



Brand Guidelines



Introduction

How to use this guide

VWO as a brand is optimistic and celebrates opportunities & growth. Our personality establishes the foundation for these guidelines. Adhering to these guidelines across all touchpoints ensures that the brand is represented consistently in the best light. It serves as a reference for the usage of logo, colors, styles, typography, iconography, and illustrations.



Logo

The three colored logo on a white background is the preferred version for use everywhere



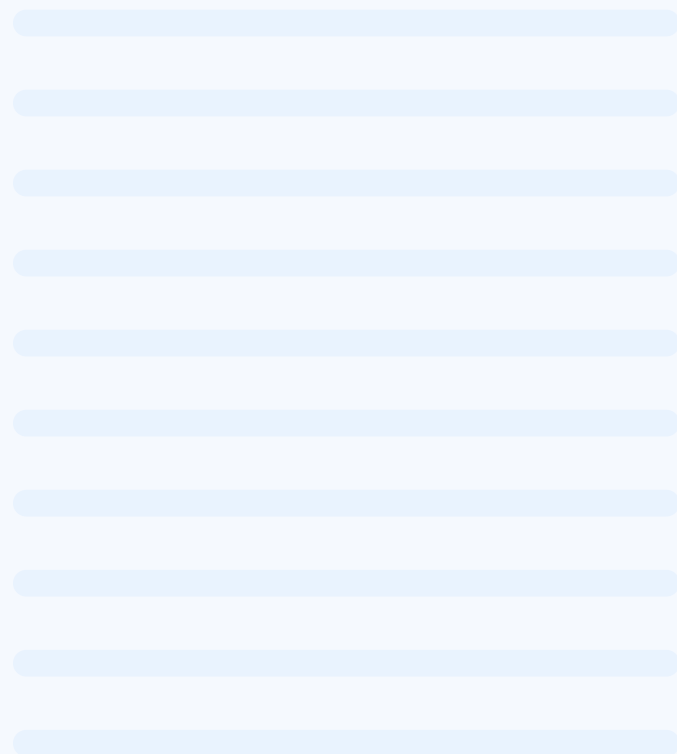


Logo Positioning

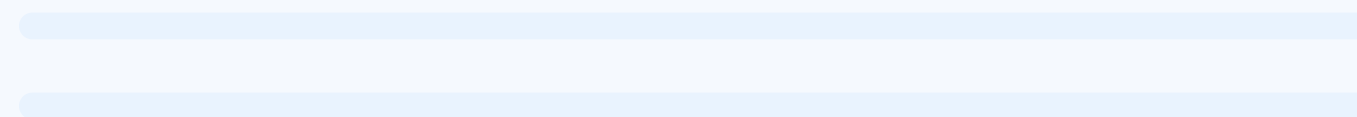
The logo should preferably be placed on the top-left with ample padding and white space around it. Alternatively, the logo may be center-aligned with the content.



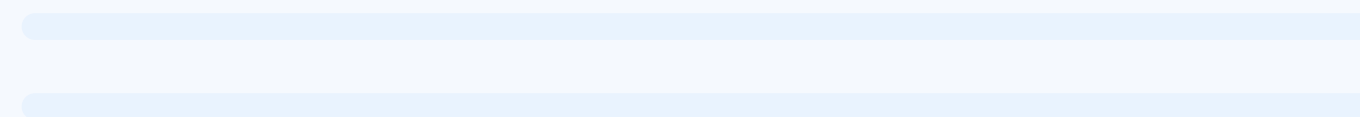
**The All-in-one Conversion
Optimization Platform**



The All-in-one Conversion Optimization Platform



**The All-in-one Conversion
Optimization Platform**





Logo Colors

Use the three-colored logo on white/light backgrounds and the white logo on darker backgrounds.

In Color



White logo



In Black and White





Clear Space

Maintain a clear space around the logo at all times as shown.



Logo Misuse

Do not alter or modify the logo. Some common misuse patterns are shown below.

Altered proportions ✘



Squished ✘



Shaded Grayscale ✘



Monocolor ✘



Old Logo ✘



Shadow ✘





Color

Brand Colors and Illustration palette

Primary Palette



#26134D



#802050



#BF3078

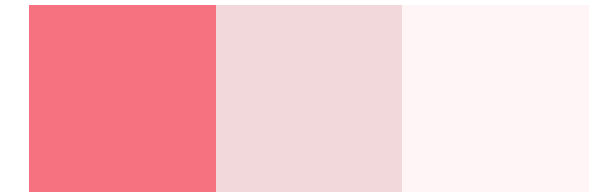
Secondary Palette



#7FD19B #C2E5CE #F3FAF5



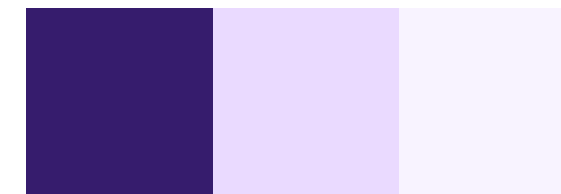
#FE9A33 #F7DCBC #FFF7EF



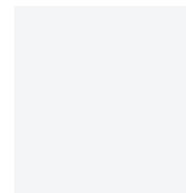
#F67281 #F2D8DB #FFF5F7



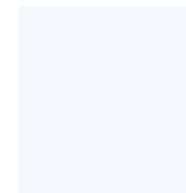
#2196F3 #D3EAFF #F5F9FE



#361C6D #EADAFD #F8F3FF



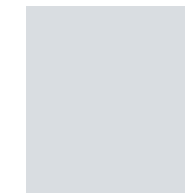
#F3F5F7



#F5F9FE



#EDEFEC



#D9DDE1



#FFD2E9



#BD9EFF



#DF8800



#CC3131



#13172A



#FF0020



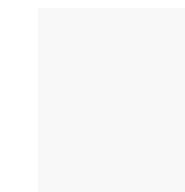
#28BB31



#282848



#47B178



#F8F8F8



#14191F



Typography

For Print and Images : Open Sans

font size - 46px,
Bold



H1 - Grumpy wizards make toxic..

font size - 36px,
Bold



H2 - Grumpy wizards make toxic..

font size - 24px,
Bold



H3 - Grumpy wizards make toxic..

font size - 20px,
Bold



H4 - Grumpy wizards make toxic..

font size - 18px,
Bold



H5 - Grumpy wizards make toxic..

font size - 16px,
Bold



H6 - Grumpy wizards make toxic..



Typography

For Print and Images : Open Sans

font size - 16px,
Normal



Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. Grumpy wizards make toxic brew for the evil Queen and Jack. One morning, when Gregor Samsa woke from troubled dreams.

Note:

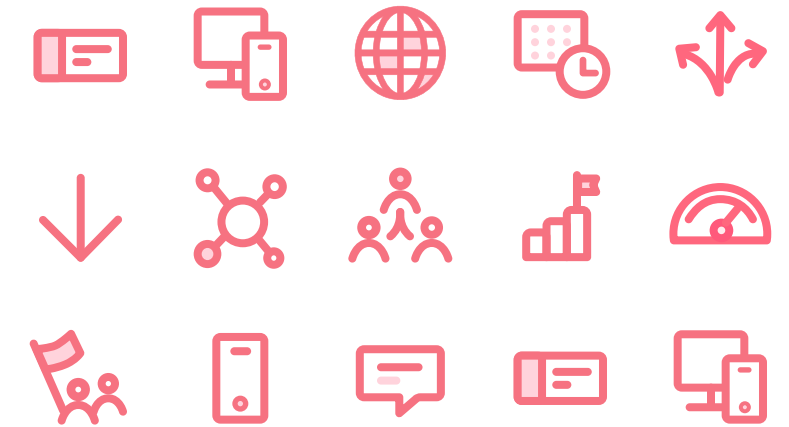
For Web : System Font

On webpages and applications, VWO uses system font for faster load times and reliable font rendering across devices & operating systems.

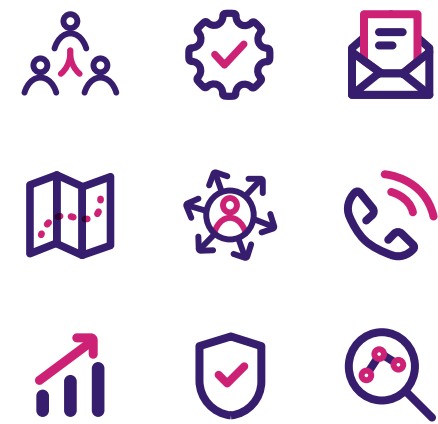
Icons

Website icons

Single Color

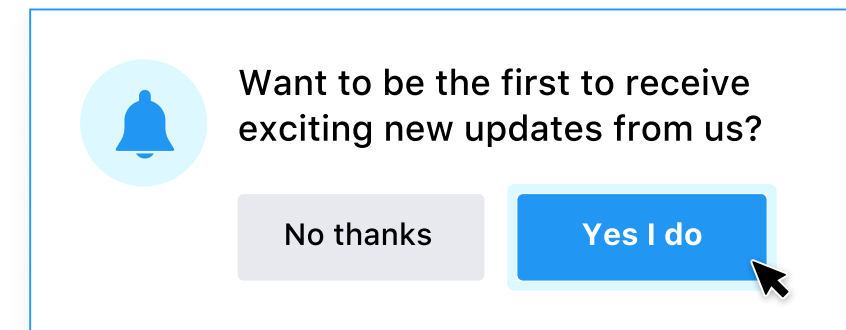
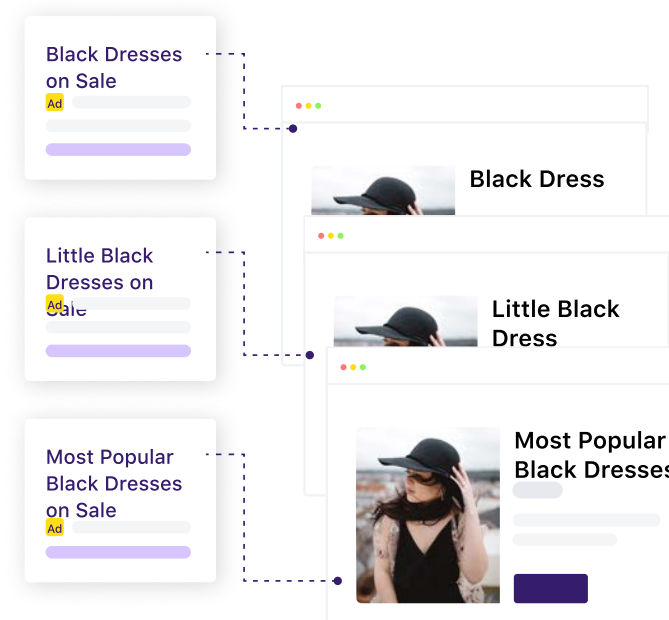
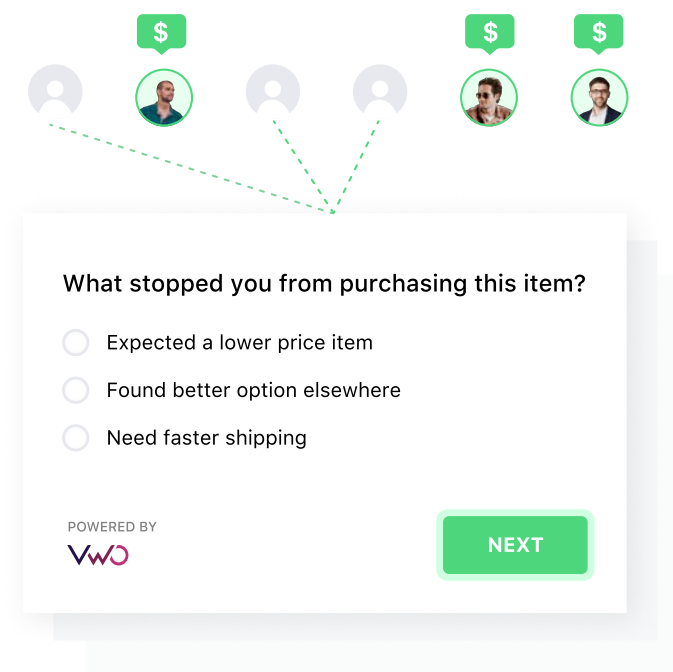


Dual color



Illustrations

Highlight part of the interface or website to demonstrate capabilities

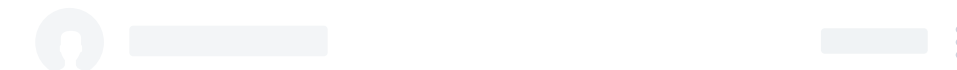


— VS —

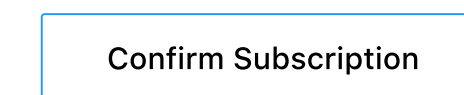
Enter email below



Enter email below

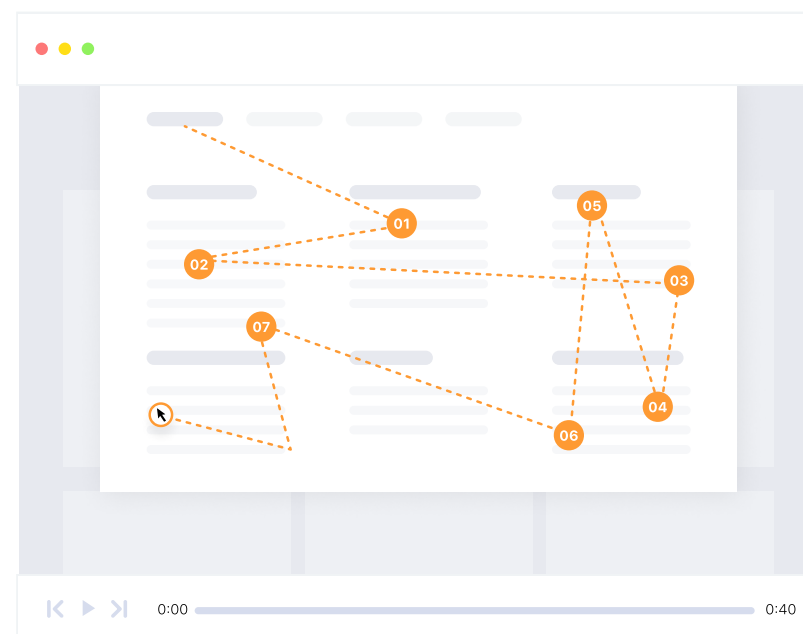
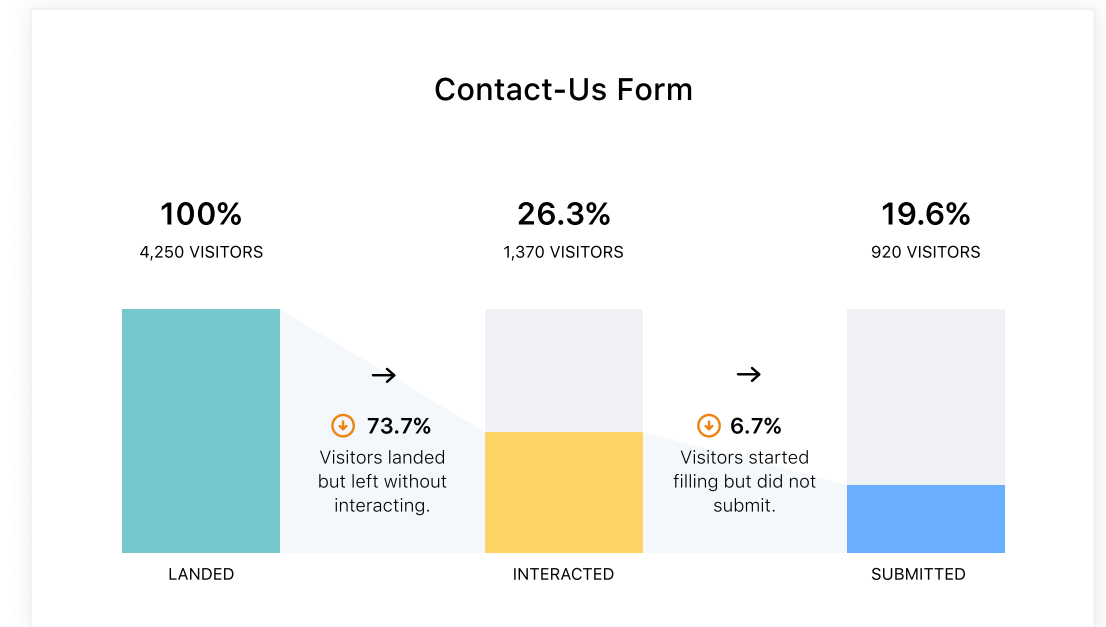
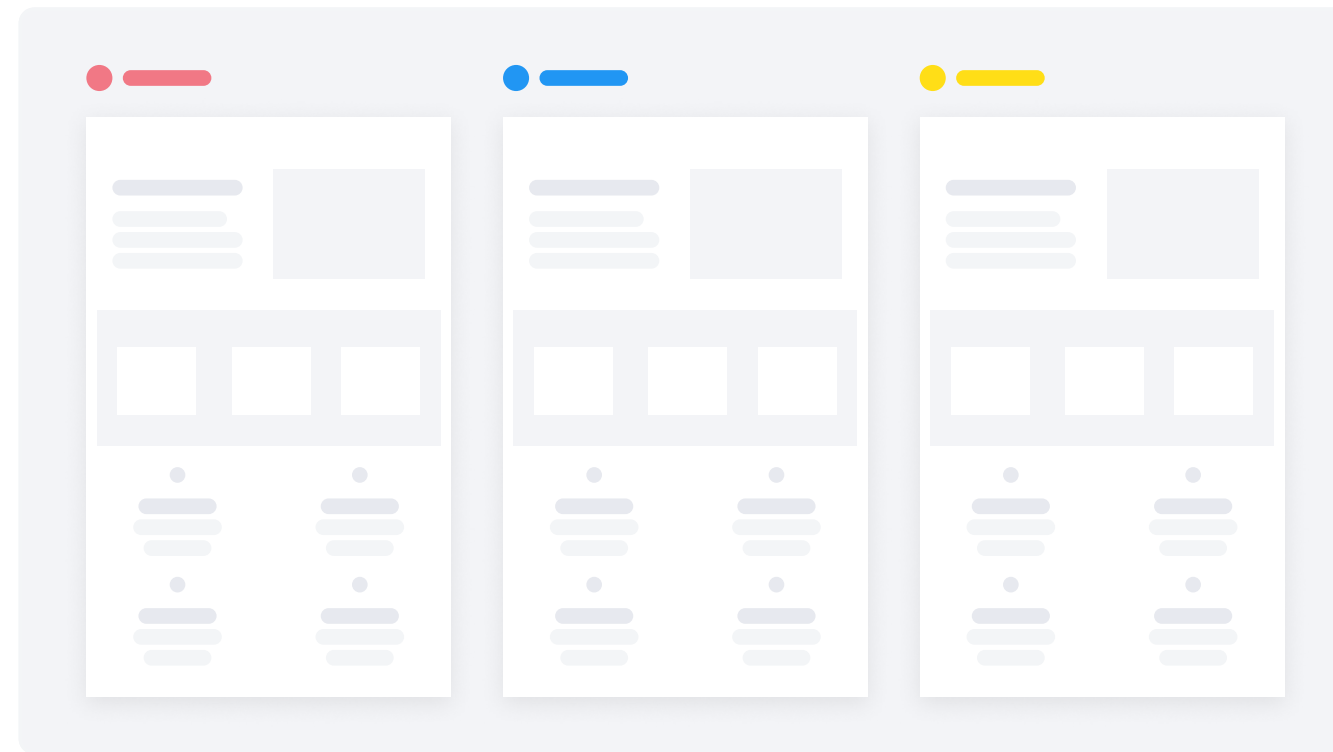


Please click the link below to confirm Subscription



Illustrations

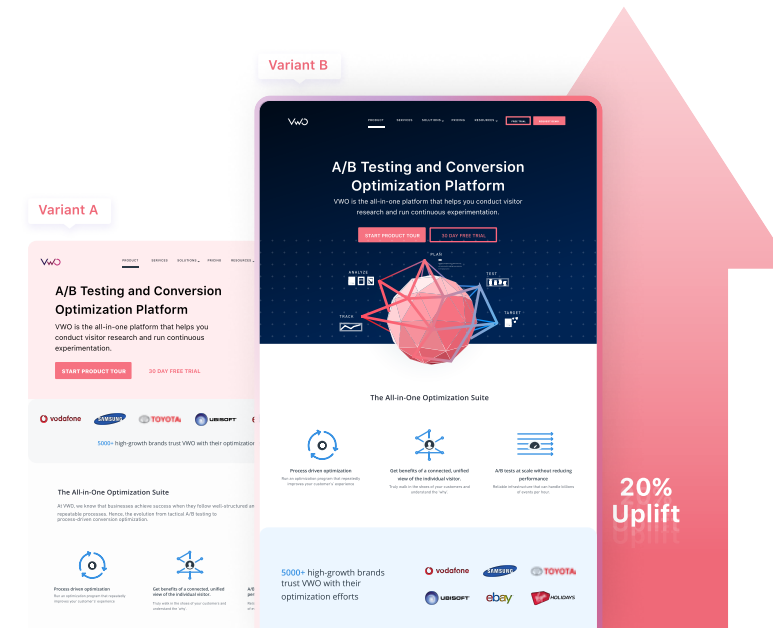
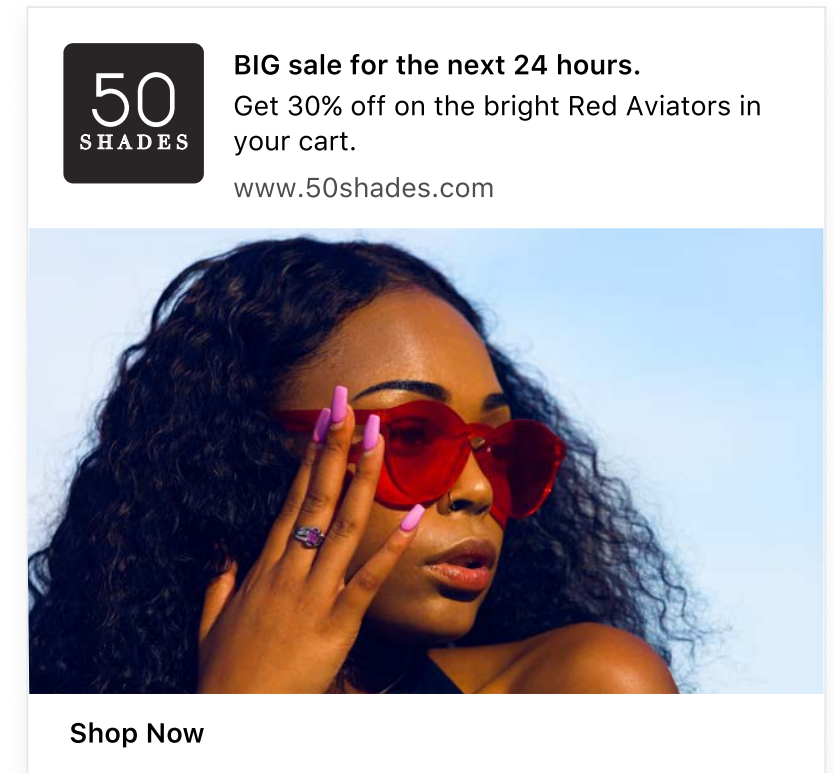
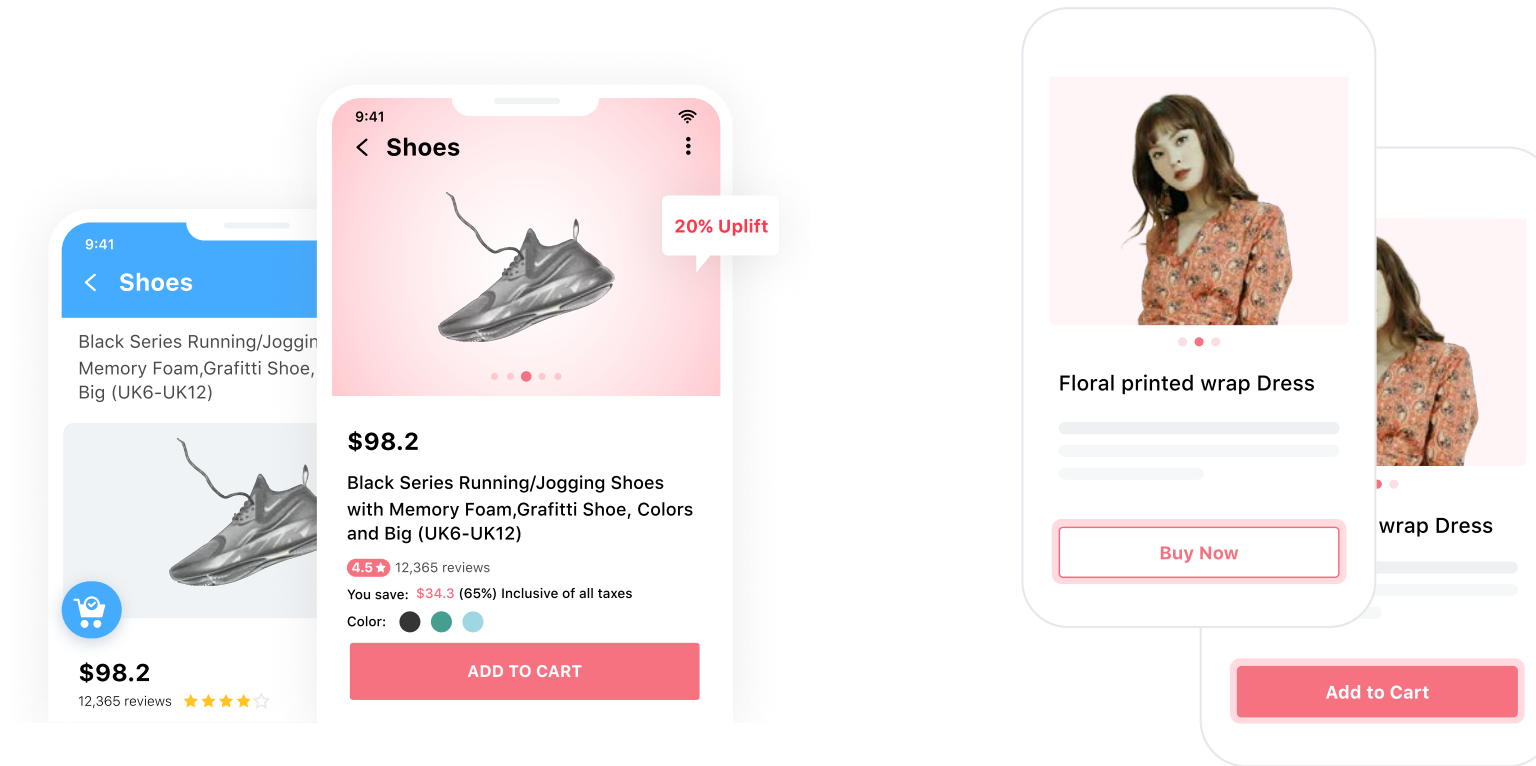
Simplify heavy screenshots to basic illustrated mocks. This reduces complexity and makes communication faster.





Illustrations

Images may be used in conjunction with illustrations wherever needed to communicate a capability.



Illustrations

Supportive illustrations may be used alongside text to highlight a concept

**Extend the power of VWO by
integrating with your existing
technology**



**Extend the power of VWO by
integrating with your existing
technology**



Illustrations

Supportive illustrations may be used alongside text to highlight a concept

