



Brand Style Guides

MISSION

Mission Statement

Web Manage is an online SaaS (software as a service) that is aimed at freelance web developers and small creative agencies.

It acts as "Swiss Army knife" for its developers by providing tools that can be used to help run their business, such as: project and client management; invoicing and estimates; file sharing; online contract signing and time tracking.

The aim of Web Manage is to provide web developers with a centralised platform that consolidates features that would typically be spread across multiple services.



LOGO

Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



LOGO

Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.

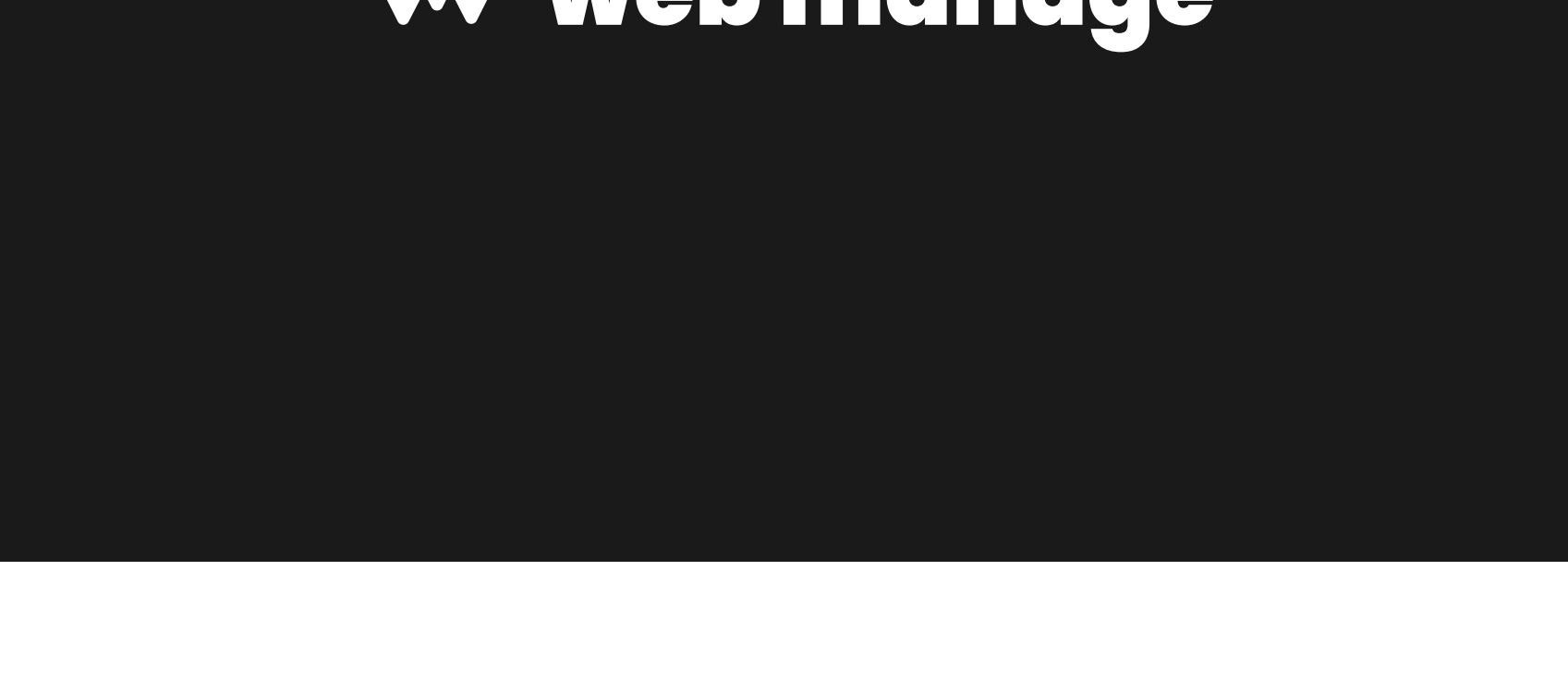


LOGO

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



LOGO

Logo on Alternative Backgrounds

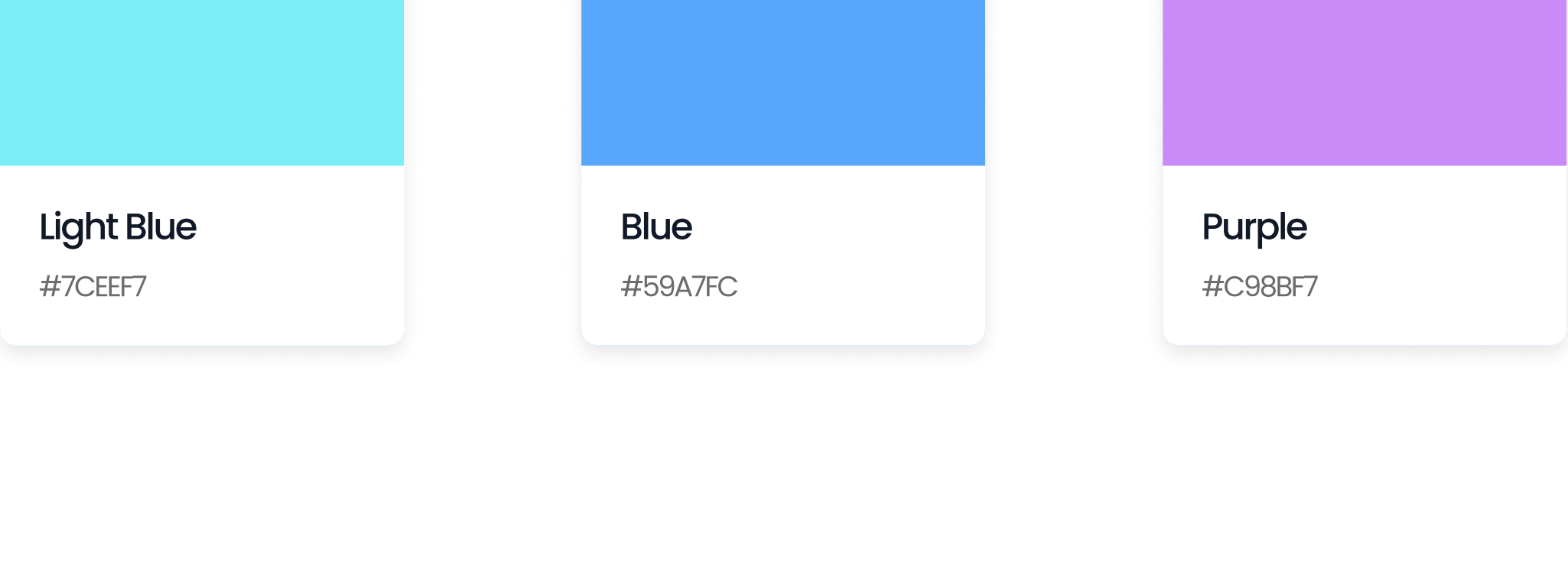
Alternative color combinations



COLOURS

Primary Colours

The main colour palette consists of three primary colours. These three colours should be used for the logo and should be used minimally to not dilute the brand visuals, which may add confusion.



COLOURS

Primary Colours

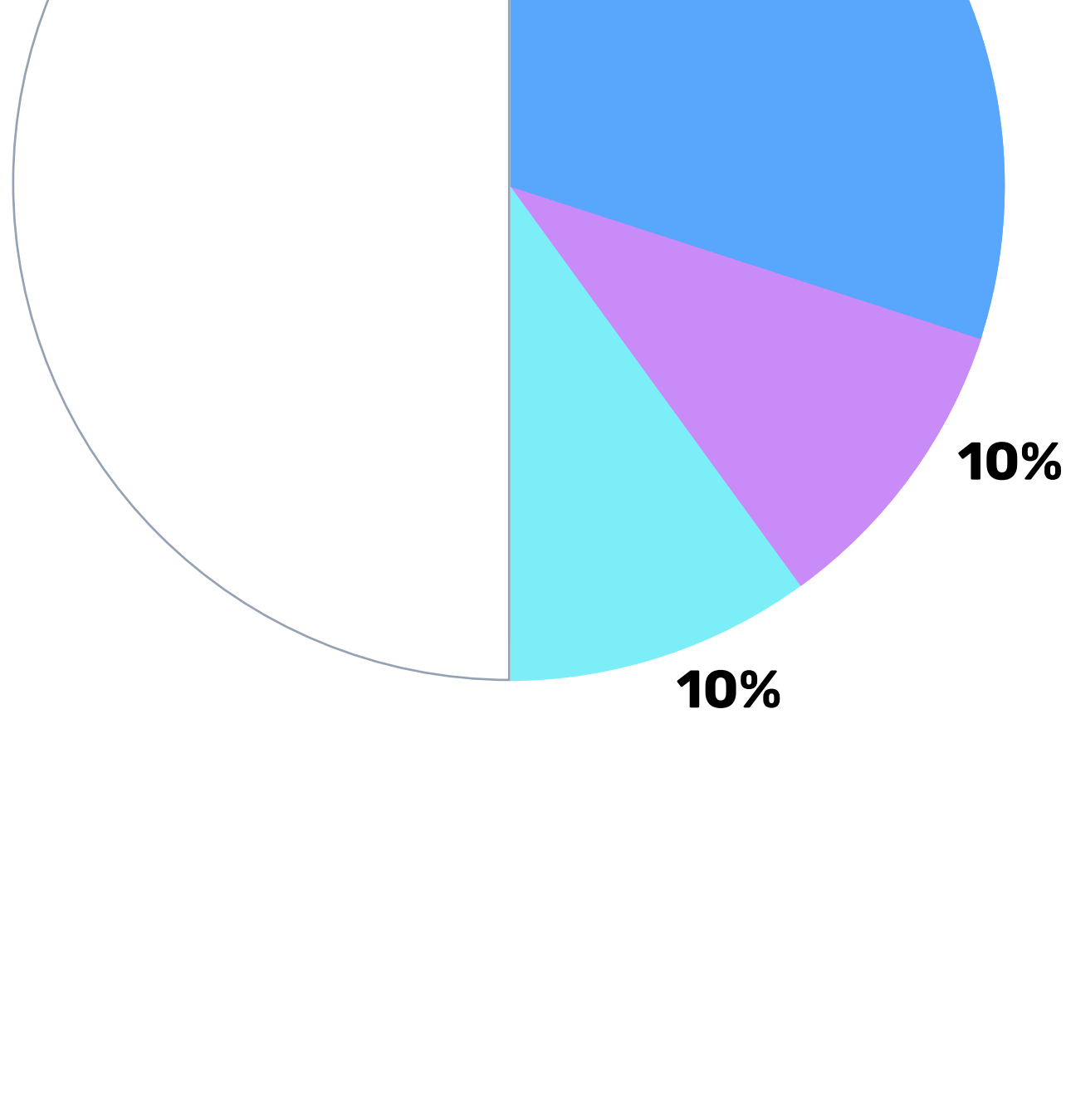
Full colour range that can be used for each primary colour.

Primary colour 3	Primary colour 2	Primary colour 3
#CAE3FE	#E7CBFB	#E8FCFE
#BDDCFE	#E4C4FB	#DCFAFD
#A4CFFD	#DDB6FA	#C4F7FB
#8BC2FD	#D6A8F9	#ACF4FA
#72B4FC	#D099F8	#94F1F8
#59A7FC	#C98BF7	#7CEE7
#278CFB	#B35BF4	#4CE8F4
#0473EB	#9D2CF0	#1CE2F1
#035AB9	#840FDA	#0DBFCD
#024287	#670CAA	#0A808D

COLOURS

Colour Usage

Light blue, blue and purple are the primary colours for the logo and main call to action buttons. They should always be used on a white background, with black or white overlay text to avoid contrast issues.



TYPOGRAPHY

Typography

Poppins

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headings #59A7FC Body #111827 Captions #94A2B3

Style	Weight	Size
Heading 1	Bold	60px.
Heading 2	Bold	36px.
Sub Title	Bold	18px.
Paragraph	Regular	20px.
Paragraph 2	Regular	16px.

(web fonts)