



BRANDBOOK

WaySeven Identity Guidelines

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INTRODUCTION

WaySeven Technologies is a software development and consulting company with a mission to help great teams to build their ideas, solve important problems and face fast-paced business challenges by building great software solutions.

We work with clients across the spectrum, from start-ups and small businesses to Fortune 500 companies, on building high quality software with intuitive user experiences that allow those clients to be continually successful in the marketplace.

Our branding is essential to the WaySeven experience. We created this document in order to communicate with our partners and with media representatives. We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique.

WHY IS OUR SOFTWARE DONE RIGHT? BECAUSE OF OUR GUIDING PRINCIPLES:

High quality software code & outstanding design



Software must have fast, clean, bug-free, and easily scalable code. This is something that we never compromise on! Additionally, the primary goal of every software project is to keep your users engaged by simple and functional design. That's why we put so much emphasize on UX/UI design.

Satisfy deadlines and budget goals



Forget about missed deadlines and surprise invoices. All milestones and costs will be agreed upon in advance.

Dedicated team



When you work with us, you aren't hiring a freelancer. We are an experienced team that has been working together for over 5 years.



Transparency

We like to keep you regularly updated on project progress and, when possible, meet in-person to establish a professional relationship.

Use Agile approach



Making a list of project requirements and then waiting for them to get developed is so 1990s. With all our projects, we use an Agile (Scrum) approach that allows us to choose and develop the most useful software features along the way and work with you to get your feedback and give you what you want.



Silicon Valley

Embody the spirit of entrepreneurship and innovation. Thanks to our experience in Silicon Valley, we bring the Silicon Valley mindset of innovation to all our projects.

LOGO USAGE

Our logo is the touchstone of our brand and prime component of our visual identity. To ensure legibility the logo must not be altered, adjusted, modified or customized in any way.

These are the approved versions of the logo.



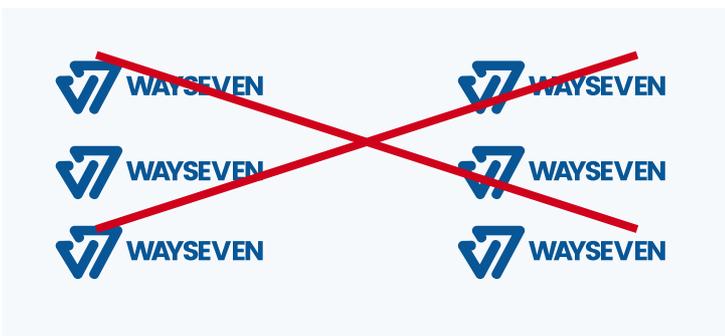
The preferred way to use the WaySeven logo is over a white/light background or on WaySeven blue.

If the logo is placed on white/light background then WaySeven blue colors must be used.

If the logo is placed on a dark background then the logo must be white.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

INCORRECT LOGO USAGE



DON'T:

1. Change the logo colors.
2. Rotate the logo.
3. Scale the logo unproportionately.
4. Make alteration, subtraction or addition to the words and or colors in the logo
5. Use the logo as pattern, repeated pattern or wallpaper.
6. Use the logo without clear space around the logo as instructed in this book.

ICON USAGE

The WaySeven icon is used on the WaySeven site and can be used on any marketing materials.

These are approved versions of the icon.

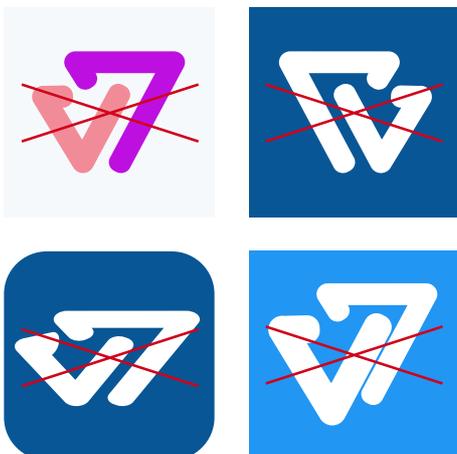


The WaySeven icon is more versatile in its usage than the logo. The icon can be used with or without background.

If the icon is used with light/dark background, the corners can be rounded or not rounded or within a circle.

If there is a need to accentuate the icon, then shading can be added to the icon.

Incorrect usage of icon:



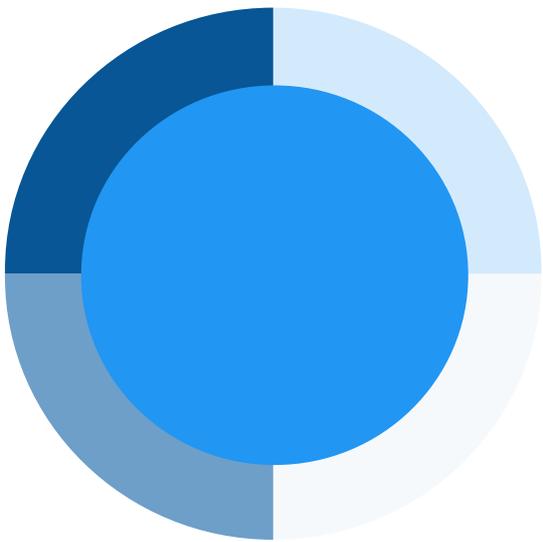
DON'T:

1. Change the icon colors.
2. Rotate the icon.
3. Stretch or distort the icon.
4. Make alteration, subtraction or addition to the words and/or colors in the logo

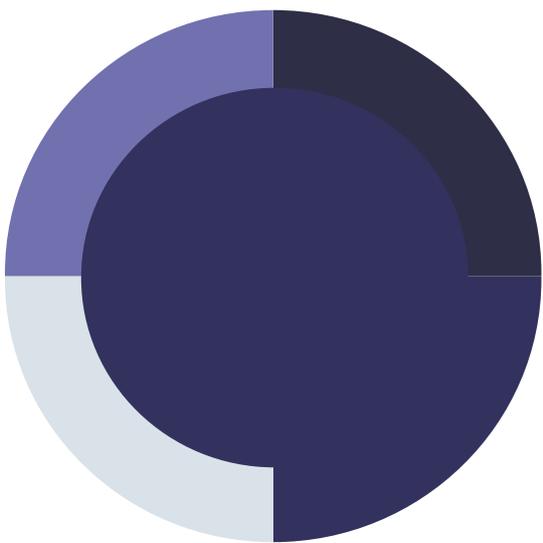
COLORS

Our colors give us our personality.

HEX	085695	2196F3	6D9FC9	D3EAFD	F6F9FC	000000	33325E	D9E2E8
Pantone	7686 C	2925 C	645 C	642 C	663 C	Black 6 C	5265 C	7541 C



primary color & shades



secondary color & shades

Logo color comes from the primary color and its shades.

Secondary color and its shades are supporting colors, and these two colors and their shades are our basic color palette.

If it is necessary, other colors can be and are used in our website and marketing materials.

TYPOGRAPHY

Typography is a key element in communication. We have selected Poppins as our font for print and for digital media.

Runing digital with Way seven.

Runing digital with Way seven.

Runing digital with Way seven.

Runing digital with Way seven.

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We use Poppins as our primary typeface.

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the newcomers to this long tradition.

We using the following variations:

- Light
- Regular
- Semibold
- Bold

ICONOGRAPHY

Icons are an important part of the visual identity of WaySeven. They are explanatory visual elements used from navigational elements, category definers to badges.

COMBO COLOR ICONS



SINGLE COLOR ICONS



We are using two type of icons for visual representation:

- a combination of two icons with different shades of the same color (combo icons),
- as single color icon.

When creating icons, please keep the following in mind:

- Imagery should be simple and iconic.
- Detail elements should be minimal.
- Combo icons must be shades of the same color.

