### LOGO**GUIDELINES**

# WebSight.tech

# Brand guidelines Master Logo



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.

# Brand guidelines Logo Variations



White Backround



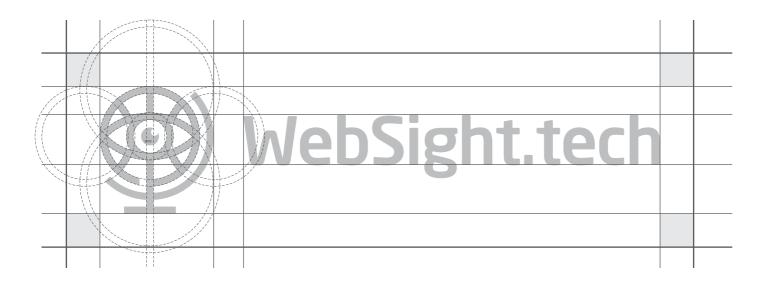
Dark Backround





one color/monochrome

## Brand guidelines **Clear Space**



### Brand guidelines Logo Usage



#### 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.

#### Brand guidelines Logo Avoid





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



**DON'T** SKEW OR BEND THE IDENTITY
IN ANY WAY



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



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

Here are a few examples of practices to avoid.

#### **Brand guidelines**

#### **Typography**

**NeoSans Family** — 20pt

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

Neosans Reg — 16pt
ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&\*() +:"{?><|\

Neosans Bold — 16pt

ABCDEFGHIJKLMNOQRSTUVWXYZ 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**