



**wjnk**

# **Brand Guidelines**

MAY 2023

# Logo

The logo for 'Wink' is displayed in a bold, sans-serif font. The letters 'w', 'n', and 'k' are dark blue, while the 'i' is red. The 'i' is stylized with a square dot above it and a curved tail that extends to the right, matching the style of the other letters.

# Logo Variants



Lowercase



Unit

# Logo Sizing

Minimum: H: 20 px , W: 6 px

22 px



38 px



60 px



140 px



208 px



Maximum: infinity

# Logo Spacing



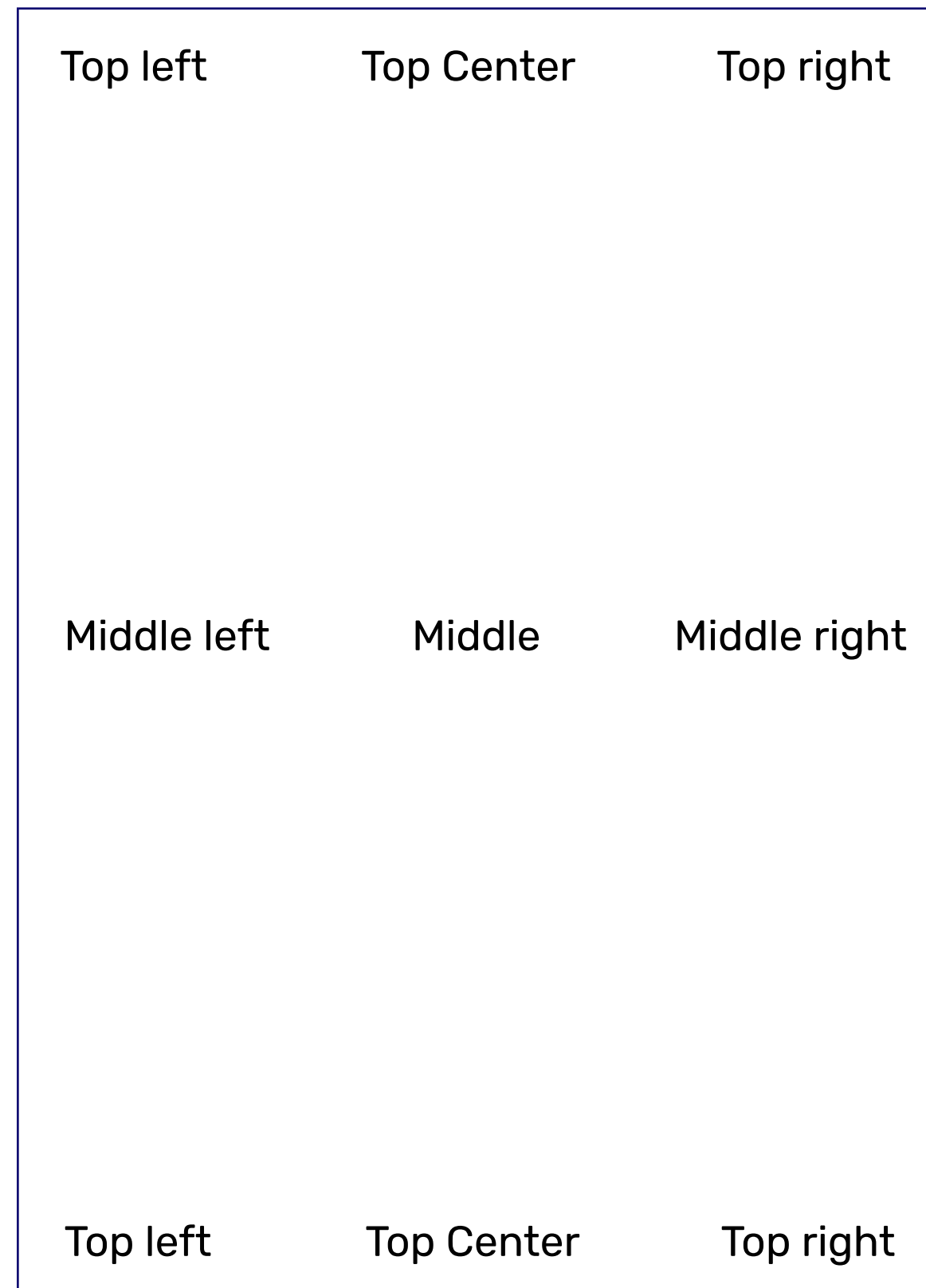
For marketing communications, the minimum clear space for the mark is one quarter the height of the mark.

Don't place graphics or typography in the clear space area.

Don't allow the Wink logo to share its surrounding border with another button or graphic.

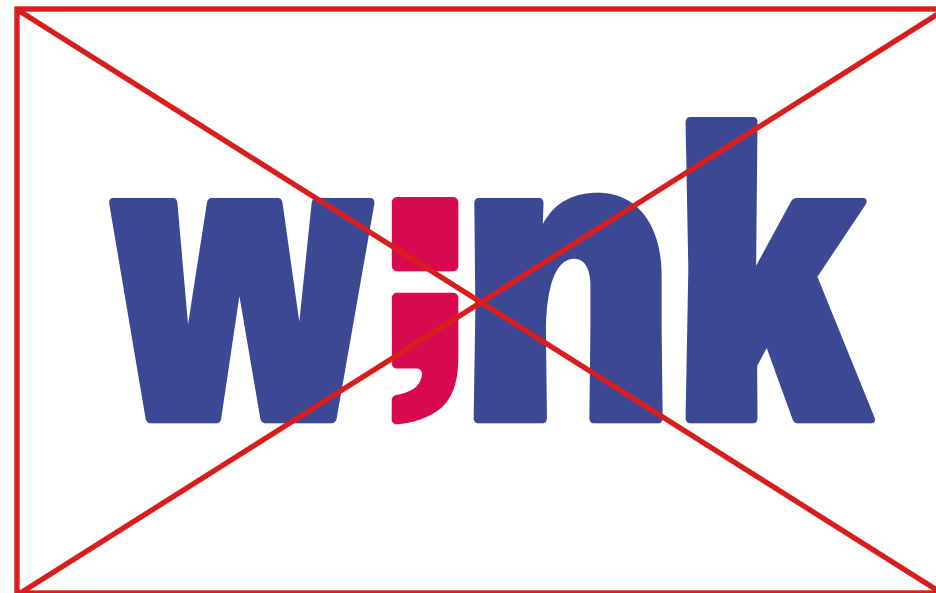
Maintain clear space around the logo.

# Logo Positioning



Avoid placing logo randomly on canvases/pages

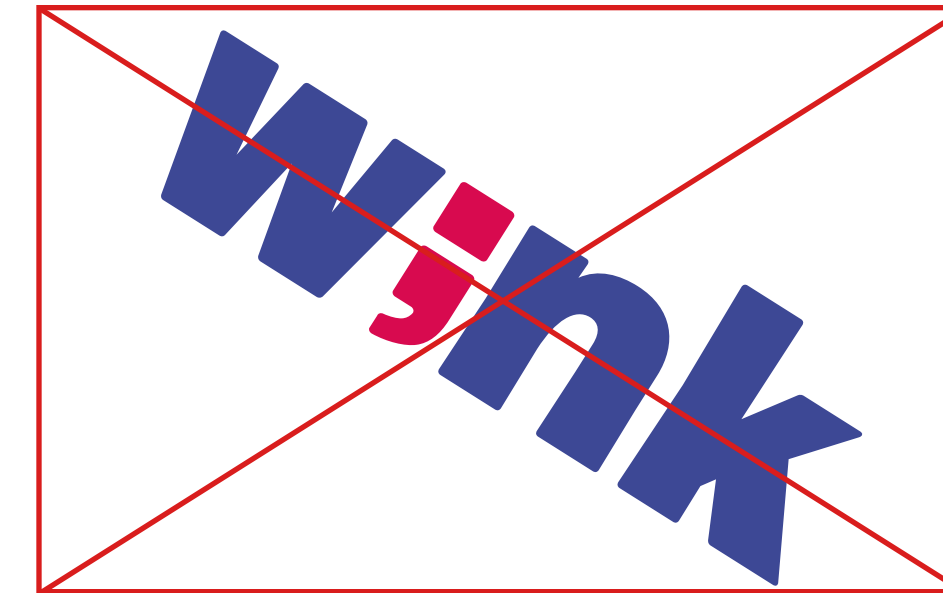
# Incorrect Logo Usage



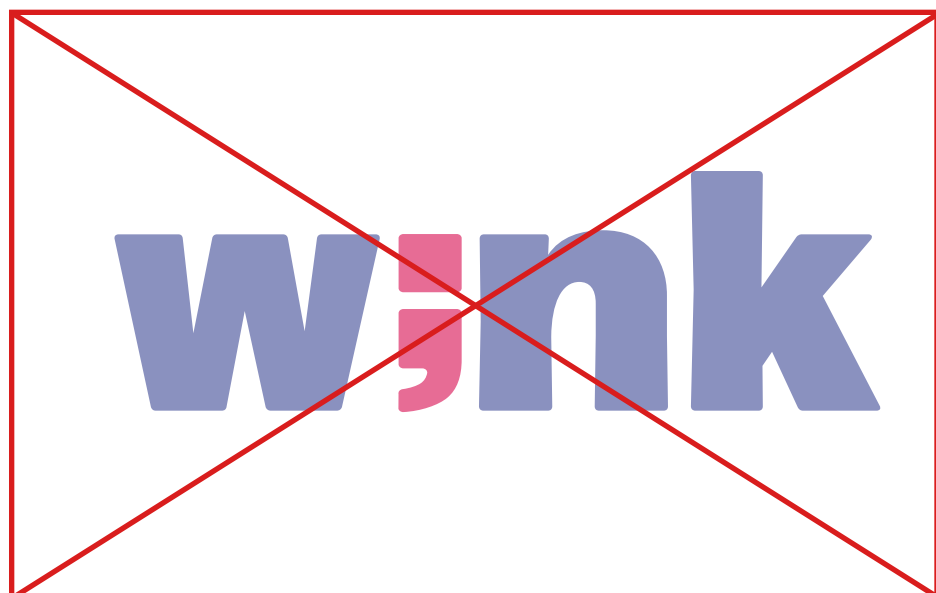
Do not pinch or stretch the logo



Do not change the colours of the logo



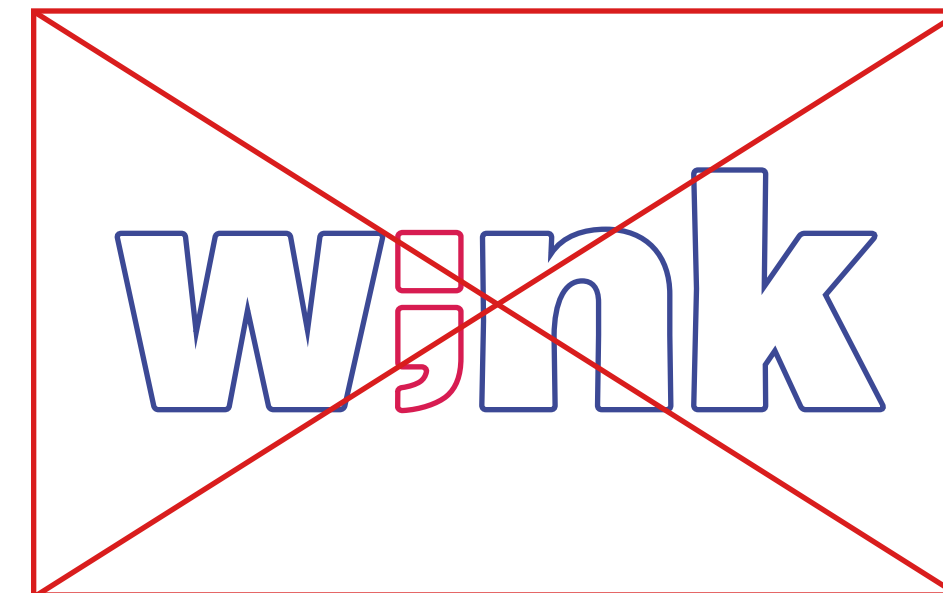
Do not rotate the logo



Do not apply a gradient or fade the logo



Do not move or alter any part of the logo



Do not outline the logo

# Colour Palette

Primary Colour  
PANTONE: 1925 C  
CMYK: 9, 100, 60, 1  
RGB: 218, 10, 79  
HEX: DA0A4F

Primary Colour  
PANTONE: 7670 C  
CMYK: 90, 84, 5, 0  
RGB: 61, 72, 151  
HEX: 3D4897

Secondary Colour  
PANTONE: 130 C  
CMYK: 0, 41, 100, 0  
RGB: 251, 163, 0  
HEX: FBA300

Secondary Colour  
PANTONE: 326 C  
CMYK: 76, 3, 46, 0  
RGB: 0, 178, 161  
HEX: 00B2A1

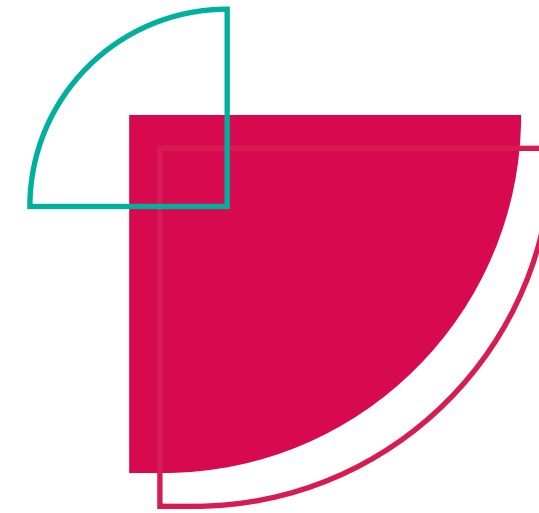
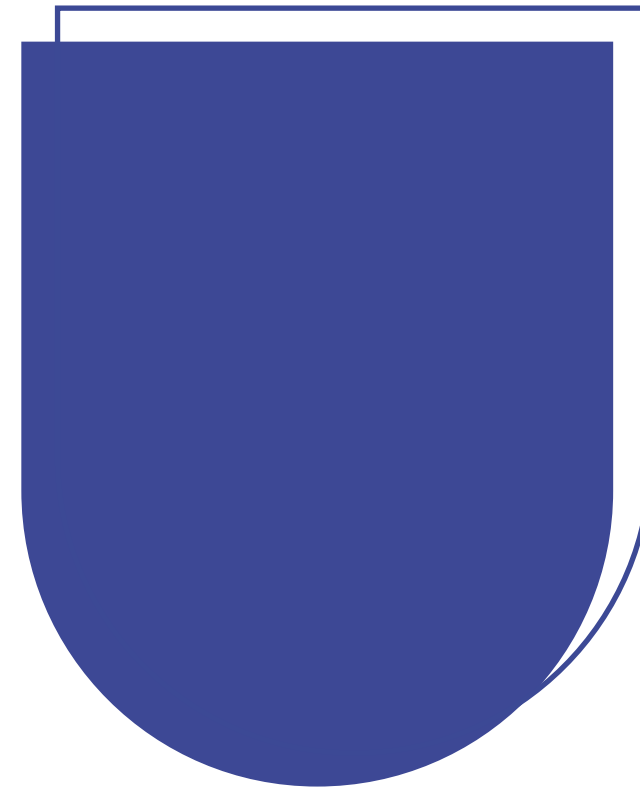
Primary Colour  
PANTONE: 7669 C  
CMYK: 75, 67, 6, 0  
RGB: 87, 98, 163  
HEX: 5762A3

Primary Colour  
PANTONE: 656 C  
CMYK: 8, 5, 0, 0  
RGB: 231, 234, 246  
HEX: E7EAF6

Secondary Colour  
PANTONE: 7709 C  
CMYK: 62, 9, 36, 0  
RGB: 96, 181, 174  
HEX: 60B5AE

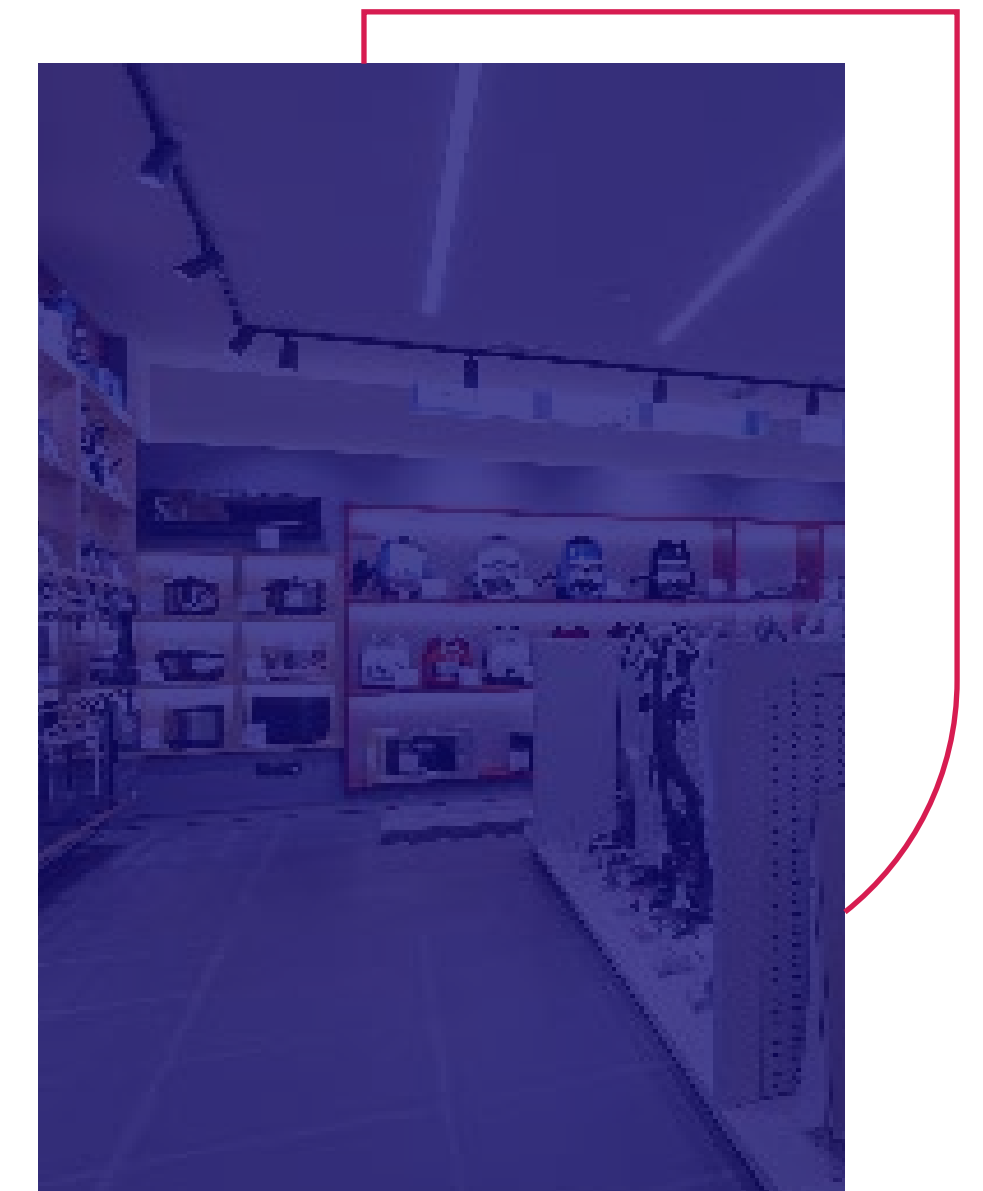
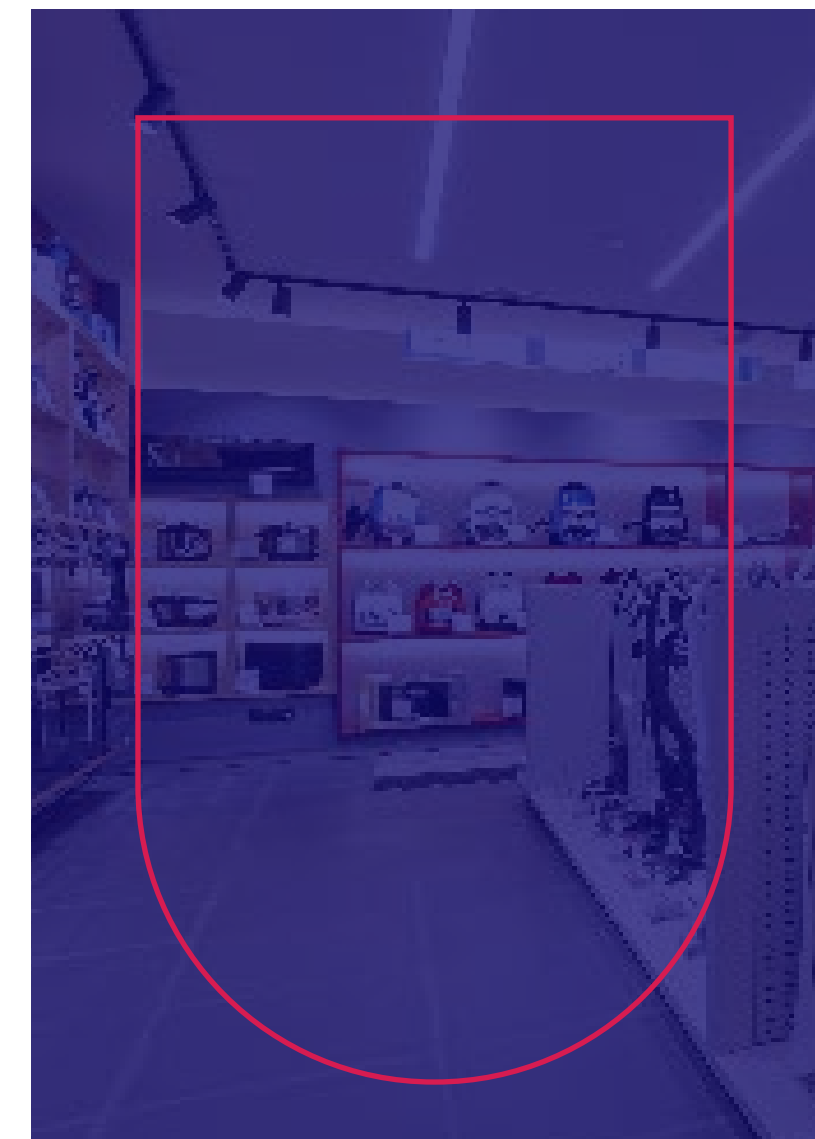
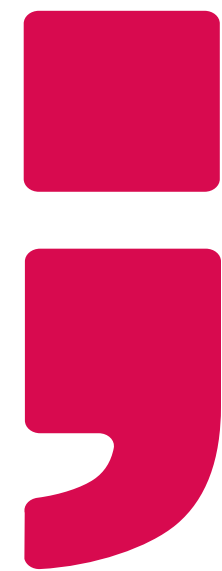


# Brand Shapes



Can overlap solids and stroke both

You can overlap images and stroke too



# Brand Typeface

TYPE

Display Type: Forma DJR Micro

aAbBcCdDeEfFgGhHiIjJkKlLmMn  
NoOpPqQrRsStTuUvVwWxXyYzZ  
1234567890!#\$%&\*?

Body Type: Rubik

aAbBcCdDeEfFgGhHiIjJkKlLmMn  
NoOpPqQrRsStTuUvVwWxXyYzZ  
1234567890!#\$%&\*?

## Forma DJR Micro

Extra Light

Light

Regular

**Medium**

**Bold**

**Extra Bold**

**Black**

## Rubik

Regular

**Medium**

**Semi Bold**

**Bold**

**Black**

# Typographic Principles

**For Headlines:**  
**Combination of solid**  
**and outline**

# Typographic Hierarchy

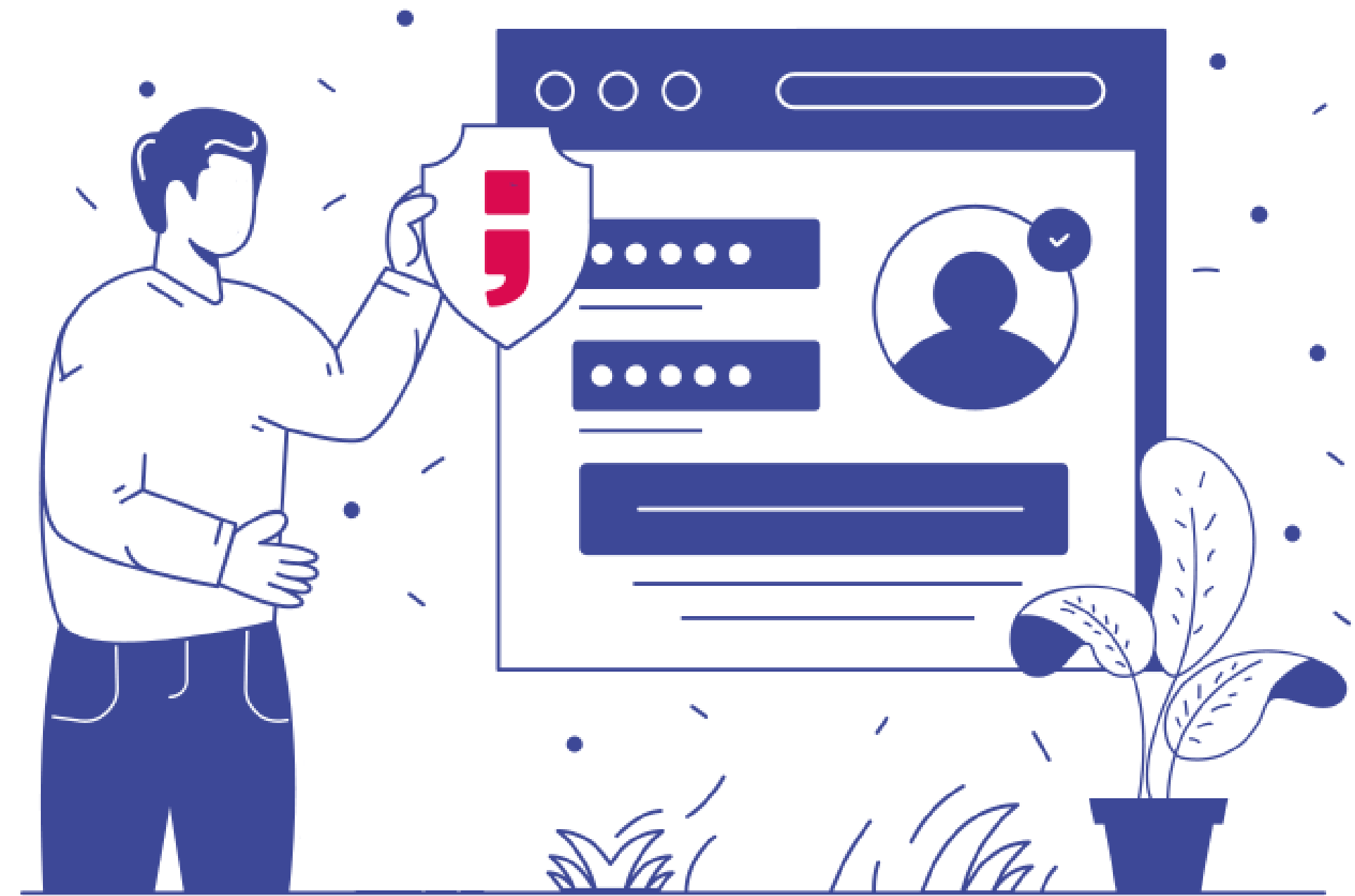
**Black for  
Large headlines.**

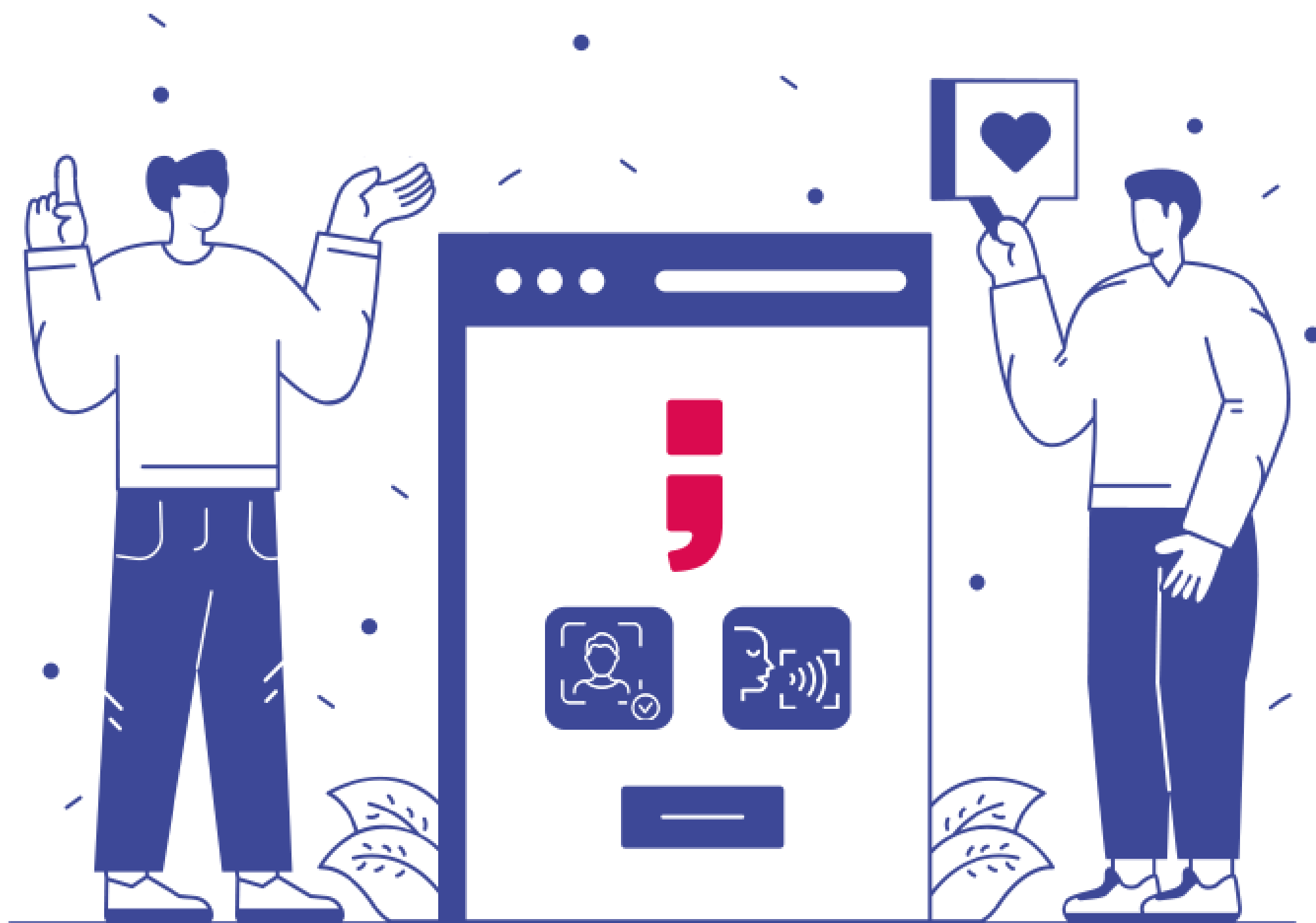
**Bold for  
Headlines.**

**Medium for  
Sub headlines.**

Regular for body copy,  
paragraphs, and shorter information.

# Brand Illustrations



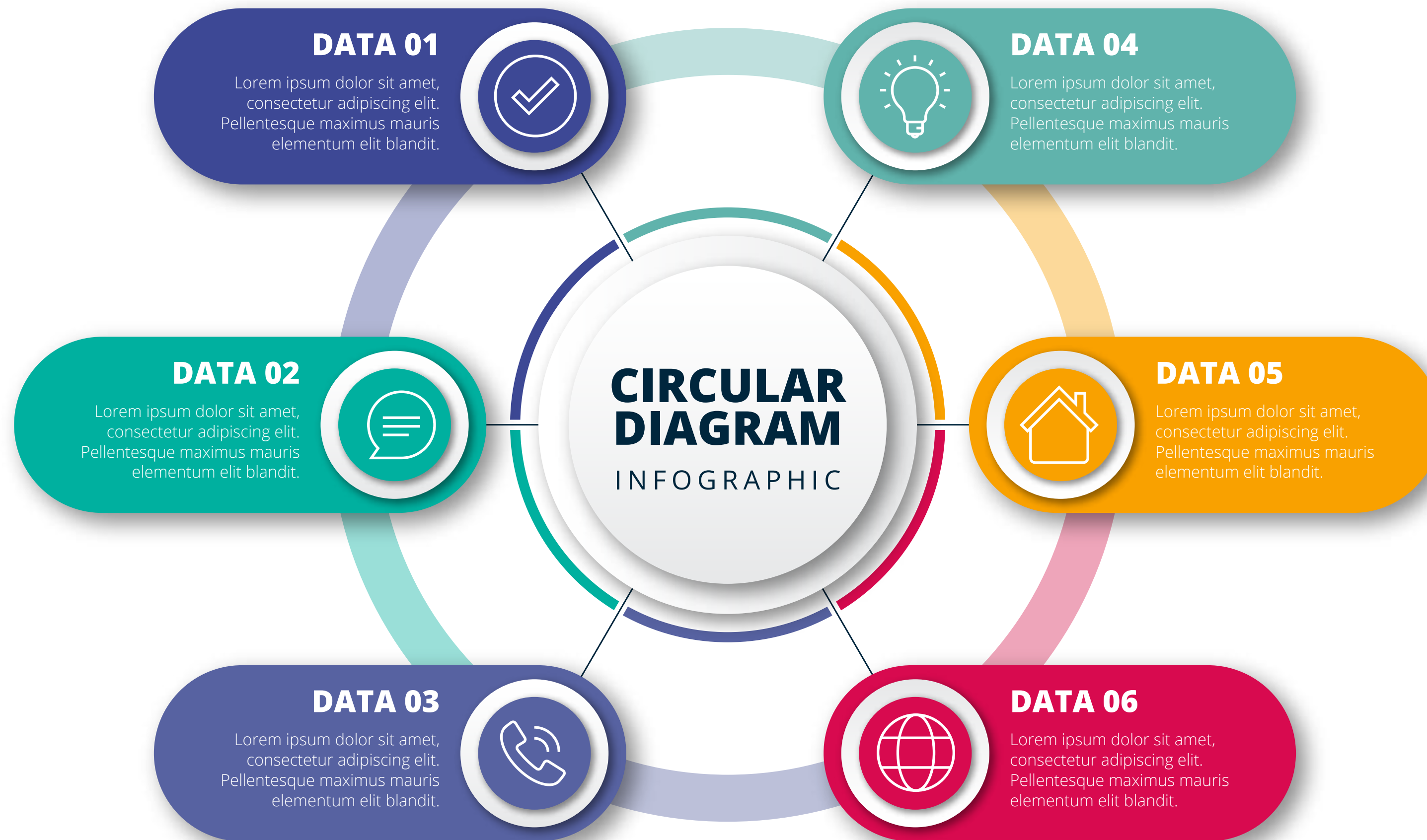


# Infographics Colour Palette

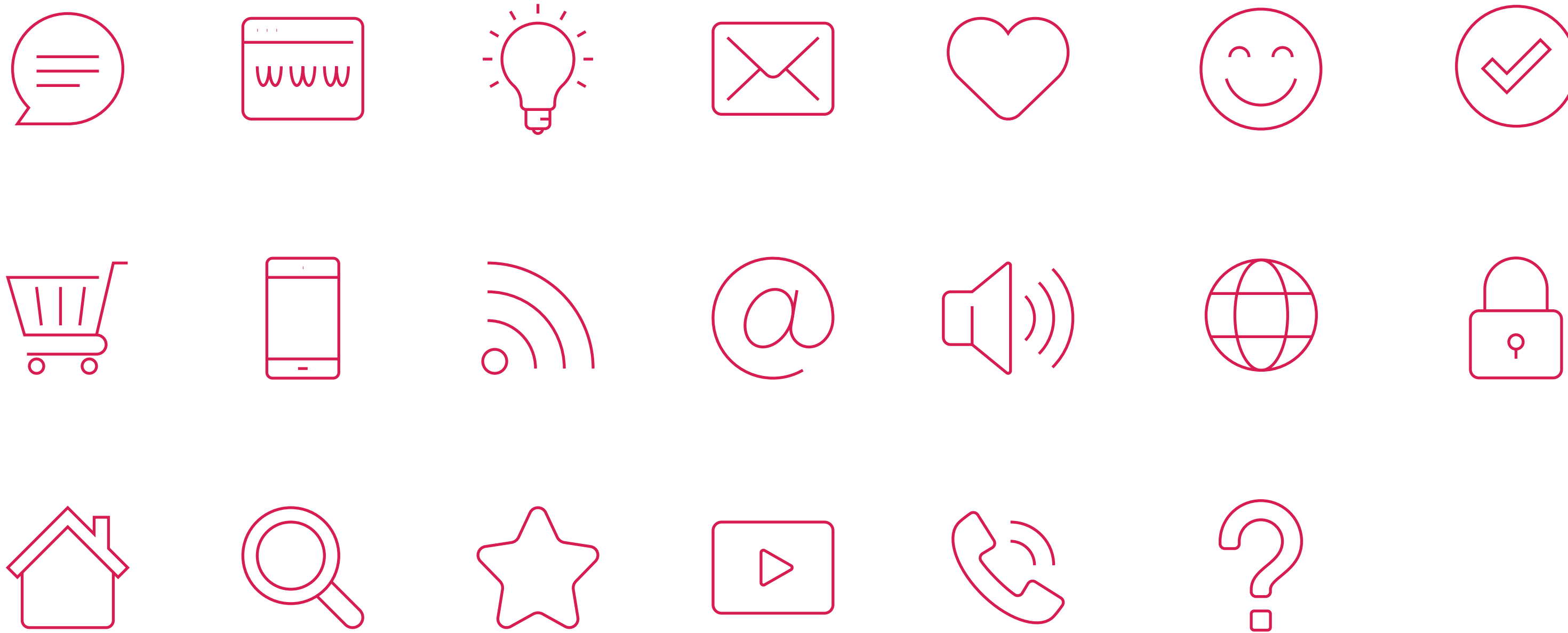




# Example:

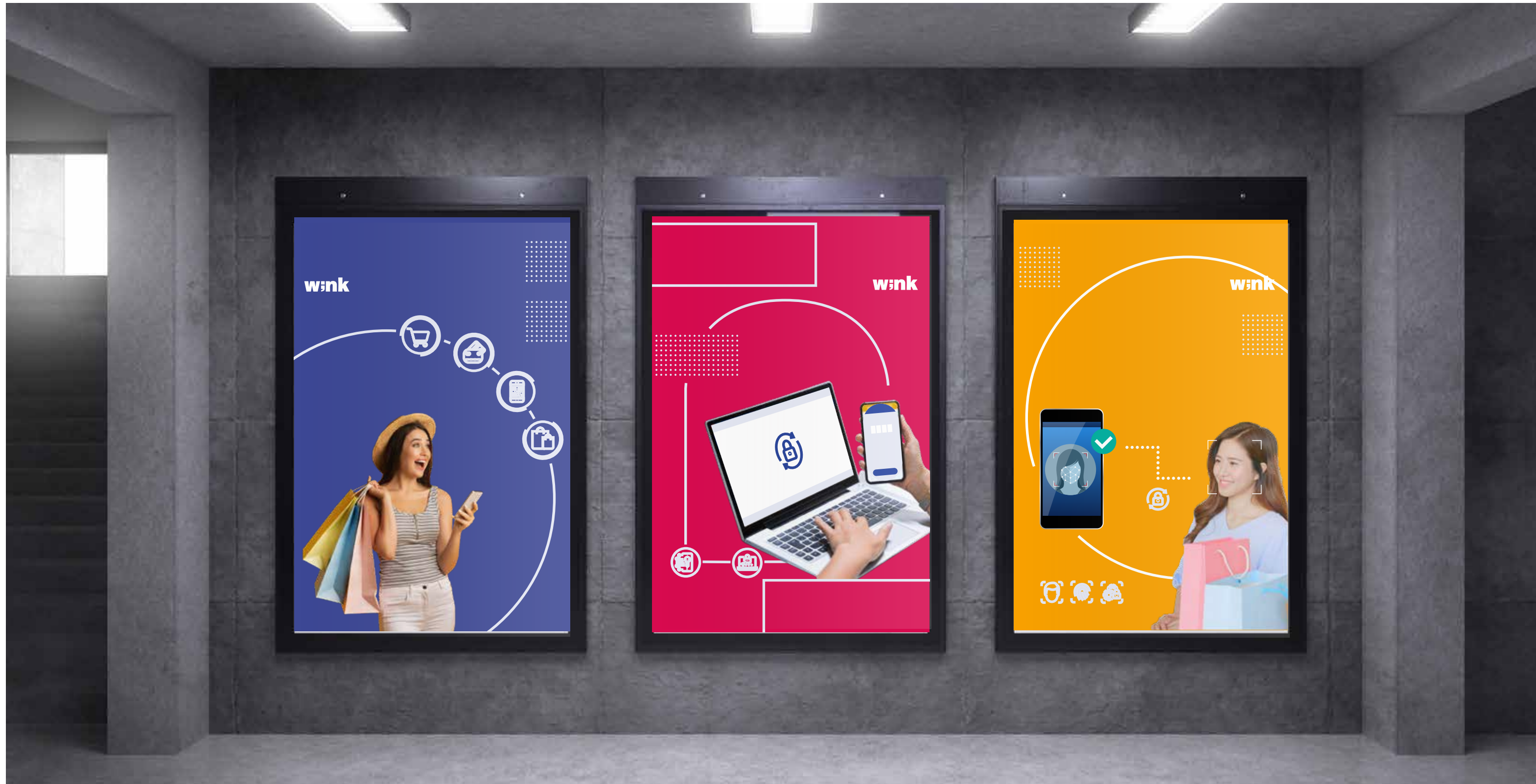


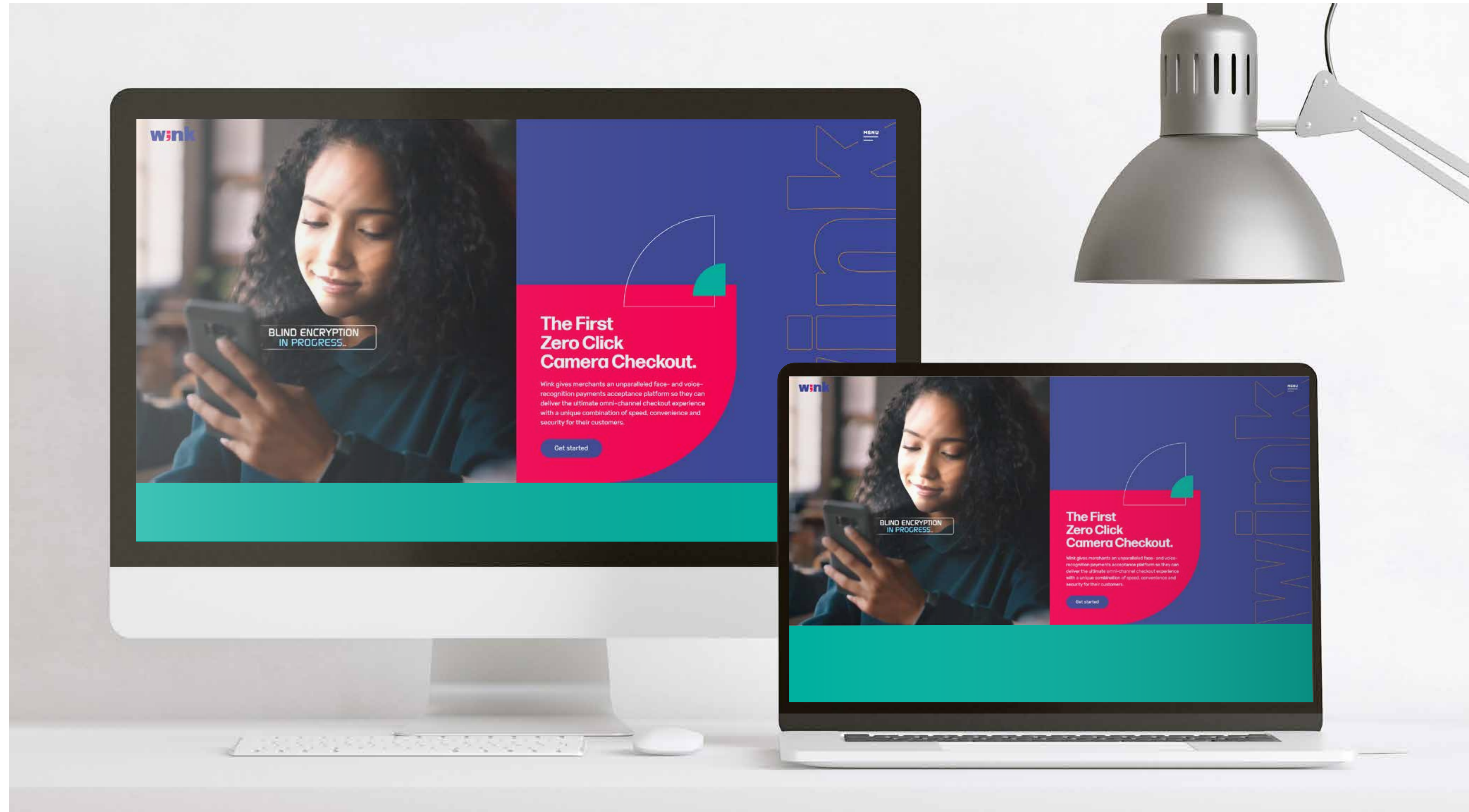
# Icons



# Brand Elements

Layout styles and poster examples for how to use wink elements.





**Thank**

**You.**