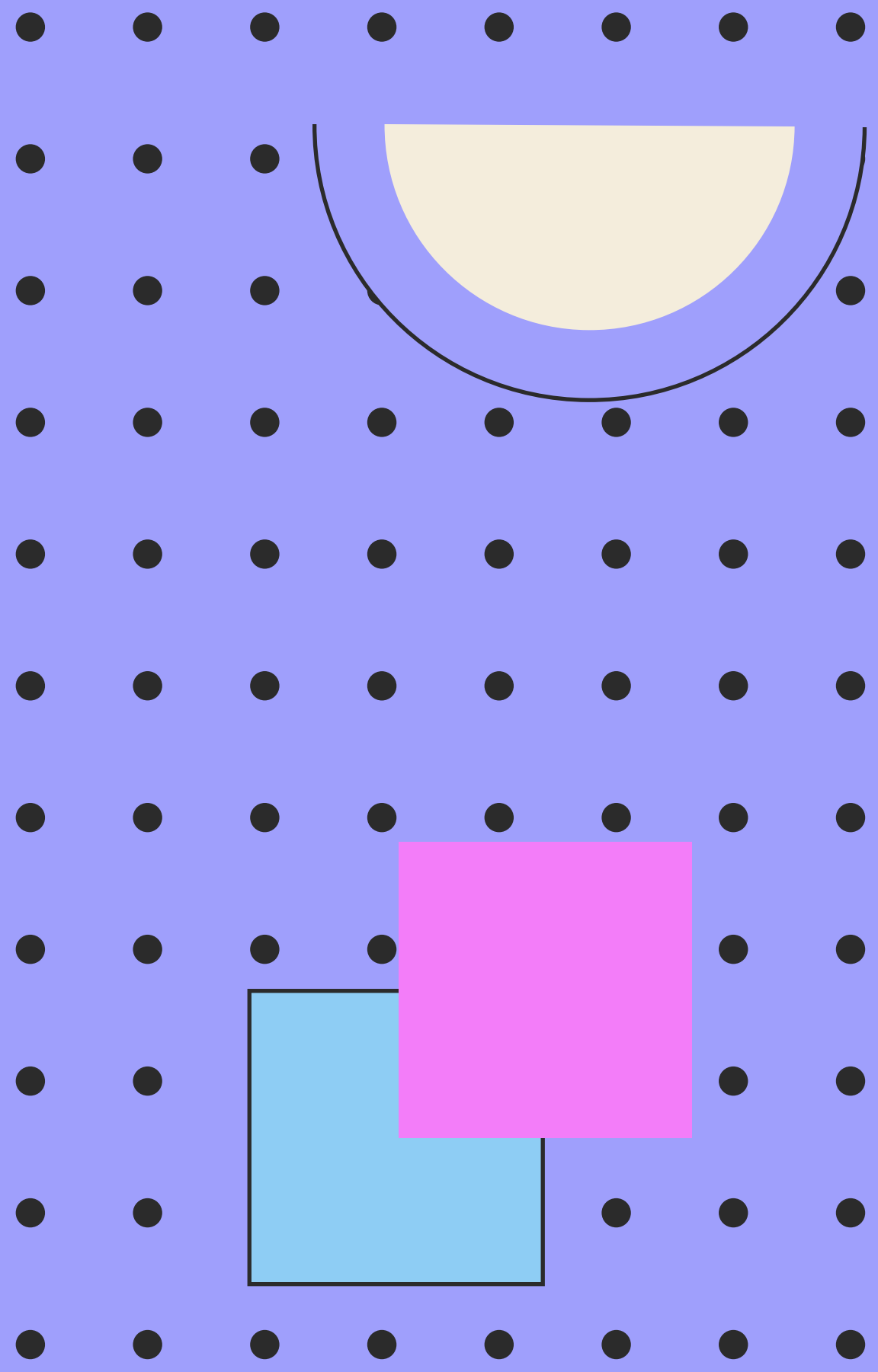
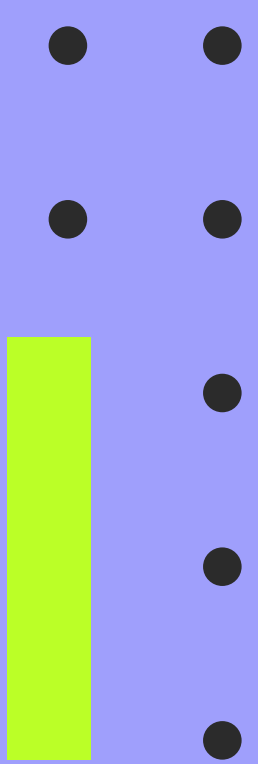


W * Web Multipliers



Brand
Guideline

Industry
IT

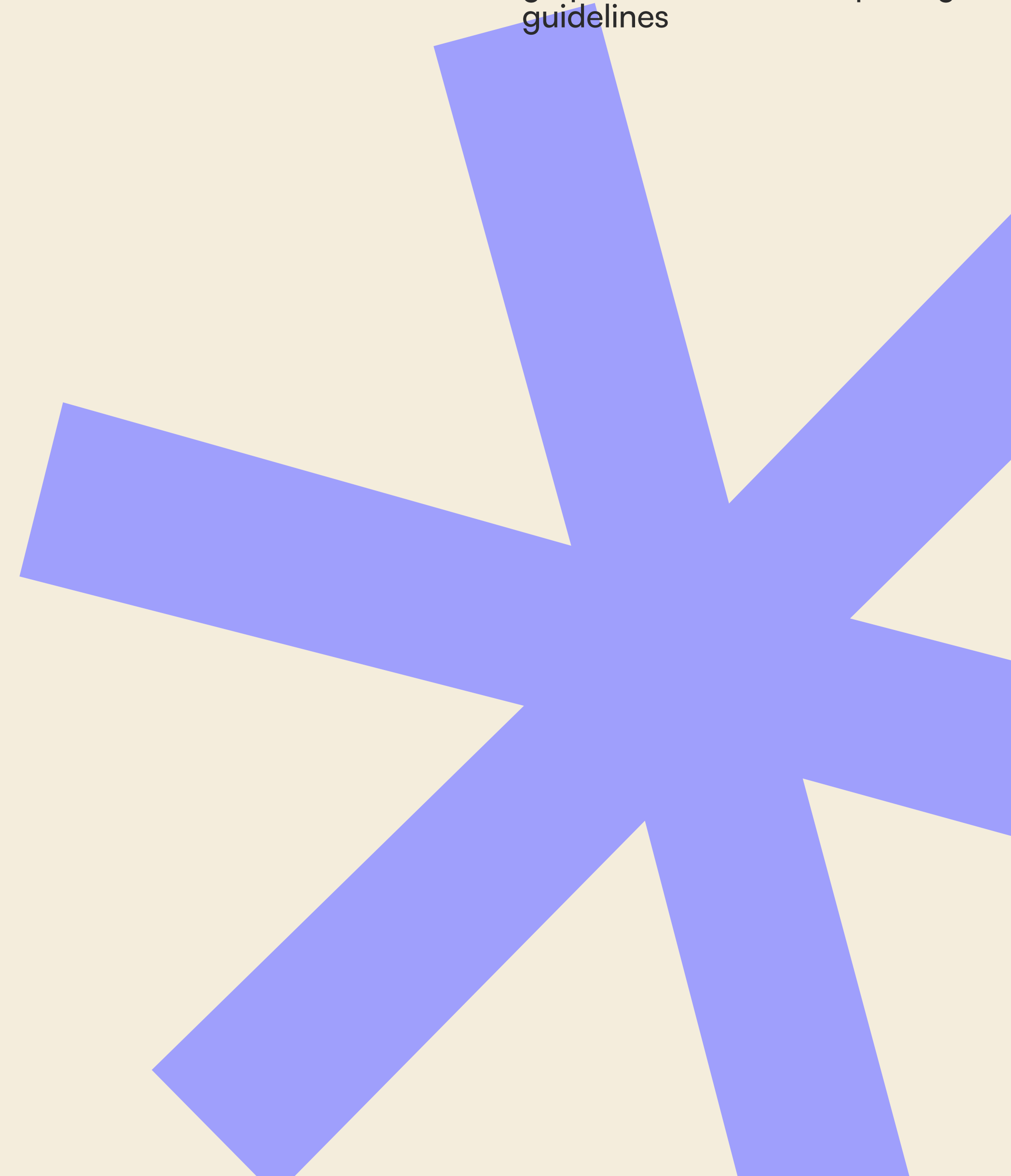
Location
USA

Year
2022

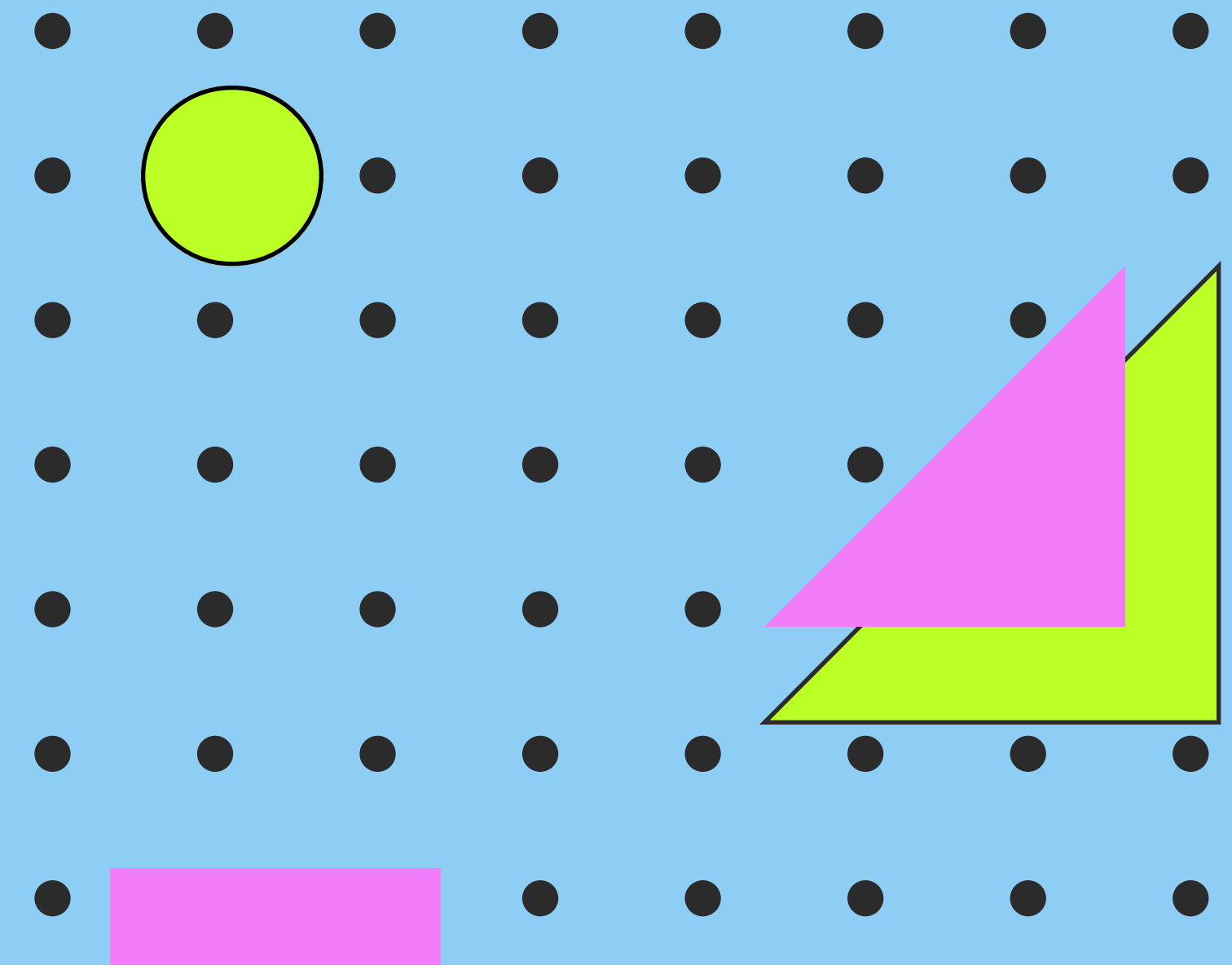
Scope of Work
Logotype, brand mark, colors,
graphic elements, font pairing,
guidelines

ABOUT THE PROJECT

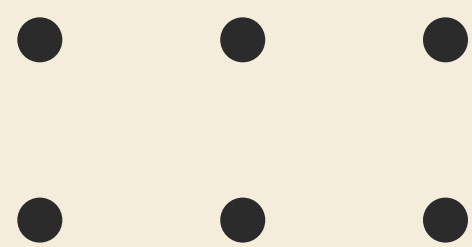
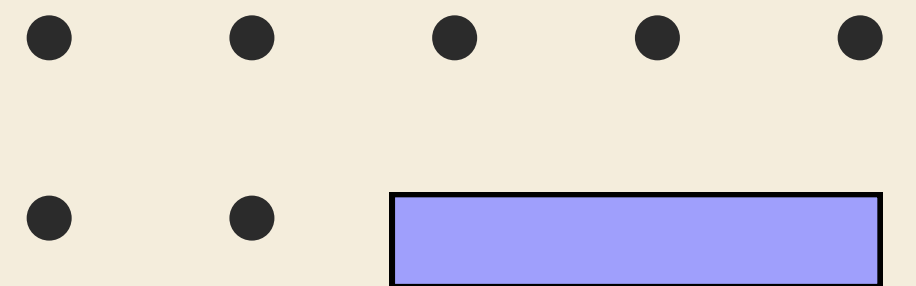
WebMultipliers — creator/business experience platform for publishers, content creators, and influencers. A definitive guide to building a digital-first business, including what software to use and who you should partner with. Peer and expert support in public and private spaces for the playbook and platform.



- 01 Logotype
- 02 Color palette
- 03 Typography
- 04 Graphic elements



01 LOGOTYPE

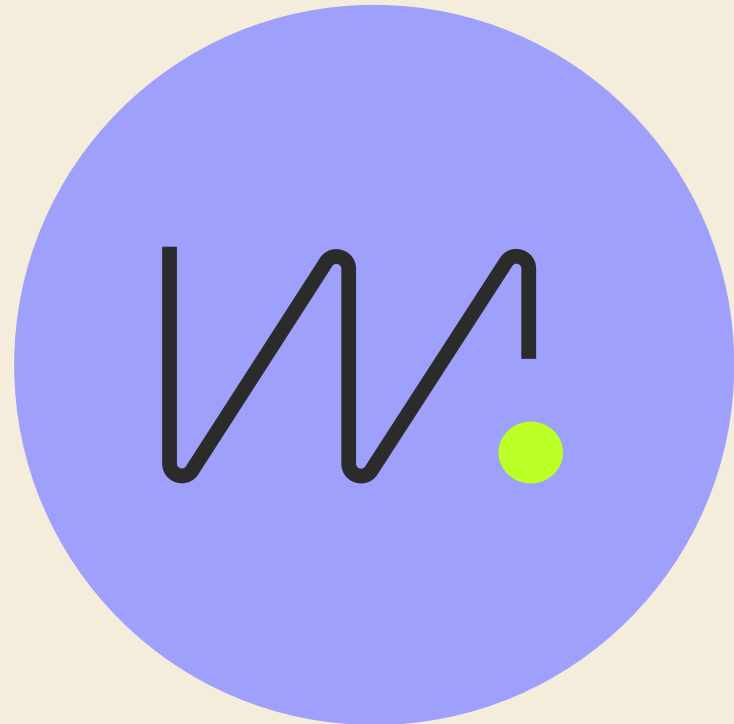


LOGOTYPE

The primary logo is the main graphic element in the visual system that represents your brand and is used most often.



BRAND MARK



ADDITIONAL VERSION

W Web
* Multipliers

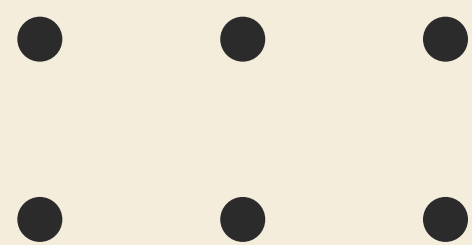
W Web
* Multipliers

W Web
* Multipliers

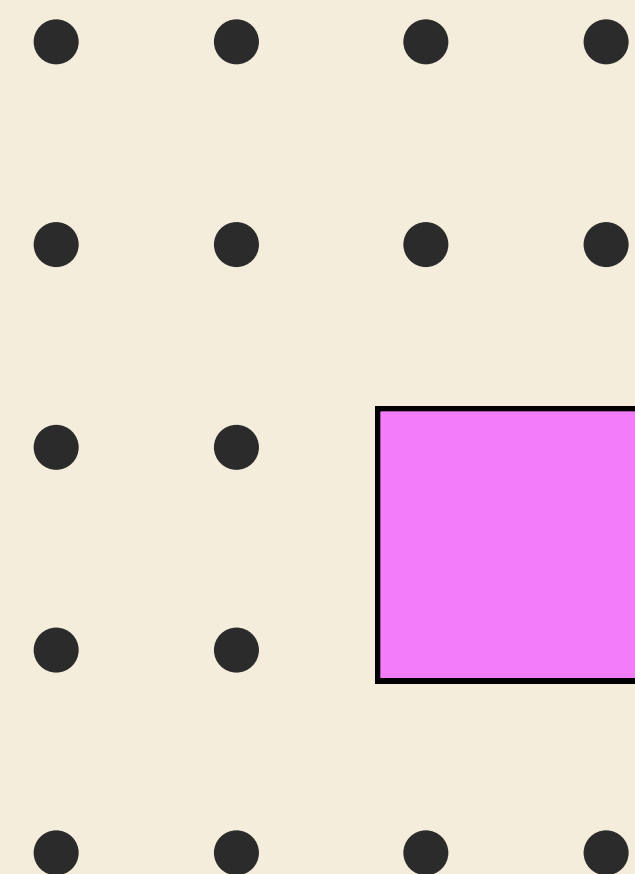
SAFE AREA

A 'clear zone' is defined around the logo to help maintain balance and clarity.



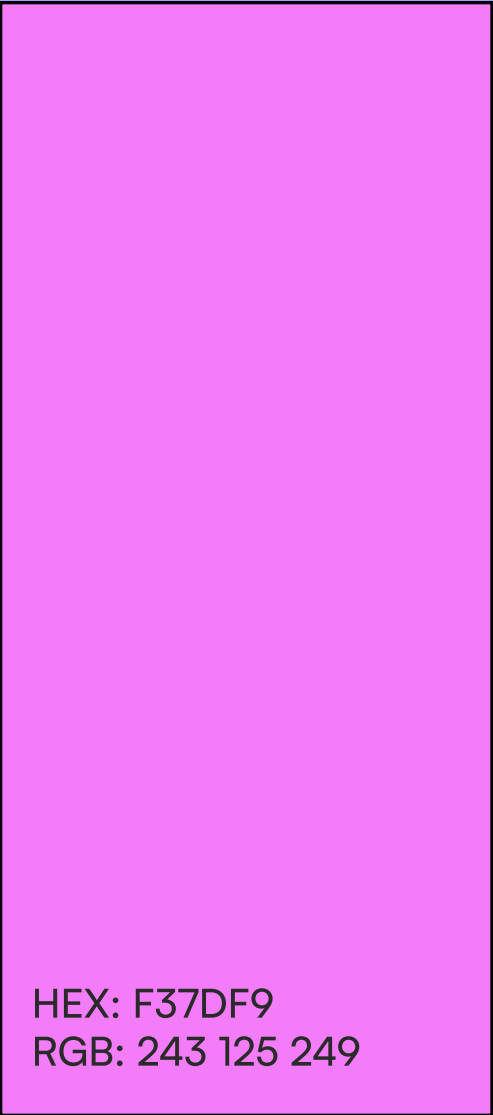
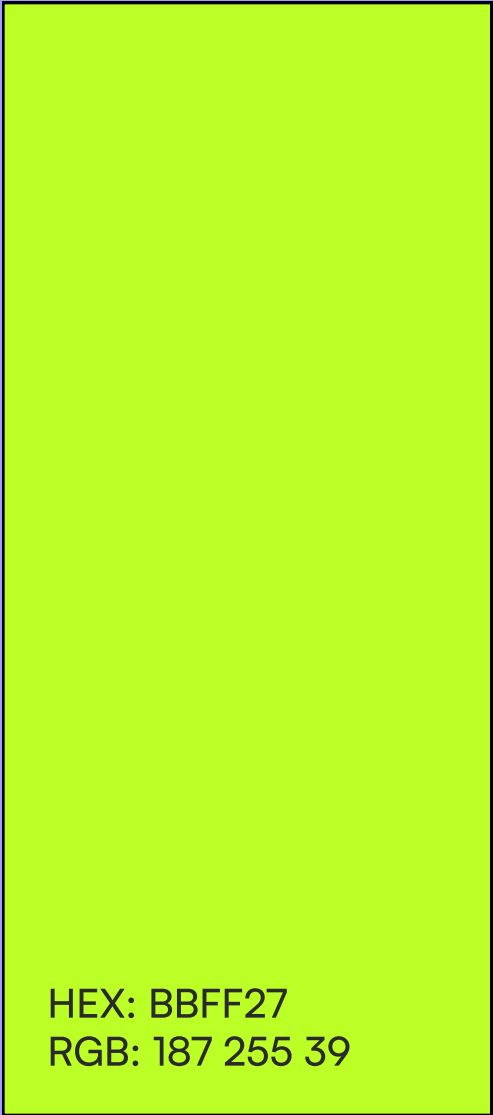
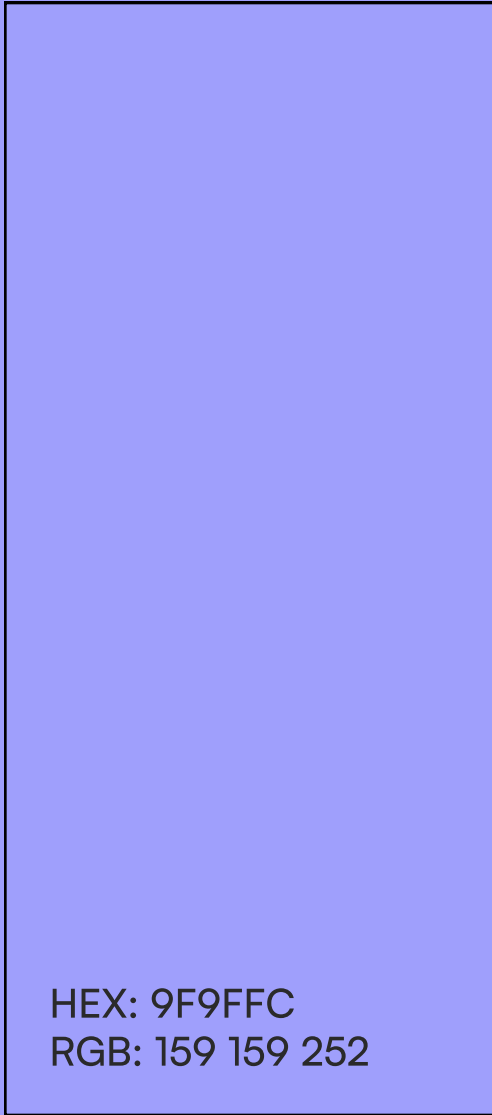
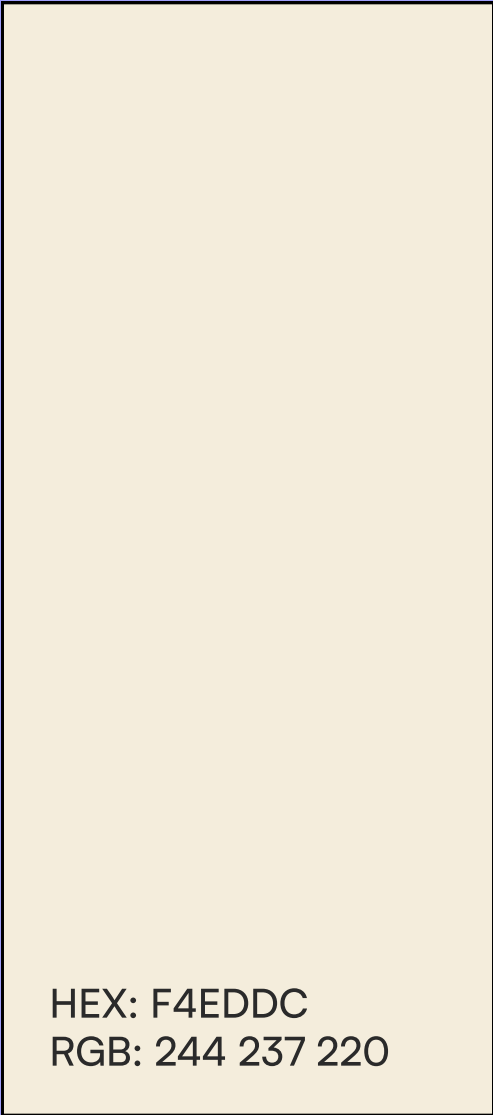


02 COLOR PALETTE



COLOR PALETTE

Primary colors: purple, blue, pink.
Acid green - accent color.



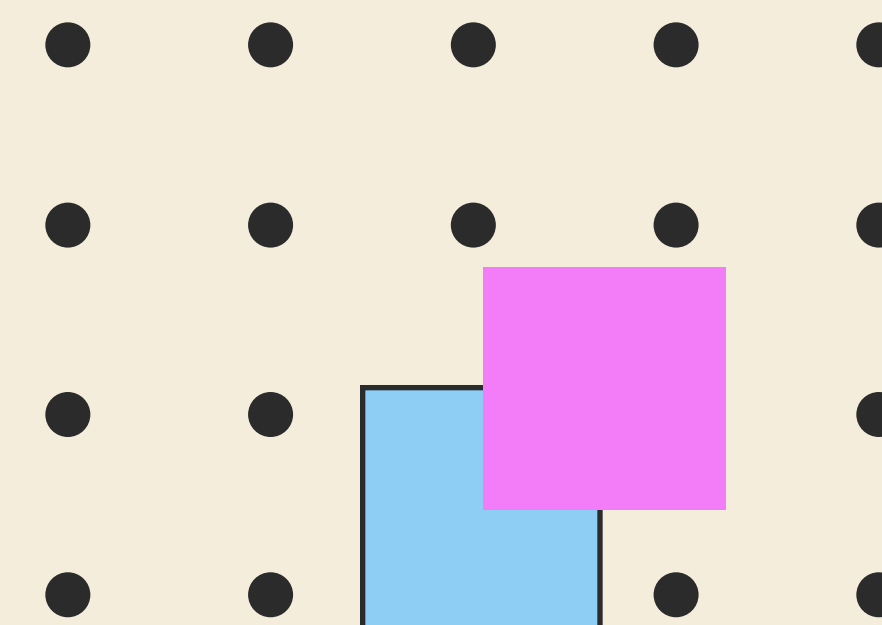
COLOR COMBINATION

Web
Multipliers

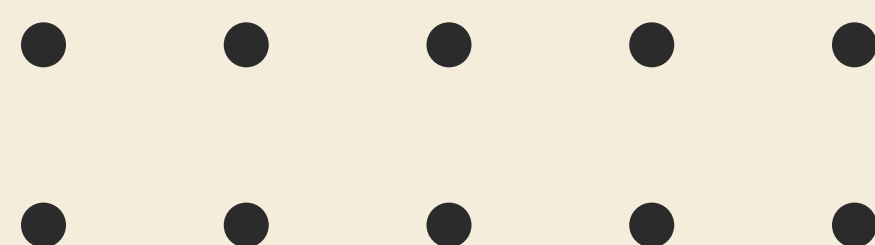
Web
Multipliers

Web
Multipliers

Web
Multipliers



03 TYPOGRAPHY



PRIMARY FONT

Satoshi font is recommended for Headers and Titles

Satoshi

Weights:	Example:
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SECONDARY FONT
Lato is recommended for Body text

Lato

Weights:

Example:

Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

TYPESETTING &
EXAMPLE

Folio
Satoshi
Medium

Header
Satoshi
Bold

Intro
Inter
Regular

Sub-header
Lato
Medium

Body
Lato
Medium

Button
Satoshi
Medium

August 2020

Your headline main information

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Ullamcorper euismod integer magna egestas.
Nibh maecenas nibh fames pulvinar blandit consequat.

What Are Tags?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ullamcorper euismod integer magna
egestas. Nibh maecenas nibh fames pulvinar blandit consequat luctus auctor. Blandit sodales
et sollicitudin eget id posuere egestas ac. Consequat tellus, risus arcu sit sociis sit aliquet
dolor. Tellus in orci luctus nibh felis, lorem aliquet volutpat.

UTILITY TEXT

COLOR COMBINATIONS

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

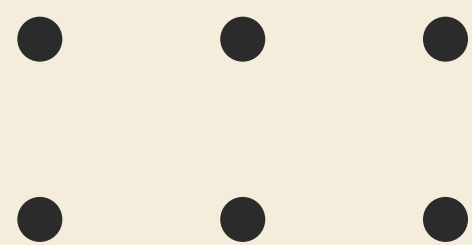
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
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Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

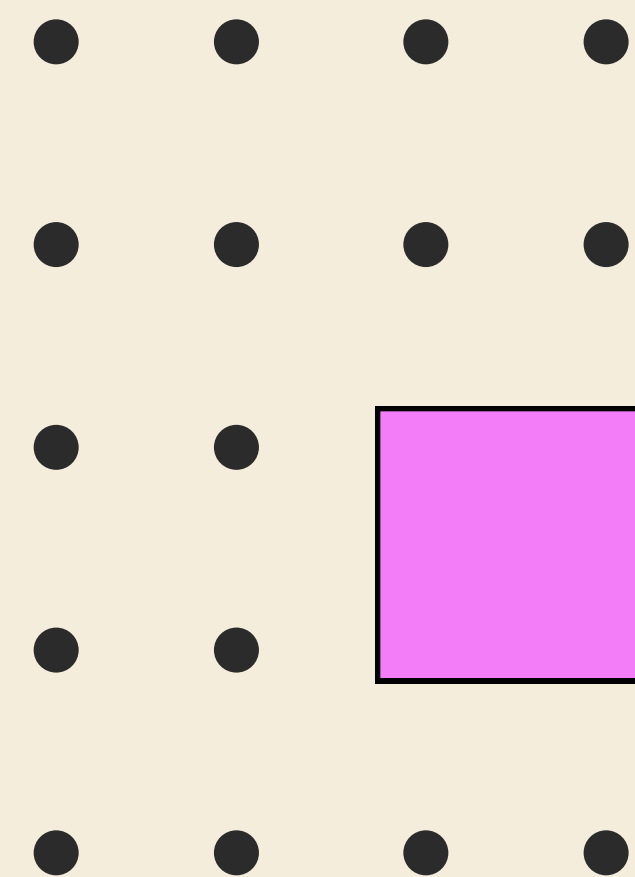
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
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Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

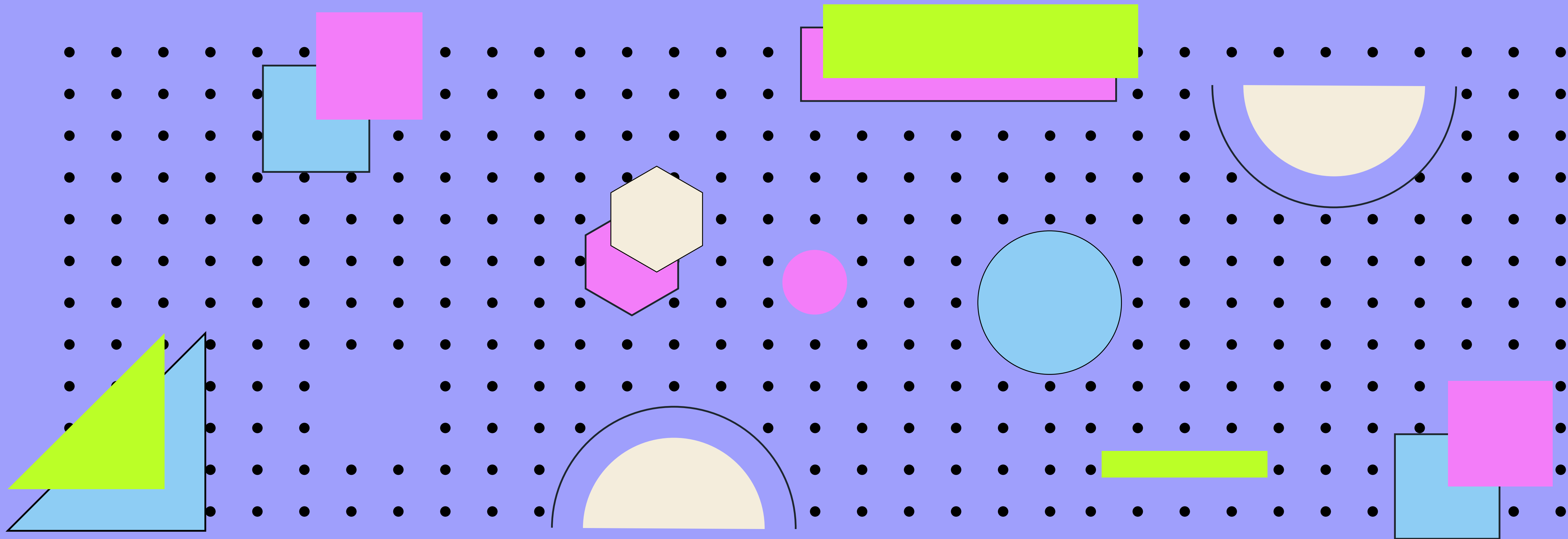
Aa

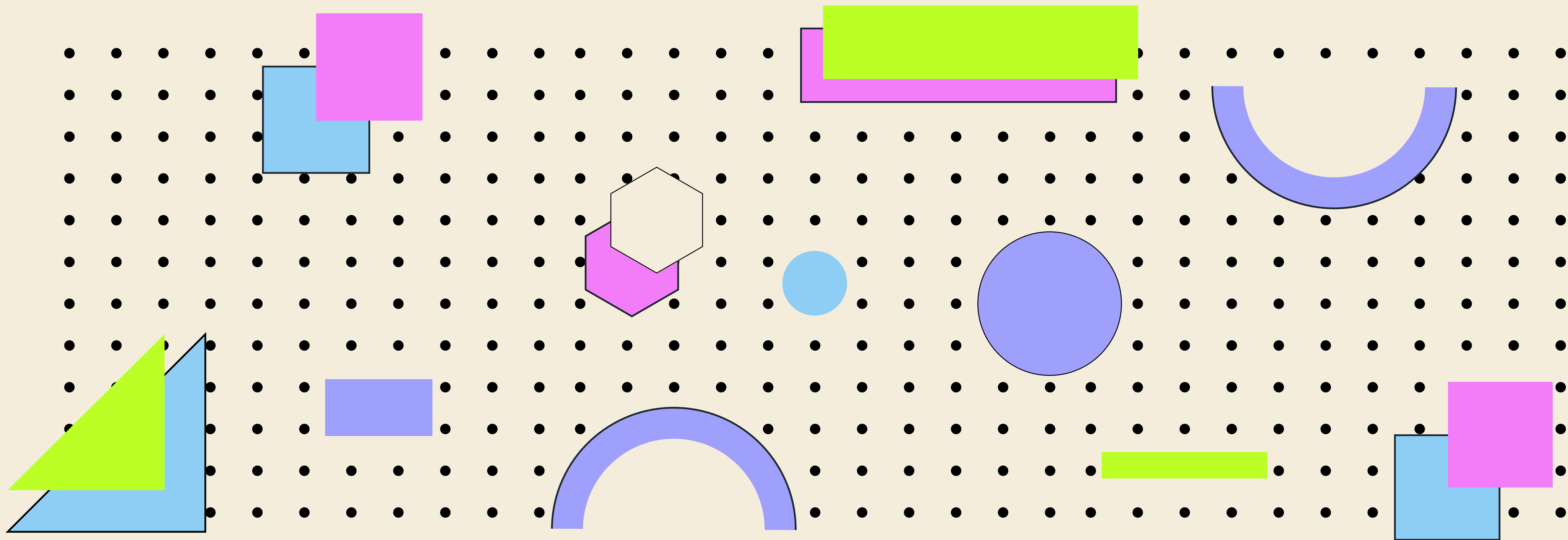
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Xx Yy Zz 1 2 3 4 5 6 7 8 9 0



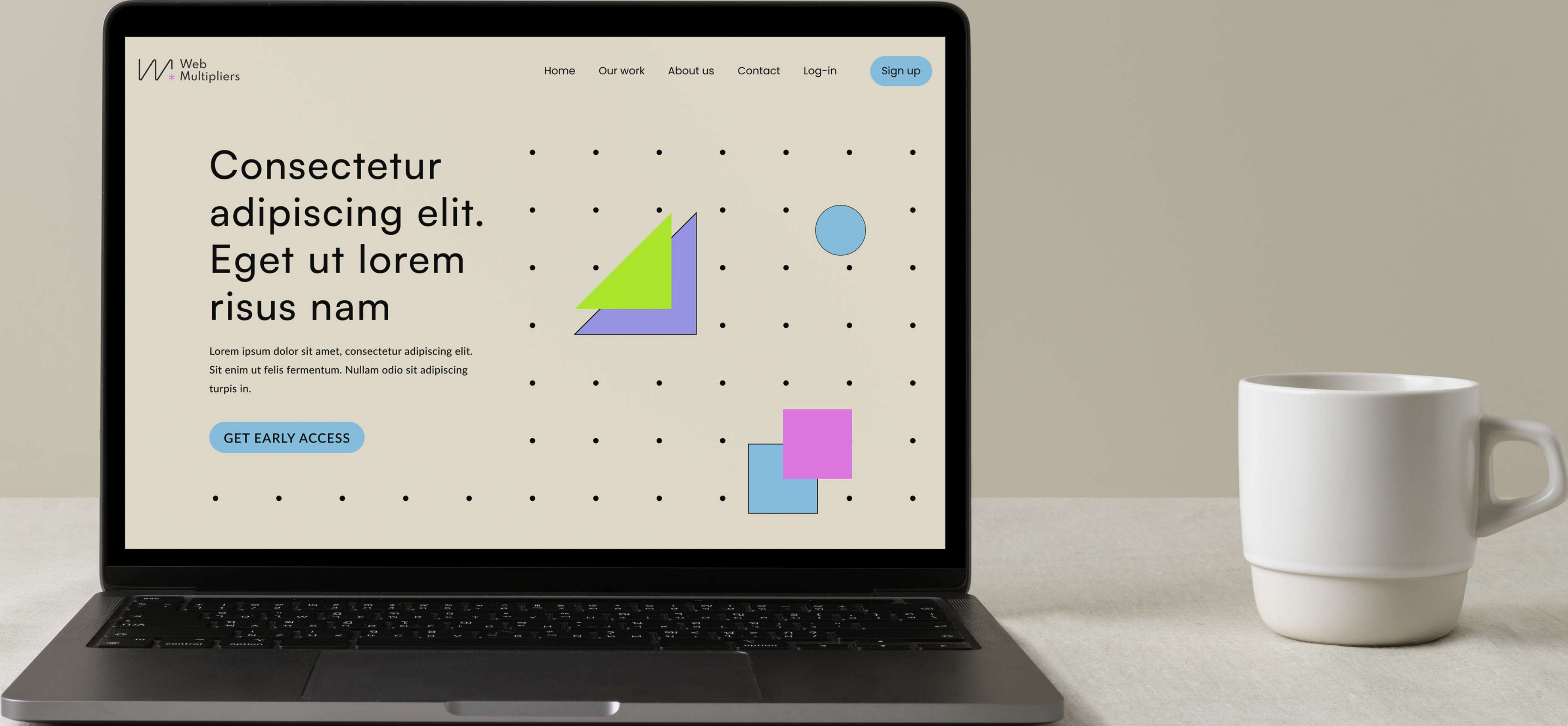
04 GRAPHIC ELEMENTS



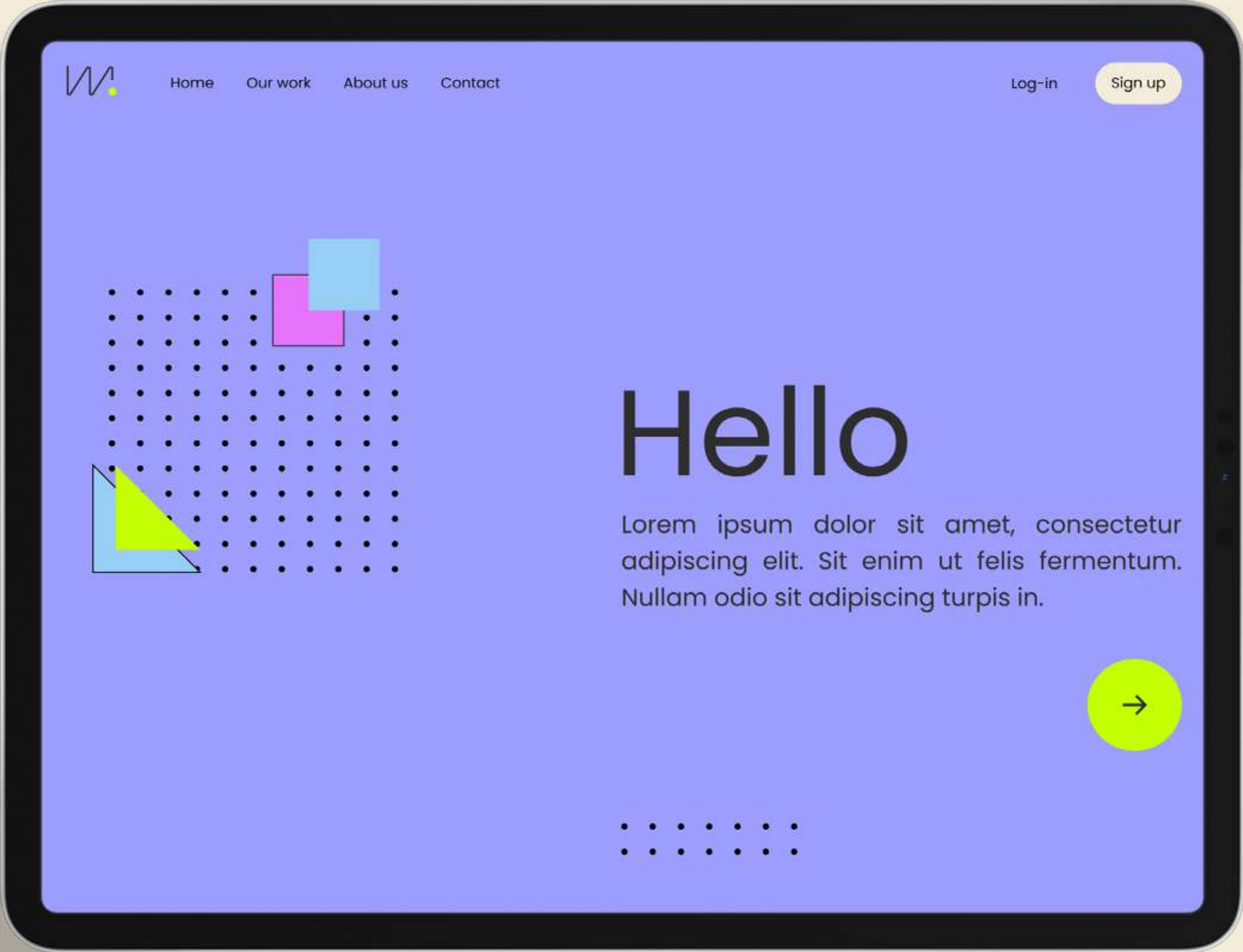




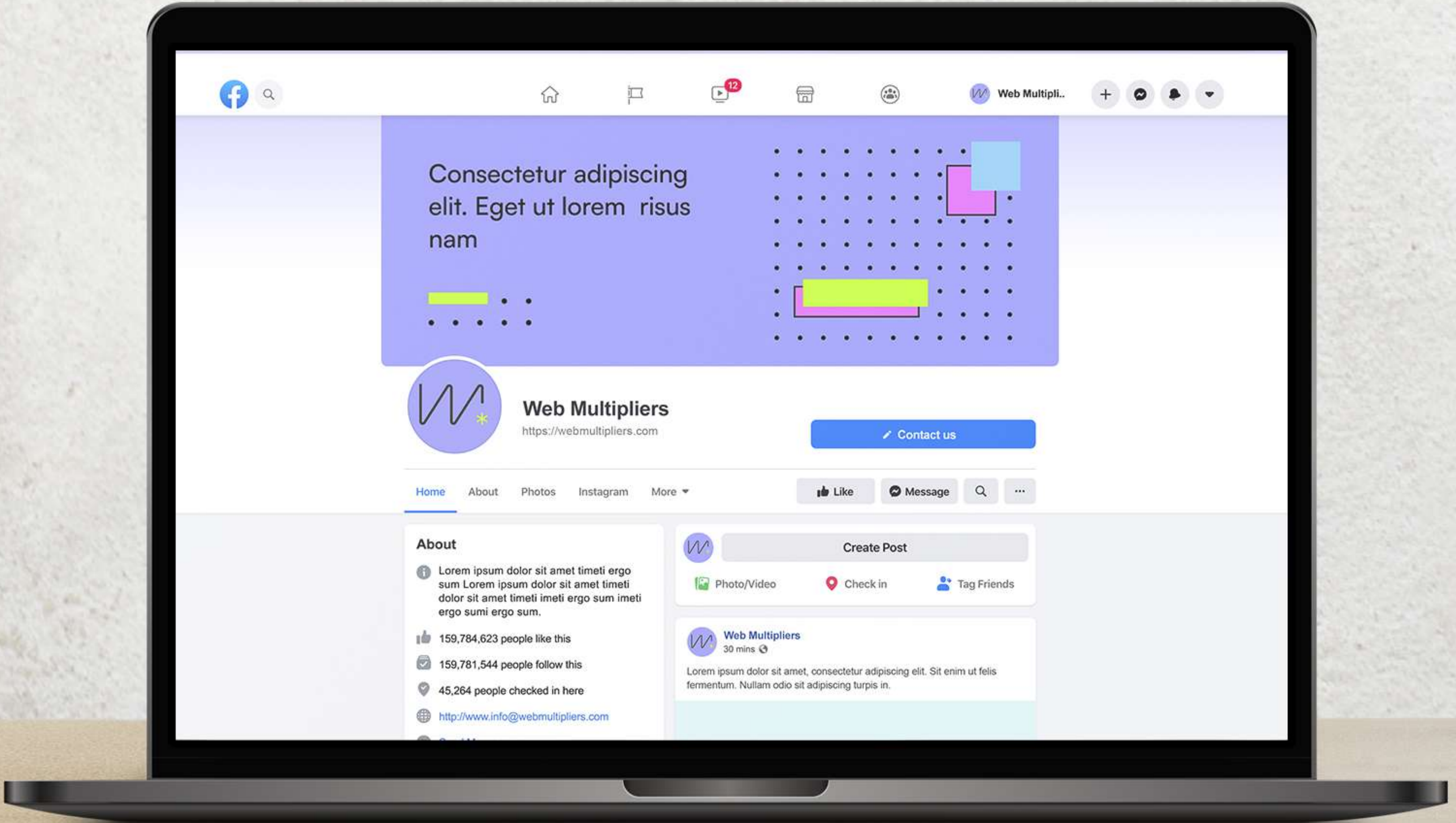
WEBSITE



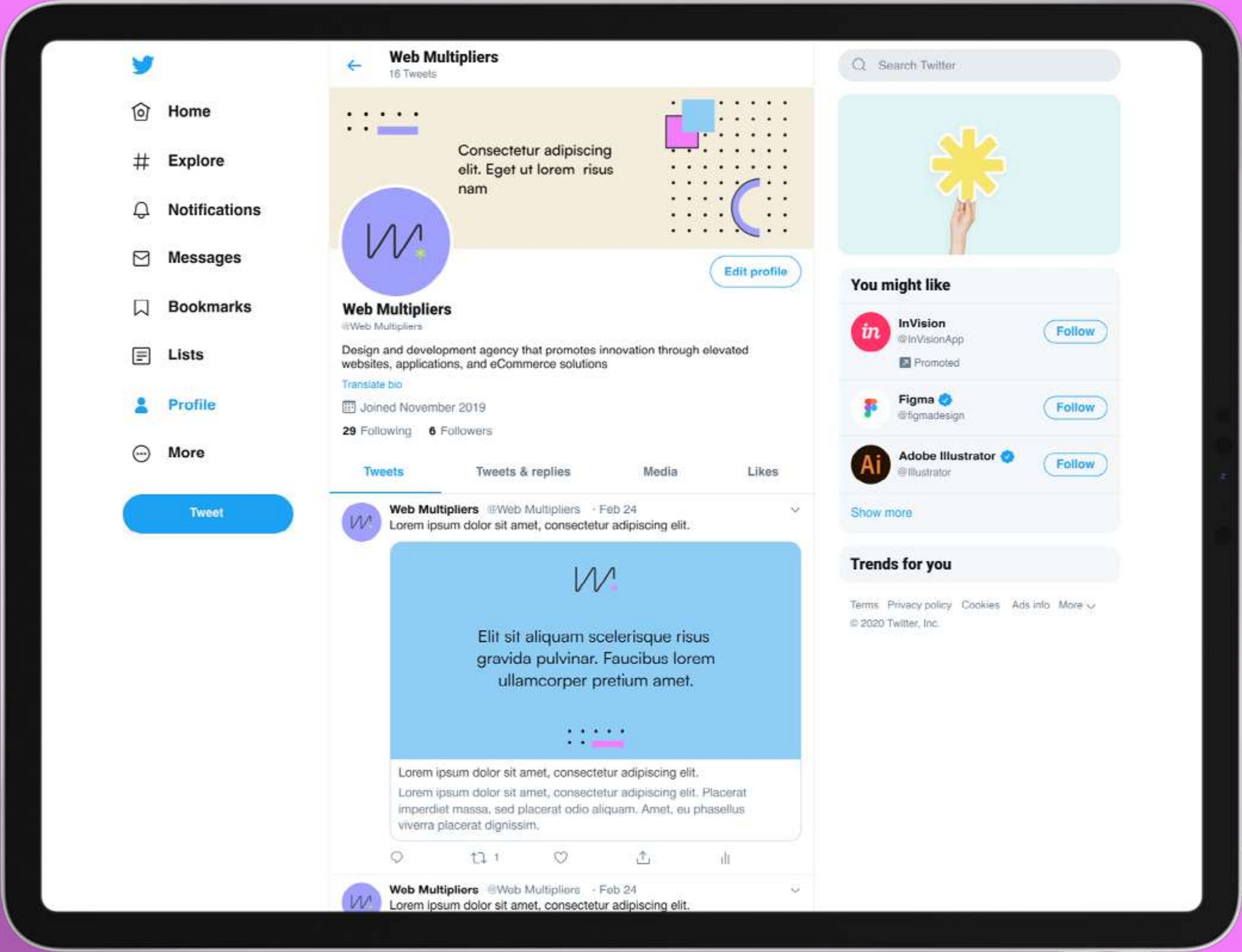
WEBSITE



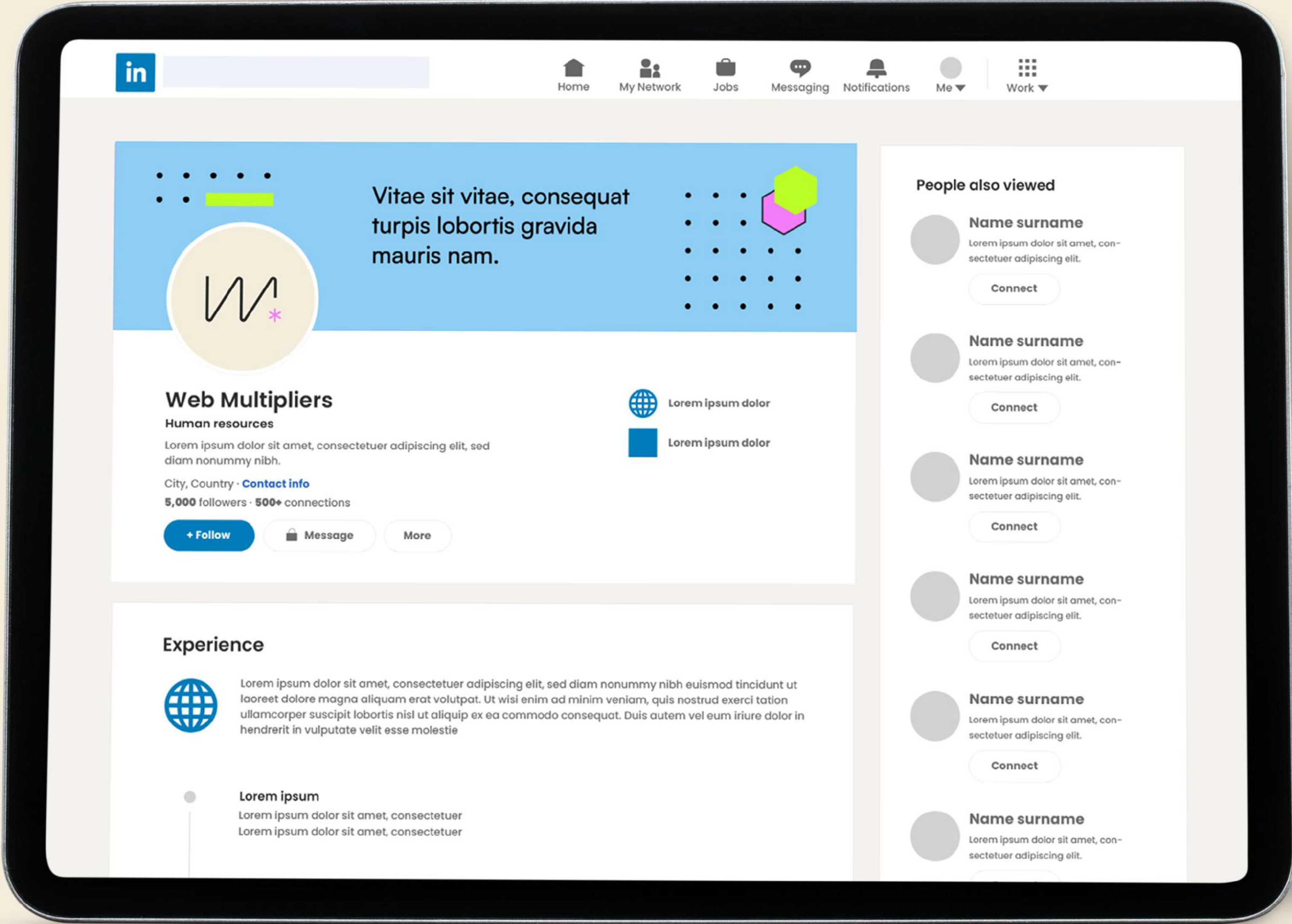
FACEBOOK COVER



TWITTER COVER



LINKEDIN COVER



2022



THANK YOU!

glekeL'