W.AI

Brand Guidelines

Visual Identity

CONTENTS

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LOGO

LOGOTYPE

Shape and construction

The combination of straight and curved lines represents both the confidence and softness of our brand.

The arrow-shaped graphic symbolizes the outstanding performance of artificial intelligence (AI) technology, emphasizing its high level of precision and detail. This graphic element visually represents the sharp and meticulous accuracy that AI demonstrates in data analysis and prediction.
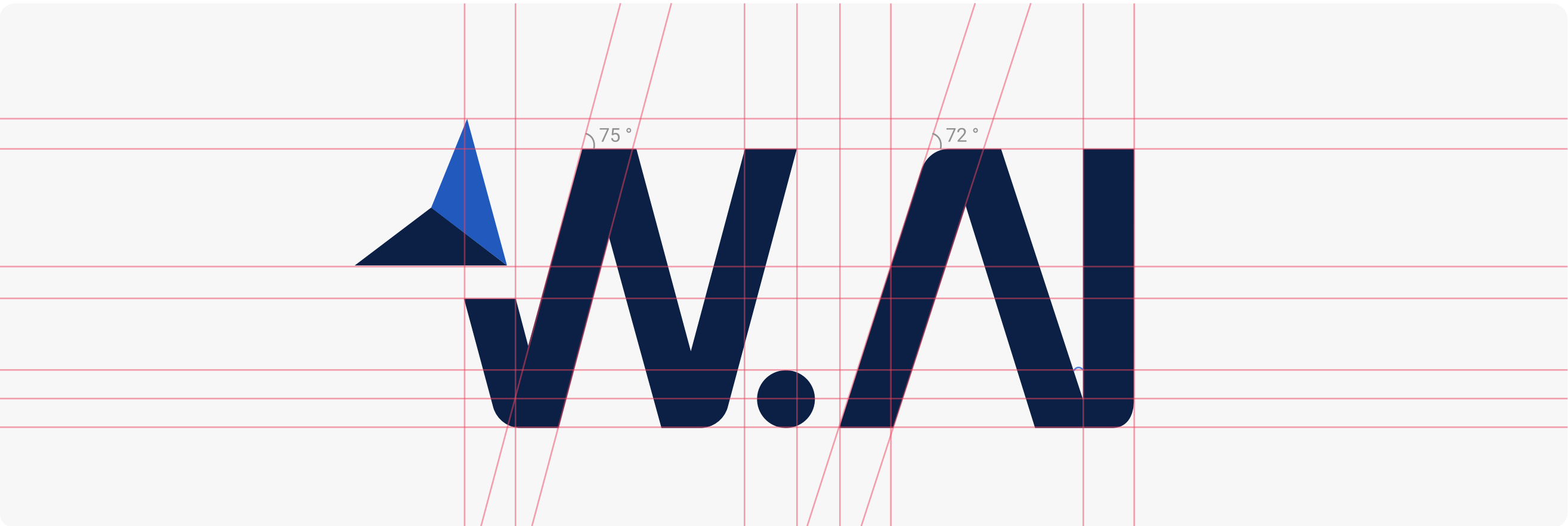
Grid and clear space

The clear space around the logo symbol allows it to stand out from surrounding elements. The margin of the logo symbol is set to 1/2 of the size of the logo.
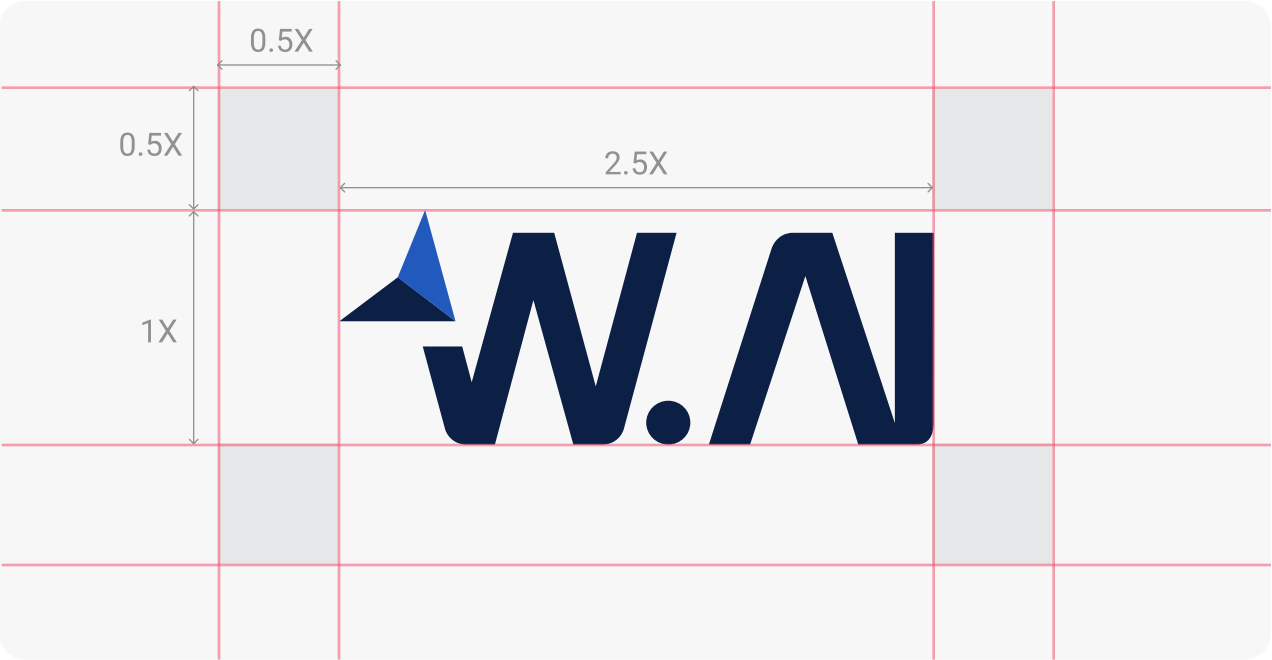
Minimum size

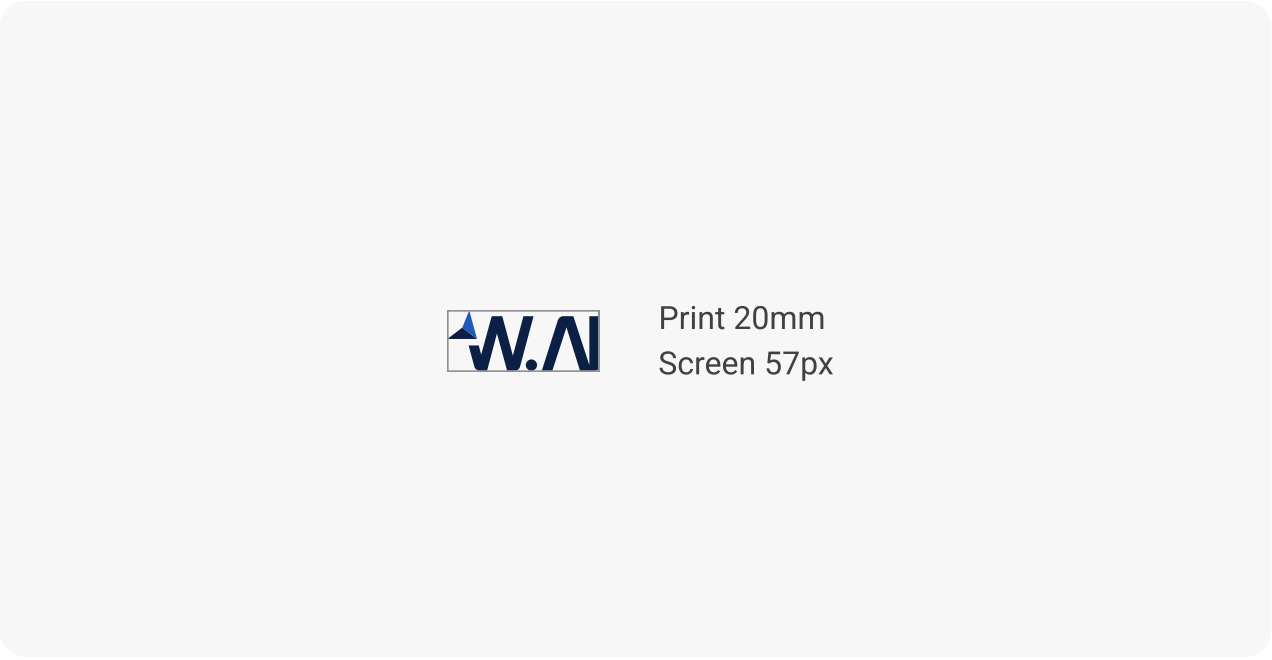**For print :** The minimum size is 20mm in width.
For screens : The minimum size is 57px in width.

75°   72°

Grid and clear space

0.5X
0.5X
2.5X
1X

Minimum size

Print 20mm
Screen 57px

LOGO ISOLATION AREA

Minimum clear space

The clear space around the logotype ensures it stands out from surrounding elements. The size of this space is proportional to the height of the logotype.

An exclusion zone is established around the logo to preserve its importance and prevent surrounding design elements from encroaching on it. This clear space is defined by the size of the 'Arrow' symbol.

1X   1X

1X   1X

SIGN UP

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an

Business

LOGOTYPE SPECIFICATIONS

Logo system

The logo system is a consistent way to arrange logos that unites websites and events. This system combines design elements to enhance consistency, functionality, and flexibility, creating a visual rhythm. It can be adapted for various orientations and applications from large-scale to small screens.

The color combinations are applied differently for dark mode and light mode. The colors used should be identical to the brand colors, and no colors other than the brand colors should be applied to the logo.

Light mode

The corresponding color is used in light mode.

Body	Arrow	
Hex #0D1F44	Hex #2359BE	Hex #0D1F44
RGB 16, 41, 86	RGB 35, 89, 190	RGB 16, 41, 86
CMYK 81, 52, 0, 66	CMYK 82, 53, 0, 25	CMYK 81, 52, 0, 66

Dark mode

The corresponding color is used in dark mode.

Body	Arrow	
Hex #BACEF2	Hex #3396FF	Hex #006CE0
RGB 186, 206, 242	RGB 51, 150, 255	RGB 0, 108, 224
CMYK 23, 15, 0, 5	CMYK 80, 41, 0, 0	CMYK 100, 52, 0, 12

LOGO SYMBOL

Logo symbol

The symbol represents the combination of precision and AI technology, and it is recommended to use it in limited areas such as graphics or favicons. The shape of the symbol cannot be altered arbitrarily.

Grid and clear space

The clear space around the logo symbol allows it to stand out from surrounding elements. The margin of the logo symbol is set to 1/2 of the size of the symbol.

Minimum size

For print : The minimum size is 11mm in width.

For screens : The minimum size is 30px in width.

Grid and clear space

0.5X

0.5X

1X

1X

Minimum size

Print 11mm
Screen 30px
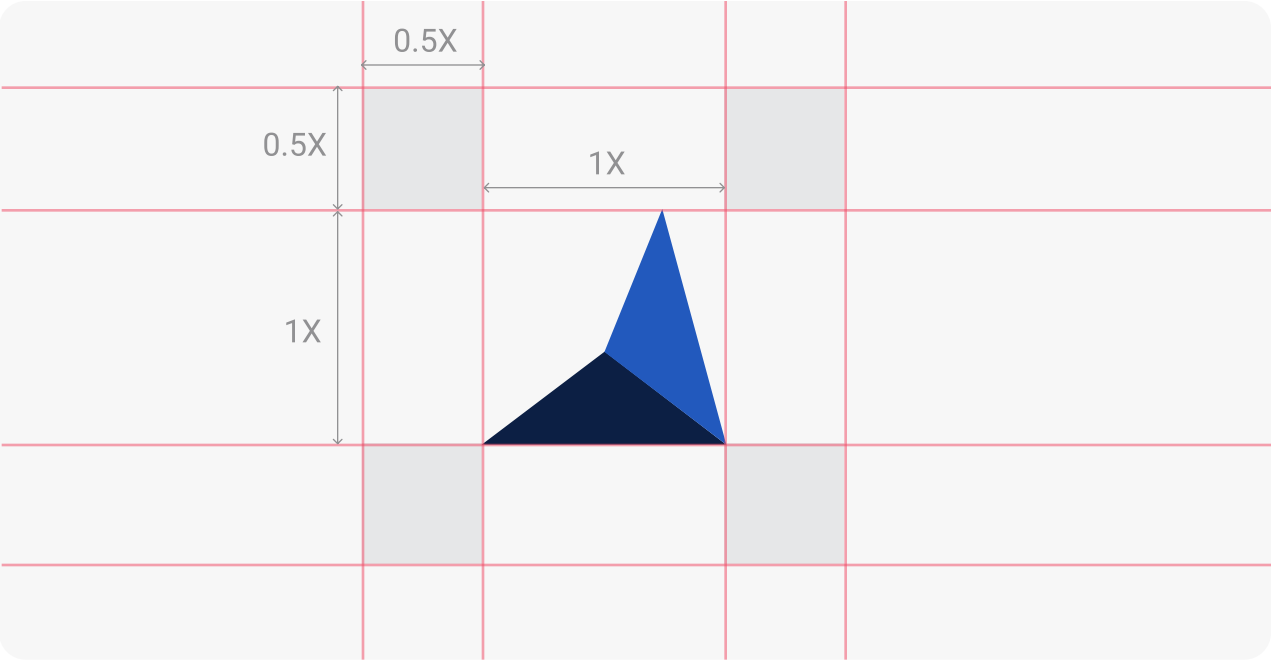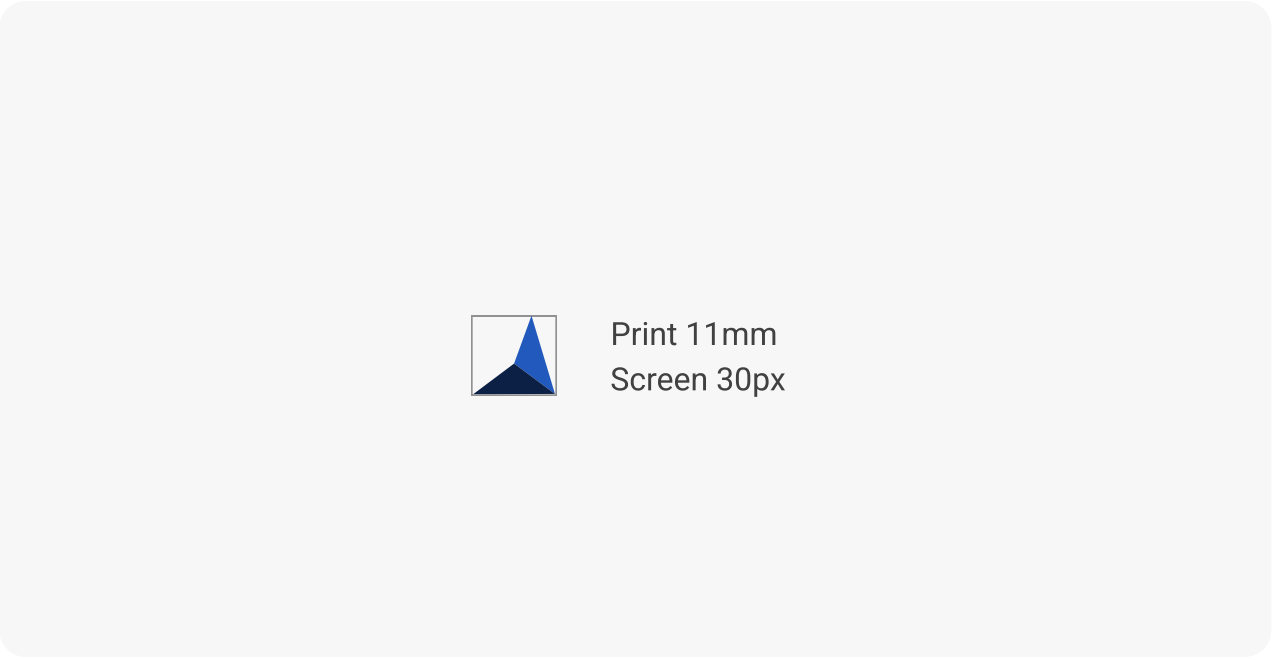
LOGO USAGE

Partnership lockups

For partnership lockups, achieving a balanced composition between the W.AI logo and the partner logo is crucial. Due to the diversity of partner logos, individual consideration may be necessary for each lockup. The provided grid offers guidance to ensure consistency.

Examples

SUB-LOGO

W Expert

Inspired by the straight and curved forms of "W.AI" from Geist, the brand's signature font, the design was crafted to embody harmony and precision. Consistent values were applied to the rounded shapes, while extending characters like "r" and "t" were given matching curves to evoke a sense of uniformity and strength.

The gradient used in the W Expert logo infuses the design with a sense of dynamism, adding vitality and movement to a program that might otherwise feel rigid. This touch enhances the logo's visual energy and modern appeal.

X   0.25x   Typography

W Expert

Username

Enter your ID

Password

Enter password

Remember me   Forgot passw

Sign in

How to use W Expert Program?   Click here

APP ICON

W Expert App icon

The 'W' logo and symbol combination has been applied to the program app icon. To ensure visibility on small screens, the logo is rendered in a white monotone, while the gradient using brand colors adds vibrancy to the design. This design can be used consistently in both light and dark modes.

W.Ai Keyline shape

2 COLOR

BRAND COLOR

Our core colors consist of neutral tones and blue, symbolizing trust and professionalism. Purple represents innovation and can be used as an accent color to add emphasis and visual interest.

Primary

Secondary

W Blue

#2359BE
RGB 35, 89, 190
CMYK 82, 53, 0, 25

W Deep Blue

#102956
RGB 16, 41, 86
CMYK 81, 52, 0, 66

W Grey

#415076
RGB 65, 80, 118
CMYK 45, 32, 0, 54

W Purple

#A234D5
RGB 162, 52, 213
CMYK 24, 76, 0, 16

EXTENDED COLOR

Brand color variations

Extended colors are designed to enhance user experience through tone-on-tone combinations in digital interfaces and infographics.
These colors should only be used to support the main brand colors and must not be overused.
The GUI color palette is exclusively intended for website components and cannot be applied in offline settings.

Brand color

W Blue

| W Blue 900 | W Blue 800 | W Blue 700 | W Blue 600 | W Blue 500 | W Blue 400 | W Blue 300 | W Blue 200 | W Blue 100 | W Blue 50 |

W Grey

| W Grey 900 | W Grey 800 | W Grey 700 | W Grey 600 | W Grey 500 | W Grey 400 | W Grey 300 | W Grey 200 | W Grey 100 | W Grey 50 |

W Purple

| W Purple 600 | W Purple 500 | W Purple 400 | W Purple 300 | W Purple 200 |

EXTENDED COLOR

Dark mode

In the dark mode of this program, additional colors beyond the brand colors have been used for special-purpose icons. These additional colors are applied selectively for specific purposes and must not be used indiscriminately.
When using these colors, please ensure adherence to the program's purpose and design consistency.

Type

Transparency I **Grey**

Transparent 60	Transparent 30	Transparent 20	Transparent 12	Transparent 8	Transparent 5

Transparency I **Color**

Orange 15	Purple 15

Transparency I Color I **Red**

Red 15	Lt Red 15	Dk Red 15

Transparency I Color I **Blue**

Blue 15	Lt Blue 15	Dk Blue 15	Blue 60

Transparency I Color I **Green**

Green 15	Lt Green 15	Dk Green 15

Bg

Base	Base alt	Error

Solid

Dk solid	Lt solid	Focus

Text

Primary	Secondary	Tertiary

Icon

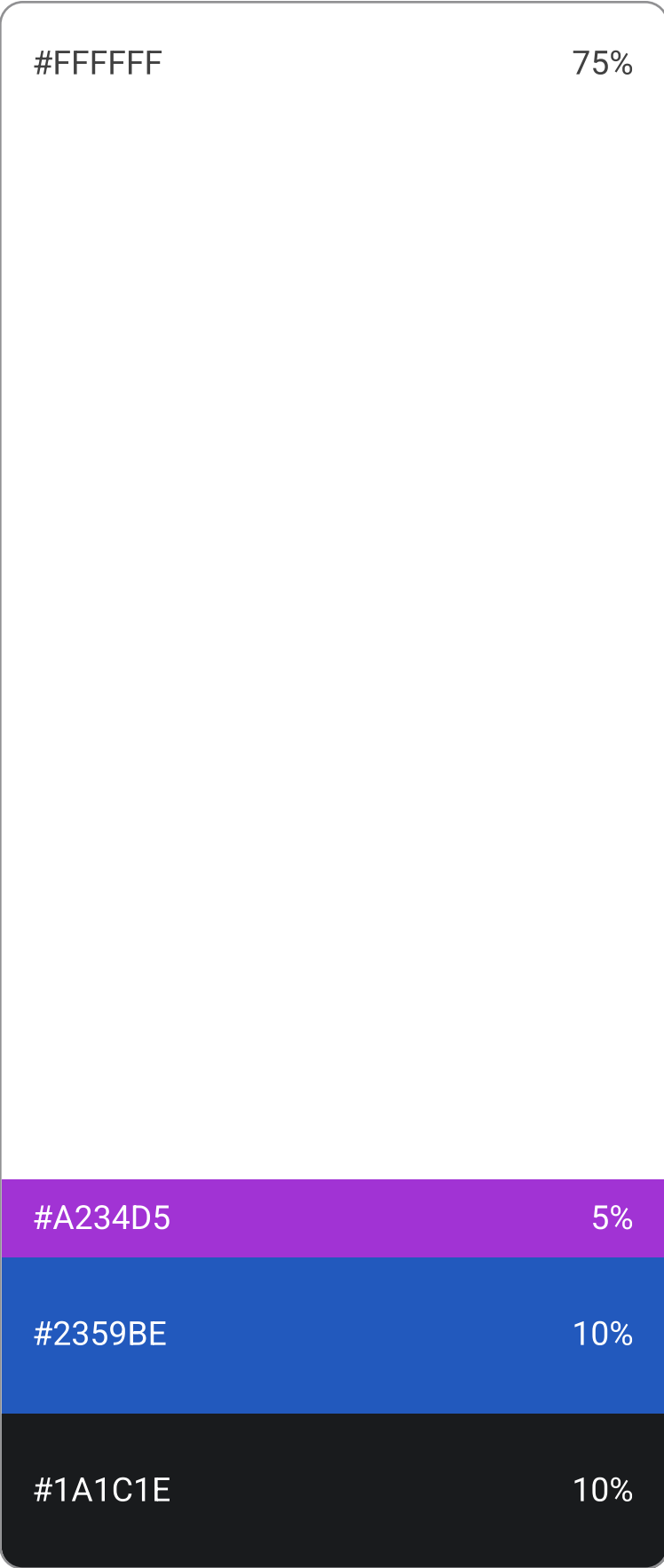| Lt grey	Red	Yellow	Blue	Brand	Green	Purple	Disabled	White

COLOR PROPORTION

Guide

The color usage proportion can be flexibly adjusted based on the brand's communication target and context. For content-heavy scenarios requiring clear information delivery, using bright color as the background color is effective.
On the other hand, for communications that introduce the program or emphasize professionalism, calm background color is more appropriate.

For light backgrounds, use the standard brand colors, and for dark backgrounds, it is recommended to prioritize the colors designated for dark mode. However, additional colors other than the brand palette should only be used for specific purposes and are not permitted for general use.

Light ver.

#FFFFFF	75%
#A234D5	5%
#2359BE	10%
#1A1C1E	10%

| #FFFFFF | 90% |
| #1A1C1E | 10% |

Dark ver.

#1A1C1E	75%
#A234D5	5%
#2359BE	10%
#FFFFFF	10%

| #1A1C1E | 90% |
| #FFFFFF | 10% |

GUIDANCE

Wordmark

When applying the color palette to the W.AI wordmark, only Primary colors may be used. The background and logo color combination must comply with WCAG 'AA' standards, achieving a contrast ratio of 4.5 or higher.
Color combinations with a contrast ratio below 4.5 are not permitted. Secondary and GUI color palettes should not be used.
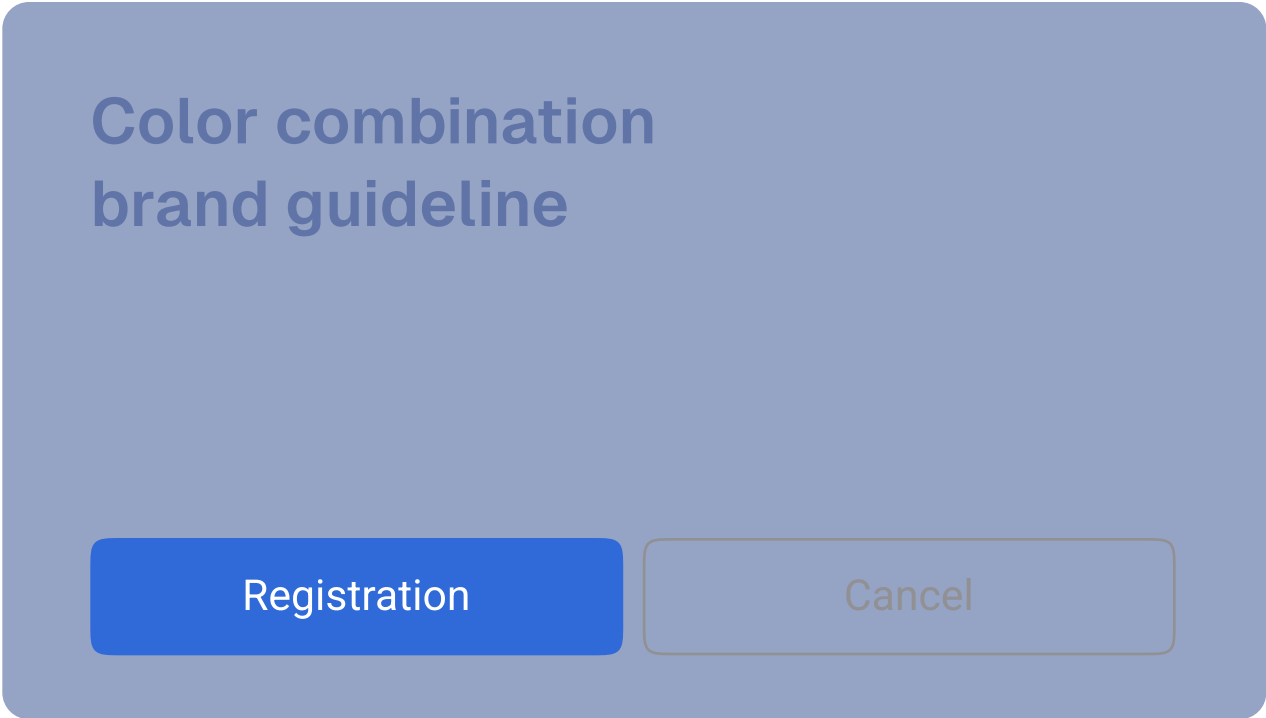
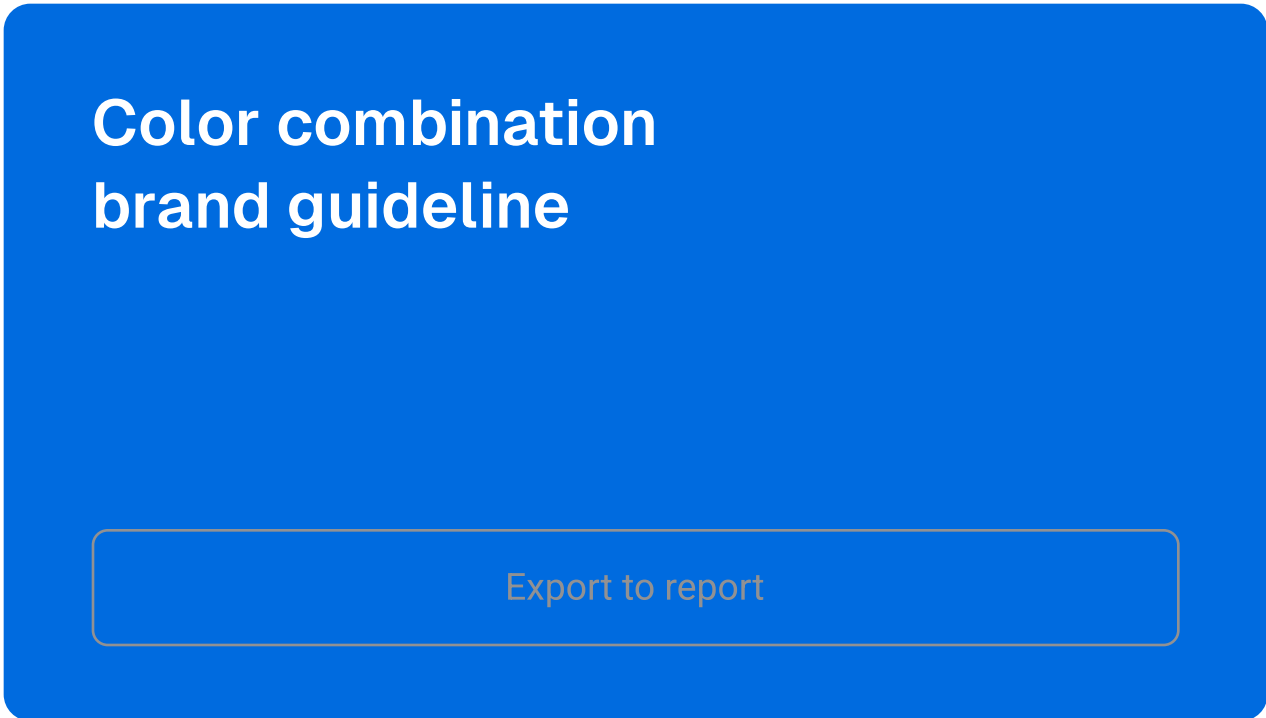Accessible variant example

Examples of misuse

INCORRECT USAGE

Color combination

To maintain a consistent brand identity, it is crucial to use colors in a unified and harmonious way. Adhering to the approved color palette and combinations ensures a cohesive and professional look across all touchpoints. Here are examples of misuse cases to avoid when combining colors, as they can dilute the brand's impact and create visual inconsistency.
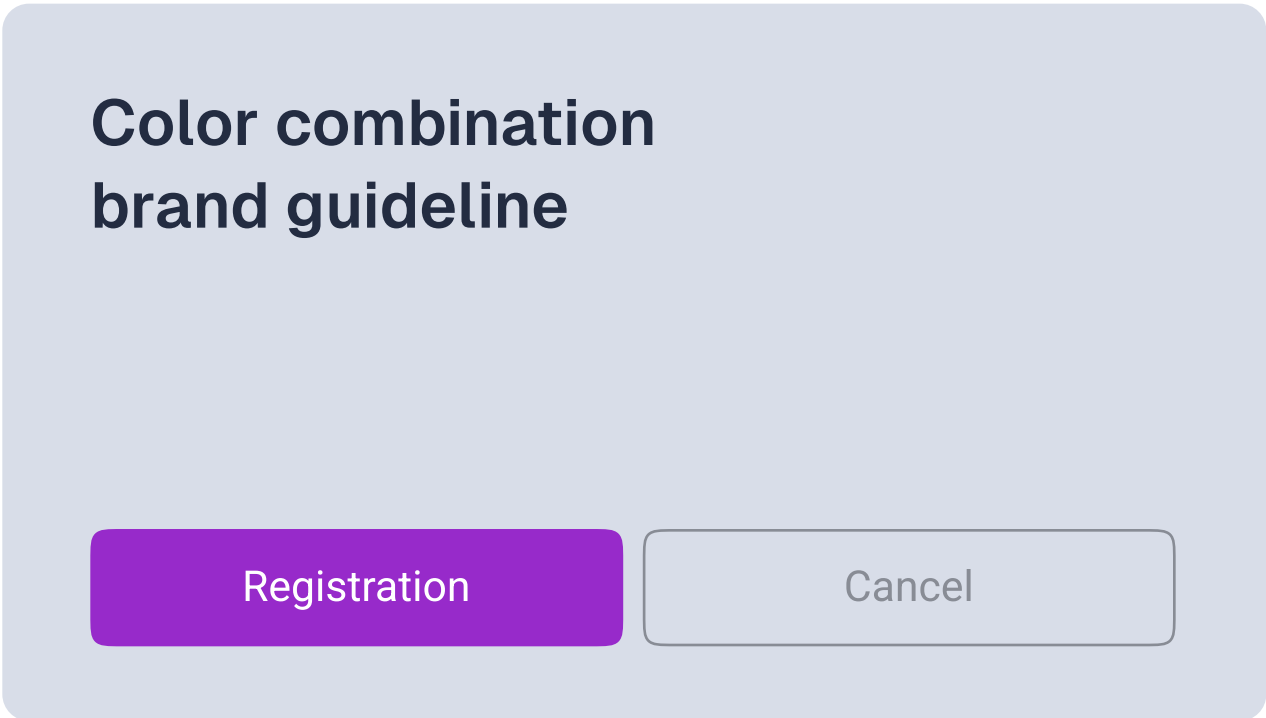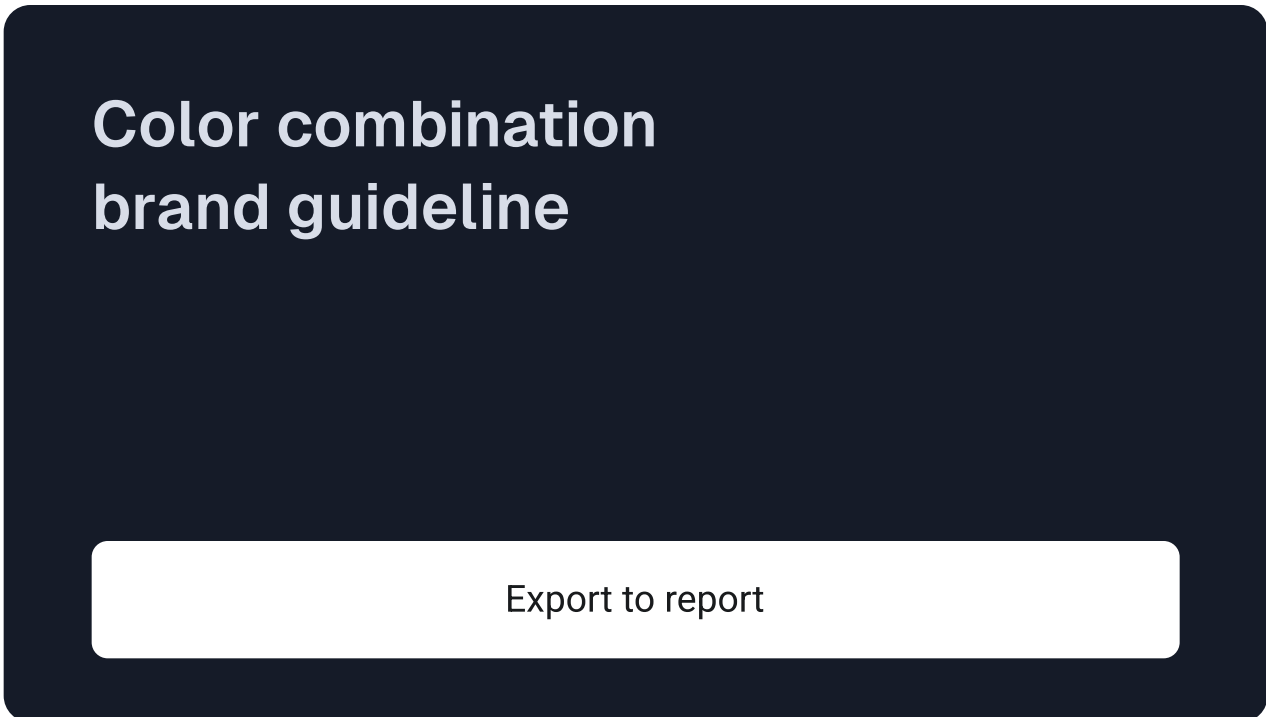
❌ Do not use color combination that have low contrast

Color combination brand guideline

Registration   Cancel

❌ Do not use blue as the color for background

Color combination brand guideline

Export to report

❌ Do not use secondary as the color for buttons

Color combination brand guideline

Registration   Cancel

❌ Do not use solid white as the color for buttons

Color combination brand guideline

Export to report

3

TYPOGRAPHY

TYPEFACE

Title font 'Geist'

A designated typeface plays a crucial role in conveying a consistent and refined visual identity for a brand.
Geist, with its emphasis on precision, clarity, and functionality, is an elegant choice, perfectly suited for delivering information in a simple yet sophisticated manner.

Text font 'Roboto'

Roboto is a typeface that features a mechanical structure and a geometric design. It is designed to ensure that the characters are arranged at a natural width, providing a smooth reading rhythm, making it ideal for use as a body text font.

Non-English alternates 'pretendard'

When writing in languages other than English, the Pretendard font is used. This font has a stable structure and supports various weights, making it suitable for both titles and body text.

Title font

Geist font

Text font

Roboto

Non-English

Pretendard

TYPEFACE FAMILY

Designated Typeface Family

When writing in English, the title can be written in Geist, and the body text in Roboto.
Geist is used in Bold and Semibold weights, while Roboto is used in Medium and Regular weights.
However, if the font size becomes larger or smaller than the typographic hierarchy, or when the text becomes dense and complex, it can be adjusted flexibly to maintain readability and visual hierarchy.

For Korean writing, all text should be set in Pretendard.
Hierarchy can be established using font size and weight based on titles and body text.

Geist-bold / Roboto-semibold

Geist font
Innovative AI solutions.

Geist-semibold / Roboto-medium

Geist font
Innovative AI solutions.

Pretendard-bold / semibold

프리텐다드 폰트
혁신적인 인공지능 솔루션

Pretendard-semibold / medium

프리텐다드 폰트
혁신적인 인공지능 솔루션

W.AI