



Brand Guidelines

January 2023

Websitevision brand guidelines

Visual Identity

1. Primary Logo Suite
2. Secondary Logo Suite
3. Logo Usage
4. Colour Palette
5. Typography
6. Website Elements
7. Social Media

Preferred size 64px



Preferred minimum size for logo at 30px



Preferred minimum size for logo 20px (one colour)



Primary Logo Suite

Logo - mark



Horizontal Lockup



Vertical Lockup



Logo Suite for Dark Backgrounds

Logo - mark (with gradient)



Horizontal Lockup



Vertical Lockup



Secondary Logo Suite for Coloured Backgrounds – Flat colour when using small or as svg.

Logo – mark



Horizontal Lockup



Vertical Lockup



Primary Lockup Usage on coloured background

Our logo should ideally appear in Website Vision dark blue, which allow enough contrast for clear logo visibility. Or one colour logo when used on a light background or as a small logo.



Websitevision brand guidelines

Vision edit logo

Use the same styling at website vision.



Vision edit Logo for Coloured Backgrounds – Flat colour when using small or as svg.

Logo – mark



Horizontal Lockup



Vertical Lockup



Minimum Clearspace

Wherever the logo appears, make sure there's clearspace around it equivalent to the second smallest circle.

Logo - 20mm



Minimum size 20px

Horizontal Lockup - 20mm high



Minimum size - 30px high

Vertical Lockup - 30mm high



Minimum size - 40px high

Primary Colour Palette

The Websitevision primary colour palette should be applied to all logo or content, including stickers, signs, out of home advertising, etc.

Use of colour should vary depending on the surface or application, always striking a balance between optimism and sophistication.

PRIMARY 1	
900	#29235c
50	#FBE4EF
100	#c5c8df
200	#a1a5c9
300	#7d83b2
400	#6368a3
500	#4b4e94
600	#45468B
700	#3d3d7f
800	#353373
900	#29235c

PRIMARY 2	
300	#21E08B
50	#e1faeb
100	#B6F2CD
200	#7fe9ad
300	#21E08B
400	#00d76e
500	#00cd57
600	#00bc4c
700	#00a93f
800	#009733
900	#00761d

SECONDARY	
300	#21d6e0
50	#def8f9
100	#adeef0
200	#74e3e8
300	#21D6E0
400	#00cdda
500	#00c4d6
600	#00b4c3
700	#009ea9
800	#008a91
900	#006665

NEUTRAL	
900	#212121
50	#fafafa
100	#F5F5F5
200	#eeeeee
300	#e0e0e0
400	#bdbdbd
500	#9e9e9e
600	#757575
700	#616161
800	#424242
900	#212121

Primary 1
 #29235c
 R.41 G.35 B.92
 C.100 M.85 Y.5 K.36

Primary 2
 #21e08b
 R.33 G.236 B.139
 C.56 M.0 Y.58 K.0

Secondary 1
 #21d6e0
 R.96 G.236 B.252
 C.48 M.0 Y.1 K.0

Primary Gradient
 Primary 2 #21e08b
 Secondary 1 #21d6e0

Websitevision brand guidelines

Our Proper Name

When writing Websitevision, the following format should always be followed:

Use all lower case and “website” is always semi bold and “vision” is light. For logos above 60px use a tracking of -20

Use a fullstop at the end of vision.

No space between the two words.

websitevision.

Typography

Our primary typeface is Albert Sans light and **semi bold** font. (<https://fonts.google.com/specimen/Albert+Sans>)

Albert Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Websitevision brand guidelines

Website elements

Duotone icons from pro account at Font Awesome.

<https://fontawesome.com/search?s=duotone&f=classic&o=r>



Primary 1

#29235c

R.41 G.35 B.92

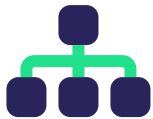
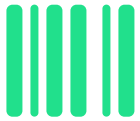
C.100 M.85 Y.5 K.36

Primary 2

#21e08b

R.33 G.236 B.139

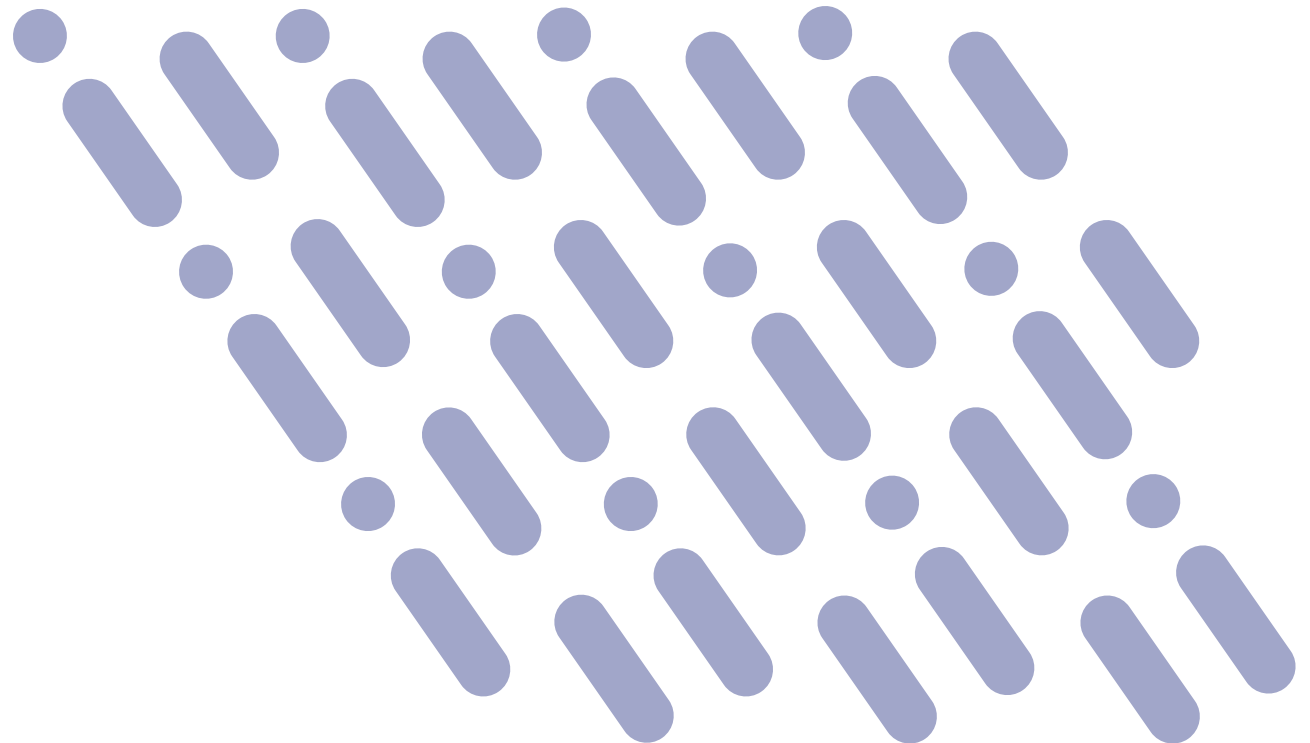
C.56 M.0 Y.58 K.0



Patterns – Pattern 1

Based on the logo of the lozenge. Consisting of a repeated circle and lozenge. Used uses the variations of Primary 1 shades. Can be on a base layer of Primary 1 or white background. Size can vary.

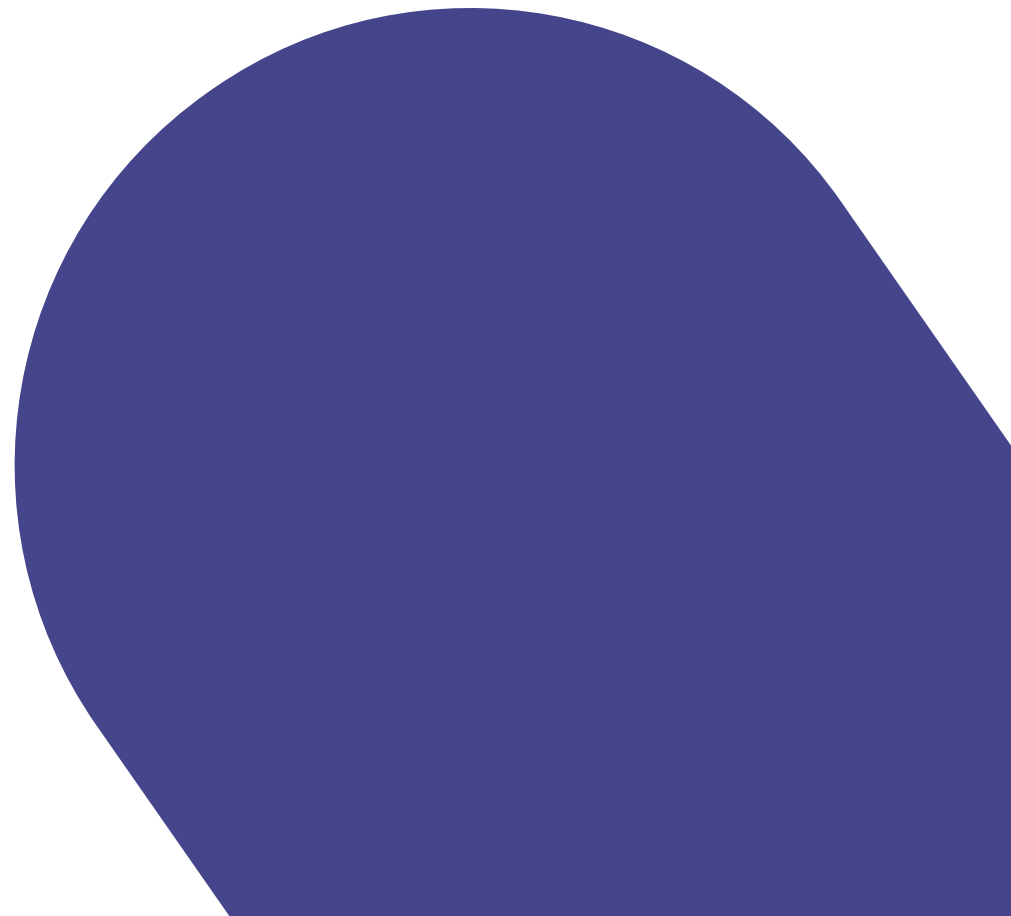
PRIMARY 1		NEUTRAL	
900	#29235c	900	#212121
50	#FBE4EF		#fafafa
100	#c5c8df	100	#F5F5F5
200	#a1a5c9	200	#eeeeee
300	#7d83b2	300	#e0e0e0
400	#6368a3	400	#bdbdbd
500	#4b4e94	500	#9e9e9e
600	#45468B	600	#757575
700	#3d3d7f	700	#616161
800	#353373	800	#424242
900	#29235c	900	#212121



Patterns – Pattern 2

Consisting a large lozenge. Used to break up sections on website. Again using Primary 1 shades.

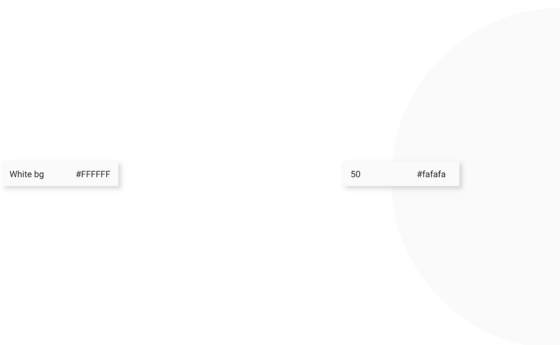
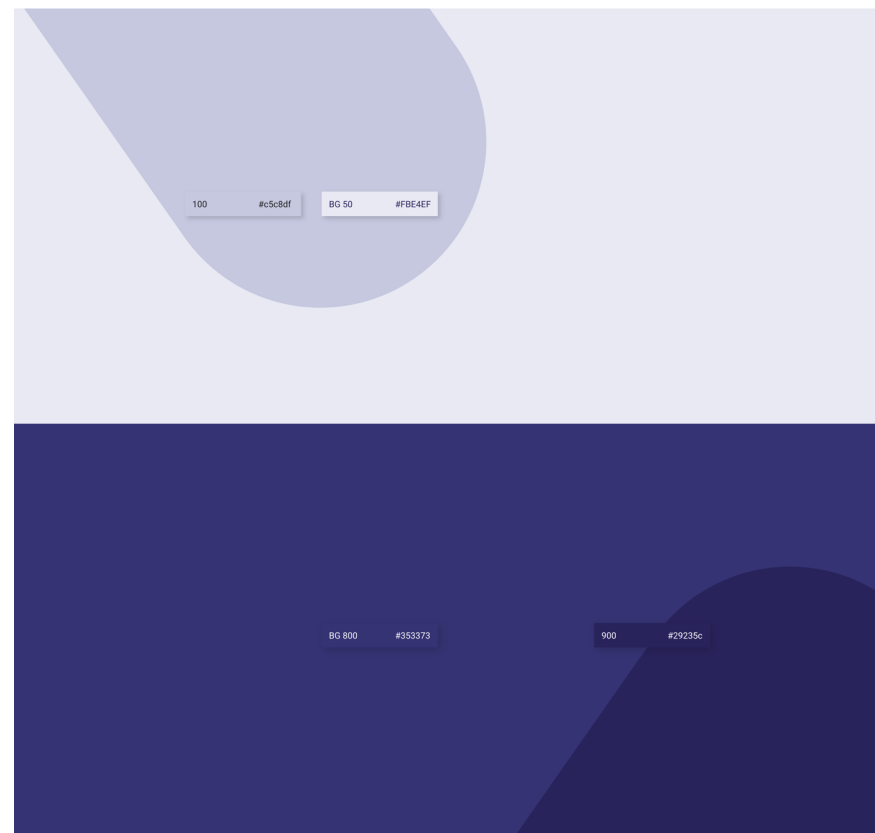
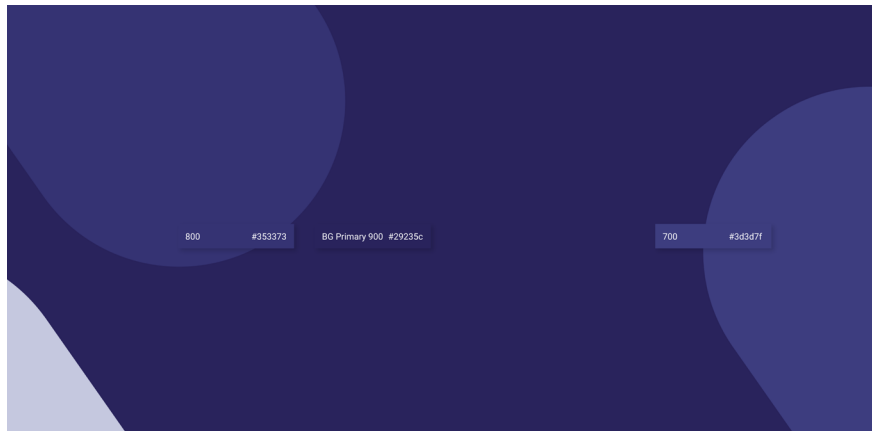
PRIMARY 1		NEUTRAL	
900	#29235c	900	#212121
50	#FBE4EF		#fafafa
100	#c5c8df	100	#F5F5F5
200	#a1a5c9	200	#eeeeee
300	#7d83b2	300	#e0e0e0
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500	#4b4e94	500	#9e9e9e
600	#45468B	600	#757575
700	#3d3d7f	700	#616161
800	#353373	800	#424242
900	#29235c	900	#212121



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Pattern 2

Example of size, position and colour.



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Social media

Social Profile



Social media

Facebook header – 820x360 px



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Social media

Linkedin header – 1584x396 px





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