

LOGO GUIDELINES

WebSight.tech



Brand guidelines

Master Logo



WebSight.tech

The main color choice for our logo is **websight.tech** (multiple blue color). It is intended to be used on strong, bold and image keys in order to maintain legibility.

Logo Variations



White Background



Dark Background



one color/monochrome

Brand guidelines

Clear Space





Minimum width

The logo minimum width is 90px or 32mm.



Maximum width

There is no maximum size defined for this logo.

To maintain full legibility, never reproduce the logo at widths smaller than 32mm (for print) or 90 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

Logo Avoid



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DON'T STRETCH, CONDENSE
OR CHANGE THE DIMENSIONS
OF THE IDENTITY



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DON'T SKEW OR BEND THE IDENTITY
IN ANY WAY



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DON'T USE COLORS OTHER THAN
THOSE SPECIFIED IN THIS DOCUMENT



WebSight.tech

DON'T ALTER THE PLACEMENT
OR SCALE OF THE ELEMENTS & eliminating
part of the logo

Here are a few examples of practices to avoid.

Typography

NeoSans Family — 20pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+:"'{}?><|\

Neosans Reg — 16pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+:"'{}?><|\

Neosans Bold — 16pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+:"'{}?><|

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. **websight.tech** typography communicates clearly and cleanly, and is flexible in a wide range of situations. Flexibility comes from using one type family that contains all necessary styles.

Brand guidelines

Color Pallete



LIGHT BLUE

HEX #00B9ED
R:0 G:185 B:237
C68 M5 Y0 K0



DARK BLUE

HEX #1A3347
R:26 G:51 B:71
C92 M73 Y48 K46



LIGHT GREY

HEX #D0D2D3
R:208 G:210 B:211
C17 M12 Y13 K0



DARK GREY

HEX #333333
R:51 G:51 B:51
C69 M63 Y620 K58

THANK YOU