webinity

Brand & Identity Guidelines

Version 1.0

January 2024

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01

Brand story

Making life of website owner

Let us take care of your website, while you can focus on growing your business.

Brand Story

Our clients operate in most industries and countries. They run shops, schools, theaters, provide food and healthcare, and they rely on our help and support. Due to the global shift of moving business to the web nowadays websites are the most important point of contact and exposition for most businesses. By taking care of and solving their website related issues we are able to let them have a peace of mind and stay focused on running their business

We are driven by a clear purpose - to make life easier for any website owner. We aim to grow as a leading provider of website related solutions and stay a globally trusted brand, known for providing exceptional customer support.

We continue to develop our solutions for new web development technologies and strive to always do our best.

#FixTheWeb

02

Logo

webinity

Primary logo

Sigil and horizontal typography.

Logomark

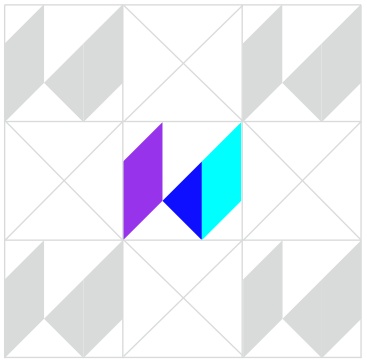
Sigil, without typography.

webinity
webinity

webinity

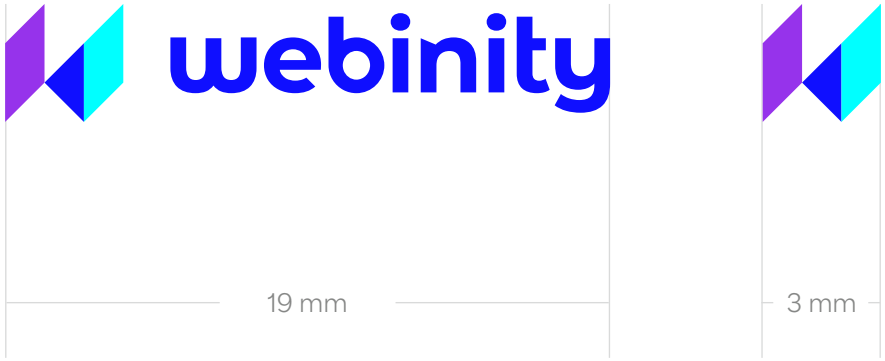
Clearspace

In order to preserve the integrity of the Webinity logo, it is important that no other logos, type or other graphic elements infringe on its space. The clearspace around the logo, should as a minimum be equivalent to the size of the logomark placed in each corner of the primary logo. The same rule applies to the usage of the logomark. Derogations are possible and a smaller area can be used in situations where its preservation is not possible.



Right usage

The presented value concerns the use of the logo in case of printed materials. The minimum size for digital projects should be individually determined by the designers for each project due to the multitude of digital media. The logo must be legible and scaled proportionally.



Protecting the logo

The logo must always be reproduced in its original state and according to the guidelines. You should always use the original files with the logo that can be found on webinity.com/company/media-and-press-materials/. These examples illustrate modifications that must be avoided. The rules of this guideline document are not to be broken, as they ensure the design integrity of the Webinity brand.

Do not change the proportions of the logo and its elements

Do not alter the colour of the logo

Always make sure there is enough contrast

03

Colours

Purple
Primary colour

RGB	**151/52/235**
HEX	**9734eb**
PANTONE	**265 C**

Blue
Primary colour

RGB	**15/15/255**
HEX	**0f0fff**
PANTONE	**2935 C**

Cyan
Primary colour

RGB	**0/254/255**
HEX	**00feff**
PANTONE	**319 C**

Black
Neutral colour

RGB	**0/0/0**
HEX	**000000**
CMYK	**0/0/0/100**
PANTONE	**Black 6 C**

White
Neutral colour

RGB	**255/255/255**
HEX	**ffffff**
CMYK	**0/0/0/0**
PANTONE	**-**

Gray
Additional colour

RGB	**247/249/250**
HEX	**f7f9fa**
CMYK	**5/3/5/11**
PANTONE	**Cool Gray 2 C**

Dark blue
Additional colour

RGB	**20/32/77**
HEX	**14204d**
CMYK	**100/90/40/40**
PANTONE	**2758 C**

Colour guidelines

The primary version of the logo is composed of three colours: purple, blue and cyan. Additional colours that can be used are: black and white. When using the logo in digital and printed projects, it is allowed to use it in primary and neutral colours. For digital projects you should use RGB colours, and for printed ones you should stick to Pantone/CMYK.

Use in digital (RGB) and print (Pantone/CMYK) projects

Colours of the logo on various backgrounds

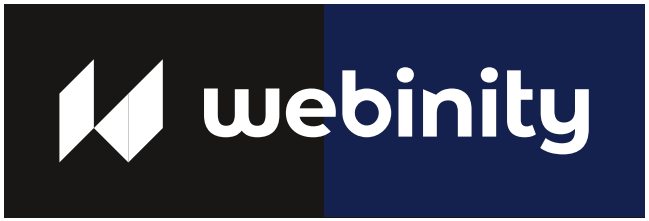
Contrast between the logo and the background should be large enough to maintain the appropriate level of presentation of the logo. Allowed colour variants of the logo on permitted backgrounds:

White background, preferred colorful logo version

Purple background

White/Grey background

Blue background



White/Dark blue background

Cyan background

04

Typography

Typography in projects

Area Normal is Webinity's brand typography, and must used for all designed material. Any available variation of this font can be used. Whereas Area Normal font is not available eg. office use or email signatures, Area Normal should be replaced with Arial.

Area Normal

Available on Adobe Fonts

Area Normal Regular

aąbcćdeęfghijklłmnoópqrstuvwxyzżź
AĄBCĆDEĘFGHIJKLŁMNOÓPQRSTUVWXYZŻŹ
0123456789
!@#$%^&*()_+=-\][|}{';":/.,?><

Area Normal SemiBold

aąbcćdeęfghijklłmnoópqrstuvwxyzżź
AĄBCĆDEĘFGHIJKLŁMNOÓPQRSTUVWXYZŻŹ
0123456789
!@#$%^&*()_+=-\][|}{';":/.,?><

Area Normal ExtraBold

aąbcćdeęfghijklłmnoópqrstuvwxyzżź
AĄBCĆDEĘFGHIJKLŁMNOÓPQRSTUVWXYZŻŹ
0123456789
!@#$%^&*()_+=-\][|}{';":/.,?><

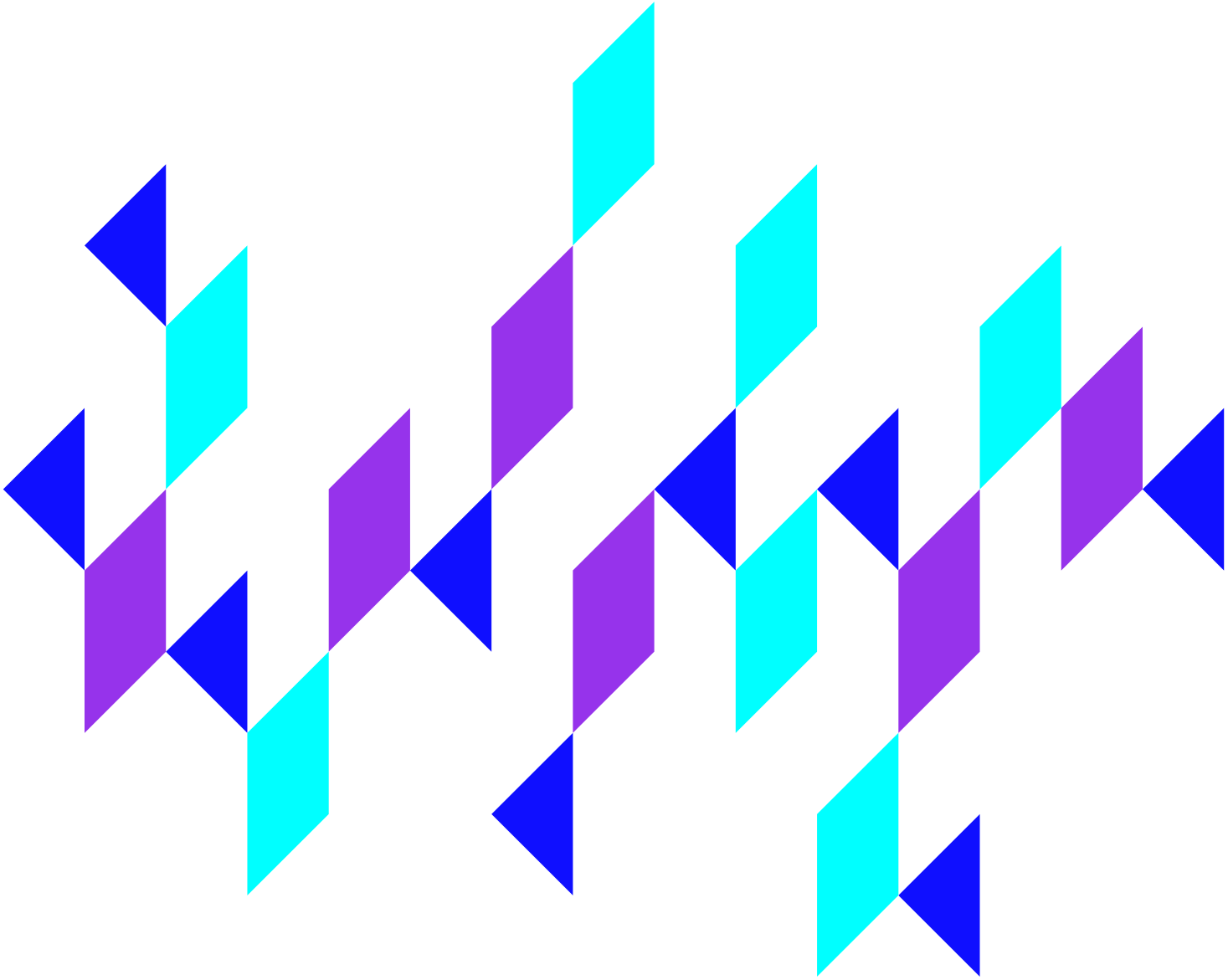
Examples of Area Normal font variations

A technology-first approach to
website
administration.

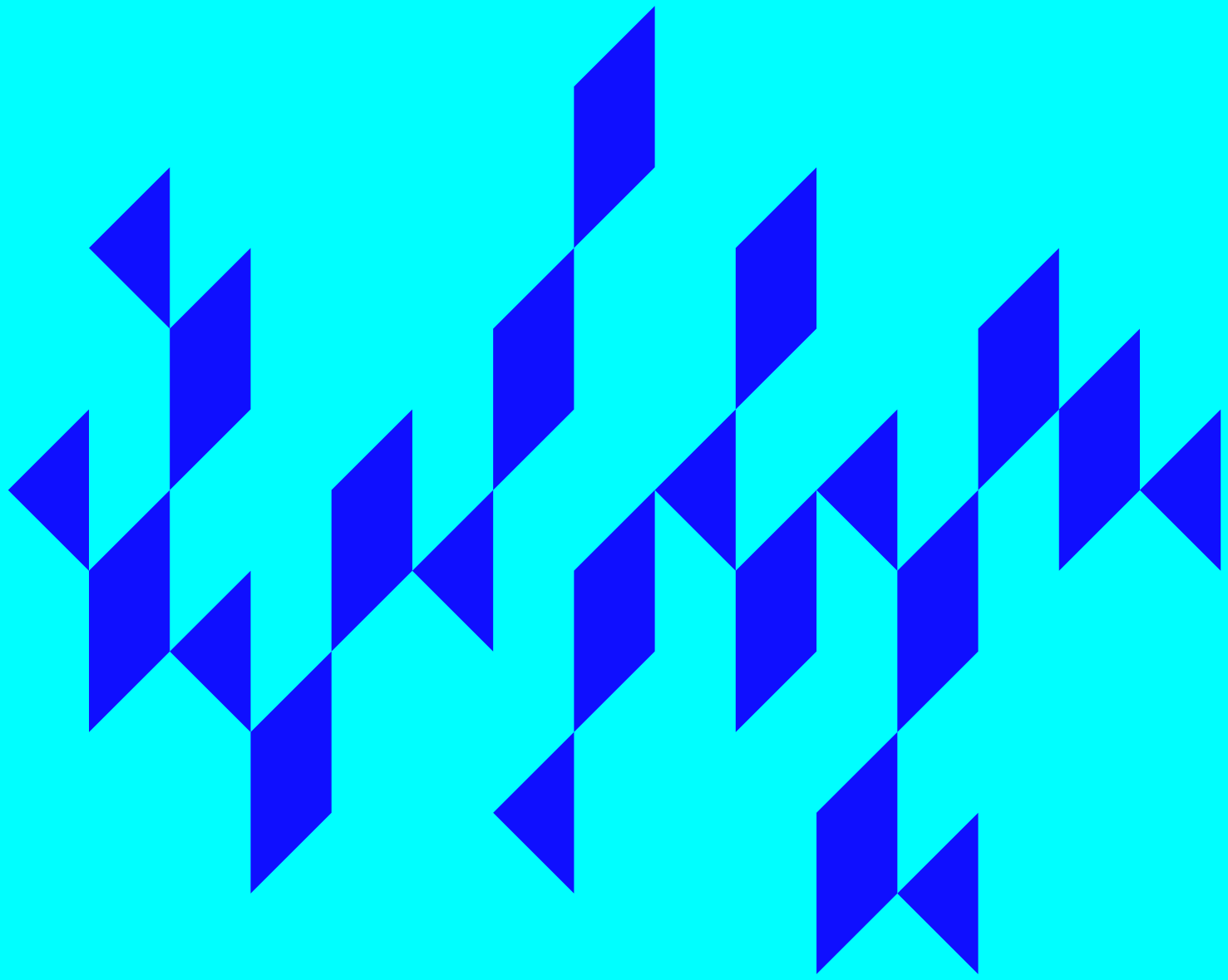
05

Pattern

Pattern

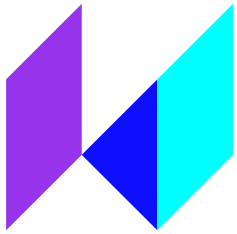


Pattern variation

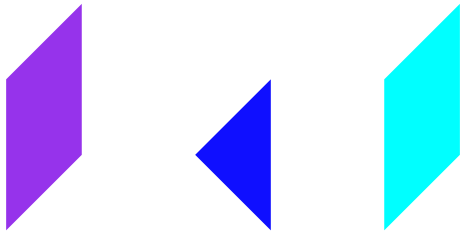


Pattern elements

The elements used to create patterns constituting an element of brand's identification come from the decomposition of the logomark. Scaling of the elements is allowed if they maintain their original proportions to each other.



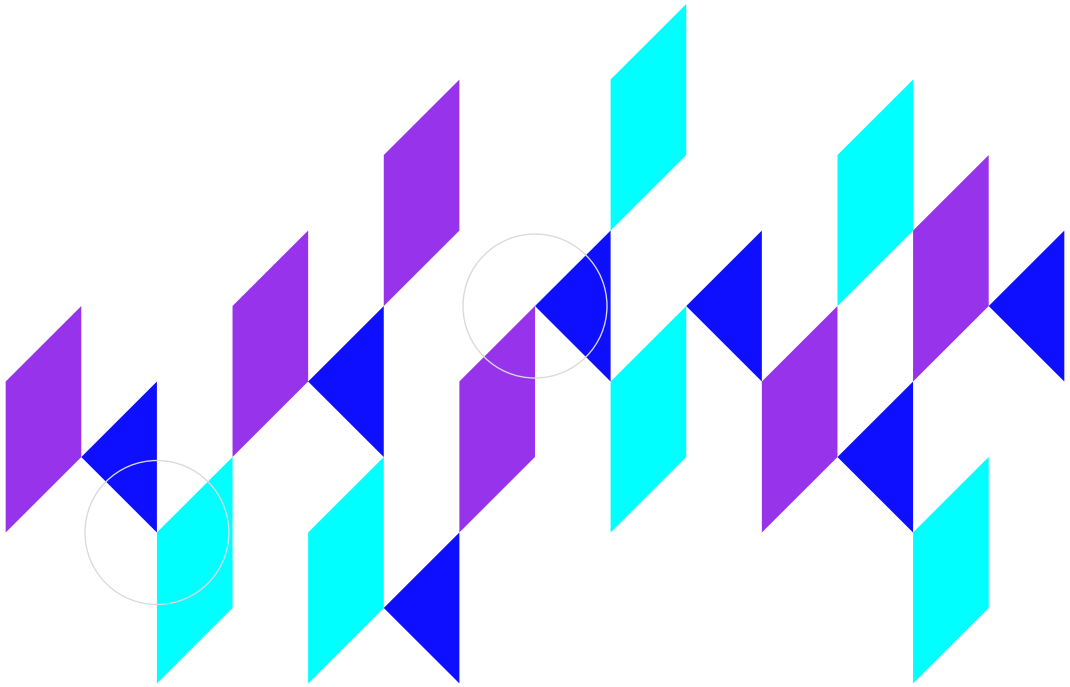
Logomark



Elements creating the patterns

Pattern creation rules

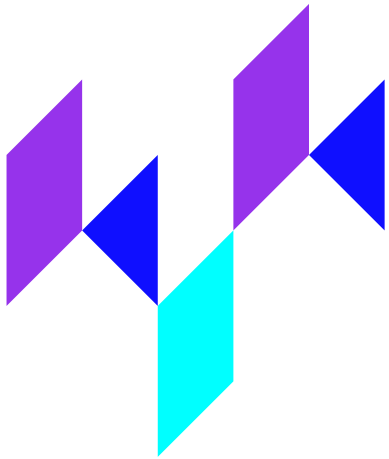
The pattern can have any number of elements in any arrangement, either vertical or horizontal. The most important rule is that the corners of the elements should be adjacent to each other and that identical elements should not appear directly next to each other.



An example of a pattern with marked connection of elements

Pattern colours

Use a full-colour pattern on a light background. It is permissible to place the pattern on plain basic and dedicated colours. Use the pattern in a solid colour and, if necessary, reduce its opacity.



Background colour:	white/grey
Pattern colour:	basic
Pattern opacity:	100%

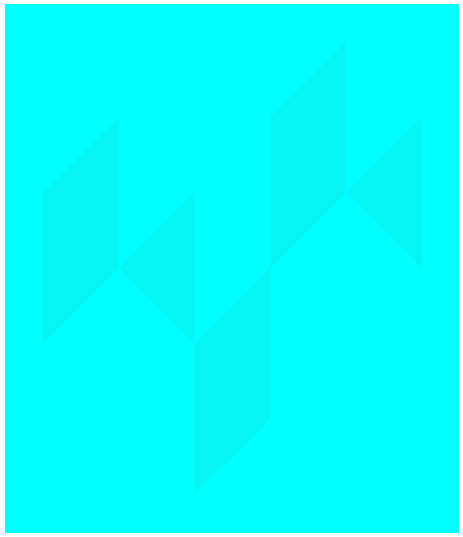
Background colour:	grey
Pattern colour:	#e1e6eb
Pattern opacity:	40%

Background colour:	dark blue
Pattern colour:	#25377c
Pattern opacity:	40%
Pattern colour:	#ffffff
Pattern opacity:	100%

Pattern colours - part II

Background colour:	purple
Pattern colour:	#7f22ce
Pattern opacity:	40%
Pattern colour:	#ffffff
Pattern opacity:	100%

Background colour:	blue
Pattern colour:	#2222cc
Pattern opacity:	40%
Pattern colour:	#ffffff
Pattern opacity:	100%



Background colour:	cyan
Pattern colour:	#14e0e0
Pattern opacity:	40%
Pattern colour:	#ffffff
Pattern opacity:	100%
Pattern colour:	blue
Pattern opacity:	100%

06

Design in use

Business card

Leaflet

webinity
Let us take care of your website,
while you can focus on your business.
A technology-first approach to website administration
webinity
A technology-first approach to
website administration

Catalogue

webinity
Let us take care of your website,
while you can focus on your business.
A technology-first approach to website administration
2023

Notebook

Tag

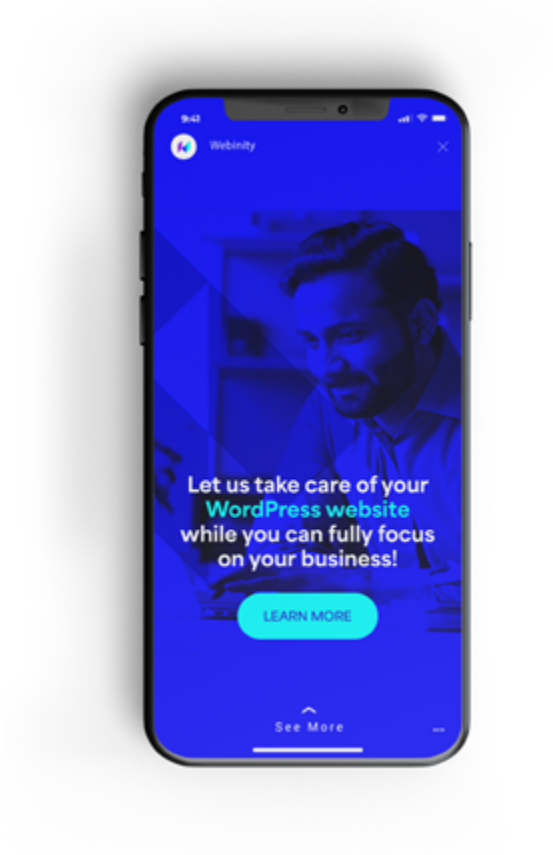
Wristband

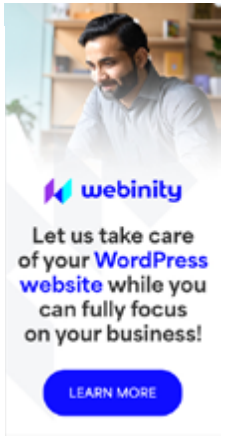
Lanyard

Mug

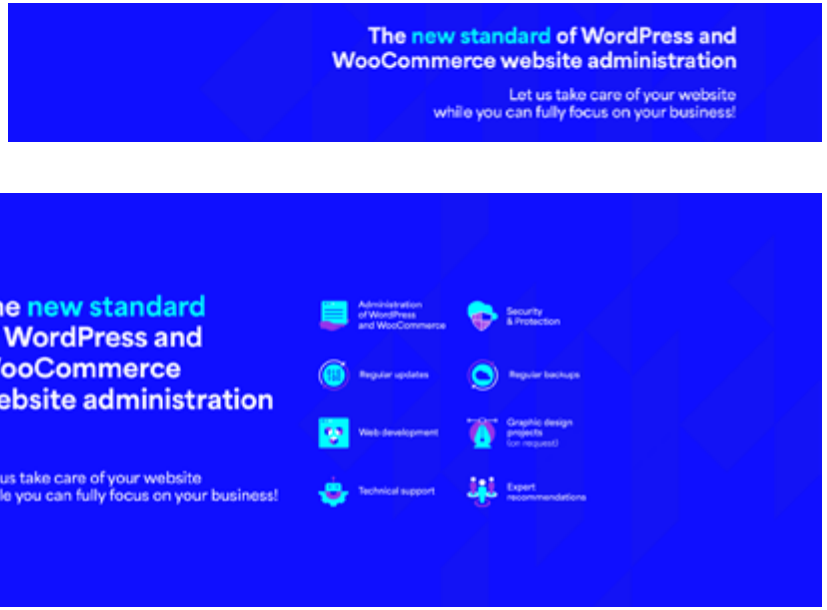
Bag

Google Ads and Social Media





Banner Google Ads



LinkedIn and Facebook cover

Wall Sign

Sign

webinity

Contact with our press department

contact@webinity.com

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30-047 Krakow
Poland