

BRAND ELEMENTS QUICK GUIDE



MAY 2023

BRAND LOGO

HI THERE!

We've developed this quick guide to outline the do's and don'ts of using WXTSTUDIO brand elements including word and design marks, creative tools, and design elements associated with **WXTSTUDIO**.

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Bebas Neue + Poppins

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Type Logo and App Icon

RULES OF THUMB



Please only use the brand elements found in these guidelines. Do not use any **WXTSTUDIO** brand elements taken from third party sources.

PLEASE DON'T

Use the brand elements in a way that suggests or implies a partnership, sponsorship, or endorsement.

Incorporate WXTStudio brand elements, or anything confusingly similar, into your own trademark, logo, product or service name, domain name, or username

Alter any part of the WXTStudio brand elements and Modify the word “WXTStudio” in any way

Monetize WXTStudio brand elements, such as selling WXTStudio-themed merchandise, Copy the WXTStudio look and feel, including imitation of the WXTStudio user interface or app store profile

Feature WXTStudio brand elements in connection with pornography, illegal activity, or other material that violates our Terms of Service or Community Guidelines



WXT LOGO TYPE

If you'd like to use the WXT Logo, please follow these guidelines.

PLEASE DON'T

Alter, rotate, or modify the Logo,
Obstruct the Logo, Surround the
Logo with other characters or
creatures

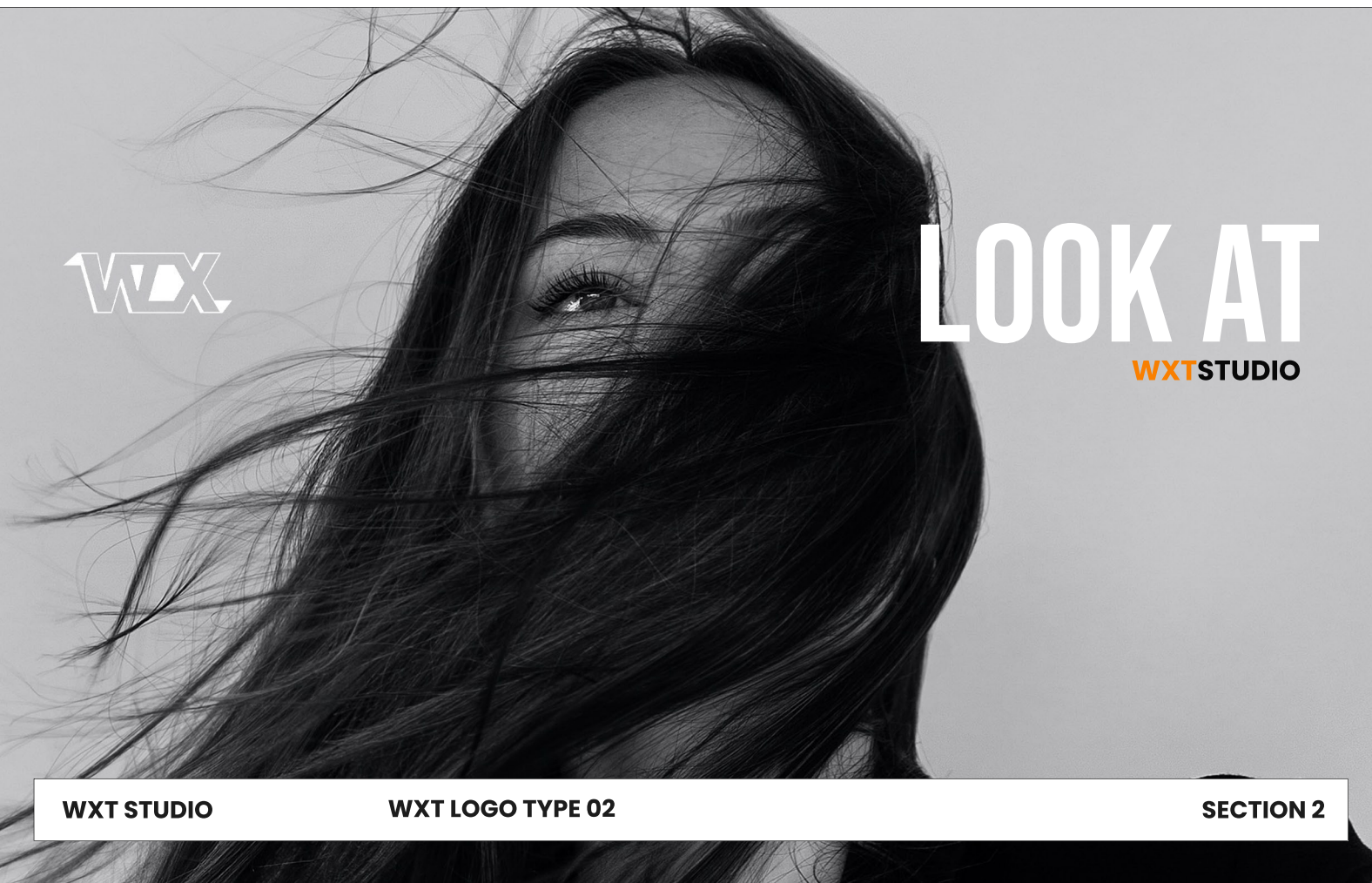
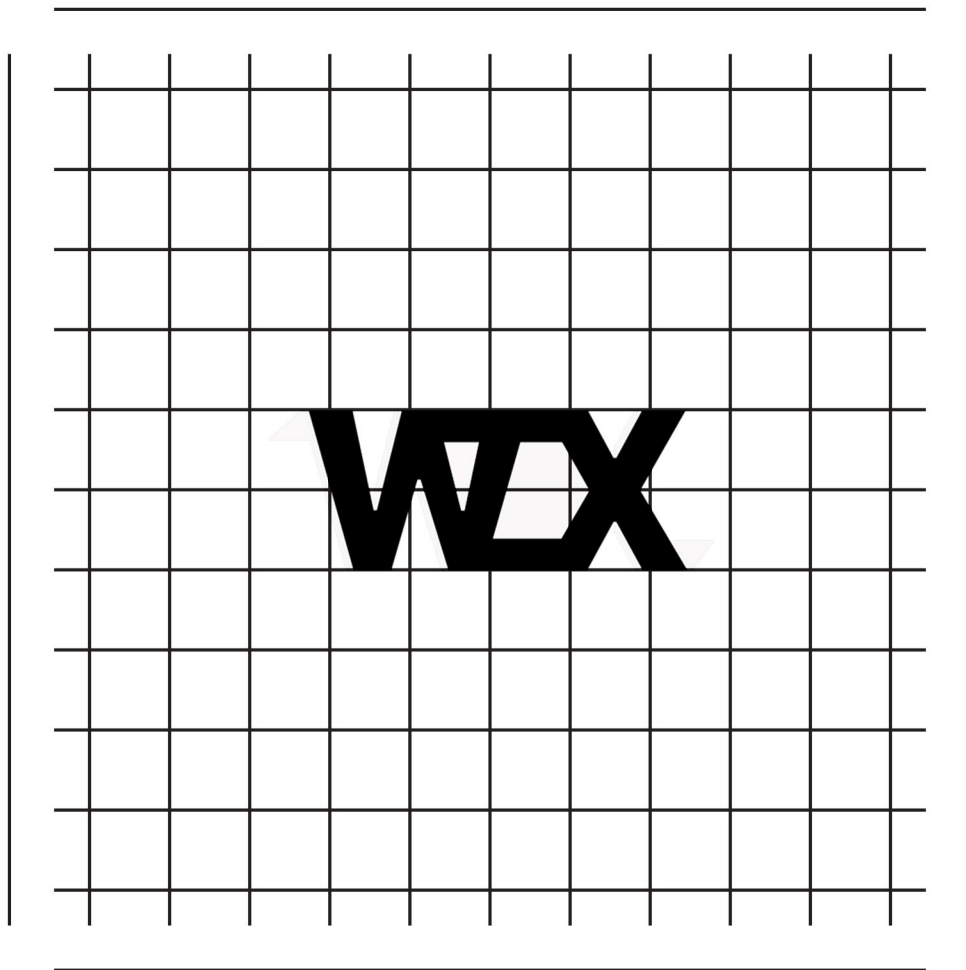
Use the Ghost Logo to refer to
any product or service other
than Snapchat

PLEASE DO

Only show the Logo
in black and white

Follow the clear space
guidance on the next page





CLEAR SPACE

When you're using the WXT Logo with other graphical elements, make sure you give it some room to breathe. The empty space on each side of the WXT Logo should be at least 100% of the height/width of the WXT Logo.

01

PLEASE DO

Display the Ghost Logo side-by-side with other logos. If you include the Ghost Logo next to other logos, please display it in the same size as other logos

PLEASE DON'T

Display the WXTLogo larger than your own marks or branding

3x



1x

02

COLOR PALETTE

We love orange. It is one of our most important brand elements.

RGB

247
127
0

HEX #F77F00

RGB

2
2
2

HEX #000000

RGB

255
255
255

HEX #FFFFFF

TYPO GRAPHY

We use the Bebas Neue + Poppins font family. It's welcoming while remaining structural and easy to set.

Body Text

Poppins

Abc

REGULER

Ab

BOLD

Ac

BLACK

Ad

THIN

ABCD

Bebas Neue

Head Text

POSITIONING

01

The type size of the brand claim can be freely selected, but it must be clearly legible at all times and may not appear at the centre of the design.

Between Position

WDX

HEADLINE
The Subheadline

HEADLINE

The Subheadline

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.

HEADLINE

The Subheadline

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.

CENTER

WDX

THIS IS A HEADLINE

The Subheadline

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.

ASSETS LINKS

WXT

Keep
Your
Eyes

THANKS FOR WATCH

WXTSTUDIO.COM



Studio