

Brand book

Smart look

Introduction

the Wecode Brand is a visual system that communicates the heart of our work and our identity.

This guidebook outlines all written, comprise our brand.



The Wecode Brand

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Applications

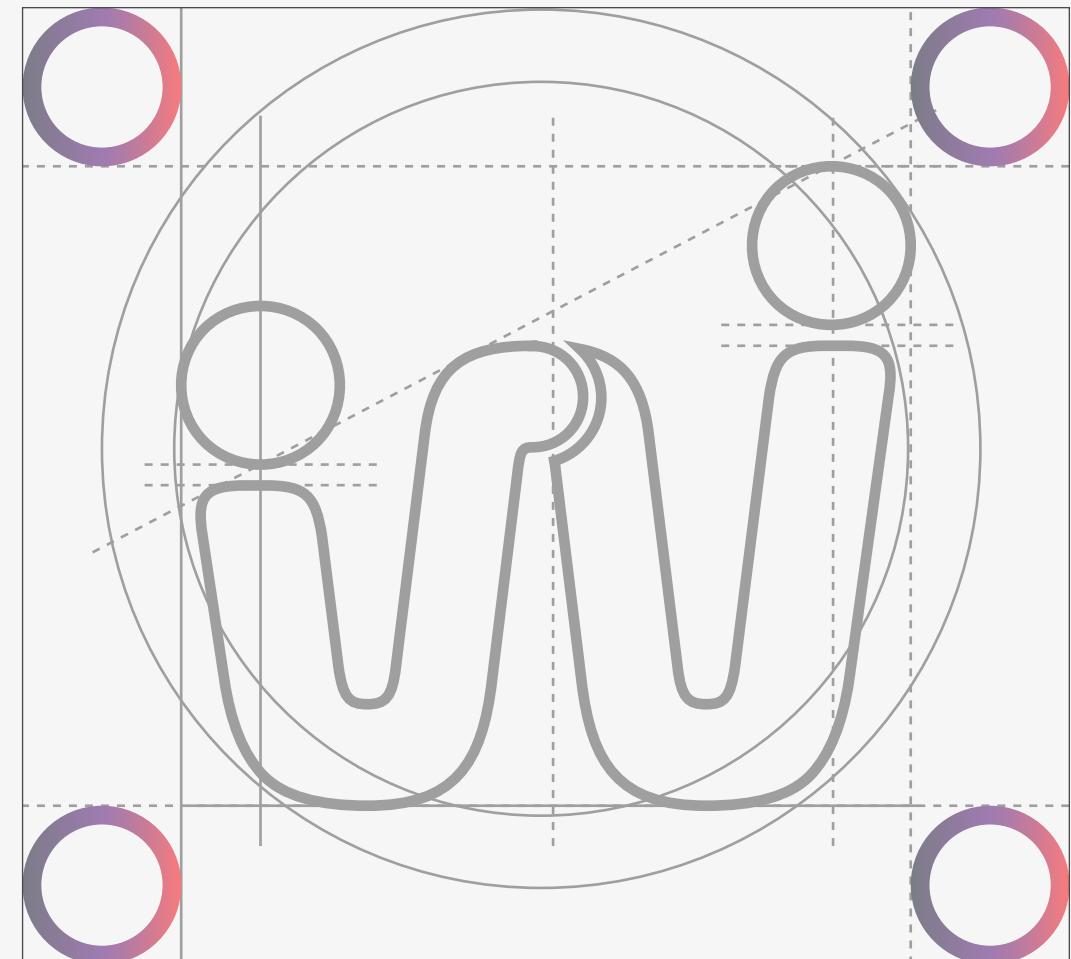
- Stationery
- Website
- Mobile App
- Advertising
- Collateral

Contact

Get in Touch

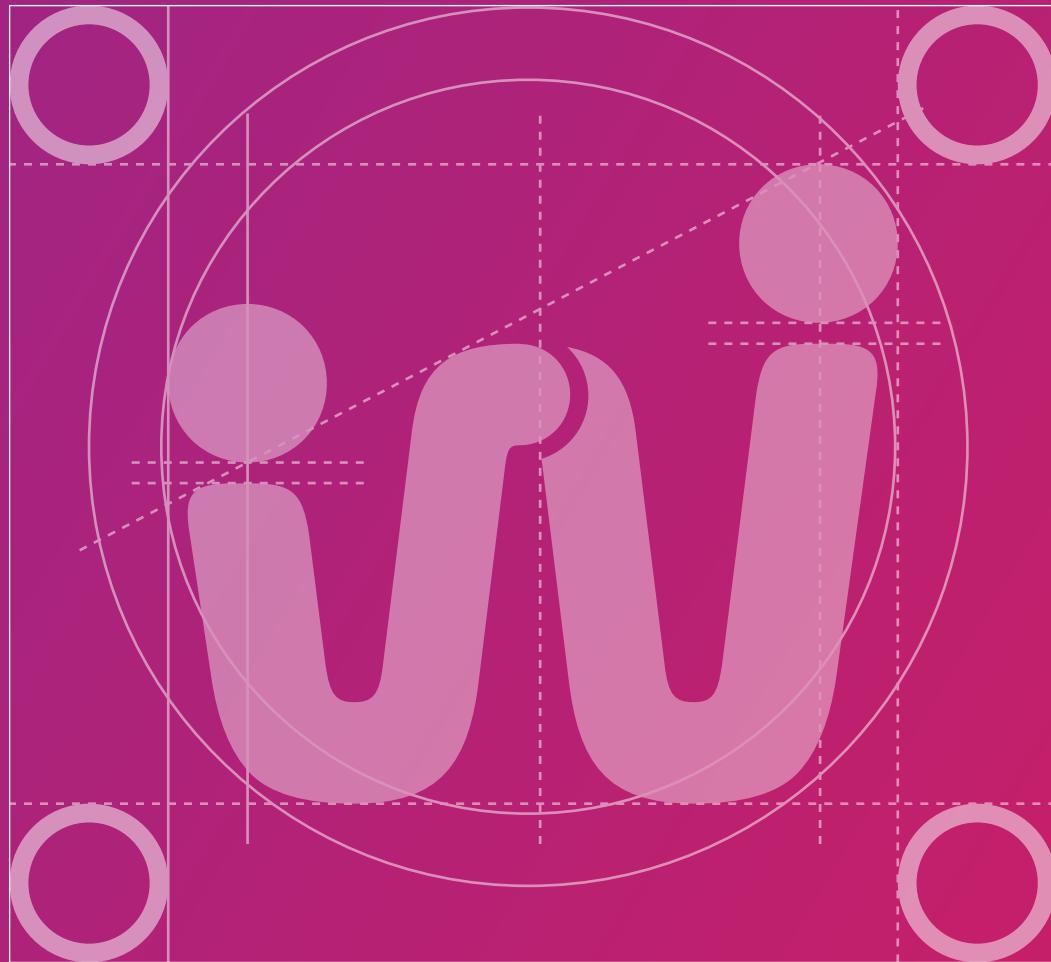
The simplest Way
for a rich style of
collaboration

The Wecode Brand



■ Inspiration





■ Primary logotype**Meet our logo !!**

This primary logo is our favourite and should always be used when circumstances allow.

this is the clearest way we can represent our company visually.

**■ Secondary logotype****Meet our logo !!**

If it's impossible to use our primary logotype use this vertical version.



■ Clearspace

Our logo needs some breathing room.
Make sure you give it space to stand out.
For the primary logo the margin of clearspace
is measured by the size of letter «e»



■ Minimum Size

To make sure our logo is always visible we've determined a minimum display size for both digital and print applications.



Minimum print size 20mm wide.
Minimum print size 80 pixels wide.

Favicon



■ Logo Variations

There are a couple of different ways to showcase our logo.

The full color should always be used on a light or white background.

Use the full negative version when a background that is black or very dark,

The grayscale logo Should only be used in the event that we cannot properly reproduce the primary logo-type due to printing or design restraints.

Use the white logo on a gradient or a colored background

Full color



Full negative



Grayscale



White



One color



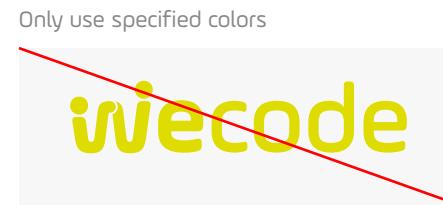
One color on colored background



Improper usage

To make sure our logotype appears as consistent as possible throughout our communications, We've identified a few ways it should not be used.

Here are some examples:



Brandmark

The brandmark is our symbole. This symbole can be used alone to reinforce our brand.

There are a couple of different ways to use it but always keep in mind that the clearspace around the brandmark is equivalent to 1/3 of its width.



White



Full color



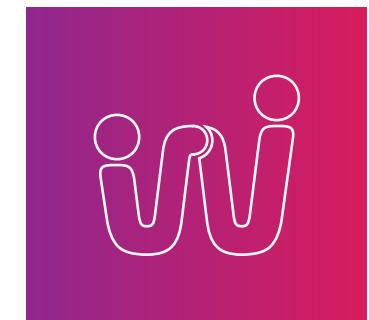
One color



Gray scale



Stroke



■ typography

Our typeface is Amplesoft, a soft and fluid sans-serif that complements our identity.

Use good when choosing different weights. Here are the options



Primary colors

These are the colors that represent our brand. This hierarchy shows their order of use. Use these colors generously for our type, Patterns and background.

Pantone : P 55-8 C
RGB : 229 19 58
CMJN : 0 98 71 0
HEX : e5133a

HEX : ed3b85

HEX : c21857

HEX : 8a1d47

Pantone : P 110-16 C
RGB : 26 20 73
CMJN : 100 99 40 40
HEX : 1a1449

HEX : 662483

HEX : 951b81

HEX : a3195b

Pantone : P 179-14C
RGB : 63 63 62
CMJN : 65 56 54 58
HEX : 3f3f3e

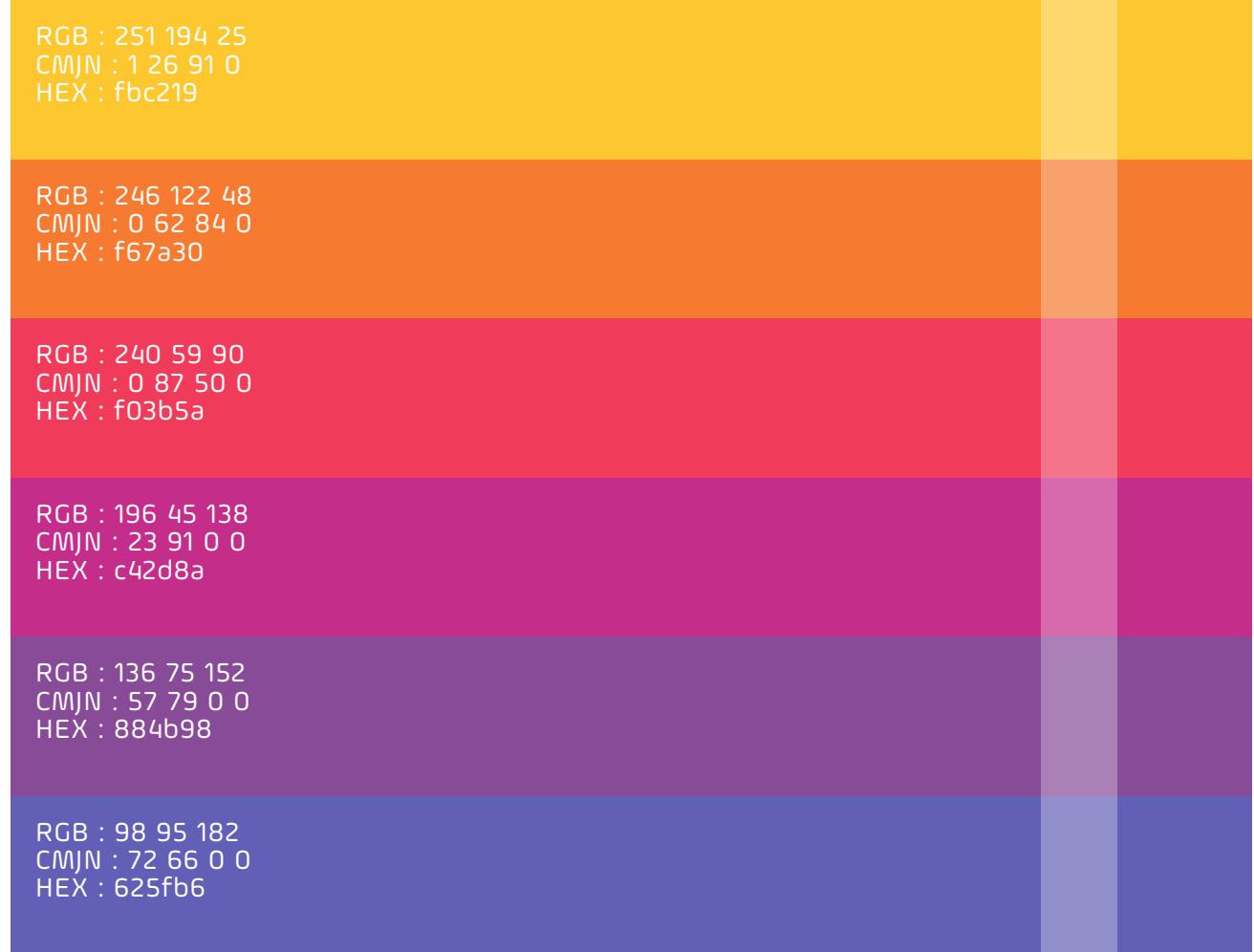
HEX : 706f6f

HEX : b2b2b2

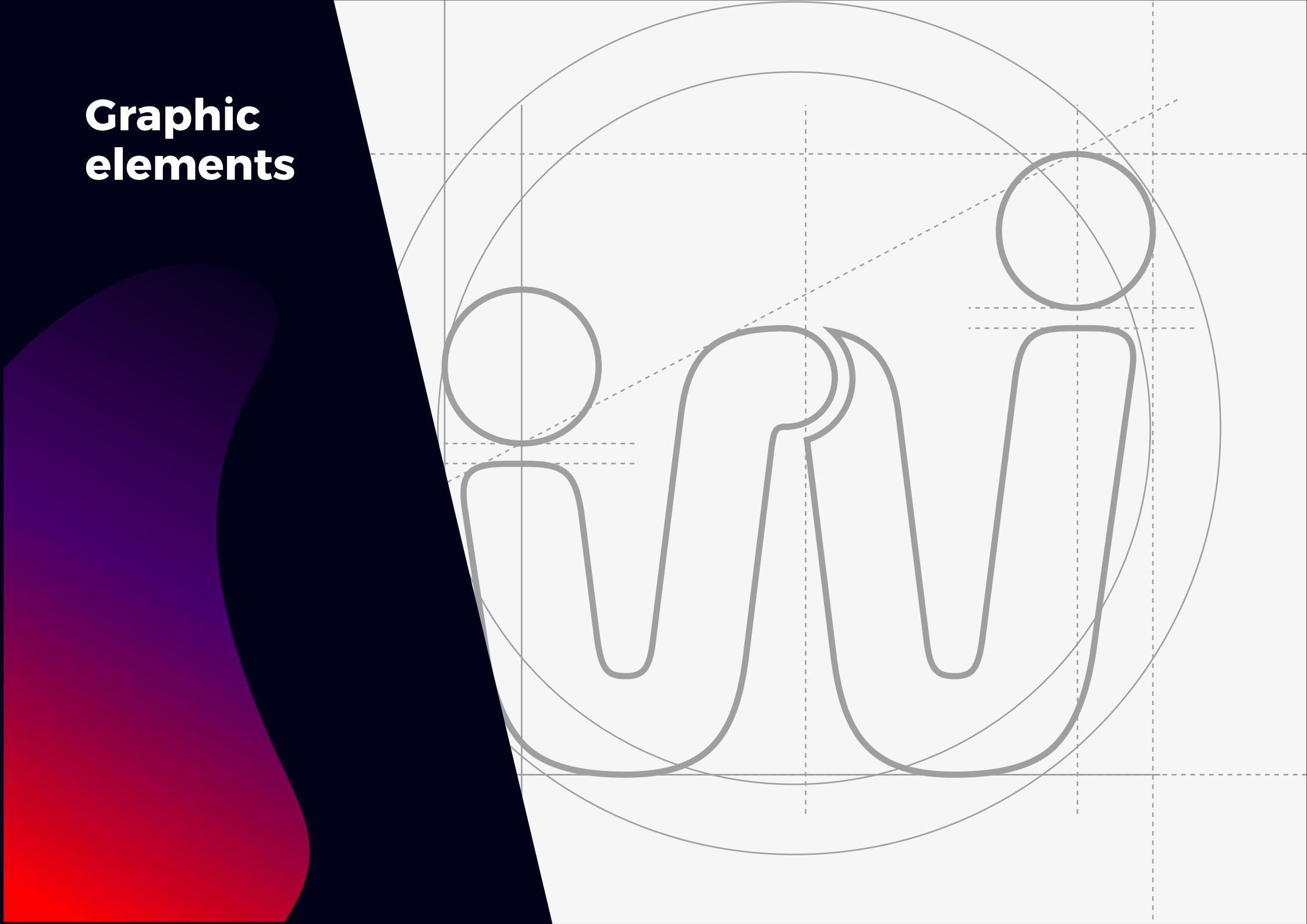
HEX : ededed

Secondary colors

Here are our secondary colors each color represents a specific category on our web and mobile applications, these colors are also used across our visual communication..

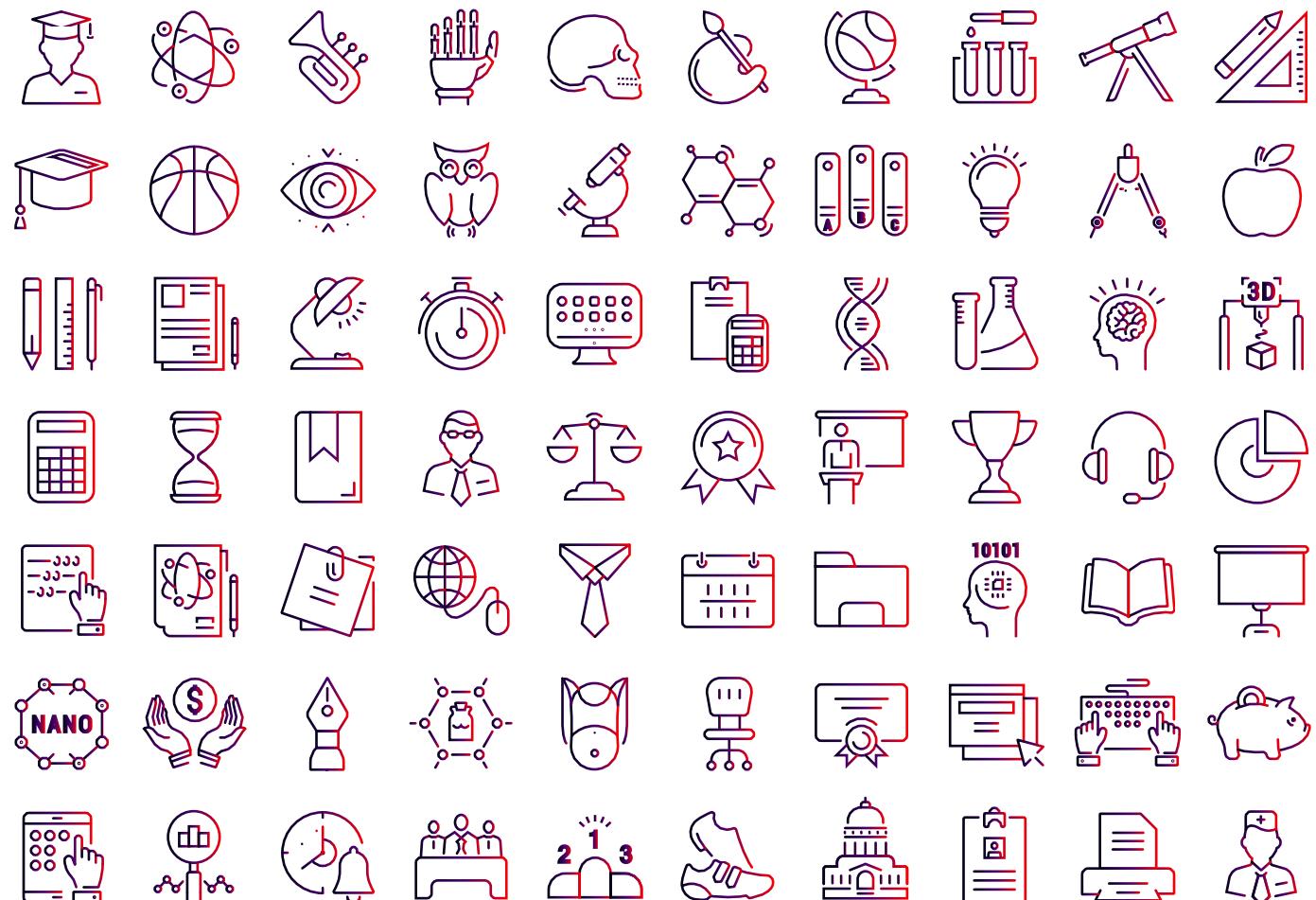


Graphic elements



Icons

These are our line drawing icons.
They are familiar, uncomplicated and
friendly, just like we are.







To be Continued



Next episode

Stay Tuned .. Just a few days !!



Icon
Patterns
Photographic Style
Gradients

Stationery
Website
Mobile App
Advertising
Collateral

Get in Touch
**And Others
Surprises**

we understand how much you need it..
it's like when you are at the point of flirting
and your mom opening the door



Dr. Dre - The Next Episode ft. Snoop Dogg, Kurupt

What ever you feel don't forget

Mkd Company is not a dust of individuals in a turbulent climate, it's a cluster of vibrant stars hidden in the entrepreneurial cosmos, populated energy and emancipatory will, with the aim of embracing the horizon of an entrepreneurship that is both good and solidary, social and cooperative.



wecode

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A black male athlete is shown in a starting position on a running track. He is wearing a white t-shirt, dark shorts, and patterned athletic shoes. His arms are bent at the elbows, and his hands are positioned on the starting blocks. He is looking off to the side with a focused expression. The background is a blurred outdoor stadium.

Uncode Yourself,
Unlock Your Potential

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Graphic Design is
YOUR PASSION ?

JOIN WeCODE

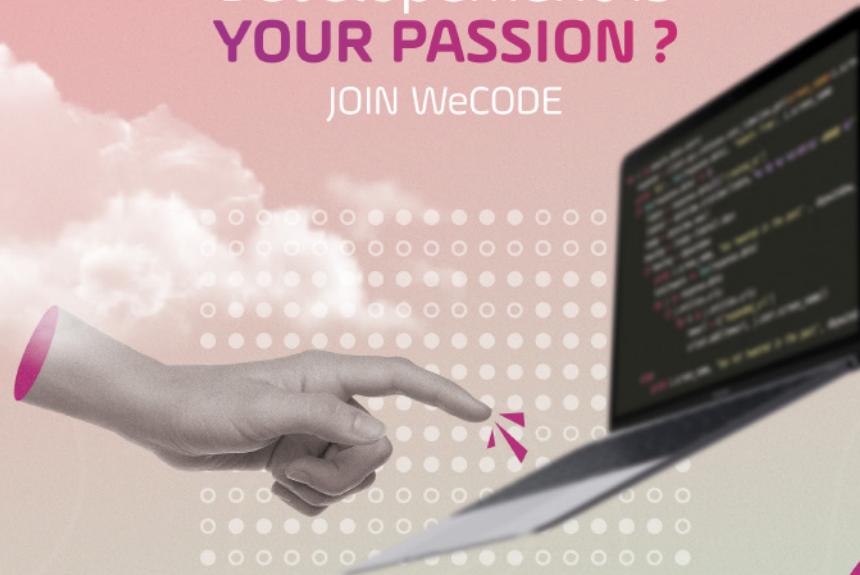


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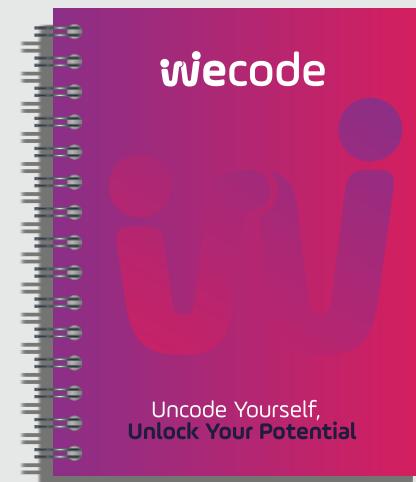
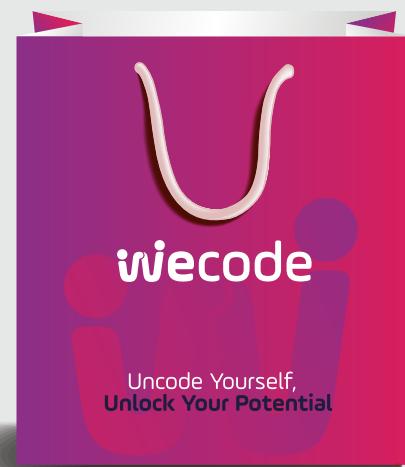
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Le Lorem Ipsum est simplement du faux texte employé dans la composition et la mise en page avant impression. Le Lorem Ipsum est le faux texte standard de l'imprimerie depuis les années 1500, quand un peintre anonyme assembla ensemble des morceaux de texte pour réaliser un livre spécimen de polices de texte. Il n'a pas fait que survivre cinq siècles, mais s'est aussi adapté à la bureautique informatique, sans que son contenu n'en soit modifié.

Le Lorem Ipsum est simplement du faux texte



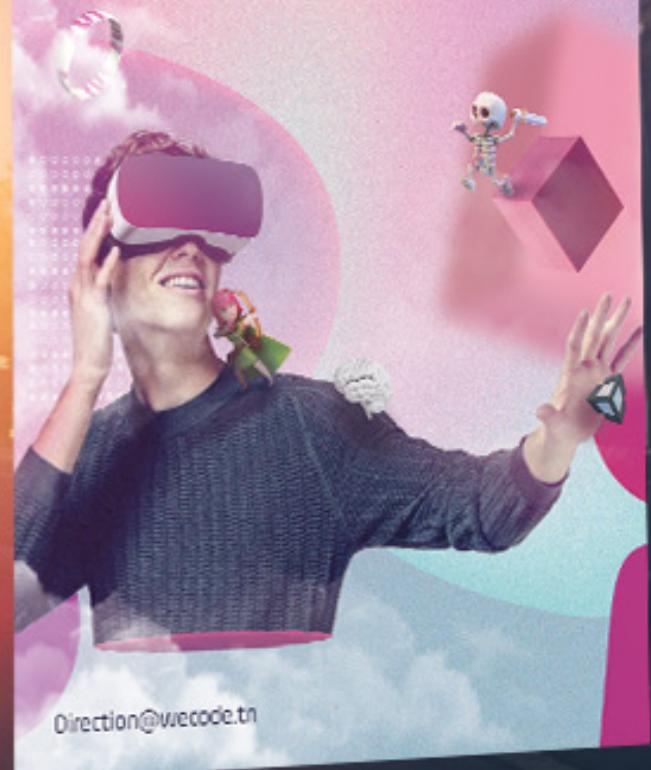


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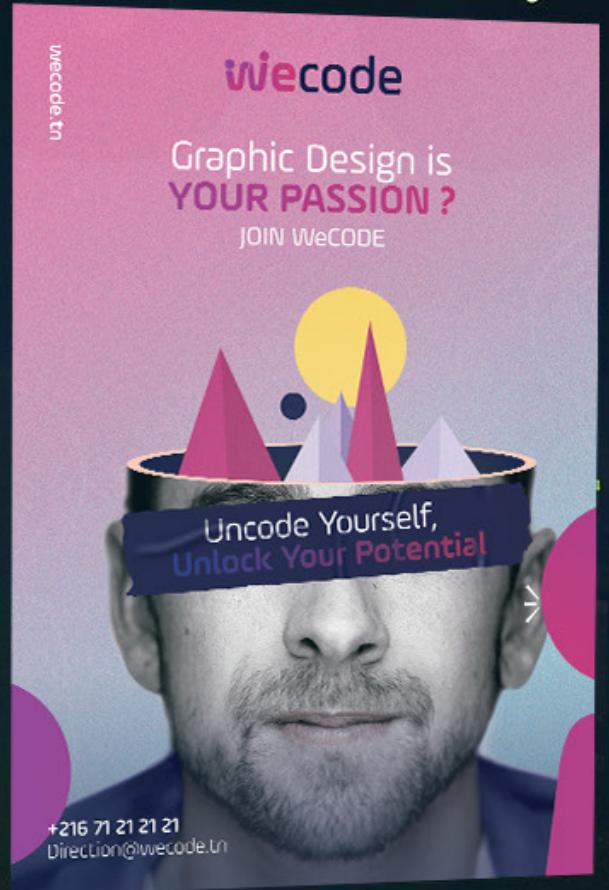
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Game Development is
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ah ..
Orgasme X