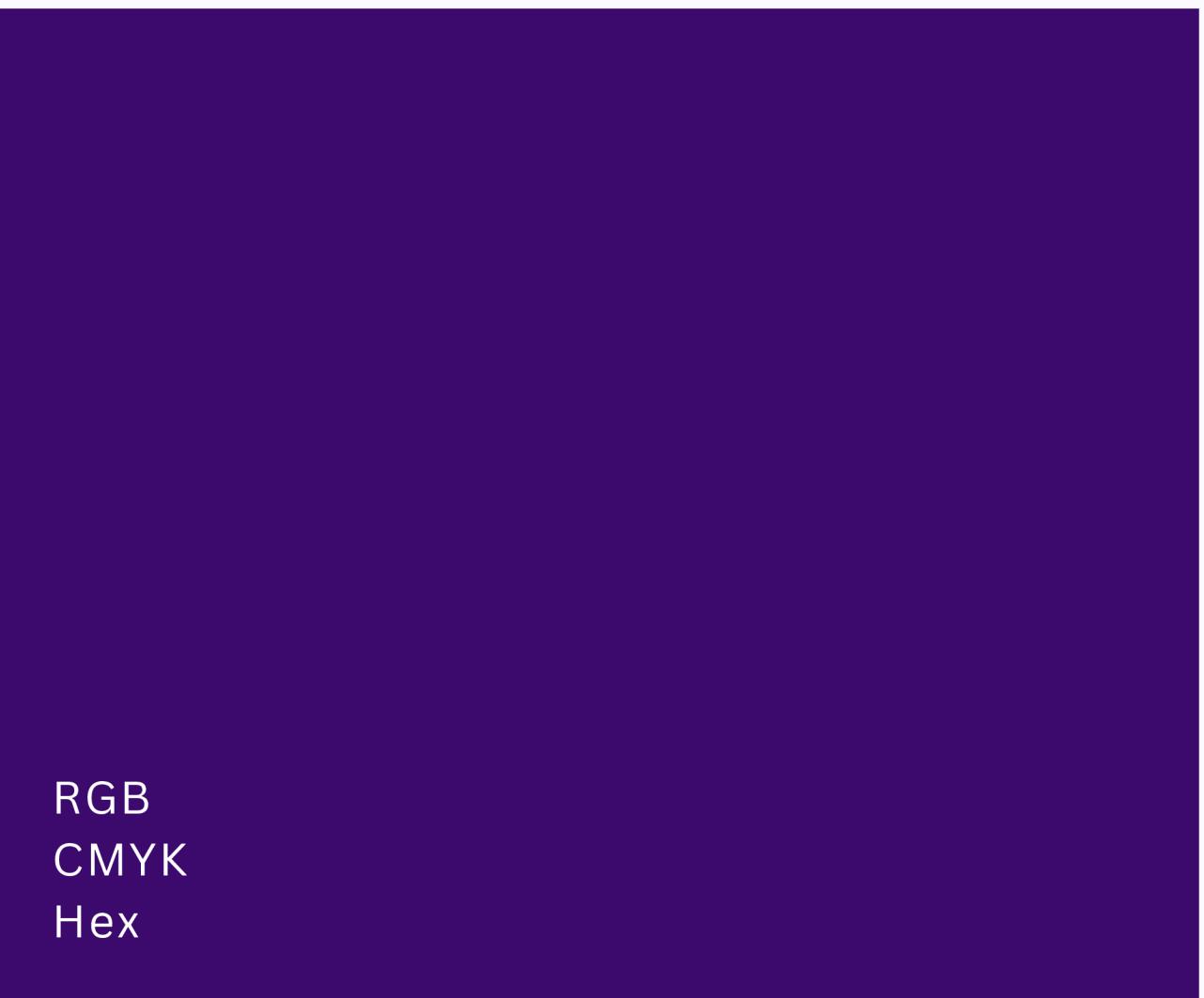
Primary

The primary color reflects the core identity of the Wardiere Business brand. It should be used predominantly across all key brand materials to ensure visual consistency and recognition.

Secondary Color



Primary Color



Primary Font

League Spartan is our primary display font, chosen for its bold, modern, and geometric style. It reflects the confidence and clarity of our brand voice, making it ideal for headlines, titles, and key messaging.

Headline Typeface:

League Spartan

Hello I am League Spartan

Hello I am League Spartan

Hello I am League Spartan

Aa

Bb

Cc

Dd

Ee

Ff

Gg

Hh

Ii

Jj

Kk

Ll

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Secondary Font

Canva Sans is our chosen body typeface for its readability and simplicity. It supports the primary font by providing a clean and approachable feel across paragraphs, captions, and extended text content. Available in Regular, Medium, and Bold weights, it ensures flexibility while maintaining visual harmony.

Body Text Typeface:

Canva Sans

Hello I am Canva Sans

Hello I am Canva Sans

Hello I am Canva Sans

Canva Sans Regular

Canva Sans Medium

Canva Sans Bold

Aa

Bb

Cc

Dd

Ee

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1 2 3 4 5 6 7 8 9 0

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Image Style

Images play a key role in reinforcing the brand's personality. The following guidelines define how to use images consistently across all platforms and materials:



Brand Application



The Wardiere Business logo is adaptable across a range of real-world applications – from digital interfaces to printed media. Whether on business cards, mobile apps, or desktop platforms, the brand identity remains strong and consistent.

Get In Touch

you



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