WeLLD
Dream.Do.Develop

BRAND MANUAL

Guidelines for the application of the logo across all channels

Logo

Our logo reflects our identity by blending technical expertise with an approachable, human touch. Consistent application of the logo is essential to ensure brand recognition and integrity across all channels.

2.0 **Logo**

2.1 Logo Composition
2.2 Technical Specification
2.3 Logo Application
2.4 Exceptions

Full version

The wellD logo consists of a typographic wordmark featuring an icon integrated into the letter "D" and the tagline "Dream.Do.Develop.".

The primary version is a horizontal, full-color design on a light or dark background with high contrast.

The logo and tagline form an inseparable visual unit and must not be separated, except in cases where small formats or merchandise require it.



Colors

Red is the primary brand color and must be used by default. If applying red is not feasible or does not ensure adequate contrast, solid white or solid black versions should be used instead.

Black-and-white version (print production only):
We recommend using 100% solid black, for example, for newspaper ads and printed materials on a white background or white paper.

If a gray version is absolutely necessary, still printed in black and white but with high resolution (not for newspapers, but for high-quality printing).

Then you may consider using gray, 75% black, and a 90% payoff.

Primary

HEX: #E50339
RGB: 229 3 57 100%
CMYK: 0% 100% 75% 0%
PANTONE 186 C

20%

40%

60%

80%

Minimum sizes

To maintain legibility and preserve icon details, the logo must never be reproduced smaller than the specified dimensions. Adhere strictly to the minimum pixel (digital) and millimeter (print) guidelines.

Digital (Web / Screens)



105px



90px

Print



20mm



18mm

**If the print area requires a logo less than 20 mm wide, the tagline "Dream.Do.Develop" becomes illegible and must be removed, leaving only the main logo.

Clearspace

To ensure visual impact and legibility, the logo must always be surrounded by an exclusion zone. No other graphic elements, typography, or layout boundaries should encroach upon this designated space.



“X” is equal to the height of the letter D

Logo Application

To preserve the strength and recognition of the logo, its design must never be altered or compromised. Always use the official vector files provided.



Do not invert or edit the logo payoff size or position



Do not rotate the logo.



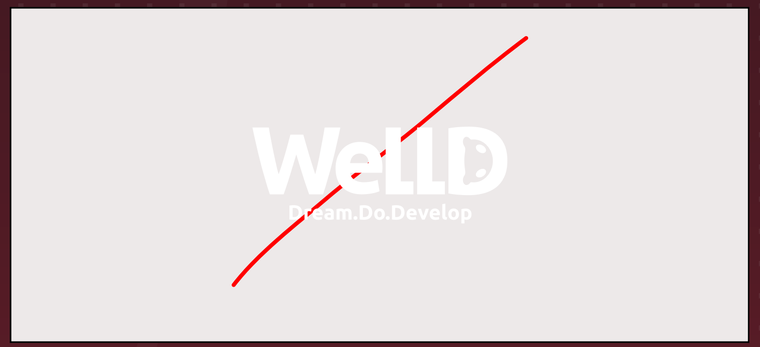
Do not distort or resize the logo.



Do not invert or edit the logomark position or size



Do not change or edit the logo colors separately



Do not place the logo on complex or low visual contrast background

Exceptions

For the production of promotional items and materials (e.g., clothing, planners, pens), the logo may be applied in a monochromatic version (100% opaque white or solid black).

Exception for Narrow Formats (e.g., Pens)

On items where vertical space does not allow for legible display of the tagline, only the logotype may be used without the tagline:

Minimum text width: 18 mm

Safety margin: Minimum distance from the edges equal to half the height of the text.



