



WEICHAIN

BRANDBOOK

WeiChain is a blockchain consulting company. We are a talented team of software experts, passionate about Web development & Blockchain technologies. Our experts are driven by the unwavering belief in the open-source future. We act as a safe pair of hands and do our best to liberate our partners from operational complexity in order for them to focus on their business growth. It's simple - we help them keep growing their businesses.

TABLE OF CONTENT

01 Logo

- 1.1 Breathing Zone
- 1.2 Brand Architecture
- 1.3 Do's and Don'ts
- 1.4 Scale

02 Typography

- 03 Colours
- 04 Illustrations

05 Business Cards

06 Corporate Materials

BRAND IDENTITY

Our Partners are required to pay the utmost attention to the design and development of communication media that contain elements associated to WeiChain.

Partners shall submit their requests to the contact person of WeiChain who shall verify together with the Brand department the adequacy and correctness of the materials for approval. Then WeiChain shall provide its written approval of the material submitted. Only then the Partner may go ahead with the printing/publishing of the concerned materials.

IMPORTANT!

Please note that production of any material bearing WeiChain brand without the prior written approval thereof on the part of WeiChain Staff constitutes a contract breach.



Software
Consulting
& Development

WWW.WEICHAIN.TECH



01

LOGO

The idea behind the logo is to create a symbol that matches both personality and creativity. The design team decided to create a logotype and icon. Both can be used separates and together.



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1.1

BREATHING ZONE

Space around the logo must be no less than the dotted line to the right, to the left, down and up. This guarantees the safe zone.

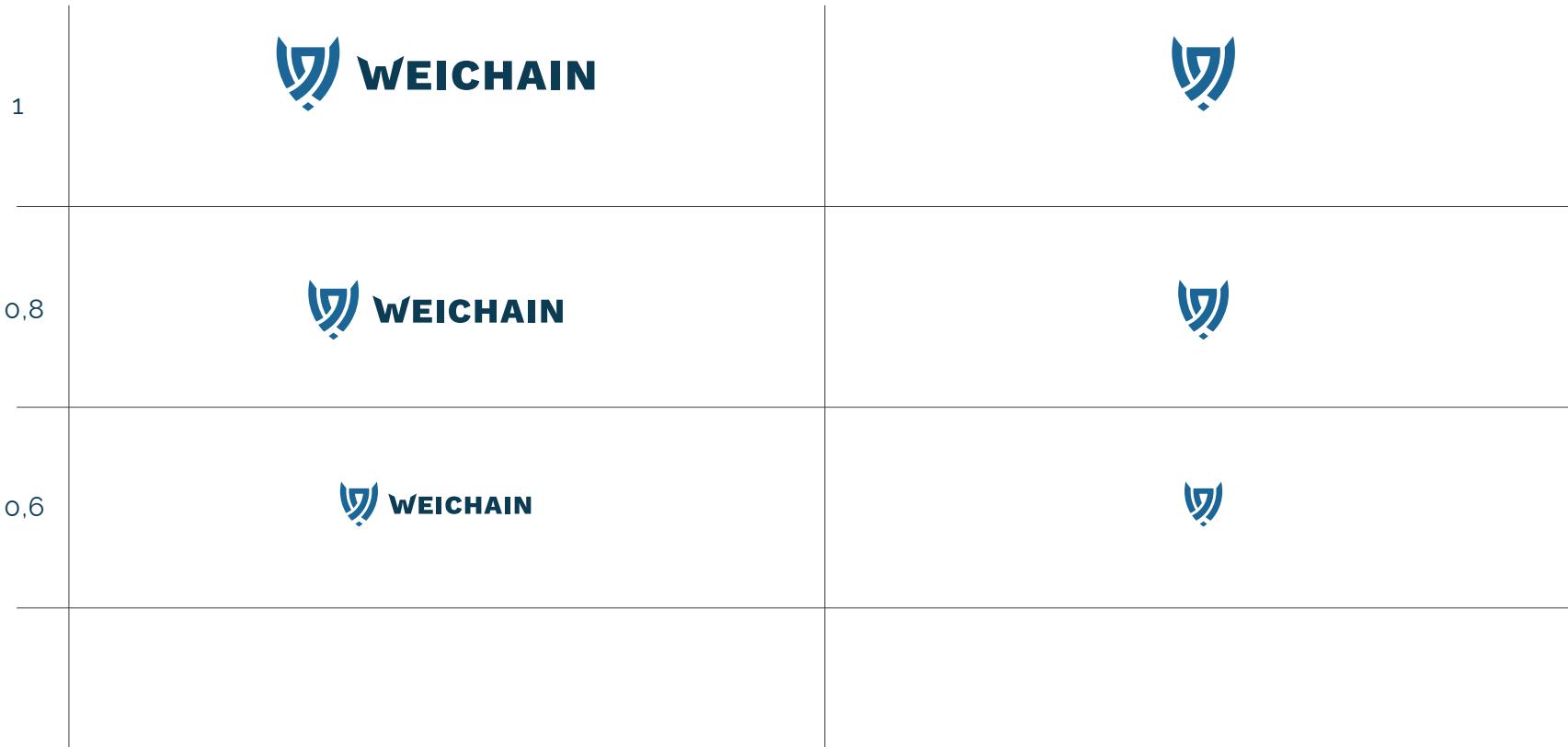


1.2

SCALE

Do not resize any element without following the appropriate ratio.

Logo variations should not appear smaller than 12 mm width.



1.3

COLOUR VARIATIONS

The logo must not be used in any other colours rather than the brand identity colours.



1.4

DO'S & DON'TS

The logo must be used only in the brand acceptable variations without ruining the logo architecture and identity.



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02

TYPOGRAPHY

The brand font is the one used in the website and it must be used in all of the corporate materials for WeiChain.

Aa

Bahnschrift

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

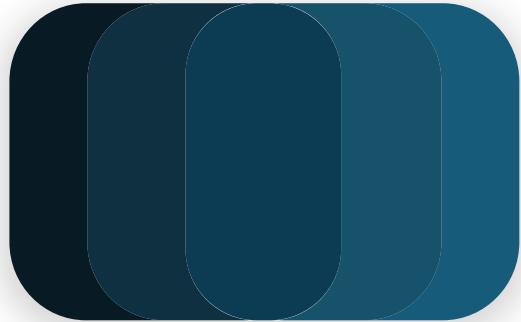
03

COLOURS

Institutional colours are illustrated on the table. The Logo or the graphics related to WeiChain may be:

- colour printed by means of typographic printing, plotters, laser or inkjet printers (see CMYK reference codes);
- reproduced on electronic media, such as video displays and monitors or projected on screen (see RGB reference codes);

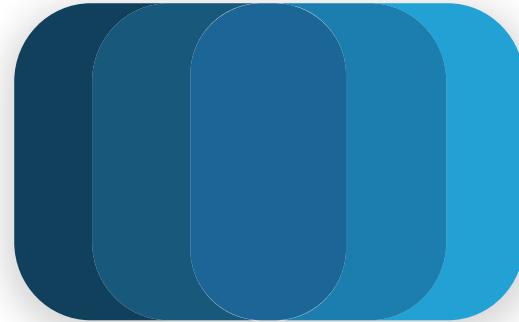
WeiChain Dark Turquoise



C: 97
M: 72
Y: 44
K: 35

R: 13
G: 60
B: 85

WeiChain Dark Blue



C: 91
M: 59
Y: 20
K: 3

R: 22
G: 102
B: 151

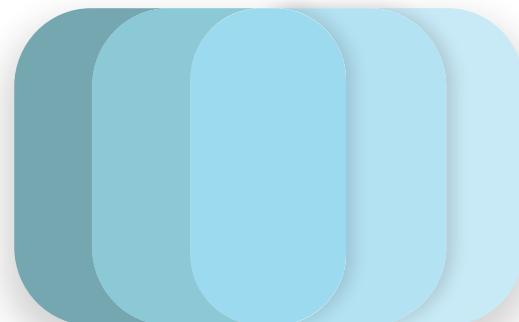
WeiChain Blue



C: 74
M: 28
Y: 0
K: 0

R: 45
G: 150
B: 211

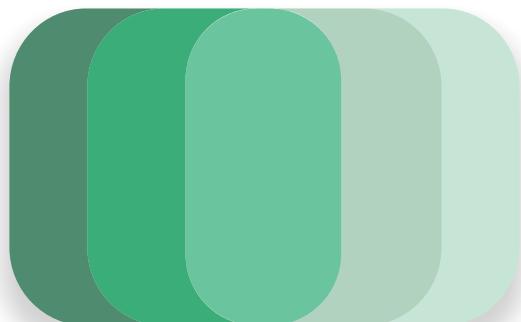
WeiChain Light Blue



C: 36
M: 0
Y: 4
K: 0

R: 155
G: 218
B: 238

WeiChain Accent Colour



C: 30
M: 5
Y: 27
K: 0

R: 180
G: 211
B: 192

WeiChain White



C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

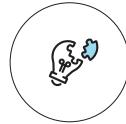
04

ICONS

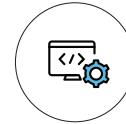
Use-Case Assessment



Creating MVP



Development & Implementation



Testing



Maintenance and Support



Constant communication



Blockchain development



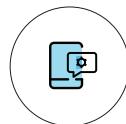
Smart Contracts



FinTech



Mobile Development



Research



Prototype



05

BUSINESS CARDS

Print settings:
350 gr. ofcet paper
4_4 colour

8.5mm



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5.5mm

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06

CORPORATE MATERIALS

All of the corporate materials must be used according to the brand identity of WeiChain.



LOREM IPSUM DOLOR SIT AMET, CONSETETUER

LOREM IPSUM DOLOR SIT AMET, CONSETETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NIL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRL DENELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NIL UT ALIQUIP EX EA COMMODO CONSEQUAT. LOREM IPSUM DOLOR SIT AMET, CONSETETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NIL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRL DENELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.

Sincerely,
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**BRAND IDENTITY
DESIGNED BY**


E Y A S