



Brand Guidelines

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Use Guidelines



The Logo — Lockup — Primary Colorway

Whenever possible, it is preferred to use this version of the logo. The “W” appears in the signature gradient and WeLink is either white or black depending on optimal contrast with the background color.



The Logo — Lockup — Single Color

The single color version of the lock up is used primarily when it is necessary due to restraints related to printing or other means of production. When deciding between the black and white version, optimal contrast should be considered.



The Logo — Lockup — Two Color

The two color option of the logo is used only in rare instances when achieving the signature gradient is not practical and when the use of a brand color is necessary for brand recognition. (i.e. embroidery)



The Logo — Lockup — Clearspace

This is the lock up that should be used whenever the “W” and the WeLink wordmark appear in close proximity to each other. Be sure to maintain the exact proportion and spacing of the lock up.



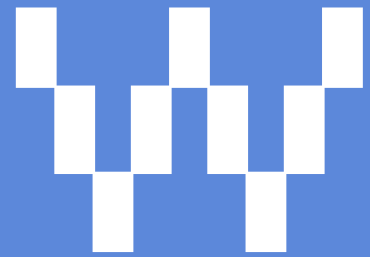
The Logo — Lockup — Clear Space

When using the lockup, the width and height of the “W” define the clear space that should be maintained around the lockup.



The W

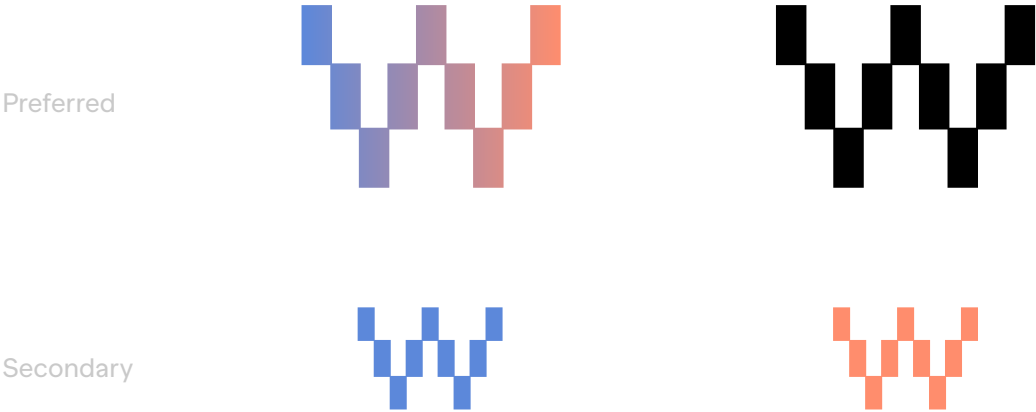
Wordmark



WeLink

The Logo — The W & The Wordmark — Color

The W
The preferred color of symbol is the signature gradient, black, or white. Solid Purple and Orange versions are alternate options to be used only when necessary.

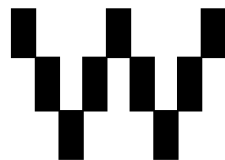


The Wordmark
The preferred color of wordmark is black, or white. Solid Purple and Orange versions are alternate options to be used only when necessary.



The Logo — W Symbol and WeLink Wordmark

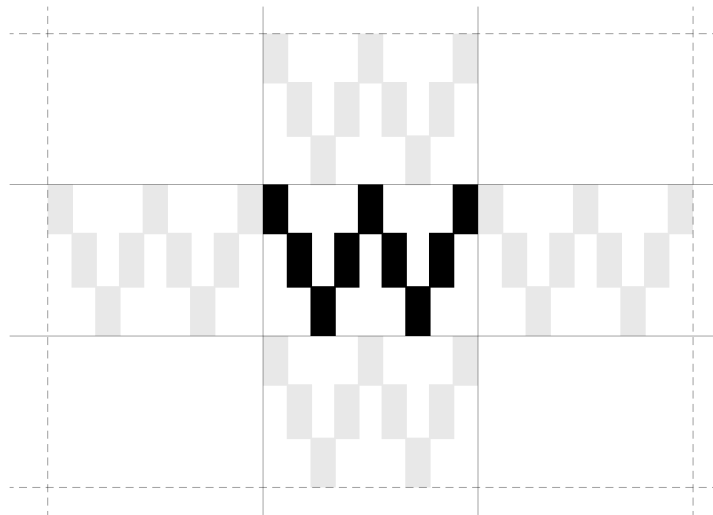
The “W”symbol and the WeLink wordmark may be used individually as representations of the WeLink brand, however in most instances, both should appear somewhere on all touchpoints of the brand. When deciding between using the brand icons in the lock up or individually, consider context and which option is optimal for brand recognition.



WeLink

The Logo — Clear Space

The width and height of the “W” define the clear space that should be maintained around the “W” Symbol and the wordmark.





The Logo — Wireless Fiber Lockup

The W
The preferred color of symbol is the signature gradient, black, or white. Solid Purple and Orange versions are alternate options to be used only when necessary.

Preferred



Spacing



Secondary



Preferred



Spacing



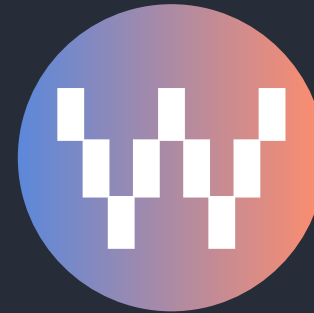
Secondary



App Icon

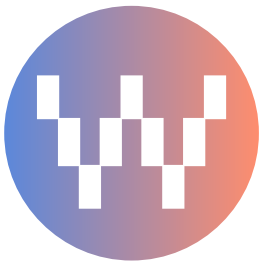
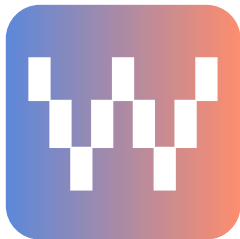


Social Media Icon



The Logo — Social Media / App Icon

In any instance where a small icon is used to identify the brand, the white “W” symbol on top of the signature gradient should be used. The gradient is designed to provide optimal contrast agaিসnt light and dark backgrounds. If the icon must be used on a medium background, an alternate version of the icon with a gradient W and white background should be used.



To be used only on medium shaded background



DO Proportionally scale
the logo for intended use

Use the version of the
logo that is the best fit
for intended use

Follow clearspace guidelines

DO NOT Alter the logo
Add to the logo
Subtract from the logo
Outline the logo
Rotate the logo
Stretch the logo
Change the color(s) of the logo
Change the font of the logo
Change the opacity of the logo

Color

Color

Color is an important element of the WeLink brand. The WeLink gradient is one of our most unique and defining features. No other gradients should be used as a representation of the WeLink brand.

WeLink
Gradient

Solids

Backgrounds



Typography

Primary Typeface — Banana Grotesk

Substitute Typeface — Arial

Type Sample

Typography — Primary Typeface

Banana Grotesk is the official font of the WeLink brand. It is friendly, yet confident and it comes in a large variety of weights making it very easy to use and create hierarchy.

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial is the recommended substitute in situations where Banana Grotesk is not available.

Arial Regular

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

As a company, our tone is friendly and optimistic.
Our typeface is meant to communicate these values
and it should be set accordingly.

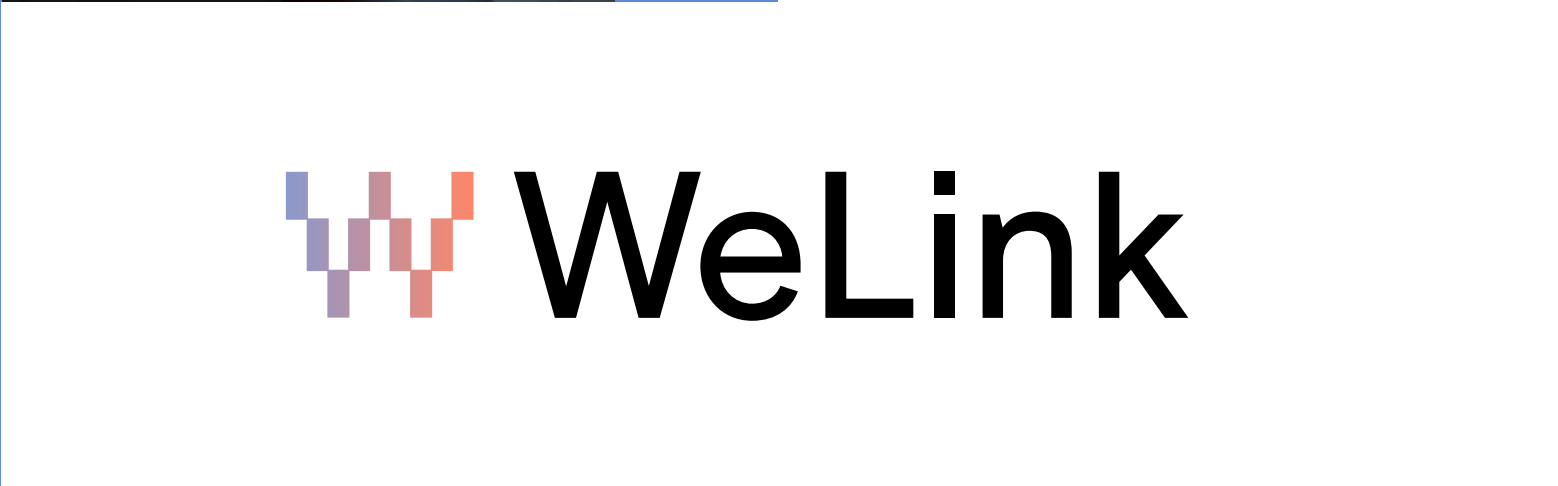
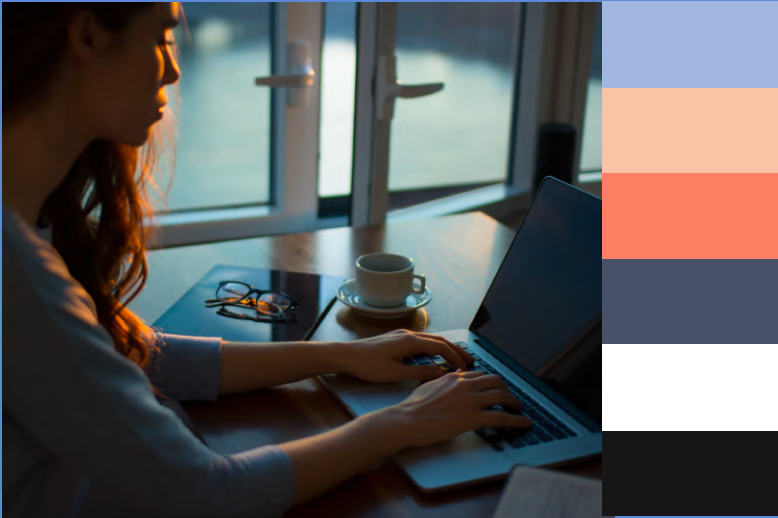


AN INTERNET PROVIDER FOR ALL OF US¹
**TOGETHER, WE CAN BUILD
A BETTER INTERNET**²
We Link was created as a way to put access to
high-speed internet back into the hands and
control of customers. Our neighborhood net-
works provide lightning fast high-speed inter-
net access, with affordability and amazing cus-
tomer service to match.⁴

- ¹ Avoid excessive/unnecessary contrast between font weights.
- ² Don't use all caps for headlines. It looks like you're yelling.
- ³ WeLink should always appear as one word with the "W" and "L" capitalized
- ⁴ Watch the details. Carefully set your type to avoid excessive hyphenation and widows/orphans



An Internet Provider for All of Us
**Together, We Can Build
a Better Internet**
WeLink was created as a way to put access to
high-speed internet back into the hands and
control of customers. Our neighborhood
networks provide lightning fast high-speed
internet access, with affordability and great
customer service to match.







End

 WeLink

