

webiny

MR W



webiny

BRAND PERSONALITY

Mr W is a young but experienced person, 35 years old. He is very friendly, helpful and easy to deal with.

He is clever and bright and likes to have a personal approach, even though he used to be very formal and corporate now he prefers a more relaxed relationship with his clients/partners that he likes to call friends.

He is very open-minded towards new situations and people and likes to think that there are not problems that can't be solved.

BRAND IDENTITY

1. EASY TO USE/LIGHTNESS

Webiny has a funky approach that gives the user a feeling of lightness and freedom.

2. FREEDOM/LIMITLESS

Because it has a very professional approach gives the user the feeling of freedom and of real partnership.

3. SOCIAL CONECTIVITY (MKTPLACE)

4. GROWS WITH YOU/ ALLOWS YOU TO GROW WITH IT

1. LOGO

webiny

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2. ELEMENTS

your website, without limits **webiny**

your website, without limits **webiny**

your website, without limits **webiny**

your website, without limits **webiny**

your website, without limits **webiny**

~~your website, without limits **webiny**~~

your blog, without limits **webiny**
your webshop, without limits **webiny**
your web design, without limits **webiny**

your website, without limits **webiny**

INFINITIVE SIGN – BIG DETAIL

Used as an addition to the slogan, in cases where the element dimensions requires a bigger detail.



INFINITIVE SIGN – SMALL DETAIL

Used in cases where the infinitive sign element is enlarged, for example on business cards.



a your website, without limits ∞
b b
a 8

your website, without limits ∞

your website, without limits ∞

— your website, without limits ∞ —

— your website, without limits ∞ —

your website, without limits ∞

your website, without limits ∞

— your website, without limits ∞ —

WITH DIFFERENT FONT STYLE

your website, without limits ∞

your website, without limits ∞

your website, without limits ∞

~~your website, without limits ∞~~

AS AN ADDITION TO THE SLOGAN

on line ∞
shop

Goran ∞

design ∞

~~on line~~
~~shop~~ ∞



3. COLORS

PRIMARY COLOR SYSTEM

WEBINY ORANGE



C0 M65 Y100 K0



PANTONE orange 021 C



R250 G90 B40

WEBINY GREY



C16 M23 Y23 K44



PANTONE warm grey 7 C



R150 G140 B131

WEBINY DARK GREY



C26 M36 Y38 K68



PANTONE warm grey 11



R110 G98 B89

SECONDARY COLOR SYSTEM

WEBINY AQUAMARINE



C66 Mo Y39 Ko



PANTONE 3265 C



Ro G199 B177

WEBINY PURPLE



C60 M87 Y5 Ko



PANTONE 7662 C



R122 G65 B131



4. TYPOGRAPHY

PRIMARY TYPOGRAPHY

SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČŽĐ
abcdefghijklmnopqrstuvwxyzščžđ 1234567890!"#\$%&'()*=?:;.,

SOURCE SANS PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČŽĐ
abcdefghijklmnopqrstuvwxyzščžđ 1234567890!"#\$%&'()*=?:;.,

SECONDARY TYPOGRAPHY

SOURCE SANS PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČŽĐ
abcdefghijklmnopqrstuvwxyzščžđ 1234567890!"#\$%&'()*=?:;.,

SOURCE SANS PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČŽĐ
abcdefghijklmnopqrstuvwxyzščžđ 1234567890!"#\$%&'()=?:;.,*

SOURCE SANS PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČŽĐ
abcdefghijklmnopqrstuvwxyzščžđ 1234567890!"#\$%&'()*=?:;.,

SOURCE SANS PRO BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČŽĐ
abcdefghijklmnopqrstuvwxyzščžđ 1234567890!"#\$%&'()*=?:;.,

ORNAMENTAL TYPOGRAPHY

BELLOTA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZŠČŽĐ
abcdefghijklmnopqrstuvwxyzščžđ 1234567890!"#\$%&'()*=?:;.,

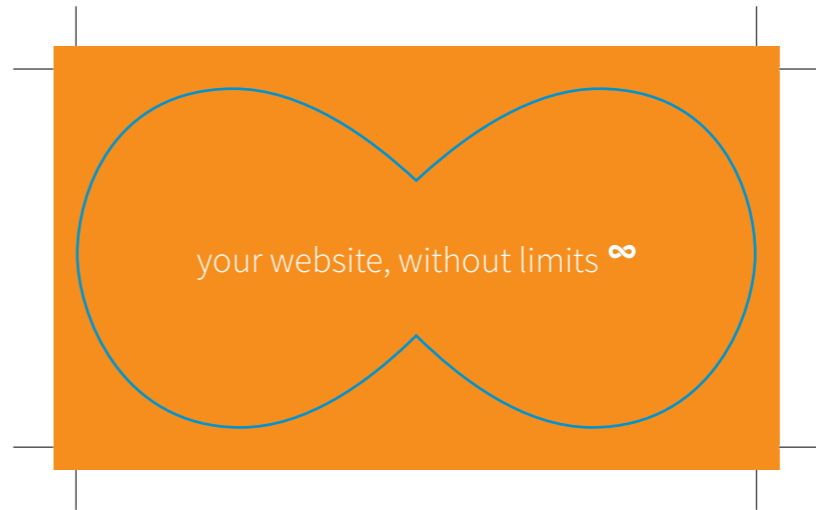
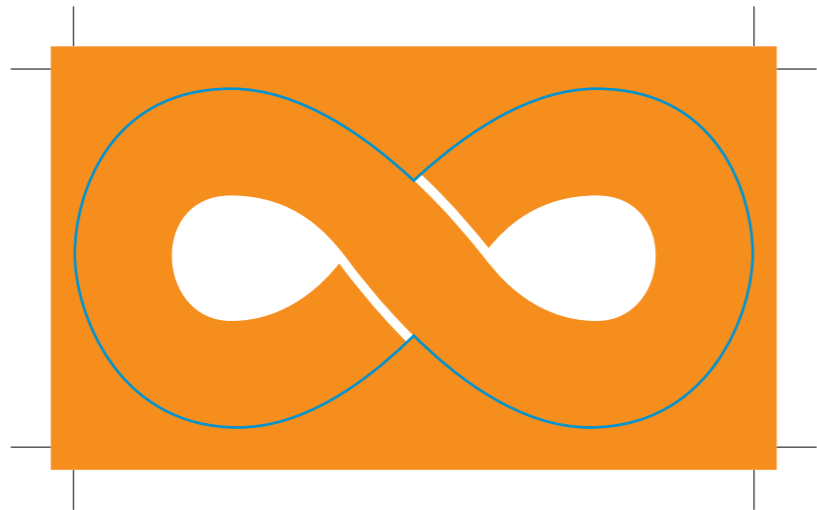
BELLOTA BOLD

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**5. CORPORATE
COMMUNICATION**





webiny

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6. COMMUNICATION EXAMPLES



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my website, without limits **webiny**



developer, without limits ∞

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