



wjnk

Brand Guidelines

MAY 2023

Logo

The logo for 'Wink' is displayed in a bold, sans-serif font. The letters 'w', 'n', and 'k' are dark blue, while the 'i' is red. The 'i' is stylized with a square dot above it and a curved tail that extends to the right, matching the style of the other letters.

Logo Variants



Lowercase



Unit

Logo Sizing

Minimum: H: 20 px , W: 6 px

22 px



38 px



60 px



140 px



208 px



Maximum: infinity

Logo Spacing



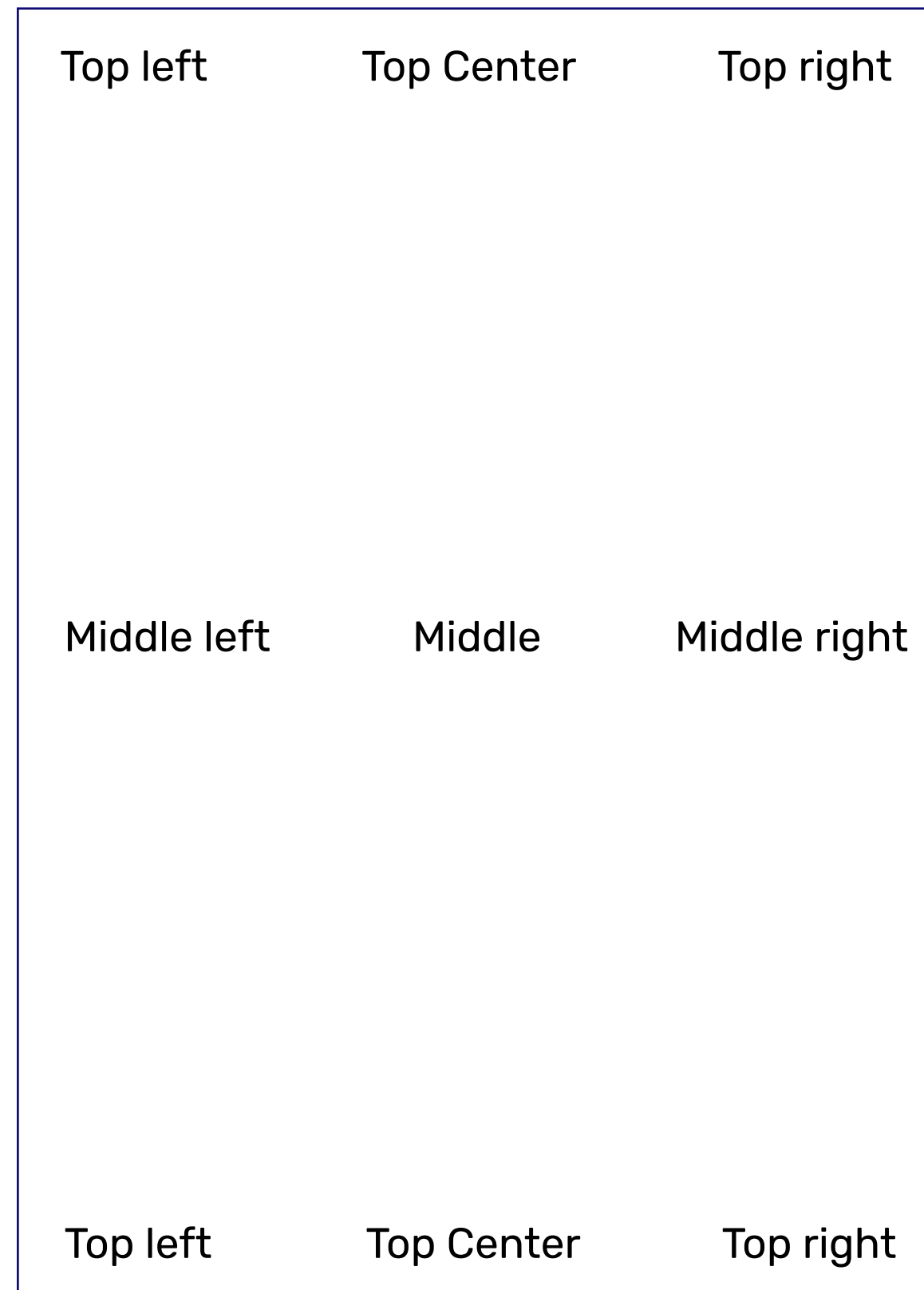
For marketing communications, the minimum clear space for the mark is one quarter the height of the mark.

Don't place graphics or typography in the clear space area.

Don't allow the Wink logo to share its surrounding border with another button or graphic.

Maintain clear space around the logo.

Logo Positioning



Avoid placing logo randomly on canvases/pages

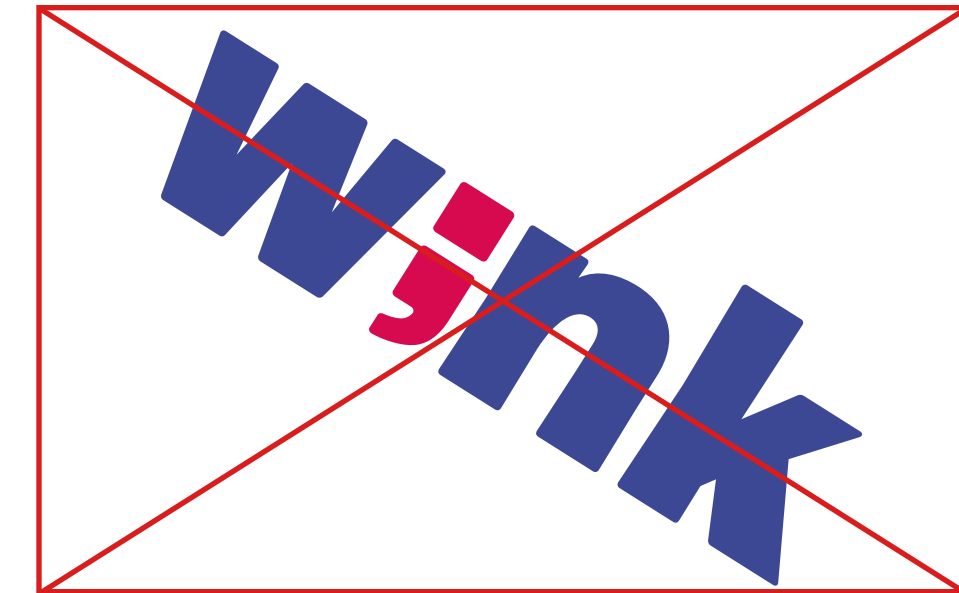
Incorrect Logo Usage



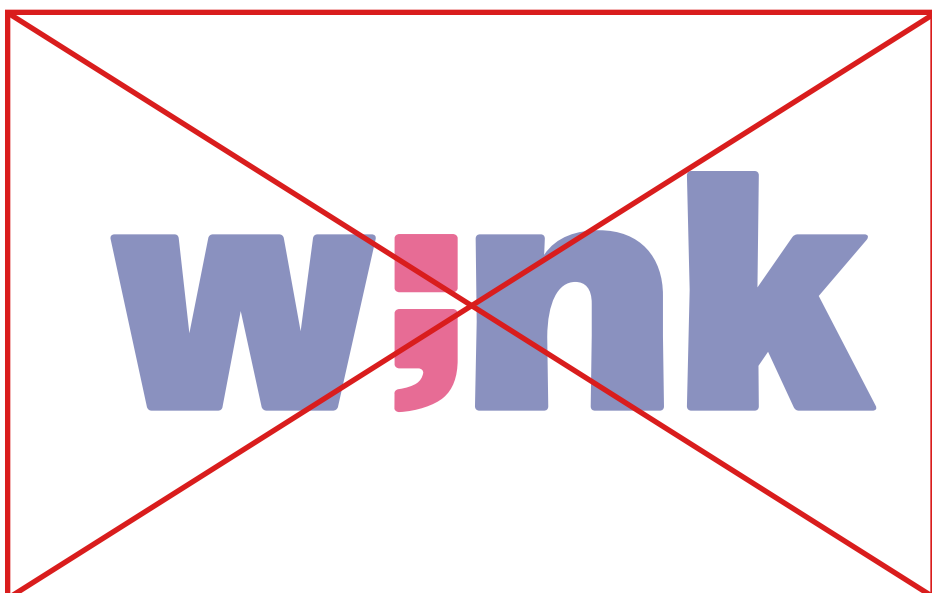
Do not pinch or stretch the logo



Do not change the colours of the logo



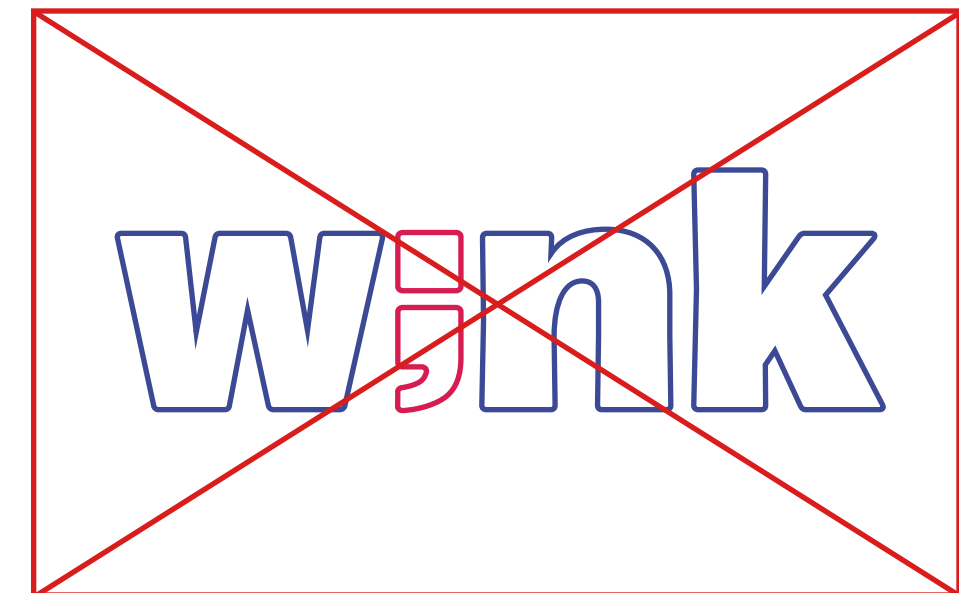
Do not rotate the logo



Do not apply a gradient or fade the logo



Do not move or alter any part of the logo

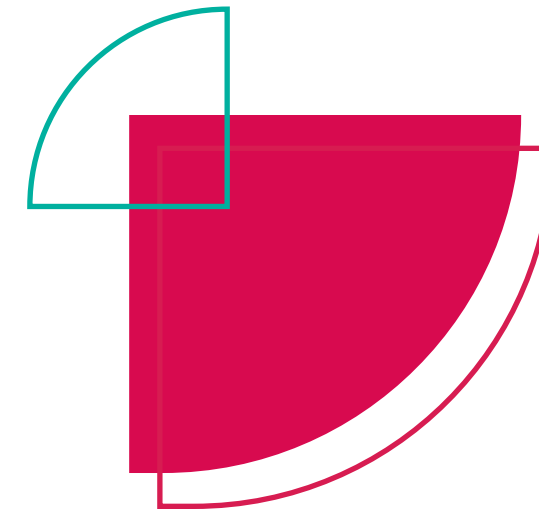
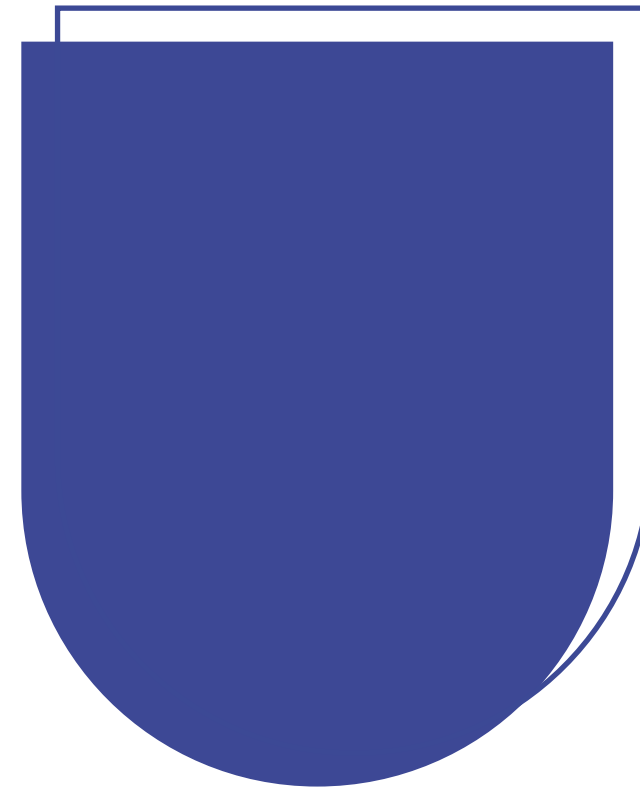


Do not outline the logo

Colour Palette

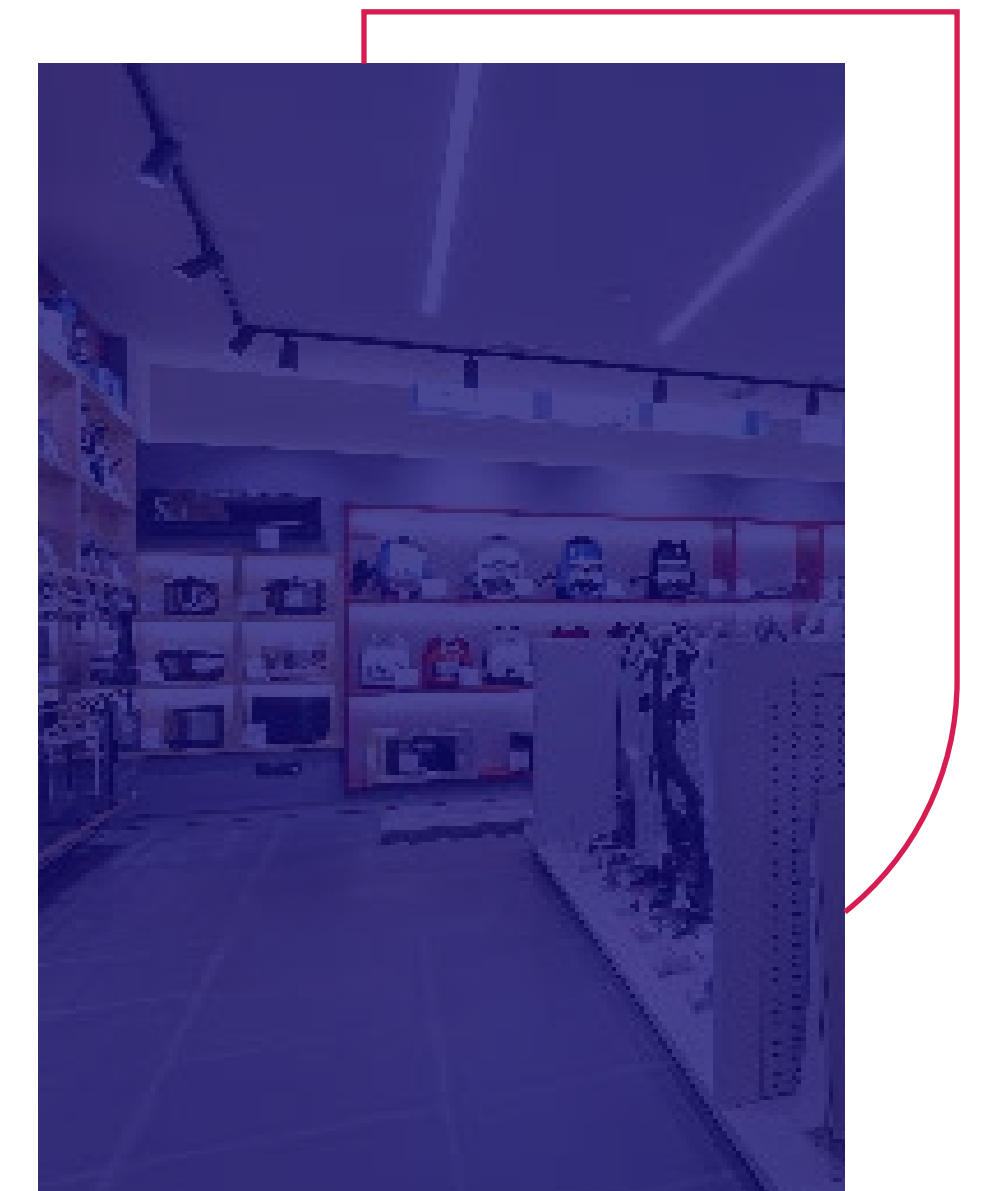
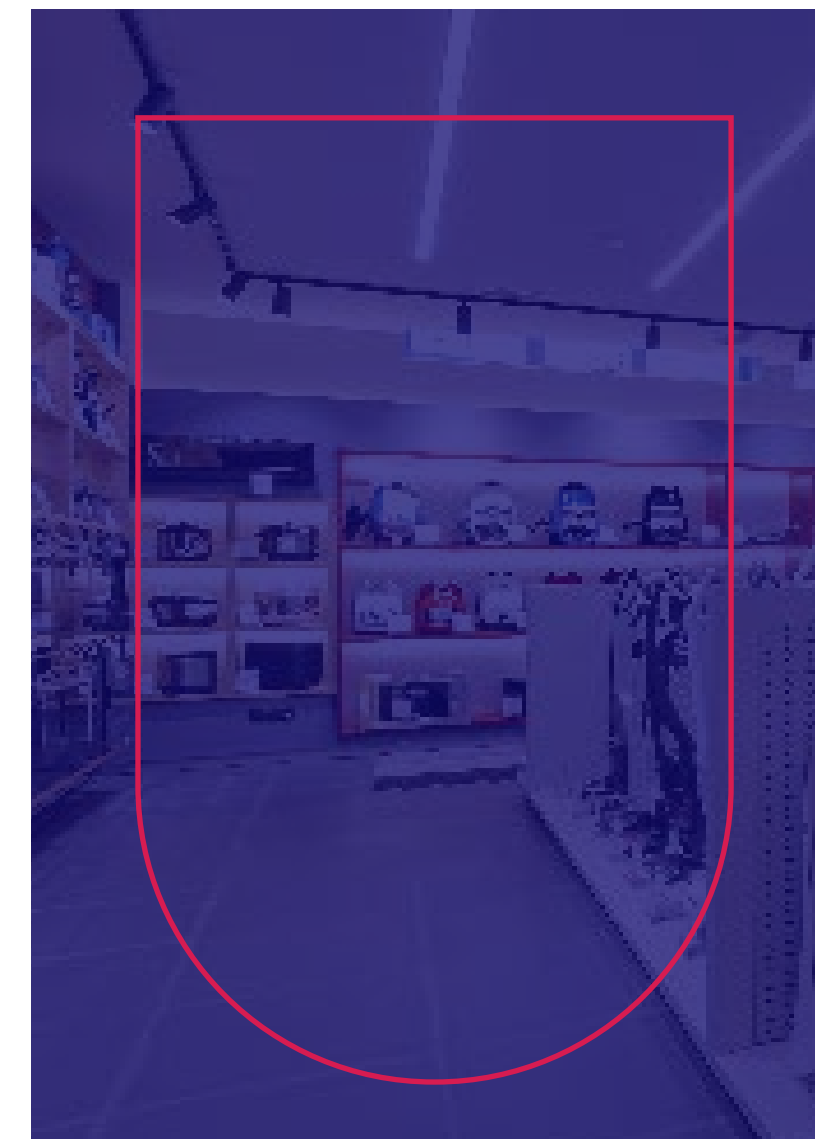
<p>Primary Colour PANTONE: 1925 C CMYK: 9, 100, 60, 1 RGB: 218, 10, 79 HEX: DA0A4F</p>	<p>Primary Colour PANTONE: 7670 C CMYK: 90, 84, 5, 0 RGB: 61, 72, 151 HEX: 3D4897</p>	<p>Secondary Colour PANTONE: 130 C CMYK: 0, 41, 100, 0 RGB: 251, 163, 0 HEX: FBA300</p>
<p>Primary Colour PANTONE: 7669 C CMYK: 75, 67, 6, 0 RGB: 87, 98, 163 HEX: 5762A3</p>	<p>Primary Colour PANTONE: 656 C CMYK: 8, 5, 0, 0 RGB: 231, 234, 246 HEX: E7EAF6</p>	<p>Secondary Colour PANTONE: 326 C CMYK: 76, 3, 46, 0 RGB: 0, 178, 161 HEX: 00B2A1</p>
		<p>Secondary Colour PANTONE: 7709 C CMYK: 62, 9, 36, 0 RGB: 96, 181, 174 HEX: 60B5AE</p>

Brand Shapes



Can overlap solids and stroke both

You can overlap images and stroke too



Brand Typeface

TYPE

Display Type: Forma DJR Micro

aAbBcCdDeEfFgGhHiIjJkKlLmMn
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!#\$%&*?

Body Type: Rubik

aAbBcCdDeEfFgGhHiIjJkKlLmMn
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!#\$%&*?

Forma DJR Micro

Extra Light

Light

Regular

Medium

Bold

Extra Bold

Black

Rubik

Regular

Medium

Semi Bold

Bold

Black

Typographic Principles

For Headlines:
Combination of solid
and outline

Typographic Hierarchy

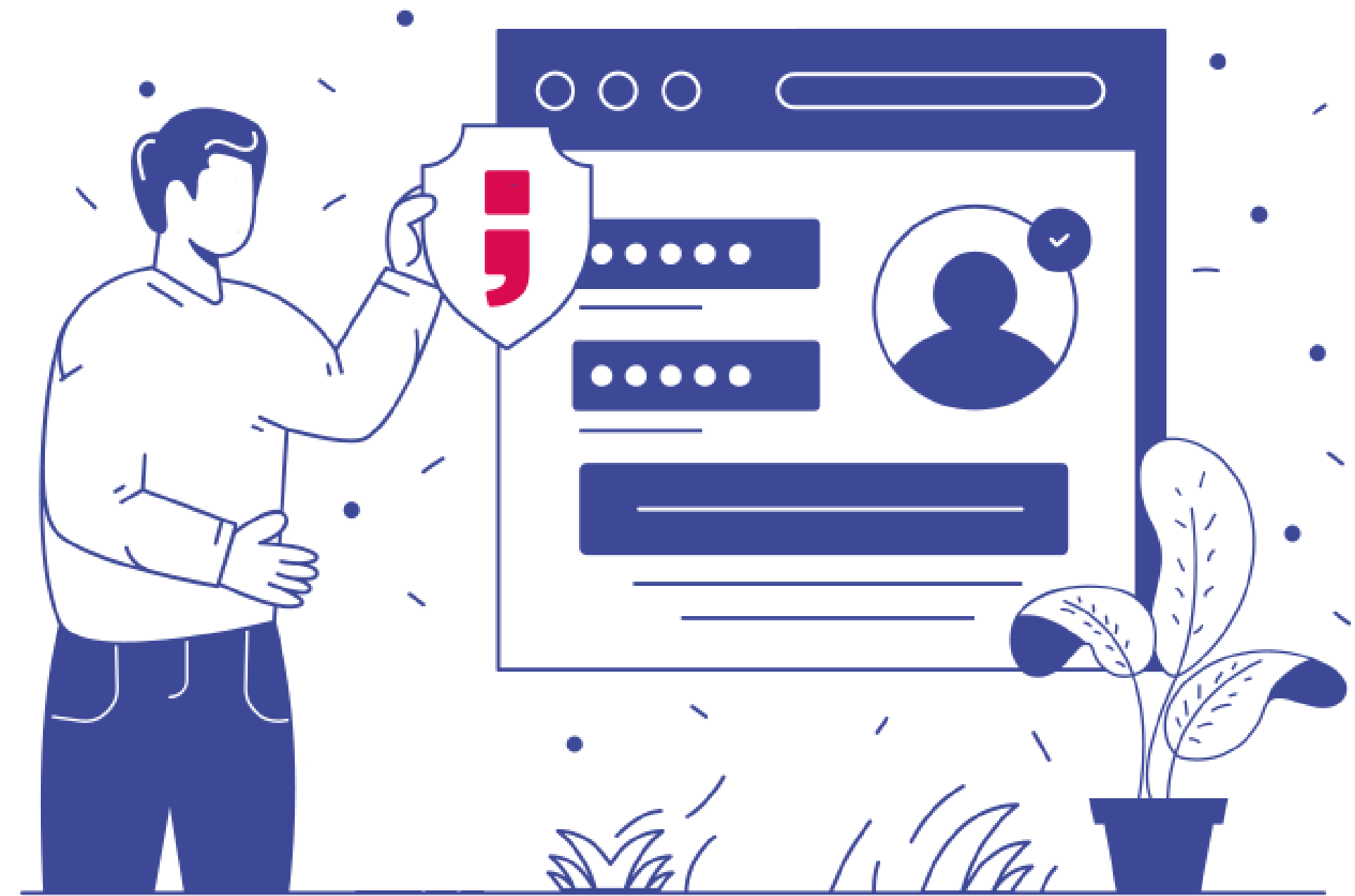
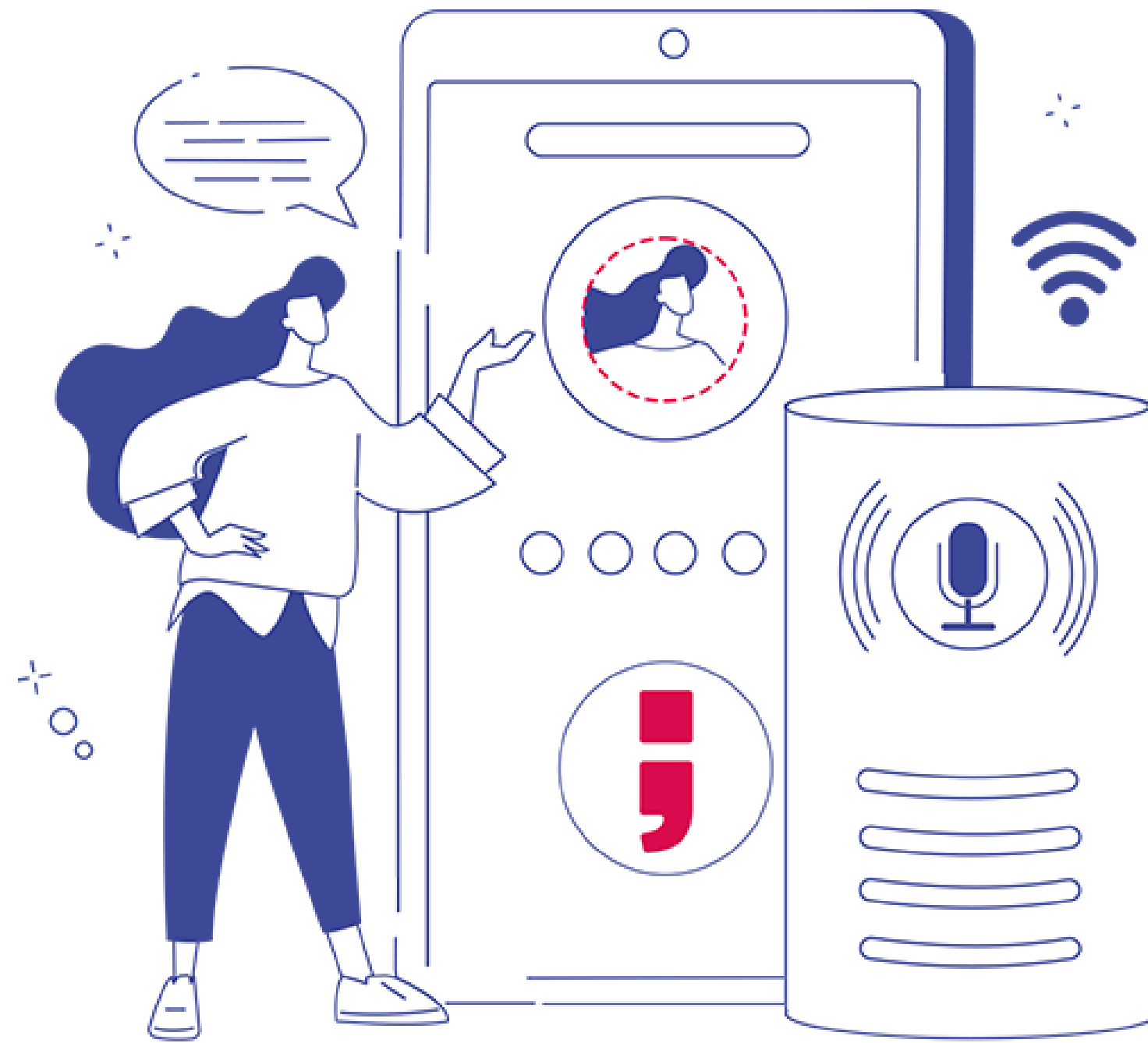
**Black for
Large headlines.**

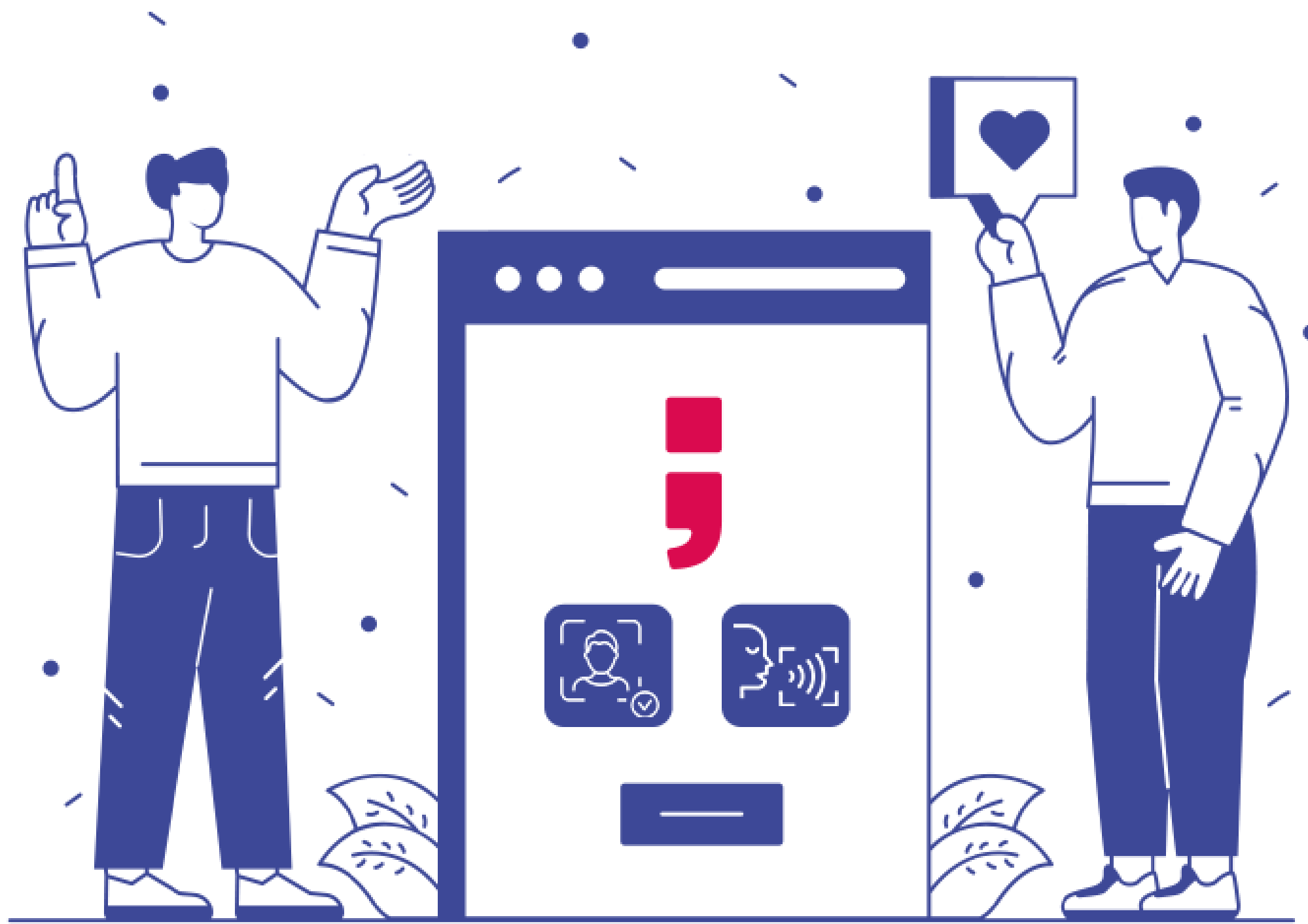
**Bold for
Headlines.**

**Medium for
Sub headlines.**

Regular for body copy,
paragraphs, and shorter information.

Brand Illustrations

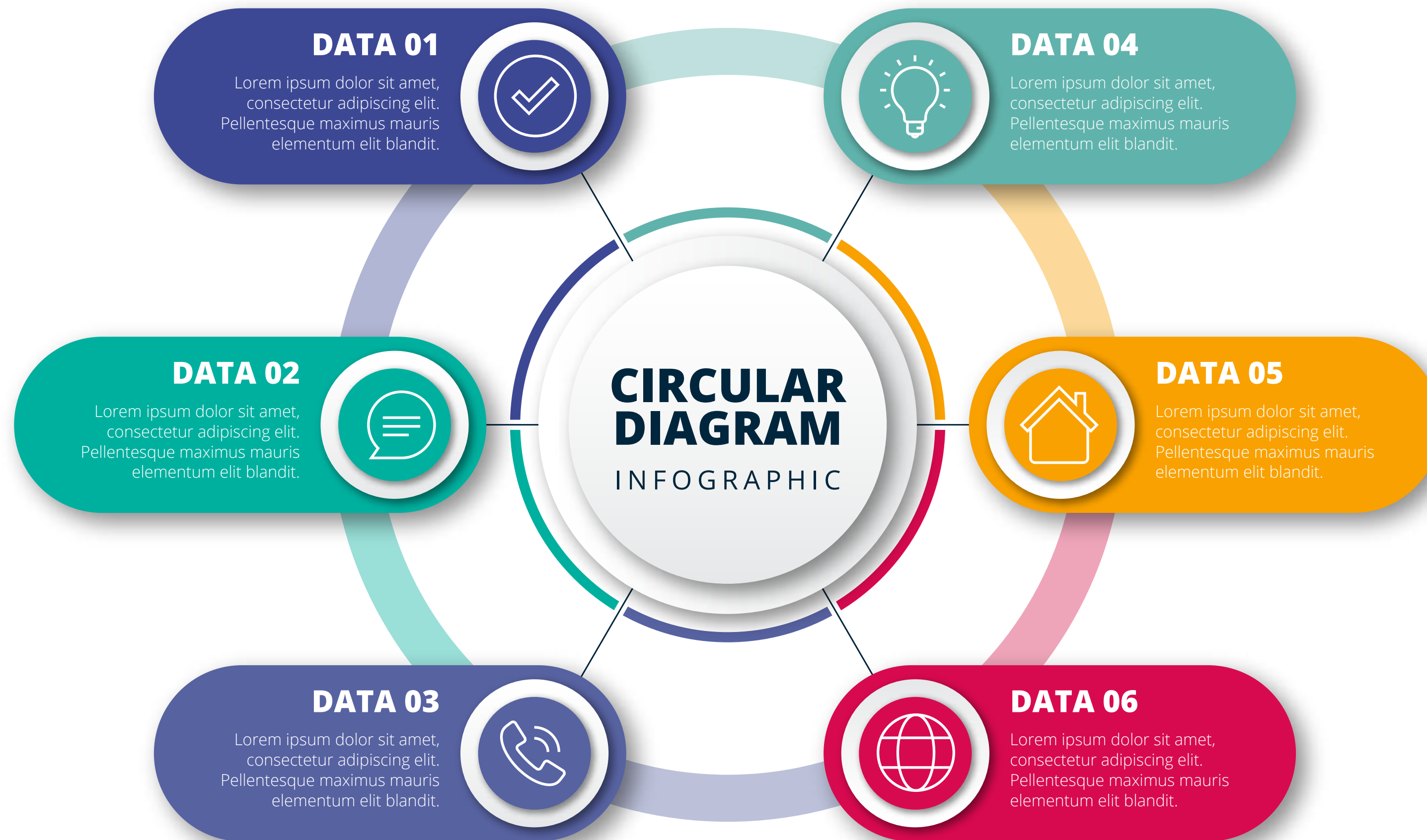




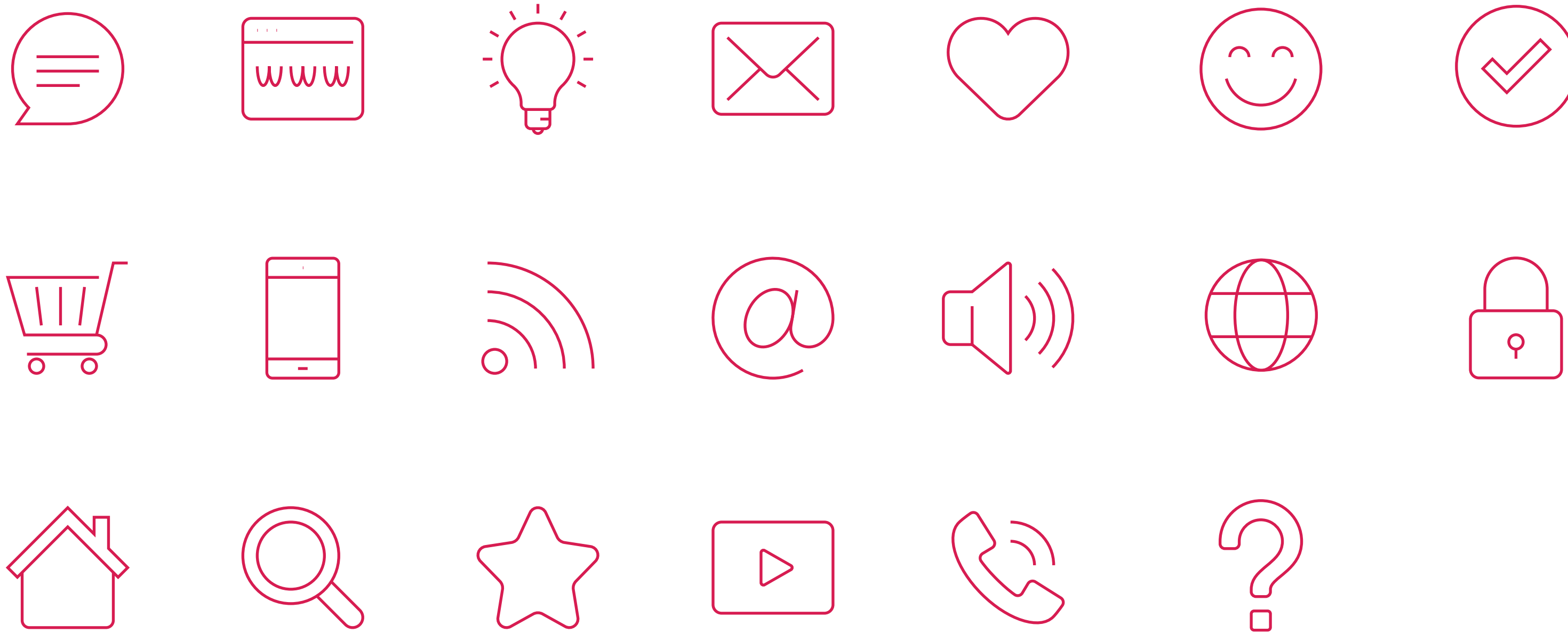
Infographics Colour Palette



Example:

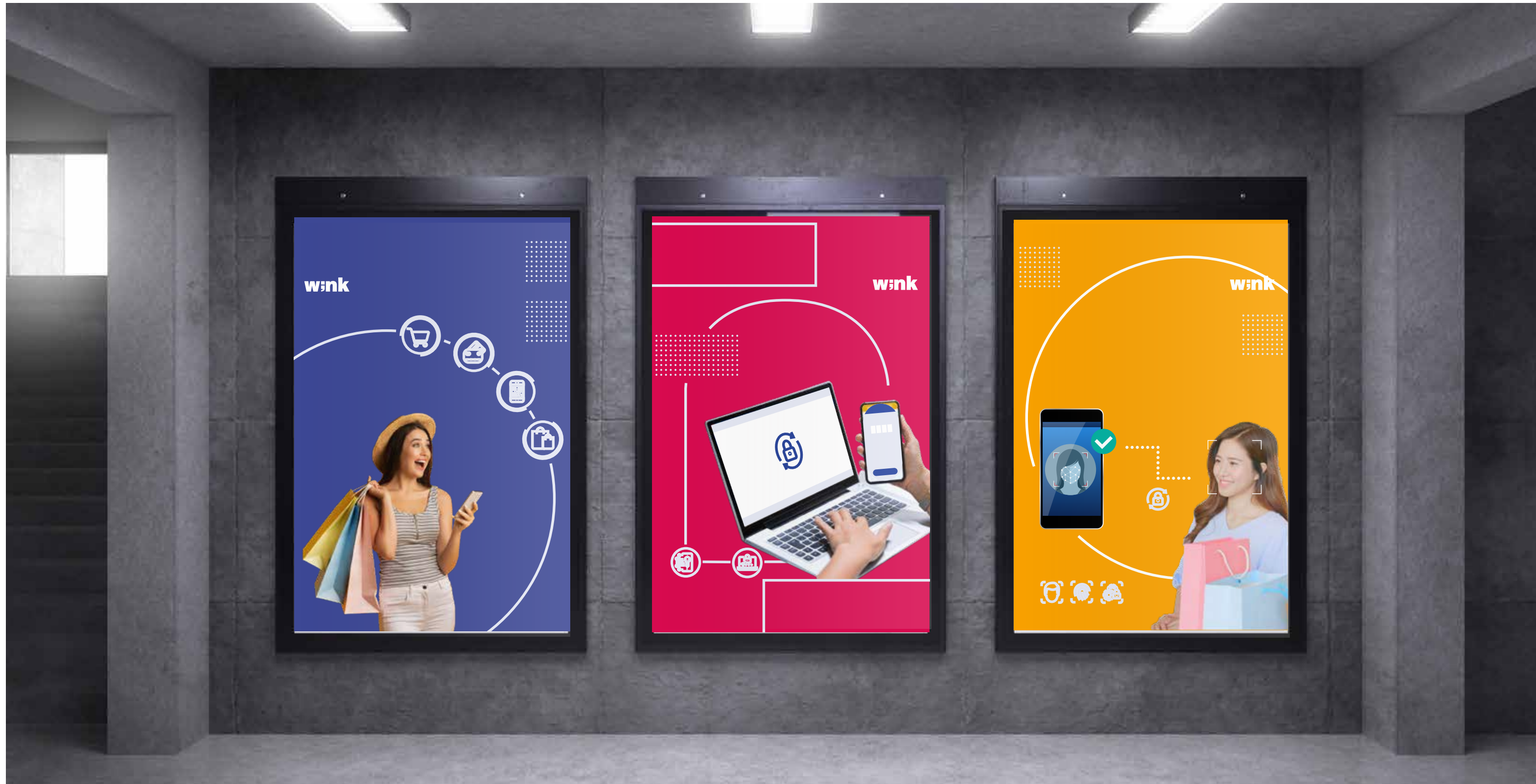


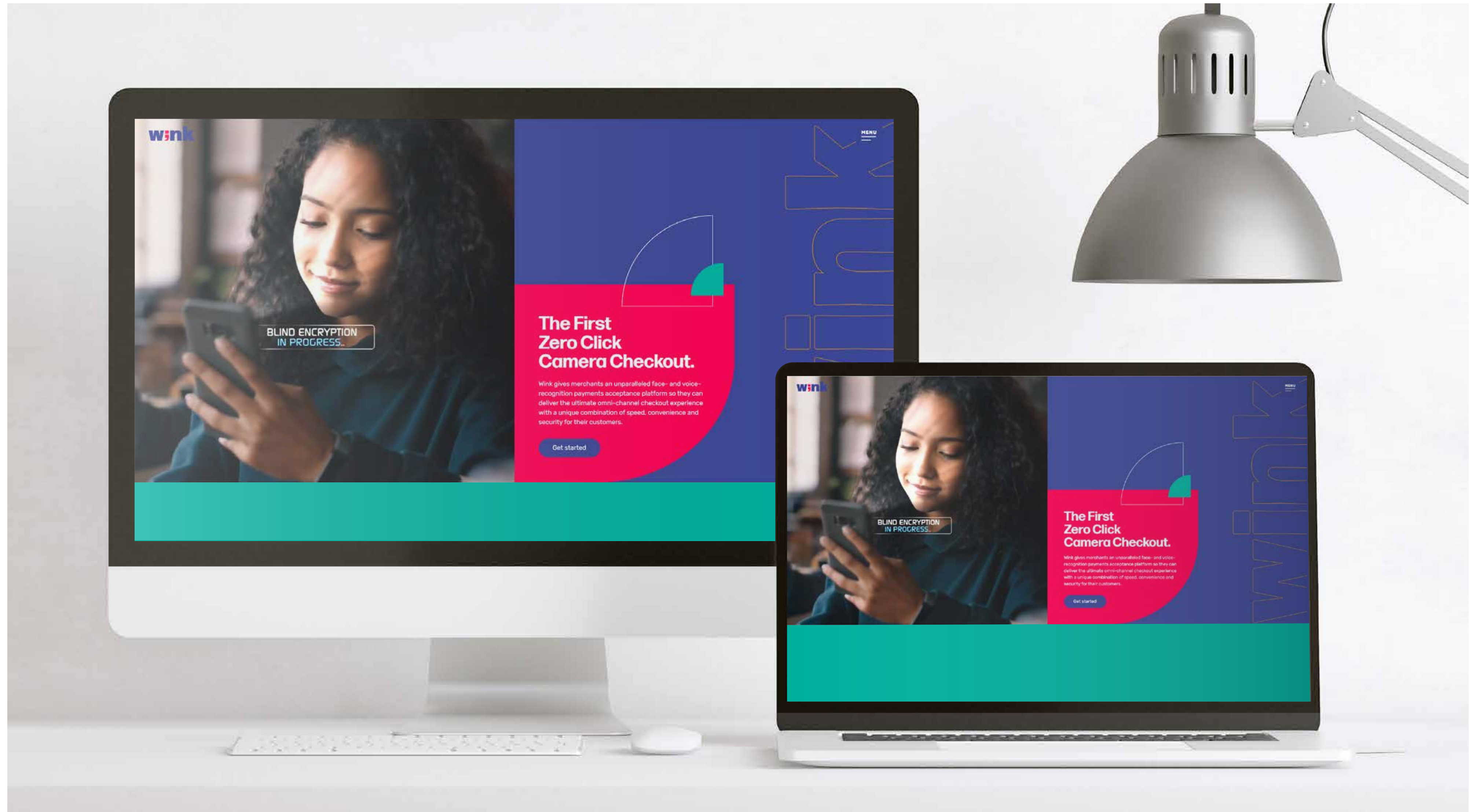
Icons



Brand Elements

Layout styles and poster examples for how to use wink elements.





Thank

You.