



Brand Guide

Wejowja Solutions and Business Ventures | Brand Identity Guide | 2023

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It takes more than an identity guide for a brand to be successful. Success requires the care and understanding of everyone involved. To create within boundaries, yet think outside the square. To capture the very essence of our spirit and communicate our values to others – in pictures, in words and through actions.

This guide is only the beginning of our brand journey.



Introduction



Introduction | The purpose of this guide

Our brand carries the spirit and purpose of our organization around which all behaviour, actions and communications are aligned – it stands for our values.

This brand guide has been written in simple and easy to understand manner to inspire and inform everyone within Wejowja.

Our strategy must reflect our every day actions and behaviour: **what we say, do, write** and **how we interact** with our customers and the general public who come in contact with Wejowja.



Our Goals

Mission. Vision.



Our Goals | Mission. Vision.

MISSION

VISION



Brand Values

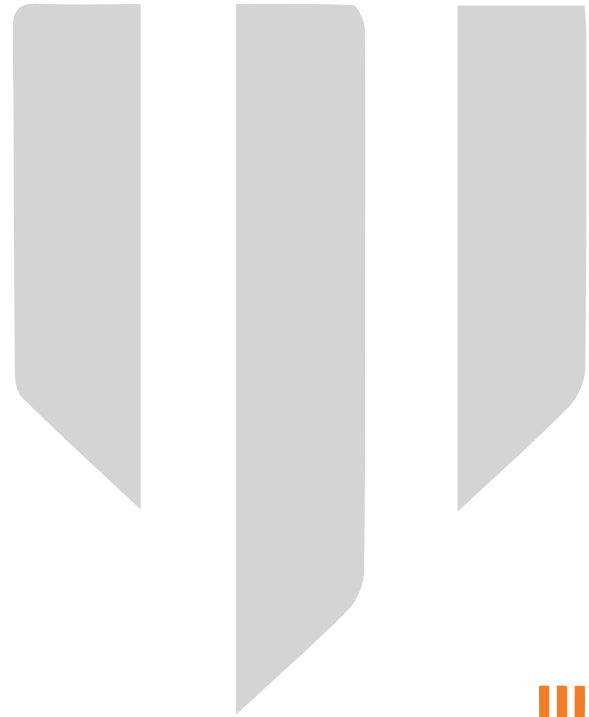


Brand Values

- ACCESSIBILITY
- EFFICIENCY & RELIABILITY
- TECHNOLOGY & INNOVATION
- DIVERSITY AND INCLUSION



The Brand



The Brand

"Your brand is the single
most important
investment you can make
in your business."

- Steve Forbes, Editor in Chief of Forbes Magazine

WHAT IS A BRAND?

A brand isn't just the logo, business card, billboard or images on a screen but, it is the set of expectations, memories, stories and relationships ,that taken together, account for a consumer's decision to choose one product or service over another.



Communication



POSITION / PAY-OFF STATEMENT

- Our purpose is you.

BRAND PERSONALITY

- Expert
- Efficient
- Innovative
- Creative
- Exciting

TONE OF VOICE

- Easy to understand
- Active & Optimistic
- Sincere
- Friendly
- Ambitious
- Upbeat

Our Logo



The Logo | Basics

The image on the right illustrates the Wejowja logo as applied across various collateral. It can be used as a logo mark as indicated on the right side.

This logo represents the Wejowja brand. It connects Wejowja brand to all communication forms and must be properly used across all media to maintain a united brand image.

It should not be redrawn or reconstructed because of its uniqueness. A high resolution version will be provided upon request for production of any approved corporate communications.

Note: For the most part, the logo will have the type and logo mark combined, but there are some instances when the logo mark can be used separately from the type. Exceptions usually occur with apparel, apps and sometimes the website.

Logo Mark



Logo Icon



Logo



The Logo | Proportions

The size and positioning of our logo elements (symbol and logotype) have been carefully considered so that they work well together.

There is a strong relationship between the two elements, with 'X' representing the height of the "W" the height of the stroke is 2.5x and the leading between the Business Ventures and the slogan is 1x. The slogan has a height of 0.3x. To maintain the integrity and visual impact of the logo, always leave adequate space of about 2cm around it.

The minimum size for the Wejowja logo is 2.5cm.

Where x is the height of the "W"



The Logo | Use and Misuse

When using the logo, take care not to harm its integrity by altering it or exercising your personal creative freedom. The following are merely a few examples of what wouldn't be OK.



The Logo | Alternative Logos

The Wejowja logo should be reproduced in colour whenever possible. For specific colour values to use when reproducing the logo (PANTONE®, 2-color process, RGB), refer to the Colour Palette section.

White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast for the logo's colour and elements.

If colour reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full reverse in white out of a colour background.

When the Wejowja logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.



Full Colour Logo
The positive version of the logo is always used on clear white or lighter colour-tinted backgrounds to maintain legibility.



White mono logo on black background
For use on facsimile and other black and white publications.



Black mono logo on white background
For use on facsimile and other black-and-white publications.



White mono logo on orange background
For use on facsimile and other black-and-white publications.



Grey Scale
For use on facsimile and other black-and-white publications.



White mono logo on light and dark background
For use on facsimile and other black-and-white publications.



Typography



Typography | Primary Typeface

Montserrat family

MONTERRAT is the official typeface and must be used whenever possible. It suits the Wejowja brand. This is also the font used in designing the logo.



Figure 1

Myriad Pro and Helvetica are secondary fonts to adapt when Montserrat is not available



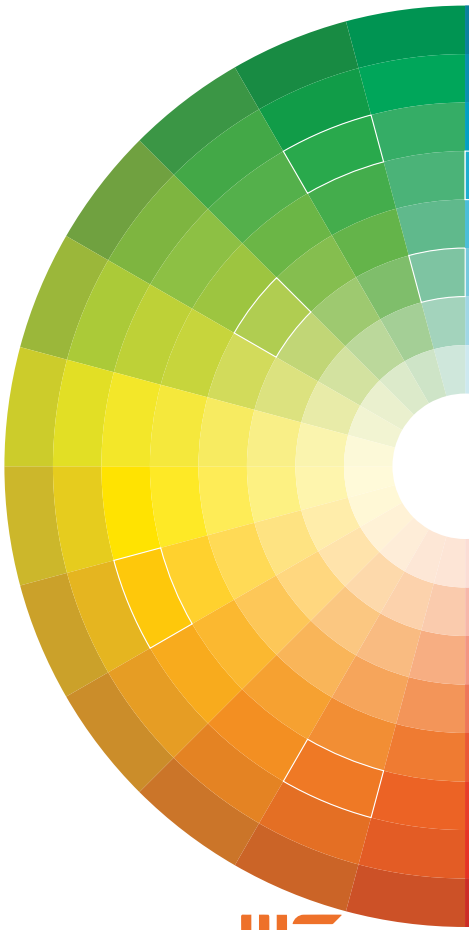
FONT : Myriad Pro	
Myriad Pro (Light)	Myriad
Myriad Pro (Light Italic)	<i>Myriad</i>
Myriad Pro (Regular)	Myriad
Myriad Pro (Bold Italic)	<i>Myriad</i>
Myriad Pro (Bold)	Myriad
Myriad Pro (Bold Italic)	<i>Myriad</i>

Colour



THE COLOURS

Our colours are as important as the logo itself. Our colours are also our brand's personality. There are 4 primary colours: Orange, grey, black and white. Our secondary colours can however be used for online design. You are at liberty to use more colours as far as it does not conflict with the logo colours.



Colour | Primary Codes

ORANGE

PANTONE 172C
C:0
M:66
Y:88
K:0

BLACK TO WHITE

Hex: FFFFFFFF
R:255
G:255
B:255

Hex: 000000
PMS: Black 6 C
C:0% R:0
M:0% G:0
Y:0% B:0
K:100%

HTML 4C4C4E
R:76
G:76
B:78
C:0
M:0
Y:0
K:85

G:119
B:50



Photography



Photography

Hunter



Aspire



Stationery



Stationery



Pull up



T-Shirts



Posters



Car Branding



