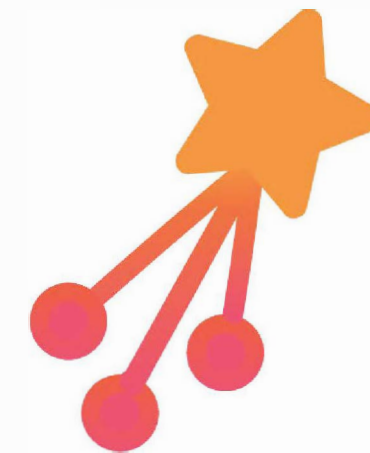




BRAND GUIDELINES



weeo

BRAND GUIDELINES

Table of Contents

What is Weeo?	2
Target Audience	4
Logo Evolution	6
Logo Colors + Type	8
Isolation Area	10
Usage Guidelines	11
Brand Palette	12
Iconography	13
Brand Type	14
Brand Applications	16

What is Weeo?

Weeo is a lifestyle app where users can track progress on their goals and collect inspiration on moodboards, and share these with others in groups. Located in Boston, Weeo's intent is to inspire confidence and self-understanding, to make staying on-track and organized as easy as possible, and to connect people with like minds who will support them on their personal journey.



We are...

encouraging kind
friendly lively
stimulating

**“Weeo” stands for
“We Encourage Each Other.”**

Target Audience

Weeo is for anyone looking to connect with others, work on personal goals, and enhance their lives. Whether you're looking to succeed in school, make a career transition, or live a more balanced lifestyle, there's something for you on Weeo.



Logan Mills
The Struggling Guy

24yo
Freelance Designer
Philadelphia, PA
Introverted, Passionate,
Disorganized

Bio
Logan is a young man who is **struggling with anxiety and depression**. Staying on top of **day-to-day tasks** is difficult for him as a result, and while he is receiving treatment, he **cannot always access the help he needs** when he needs it. In addition, due to stigma about men's mental health he **feels alone** and insecure about his struggles.

Pain Points

- feels **alone** with his struggles
- has a hard time managing **day-to-day tasks**
- inadequate mental health **resources**

Needs/Goals

- ability to **set goals** and **track progress** in a way that keeps him on track with his daily necessities
- a **non-judgmental, supportive community** that will cheer him on for his progress
- an overall experience he **looks forward to** each day





Leanne Abramson
The Burnt-Out Working Mom

30yo
Accountant
Pontiac, MI
Giving, Caring, Driven,
Multitasker

Bio
Leanne has a **very busy life** between her career as an accountant and the two young children she is raising. She is even starting to think her **current job is not right for her**. She wants to make changes in her life, but is so **burnt out** she **doesn't know where to begin**.

Pain Points

- **no time** for herself
- **unhappy** with her career
- **struggling** to create balance

Needs/Goals

- ability to **set goals** and collect **career resources**
- **supportive group** to help her through the transition
- **easy-to-use** solution that fits into a busy schedule





Shivani Chaudhari
The Young Immigrant

18yo
College Student
San Jose, CA
Outgoing, Optimistic,
Hard-Working

Bio
Shivani **recently immigrated** to the U.S. from India with her family. She is now **looking for friends**, especially those who can **relate to her experiences**, and wants to **stay connected to her heritage** whilst preparing for a **successful college experience** in America.

Pain Points

- feeling **lonely** and like a “**fish out of water**” in a new country
- struggling to reconcile **two sides of her identity**
- major life changes making it **challenging to focus** on school

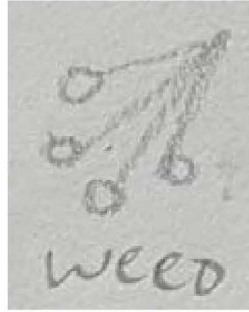
Needs/Goals

- a way to **easily connect** with people who share similar experiences
- a way to **preserve and celebrate** meaningful memories and aspects of her original culture, and **share them with others**
- tools and techniques to **keep her on track** as she begins college



Logo Evolution

The Weeo logo went through many iterations before becoming what it is today, but the concept behind it has always been a group of circles, representing people, joined by lines that converge at a single point, representing forward progression on a common goal. The playful star evolved from what was an arrow in earlier stages and gives the logo resemblance to a shooting star, signifying hope and optimism.



Logo Size + Variations

The Weeo logo is most often displayed in its horizontal format. It should be displayed at a minimum of 0.5", to allow for readability and recognition of the star symbol.



This vertical variation (left) can also be used, and is especially recommended for saving space or placing in a vertical layout.

Logo Colors + Type



#f05672

R: 240
G: 86
B: 114

C: 0%
M: 82%
Y: 39%
K: 0%

Pantone: 184 C



#f47645

R: 244
G: 118
B: 69

C: 0%
M: 67%
Y: 79%
K: 0%

Pantone: 164 C



#f89a42

R: 248
G: 154
B: 66

C: 0%
M: 47%
Y: 83%
K: 0%

Pantone: 157 C

The Weeo logo makes use of a bright pink, a darker orange, and a lighter orange, reflecting optimism, determination, and sociability. The lines leading up to the star are colored with a gradient composed of these three colors.

Trade Gothic Next SR Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

weeo

The typeface used in the wordmark is the Heavy weight of Trade Gothic Next SR Pro, chosen for its soft, rounded edges which compliment those of the logo and reflect the sense of friendliness we want our brand to exude.

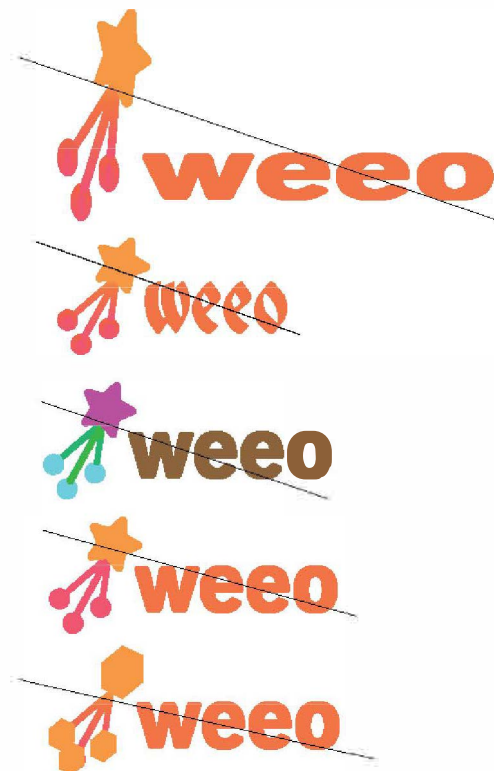
Isolation Area



The isolation area for the Weeo logo should always be half the width of the "o" on all sides.

This applies to both vertical and horizontal logo variants.

Usage Guidelines



- Do not stretch or alter the proportions of the Weeo symbol or wordmark in any way.
- Do not use a font other than Trade Gothic Next SR Pro Heavy.
- Do not alter the colors of the Weeo logo.
- Do not omit the gradient in the Weeo logo, unless printing in black or white.
- Do not alter or replace the star symbol.

Brand Palette

The color palette of the Weeo brand reflects its friendly, encouraging, and social nature. The vibrant orange and pink of the logo, which are the main brand colors, are contrasted with fresh greens and blues throughout supporting brand elements. An off-white serves as a neutral background color.



#f05672

R: 240
G: 86
B: 114

C: 0%
M: 82%
Y: 39%
K: 0%

Pantone: 184 C



#40b97e

R: 64
G: 185
B: 126

C: 71%
M: 0%
Y: 69%
K: 0%

Pantone: 7723 C



#f47645

R: 244
G: 118
B: 69

C: 0%
M: 67%
Y: 79%
K: 0%

Pantone: 164 C



#3eb3c5

R: 62
G: 179
B: 197

C: 68%
M: 8%
Y: 21%
K: 0%

Pantone: 631 C



#f89a42

R: 248
G: 154
B: 66

C: 0%
M: 47%
Y: 83%
K: 0%

Pantone: 157 C



#efe5de

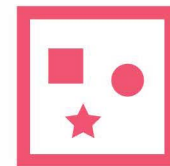
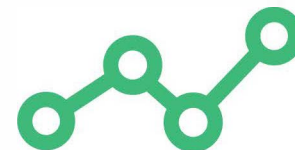
R: 239
G: 229
B: 222

C: 5%
M: 8%
Y: 10%
K: 0%

Pantone: 663 C

Iconography

The Weeo icon system makes use of the brand's color palette. Each distinct section of the app has a distinct color assigned to it. The personal profile and notifications are the darker Weeo orange; the community, the lighter orange; moodboards, pink; goals, green; and workshops, blue.



Brand Type

Trade Gothic Next SR Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Most body copy for Weeo is written in the Regular weight of Trade Gothic Next SR Pro. Other weights of this typeface may be used in promotional material and on the website and app.

Congenial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Congenial can serve as a more expressive sans serif for display type in promotional applications.

Bree Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Where a serif accent is needed, Bree Serif can be used.

You've got this!

The Weeo community is here to help you achieve your heart's desires.

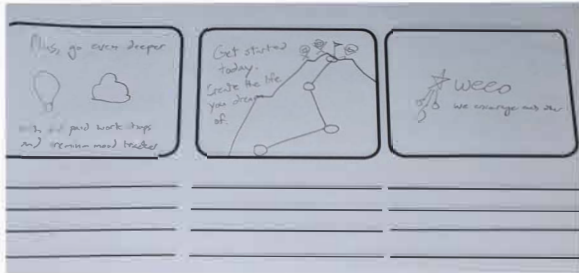
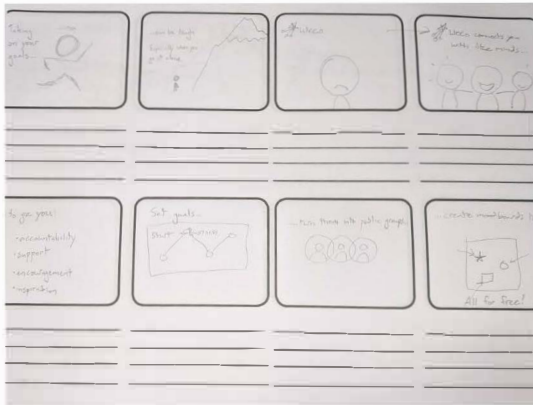
You're on the right track!

Get Inspired

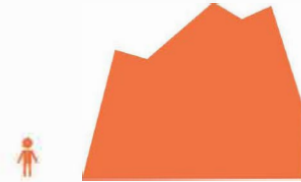
Explore groups, browse mood boards, and motivate yourself and others with Weeo.

Motion Graphic

A motion graphic was created to promote the app and explain its features.



When you go after your goals alone...
...they can seem overwhelming.



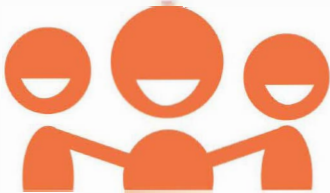
...to give you:
accountability
support
inspiration
encouragement

Plus, premium features...



...for even more insight.

 **weeo** connects you with like minds...



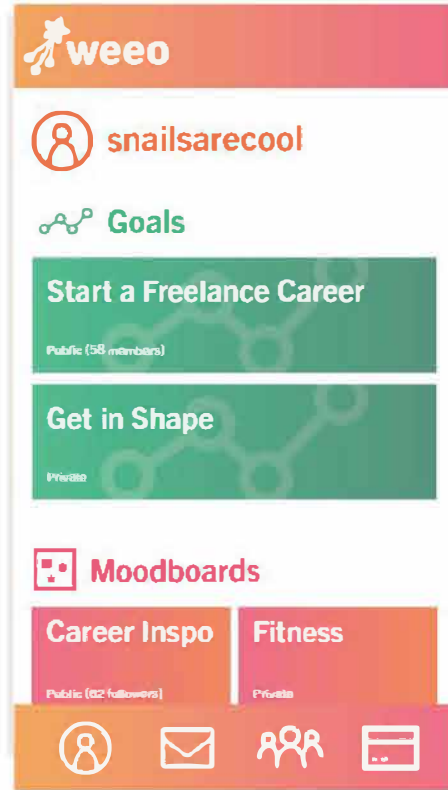
All for free!



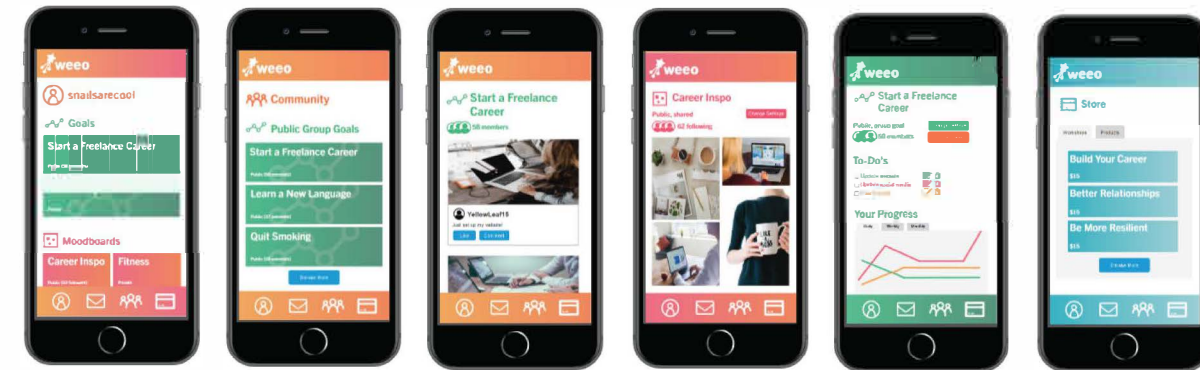
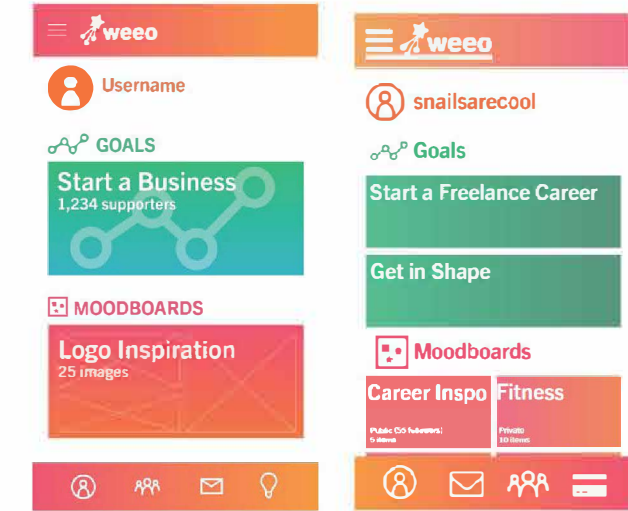
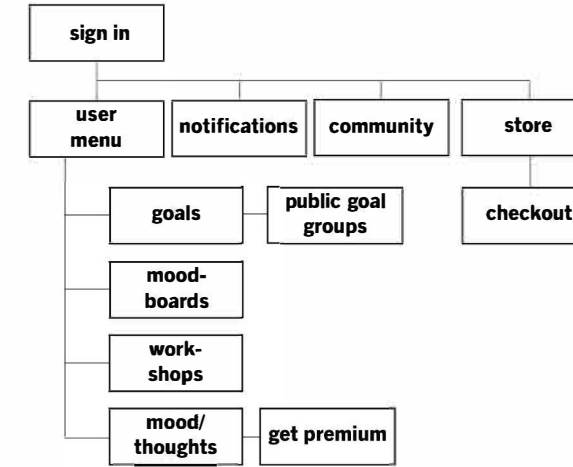
Get started today!



Brand Applications



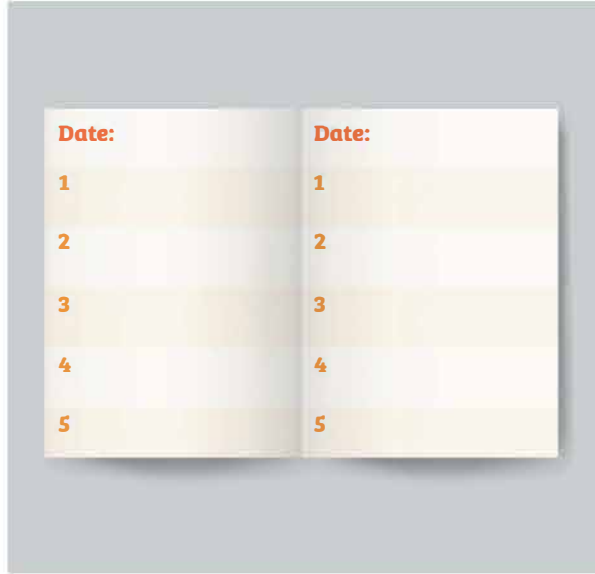
The main product is, of course, the mobile app. There are four main sections of this app: the user's account menu (from which goals and mood boards can be accessed), community (which allows one to browse shared goals and mood boards created by others), notifications, and workshops (a paid premium feature).





This gratitude journal, which can be purchased from the Store section of the app, helps users cultivate a positive attitude.

22



23





**Created by Caitlyn Cole for Graphic Design III Fall 2020
at UMass Lowell.**

Typefaces used: Trade Gothic Next SR Pro, Congenial, Bree Serif.

Image and mockup sources:

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