



Brand Guidelines



These guidelines show how to present Waretracks clearly and consistently across every touchpoint. It reflects who we are at our core: **a WMS built in a real warehouse, by entrepreneurs for entrepreneurs.** Our voice is confident, practical, and human, and our design language is modern, simple, and easy to understand. Whether you are part of our team, a partner, or a customer, this guide will help you keep messages and visuals aligned so every interaction feels coherent and trustworthy.

Inside you will find the core elements of the brand, along with practical rules and examples for using them: logo, color, typography, iconography, imagery, and patterns. Start with the basics, check the examples, and keep things clear. Choose clarity over flair, function over noise, and consistency over novelty. We update this guide as the brand grows, so check back for the latest version or reach out to the design team if you need help.



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Conte



Introduction

Waretracks is a warehouse management system built in a working warehouse by entrepreneurs for entrepreneurs. It helps logistics providers, e-commerce companies, and manufacturers run fast and accurate operations with plug-and-play rollout, modular features, and open integrations. The product pairs a clear, intuitive UI with real-time data and automation to reduce errors, speed throughput, and scale from one site to many. Grounded in decades of trading and logistics experience, Waretracks focuses on practical value, quick onboarding, and a partnership mindset.

Mission

Connect people, systems, and data so warehouses run with clarity and efficiency, reducing errors and wasted time through a practical WMS that is easy to start and simple to scale.

Vision

Build a connected, adaptable warehousing ecosystem where businesses operate with clarity, agility, and trust, pairing grounded reliability with collaborative intelligence.



Our brand

Waretracks stands for **clarity, precision, and purpose**. Its design language reflects the same principles that define the product: intuitive usability, practical thinking, and reliable performance. Every visual element serves a function, supporting the brand’s commitment to making complex warehouse processes simple, efficient, and human.

The brand’s light and dark modes go beyond aesthetics. They express **adaptability**, showing how Waretracks adjusts to different contexts and screens, from offices to warehouses. This flexibility mirrors the software itself, which adapts naturally to a variety of workflows and operational environments.



The pixel element represents structure and control. It reflects the order and logic of a well-organized warehouse, translated into digital form. Each pixel becomes a building block, symbolizing the modular and scalable nature of the system, and the brand’s mindset of precision through simplicity.

Waretracks follows a minimalist approach. It avoids visual excess, focusing on what is essential. **Every element is there for a reason**, emphasizing usability and practicality over decorative design. The result is a visual identity that feels **confident, functional, and approachable**.





Our Logo



Our Logo

Primary lockup – Light mode

Our main logo in light mode is the horizontal lockup, with the isotype and the gesture above the t in Red, and the rest of the wordmark in Eerie Black.

It should always be placed on light backgrounds, ensuring clear visibility and sufficient contrast.



Primary lockup – Dark mode

Our main logo in dark mode is the horizontal lockup, with the isotype and gesture above the t in Red, and the rest of the wordmark in White.

It should always be placed on dark backgrounds, ensuring clear visibility and sufficient contrast.





Our Logo

Monochrome – Light mode

The monochromatic version in light mode is the horizontal lockup, with the entire logo in Eerie Black.

It should always be placed on light backgrounds, ensuring clear visibility and sufficient contrast.



Monochrome – Dark mode

The monochromatic version in dark mode is the horizontal lockup, with the entire logo in White.

It should always be placed on dark backgrounds, ensuring clear visibility and sufficient contrast.





Logo Misuses



Don't trim the logo



Don't skew or stretch the logo



Don't rotate the logo



Don't outline the logo



Don't use wordmark alone



Don't change sizes and disposition of elements



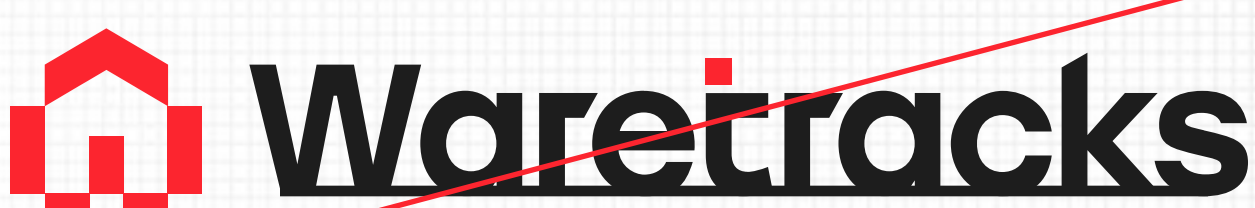
Logo Misuses



Don't add gradients to the logo



Don't add a tagline or other text to the logo



Don't add ornaments to the logo



Don't add any effect to the logo



Don't use unauthorized colors



Don't place the logo on cluttered backgrounds



Our Isotype

Light mode

Our isotype in light mode is always used in Red or Eerie Black. It can be applied independently from the wordmark, for example, in the upper left corner of this page.



Red



Eerie Black

Dark mode

Our isotype in dark mode is always used in Red or White. Same as in the light mode, it can be applied independently from the wordmark.



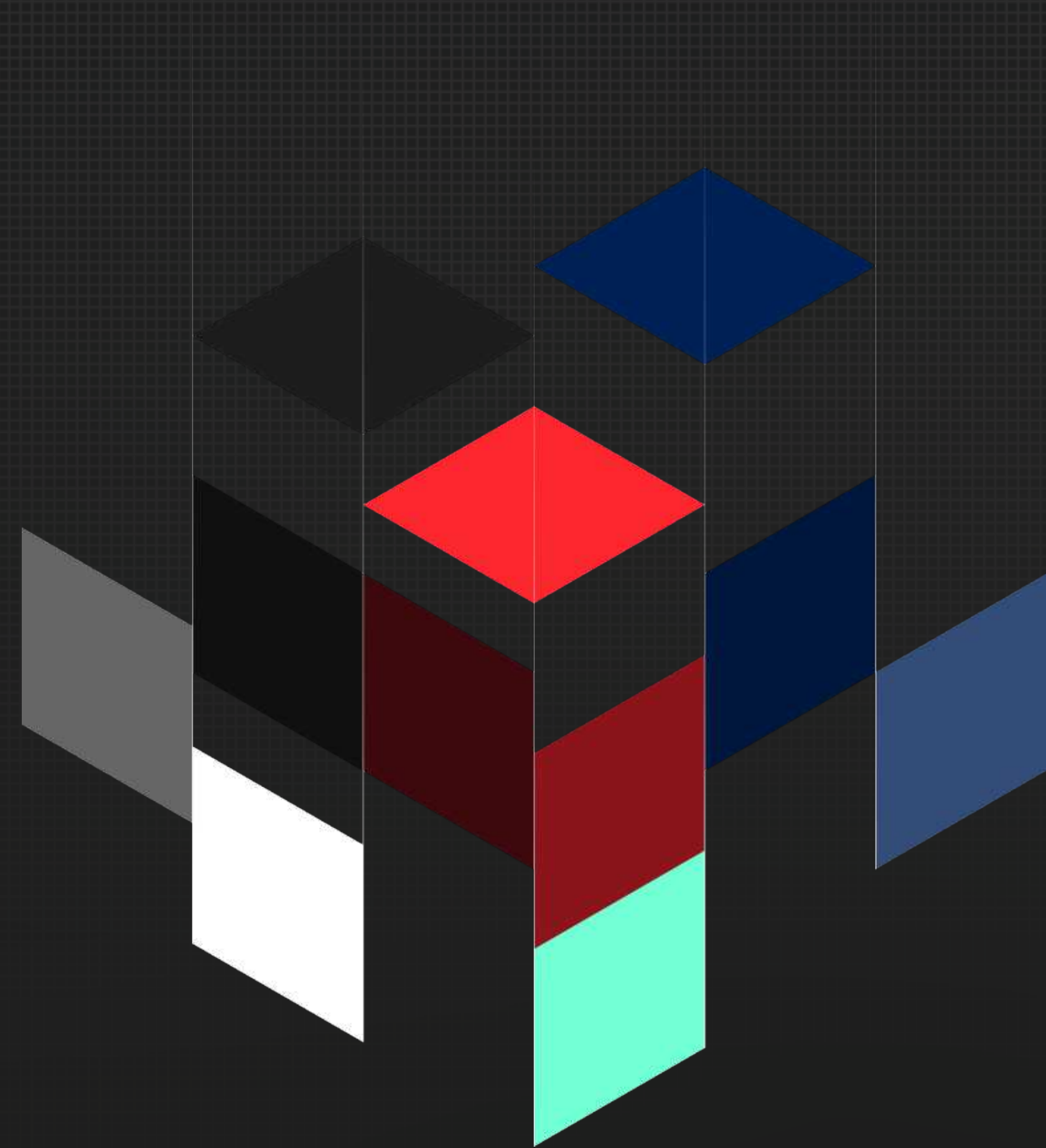
Red



White



Color





Color

Main color palette

To define our palette, we use the Google Material Color Scale.

In light mode, our main background color is White, complemented by gradients that incorporate the lighter 50 shades of Red, Penn Blue, and Eerie Black. Darker shades should be applied carefully, as excessive contrast can affect readability and accessibility.

In dark mode, our main background color is Penn Blue 700, complemented by gradients that incorporate darker shades of Red and Cyan. Eerie Black can be used alongside the main background color but should never be used on its own. Lighter shades should be avoided to maintain visual consistency and readability.

50 #B8B8B8	100 #B8B8B8	200 #979797	300 #666666	Eerie Black #1D1D1D R 29 C 75 G 29 M 66 B 29 Y 60 K 100	800 #101010	October 2025			
50 #FFE9EA	200 #FE9B9F	300 #FD6E74	400 #FD5159	Red #FC262F R 252 C 0 G 38 M 90 B 47 Y 76 K 0	700 #B31B21	800 #8B151A	900 #6A1014	1000 #3E090C	
	50 #E6E9EE	200 #8A99B1	400 #334D78	Penn Blue #002156 R 0 C 100 G 33 M 89 B 86 Y 39 K 35	700 #00173D				
		50 #F1FFFB	200 #BFFFEB	Mint #73FFD4 R 115 C 60 G 255 M 0 B 212 Y 38 K 0	600 #69E8C1	700 #52B597	800 #3F8C75	900 #306B59	
				White #FFFFFF					

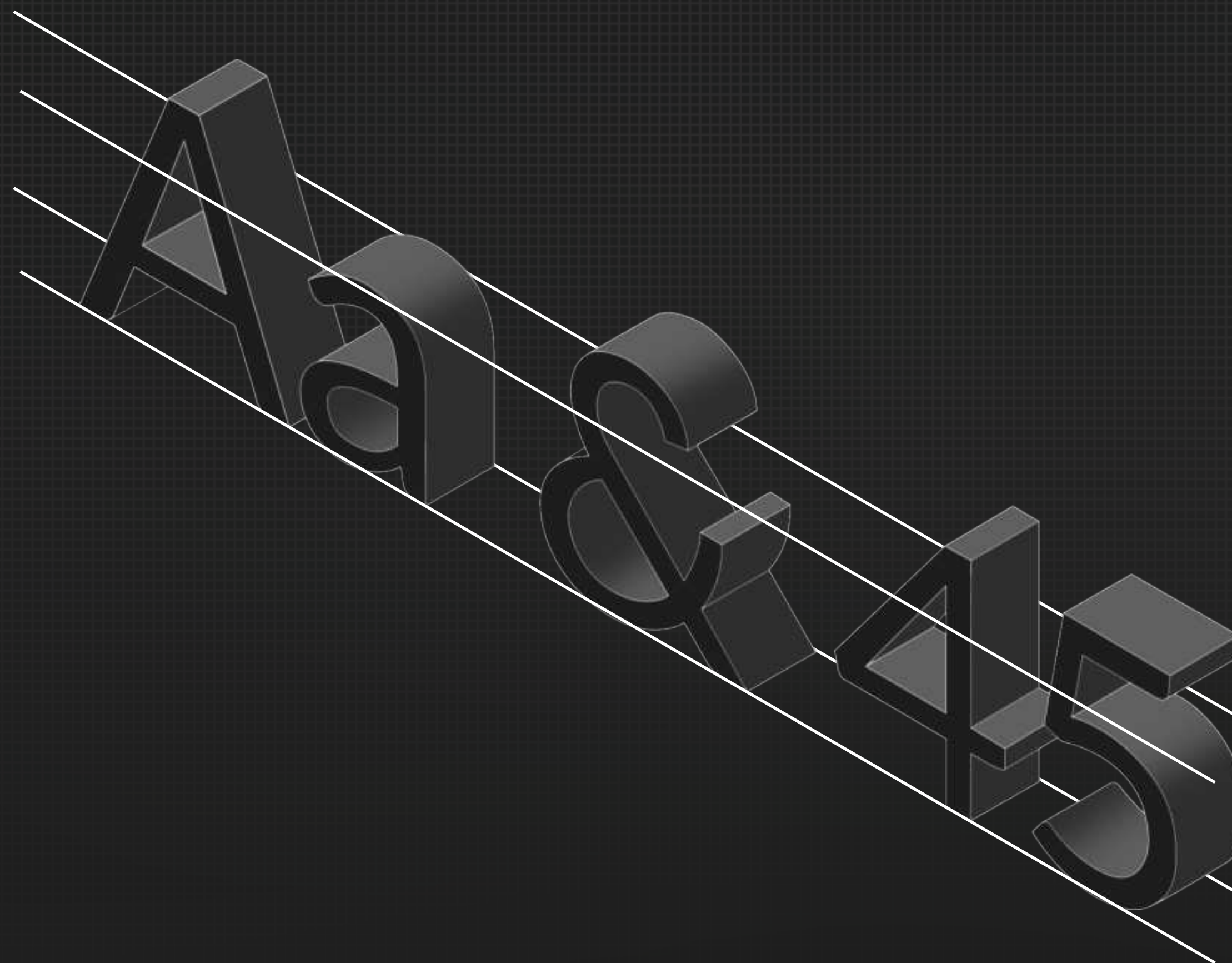


Color

Complementary color palette

Alongside the main palette, Waretracks uses three complementary colors: Yellow, Purple, and Salmon. These tones bring variety and flexibility to the brand system, supporting the primary colors without overpowering them.

100 #FFFEF3	300 #FFLCD8	400 #FFF8AB	Yellow #FFF482 R 255 G 244 B 130 C 3 M 0 Y 67 K 0	600 #E8DE76	700 #B5AD5C	800 #8C8648
100 #F8F3FF	300 #E8D8FF	400 #CEABFF	Purple #B682FF R 182 G 130 B 255 C 47 M 53 Y 0 K 0	600 #A676E8	700 #815CB5	800 #64488C
100 #FFF5F3	300 #FFDFD8	400 #FFBAAB	Salmon #FF9882 R 255 G 152 B 130 C 0 M 56 Y 44 K 0	600 #E88A76	700 #B56C5C	800 #8C5448



Typography



Main brand font

Our main brand typeface is **Lato**, a sans-serif humanist font designed by Warsaw-based designer Łukasz Dziedzic. It is published under the open-source Open Font License by his foundry tyPoland, with support from Google.

Lato is primarily used for body text and paragraphs, and can occasionally be used for headlines.

Lato

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Complementary brand font

Our complementary brand typeface is **Doto**, a distinctive display font with a modern, pixel-inspired character. Designed by Óliver Lalan, it is published under the SIL Open Font License 1.1, making it freely available for both personal and commercial use.

Doto is primarily used for headlines, highlights, and other display elements where a strong and unique visual presence is required. It complements Lato by adding personality and emphasis

Doto

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Iconography

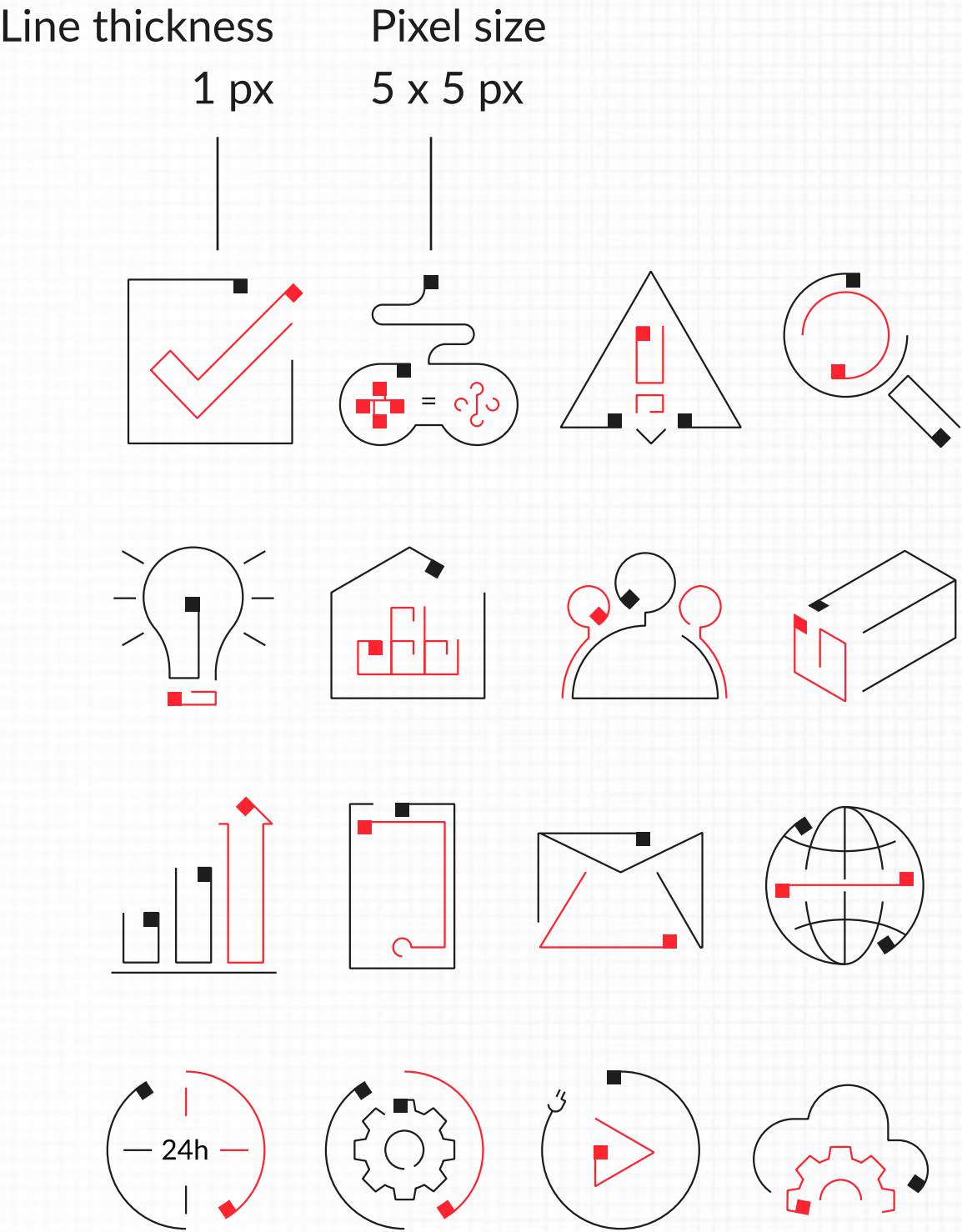


Display icons

64 px

Our large-scale icons are designed at 64 px in a line-art style that incorporates the pixel brand element. They use a **two-color system** (Black or White combined with Red) to create a stronger visual presence.

Display icons are used in dashboards, feature highlights, empty states, presentations, and marketing materials, where they support storytelling and emphasize key ideas.





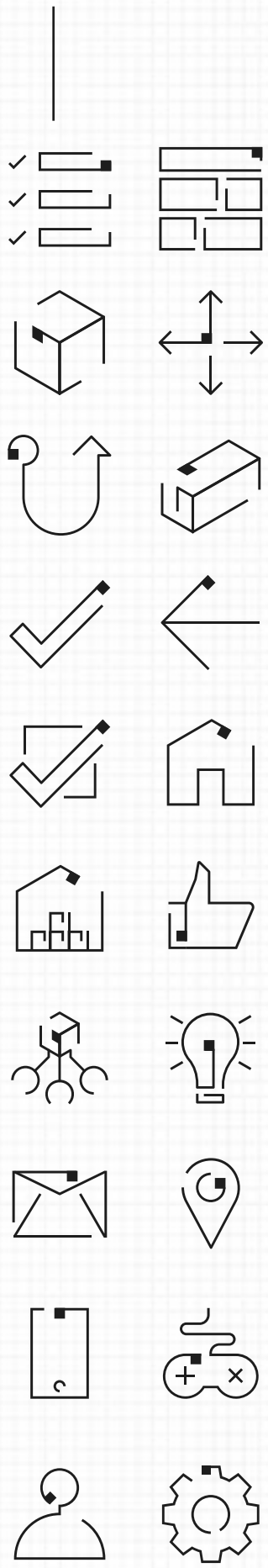
UI icons

24 px

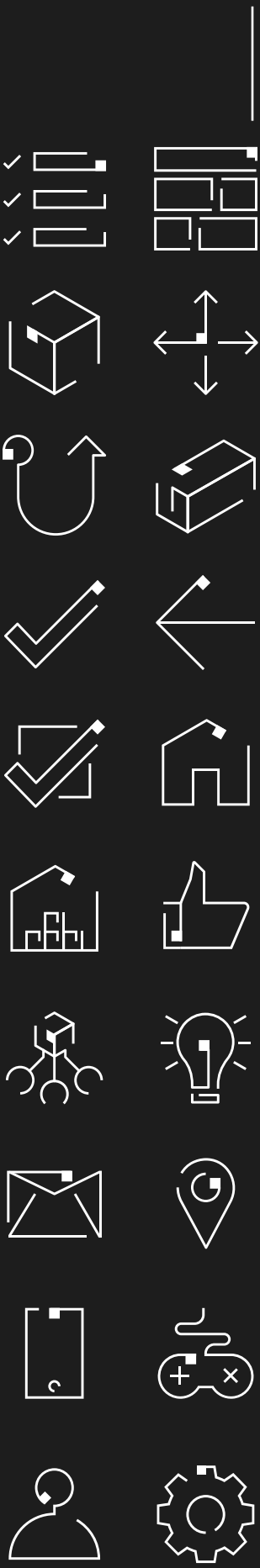
Our small-scale icons are designed at 24 px and follow the same line-art style with the pixel brand element.

They use a **single color** plus pixel, ensuring clarity and consistency in buttons, navigation, forms, toolbars, and other interactive elements. UI icons are optimized for scalability, remaining simple and highly legible across devices and screen sizes.

Line thickness
0.5 px



Pixel size
2.5 x 2.5 px





Graphic system



Patterns

Without gradients

Waretracks uses two complementary patterns, one for light mode and one for dark mode. Both are inspired by a pixelated background and reflect the pixel element that defines our brand identity.

Patterns bring depth and character to layouts. They can be applied with different opacities, but should always support the content without reducing readability.

They may be placed on flat backgrounds or combined with gradients. While plain backgrounds are allowed, the use of patterns is recommended, ideally with gradients, to add depth, complexity, and visual continuity across all brand applications.

Line thickness

1 px

Grid spacing

5 x 5 px



Patterns

With gradients

Waretracks uses two complementary patterns, one for light mode and one for dark mode. Both are inspired by a pixelated background and reflect the pixel element that defines our brand identity.

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Hero Image

Dark & Light modes

The hero image embodies Waretracks' focus on structure, gamification, and warehouse logic, using a Tetris-inspired visual metaphor. It is primarily used on the website and in presentations, preferably as an animation, or as a still image when animation is not possible.

The design can be complemented with additional blocks or expanded into related graphics, serving as a starting point for a consistent and flexible visual language.



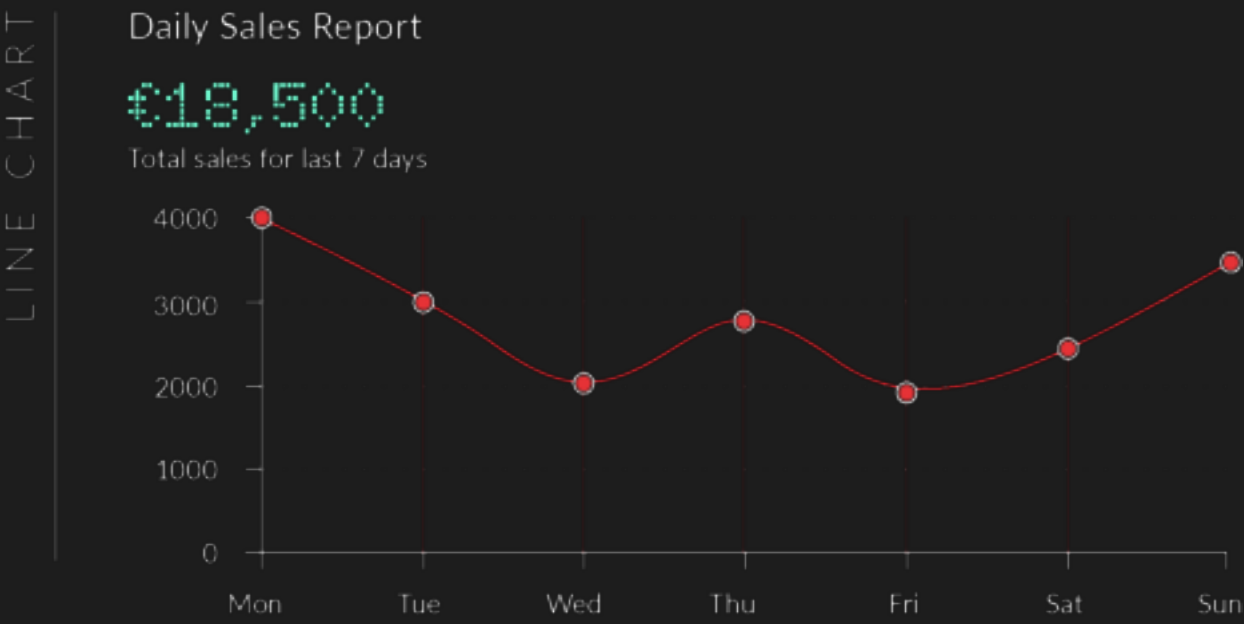
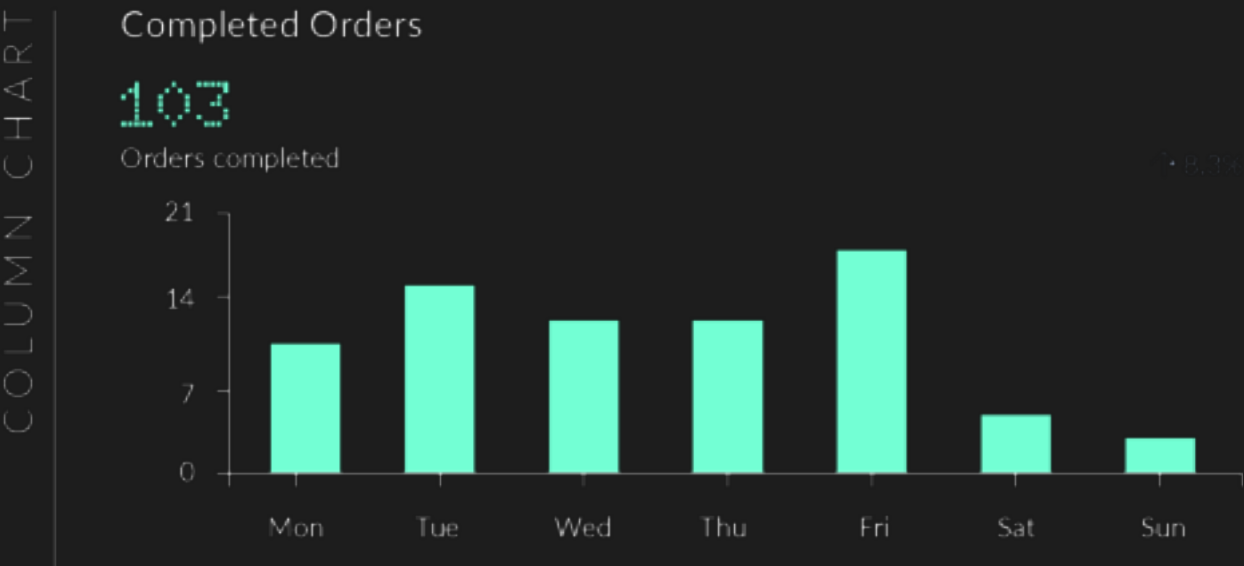
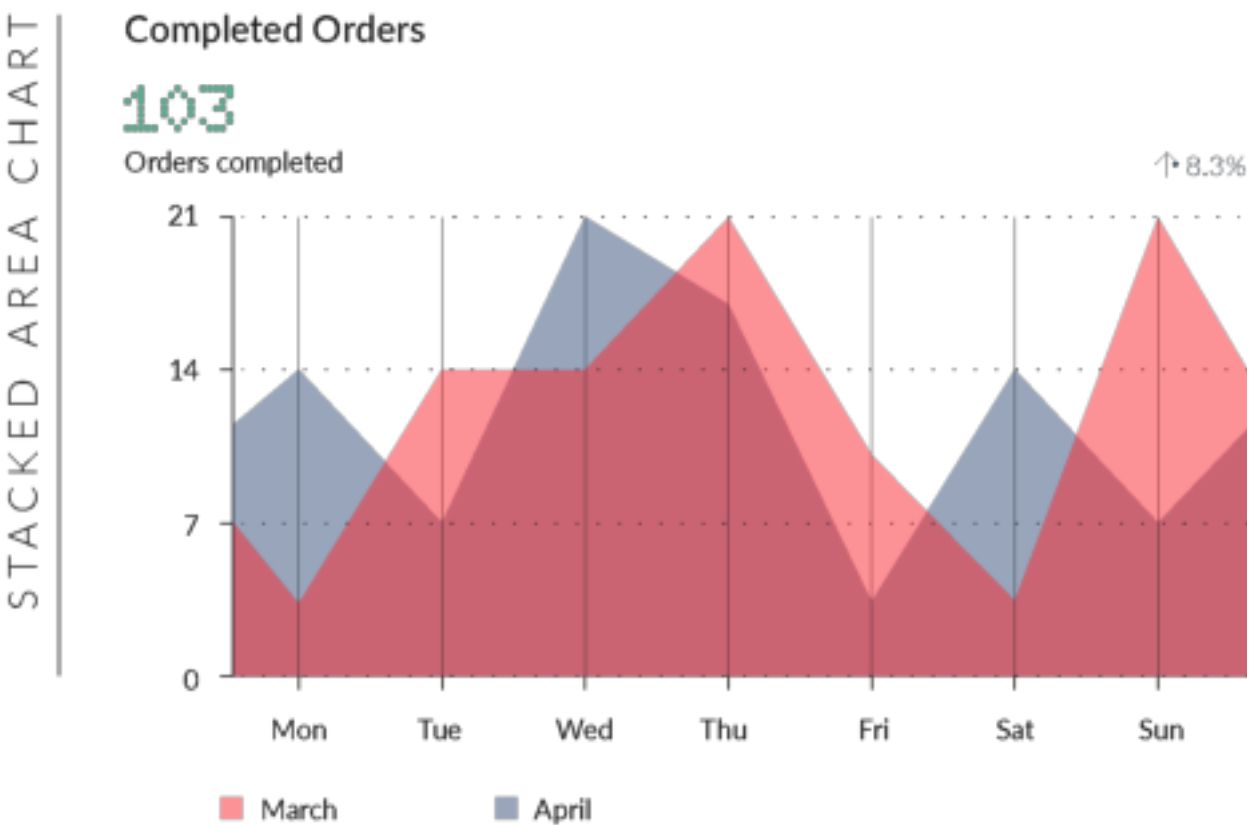
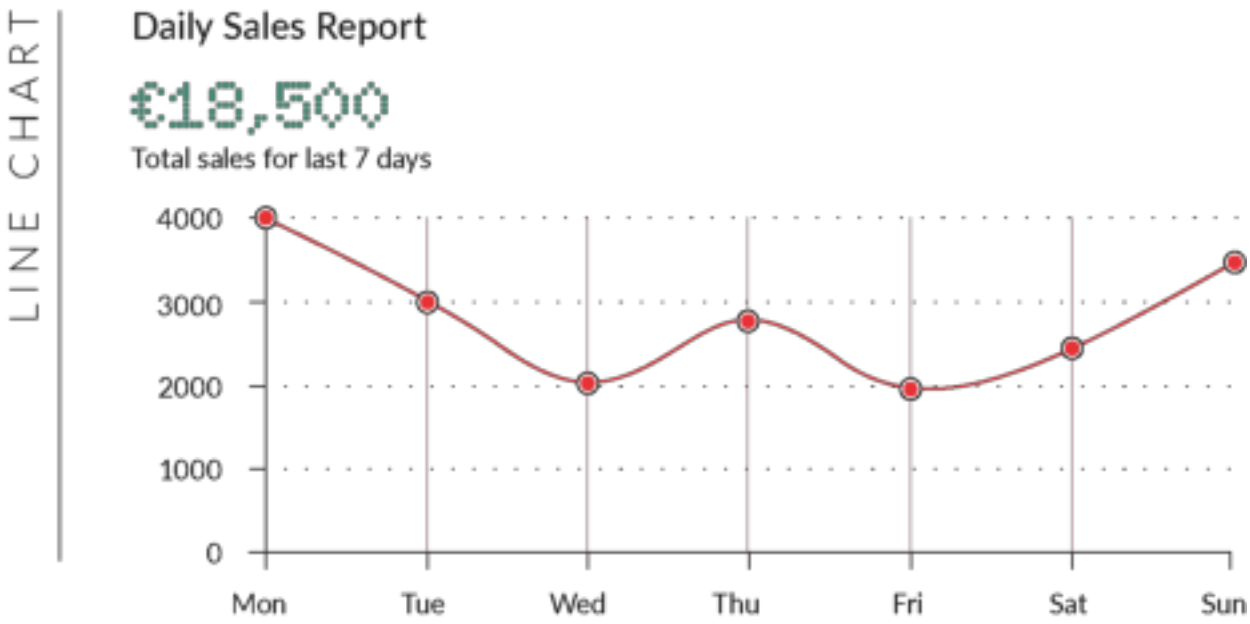
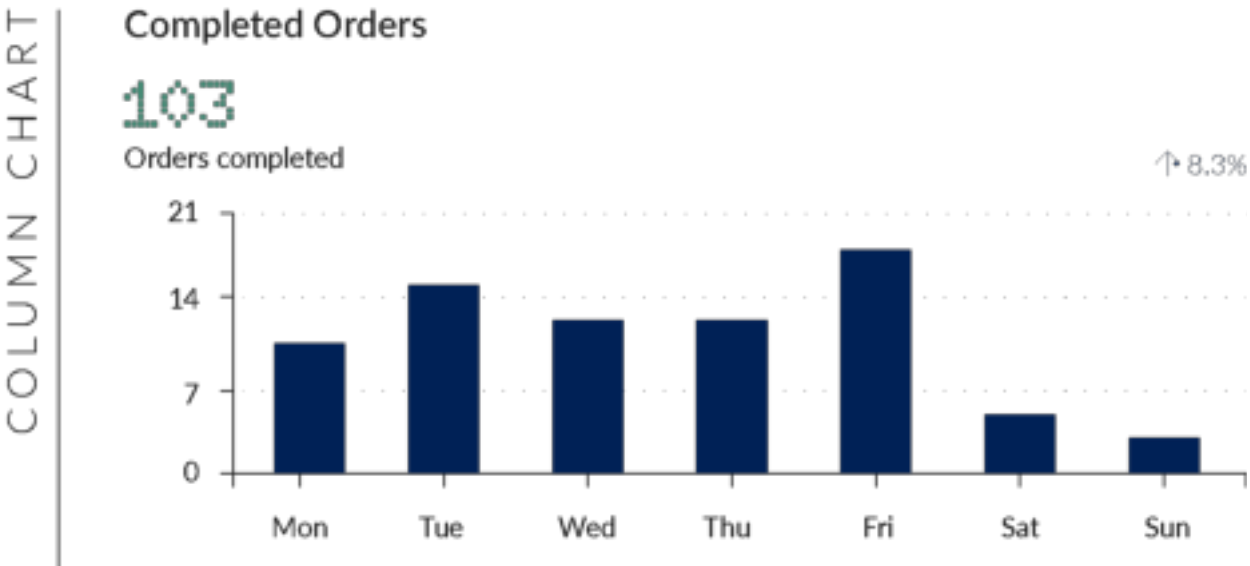
Infographic style

Data visualization

Infographics present data and processes in a clear, structured, and visually consistent way. They reflect Waretracks’ core values of precision, efficiency, and clarity, turning complex information into accessible and engaging visuals.

Use the primary color palette as a base, and apply the complementary palette only when additional colors are needed to distinguish categories or elements.

The overall style should remain consistent across all types of infographics, ensuring a cohesive visual language.





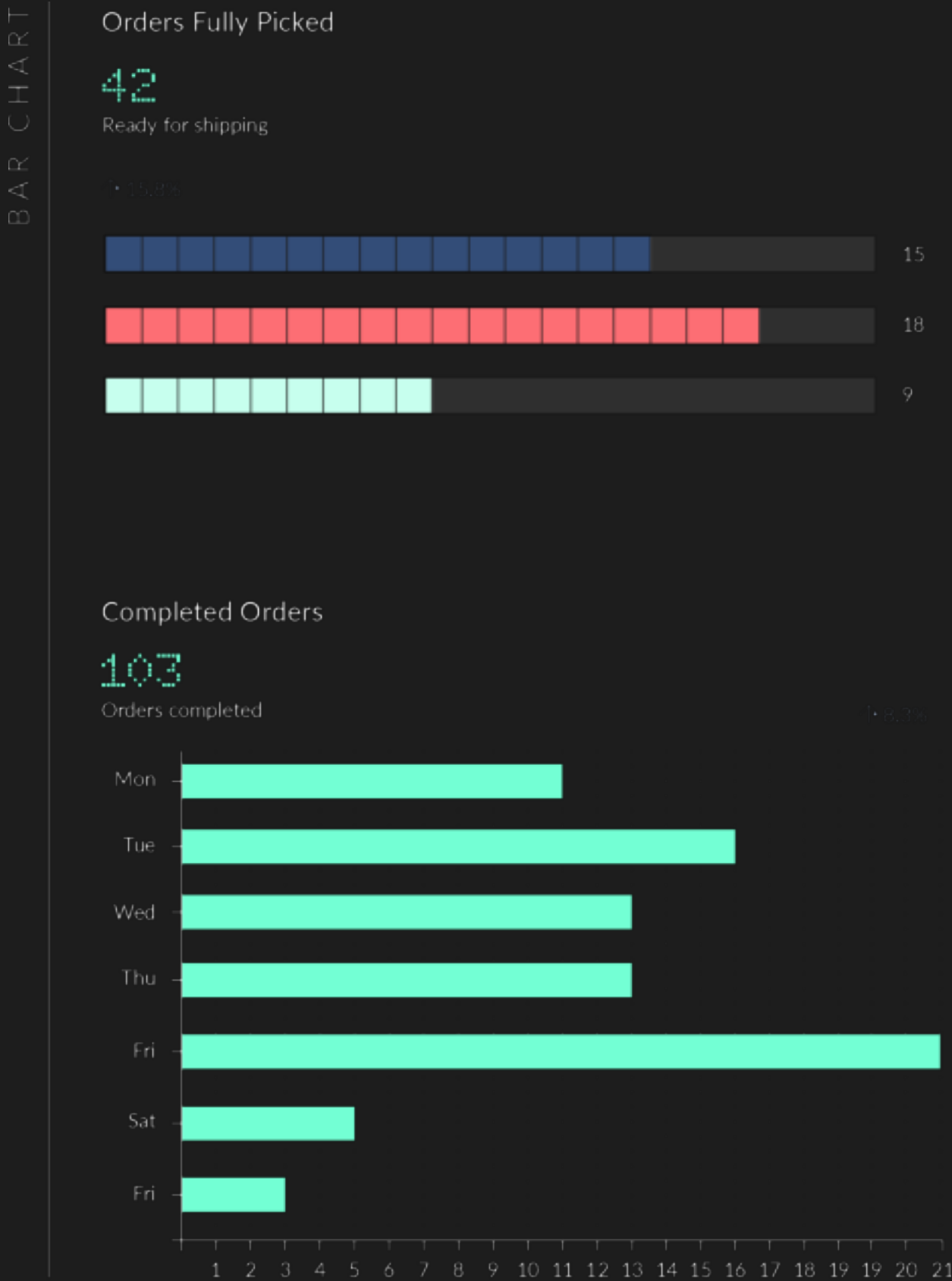
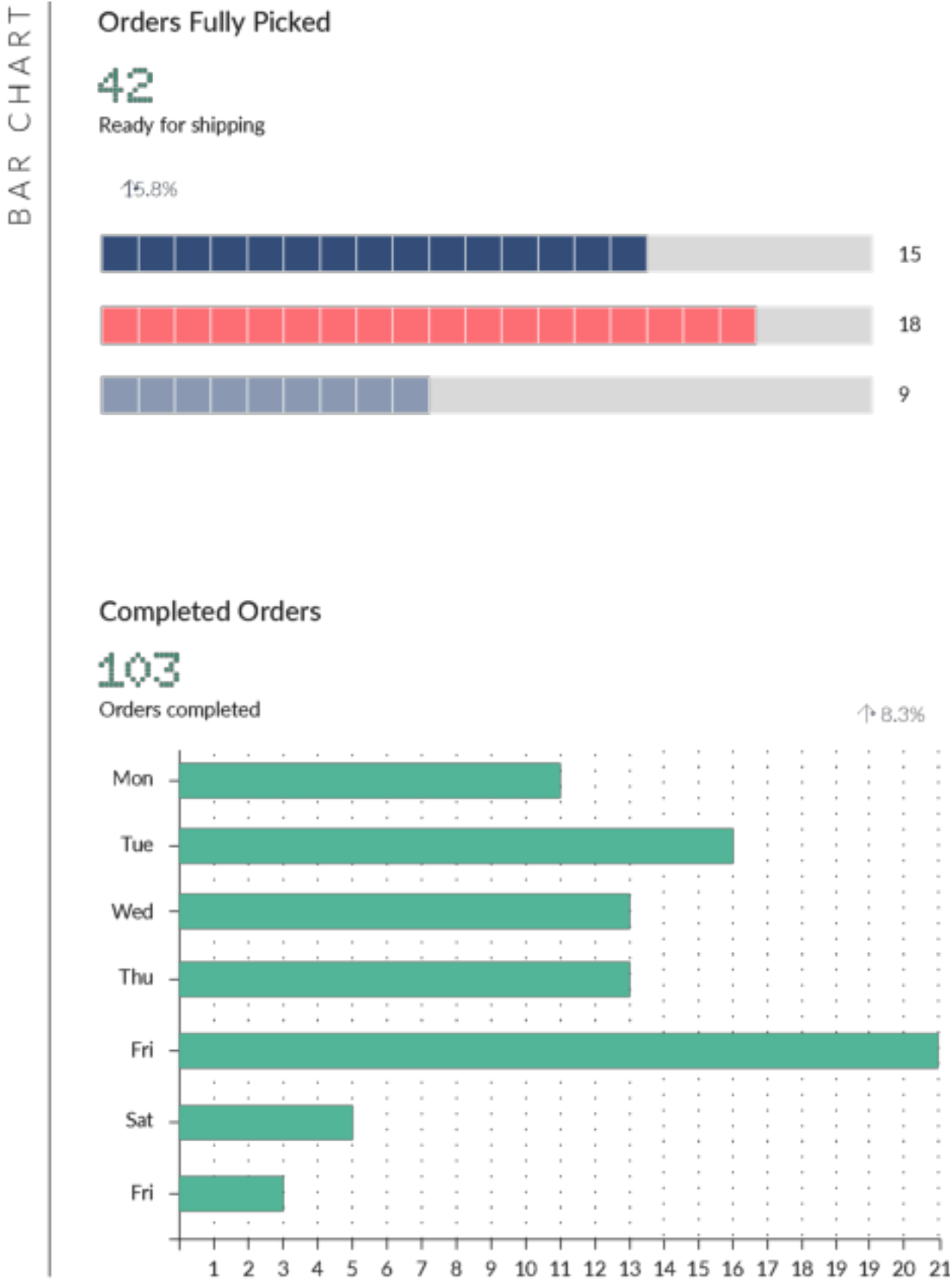
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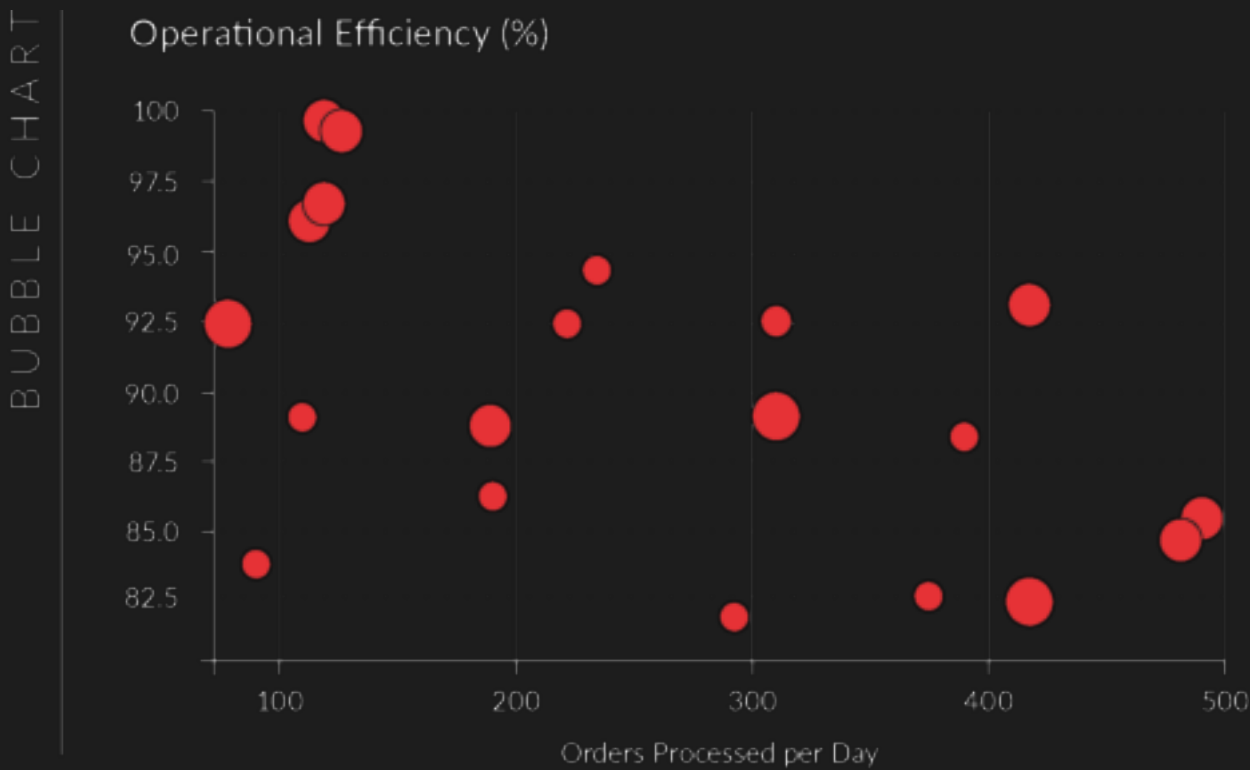
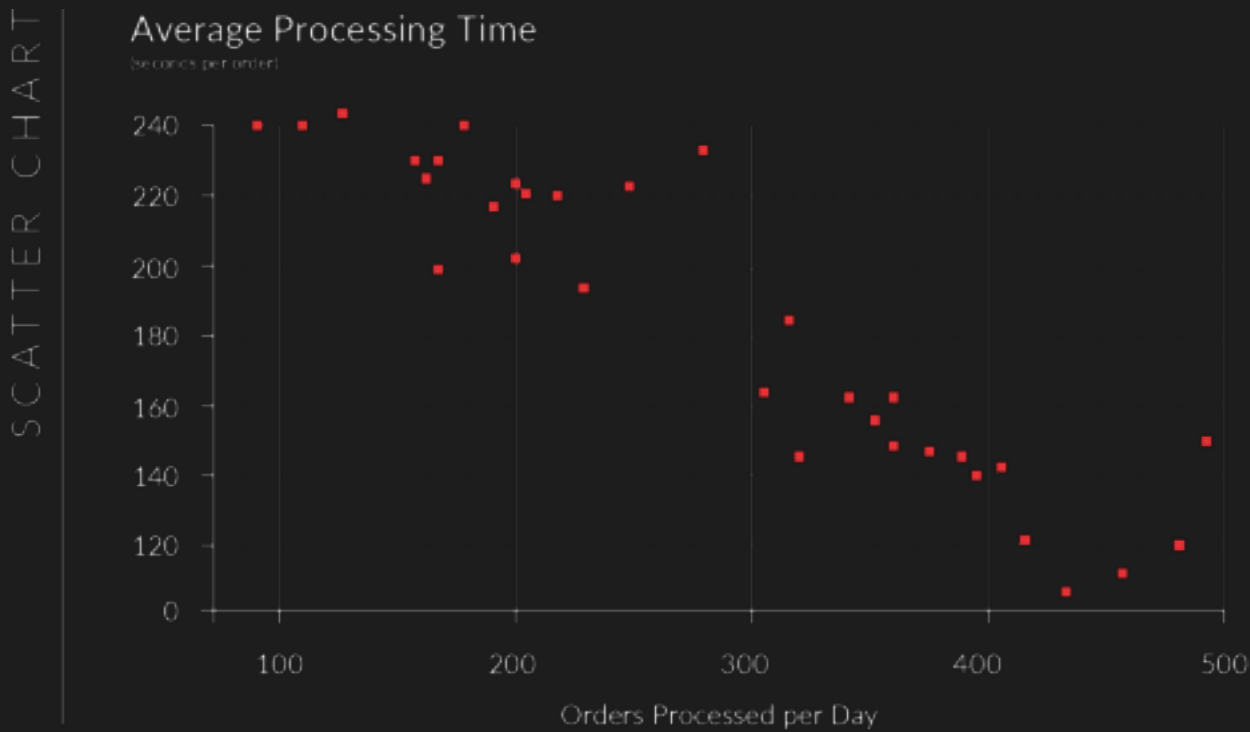
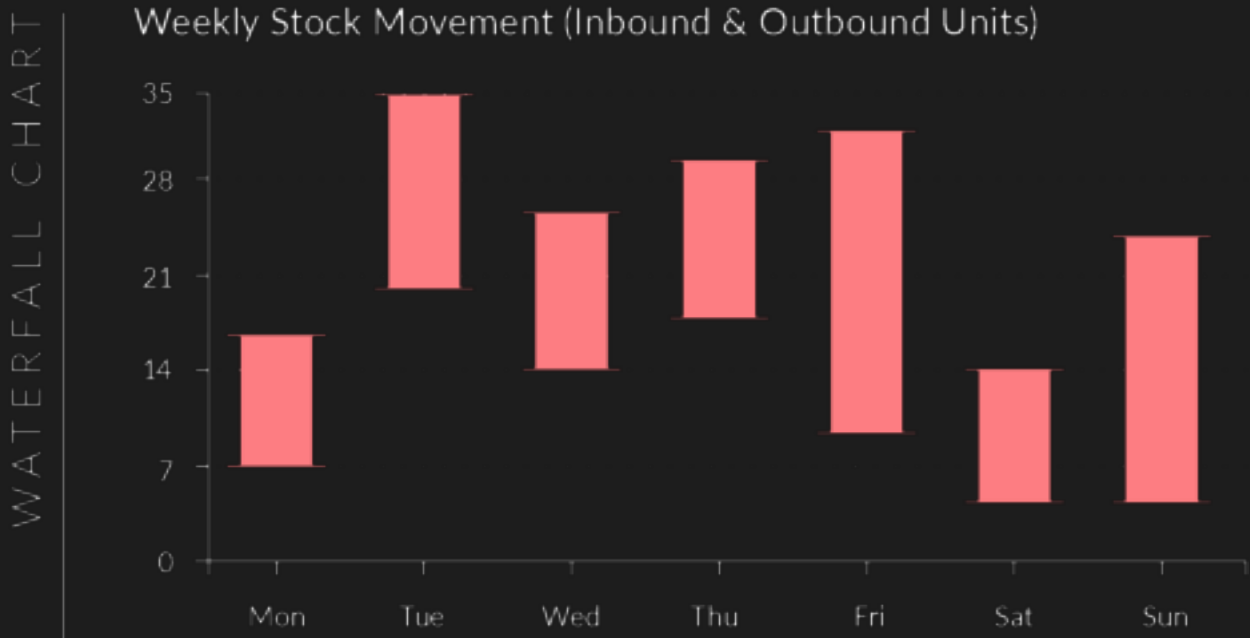
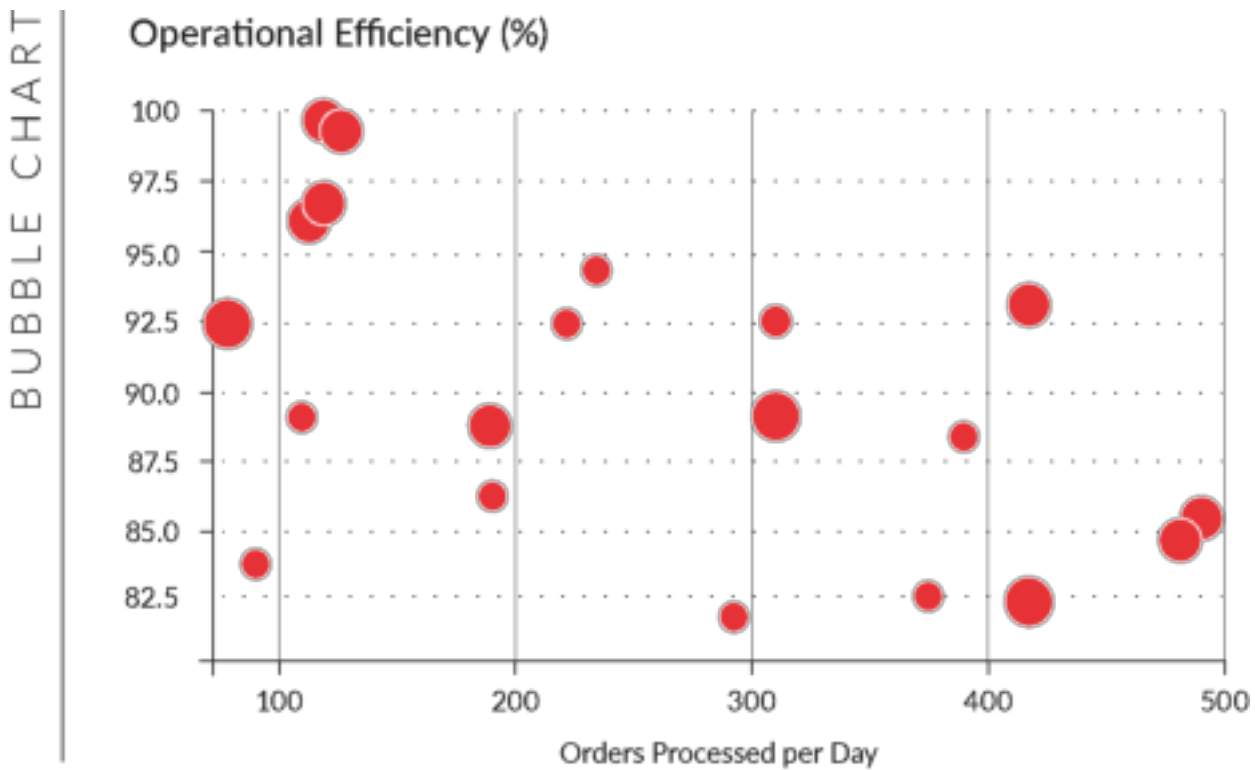
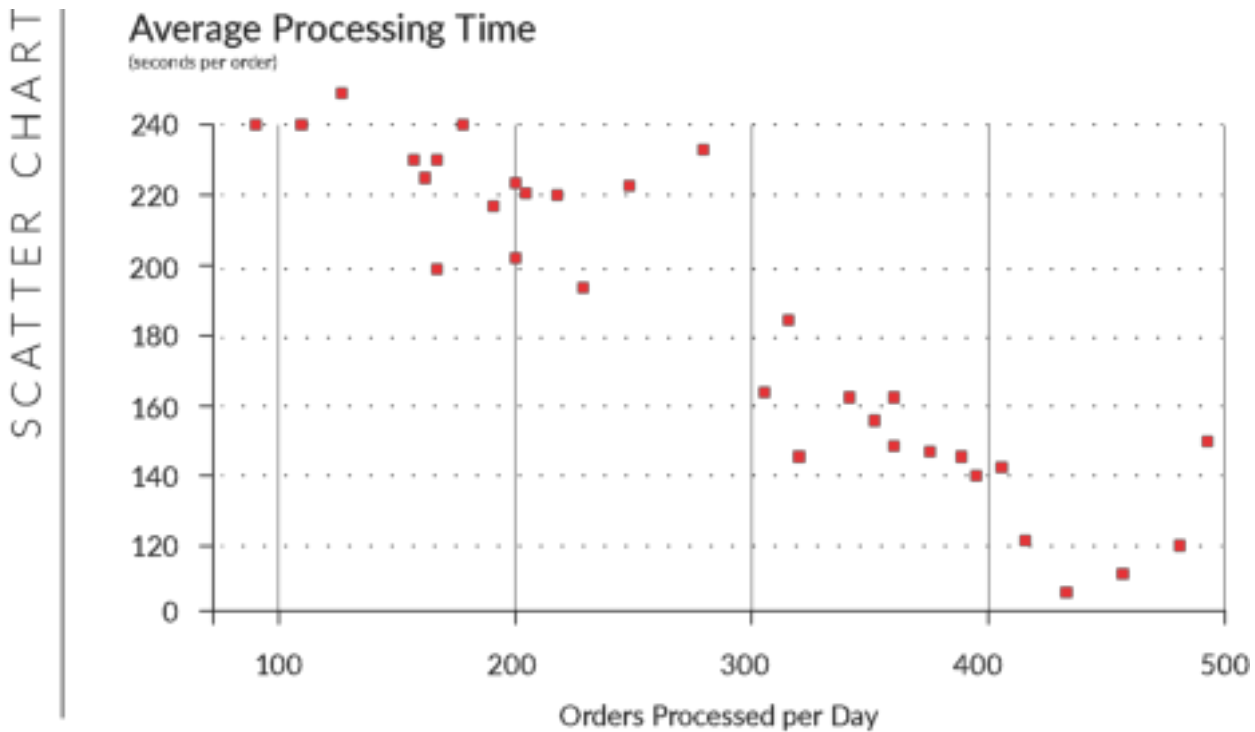
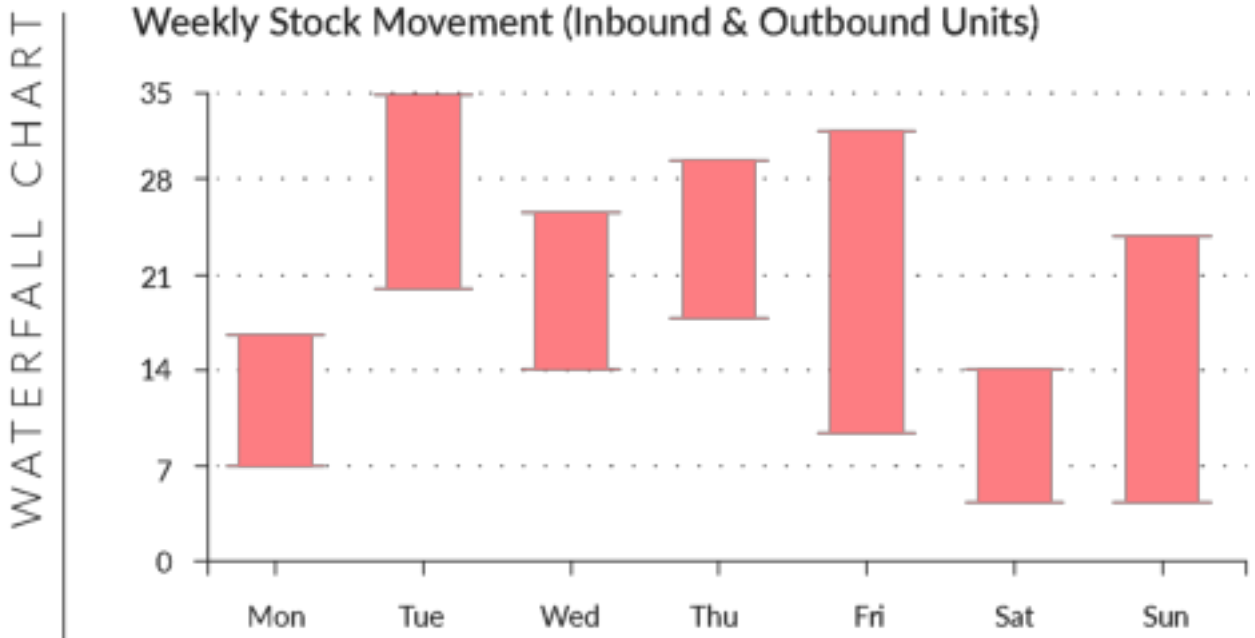
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Graphic System





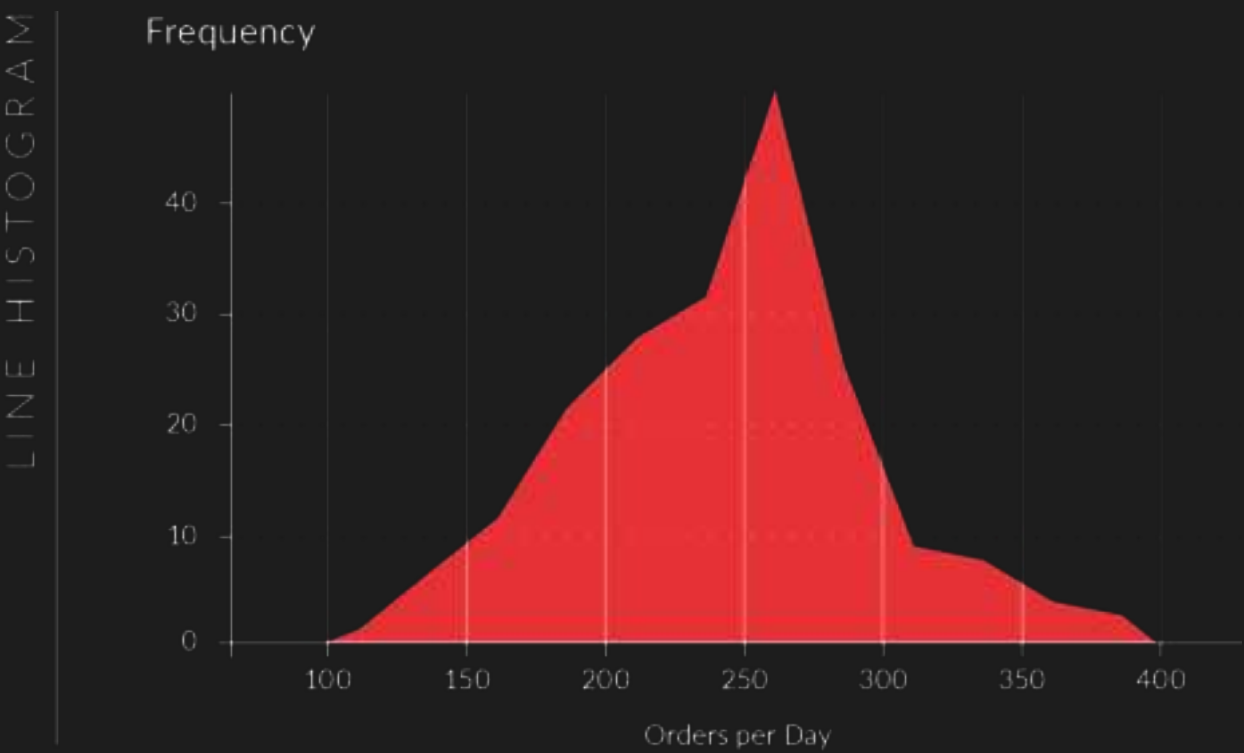
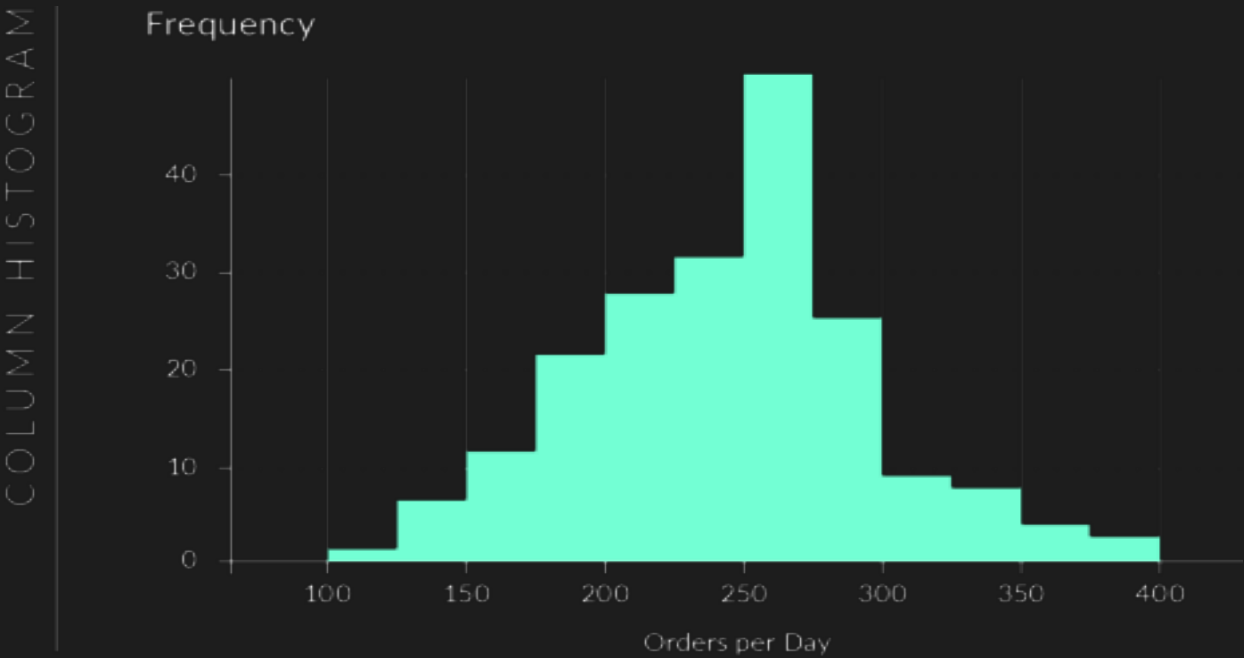
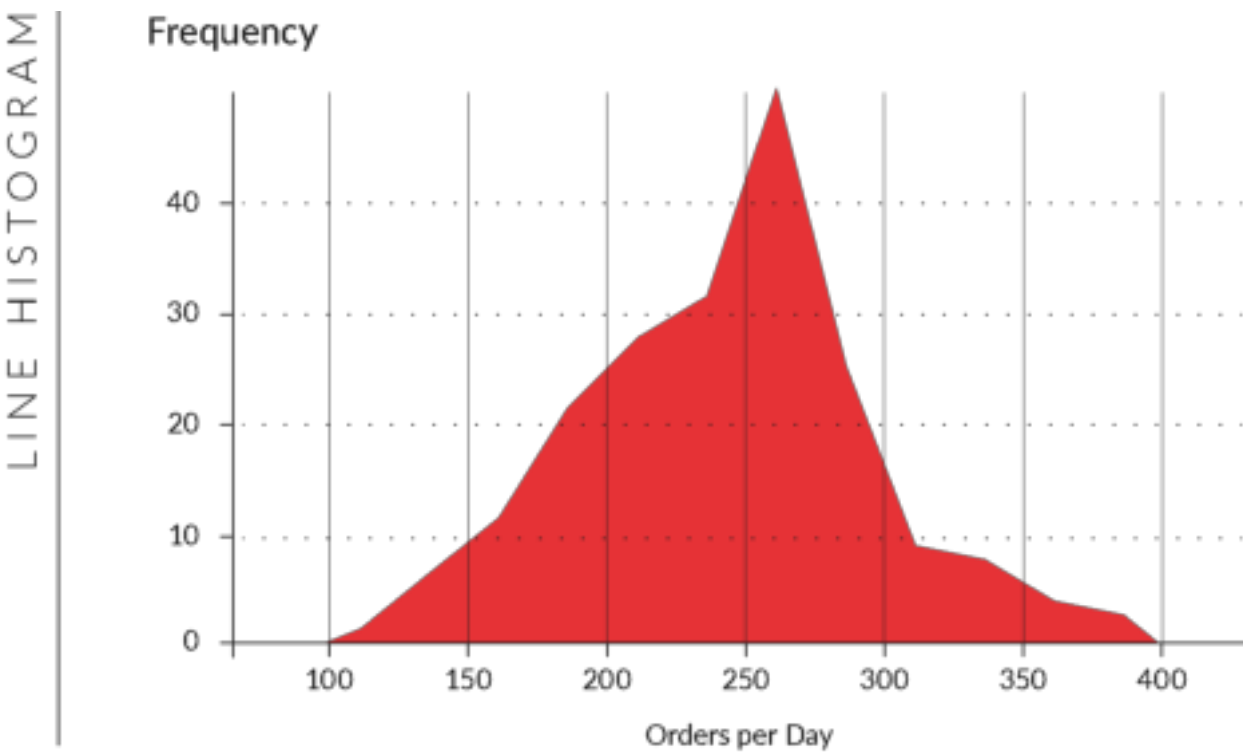
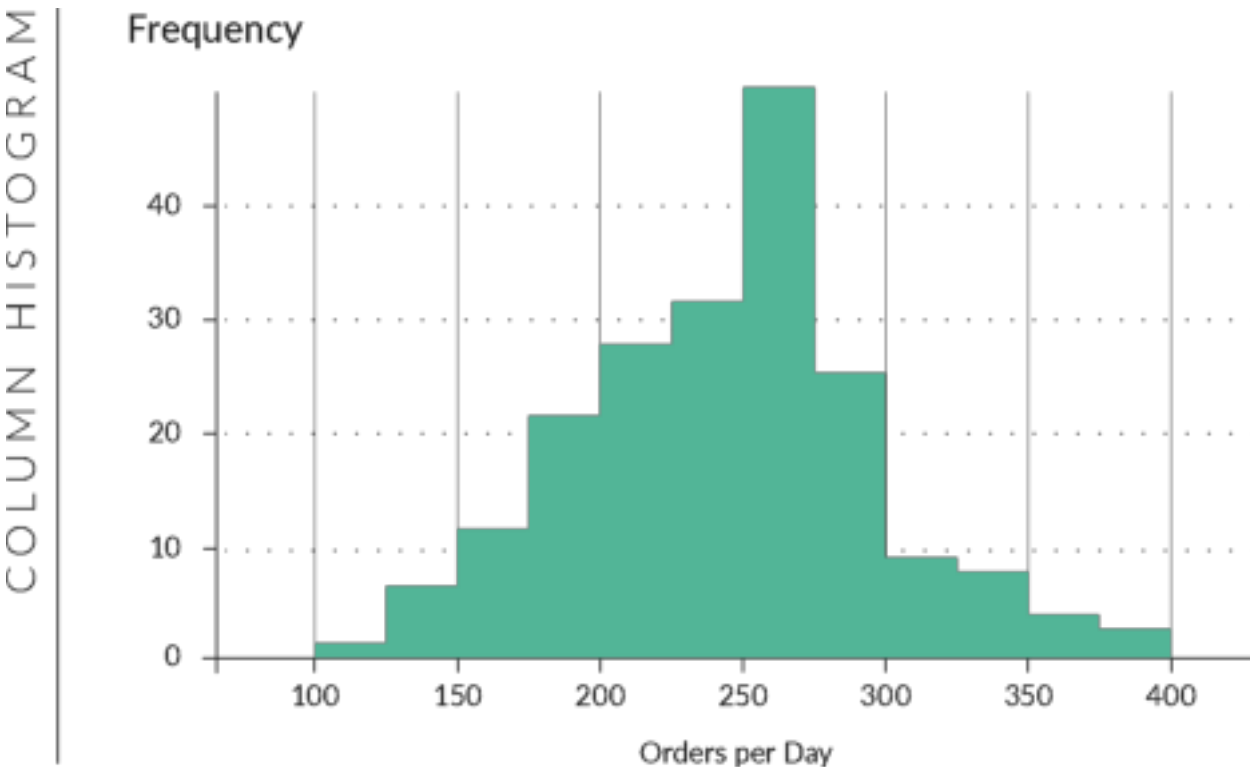
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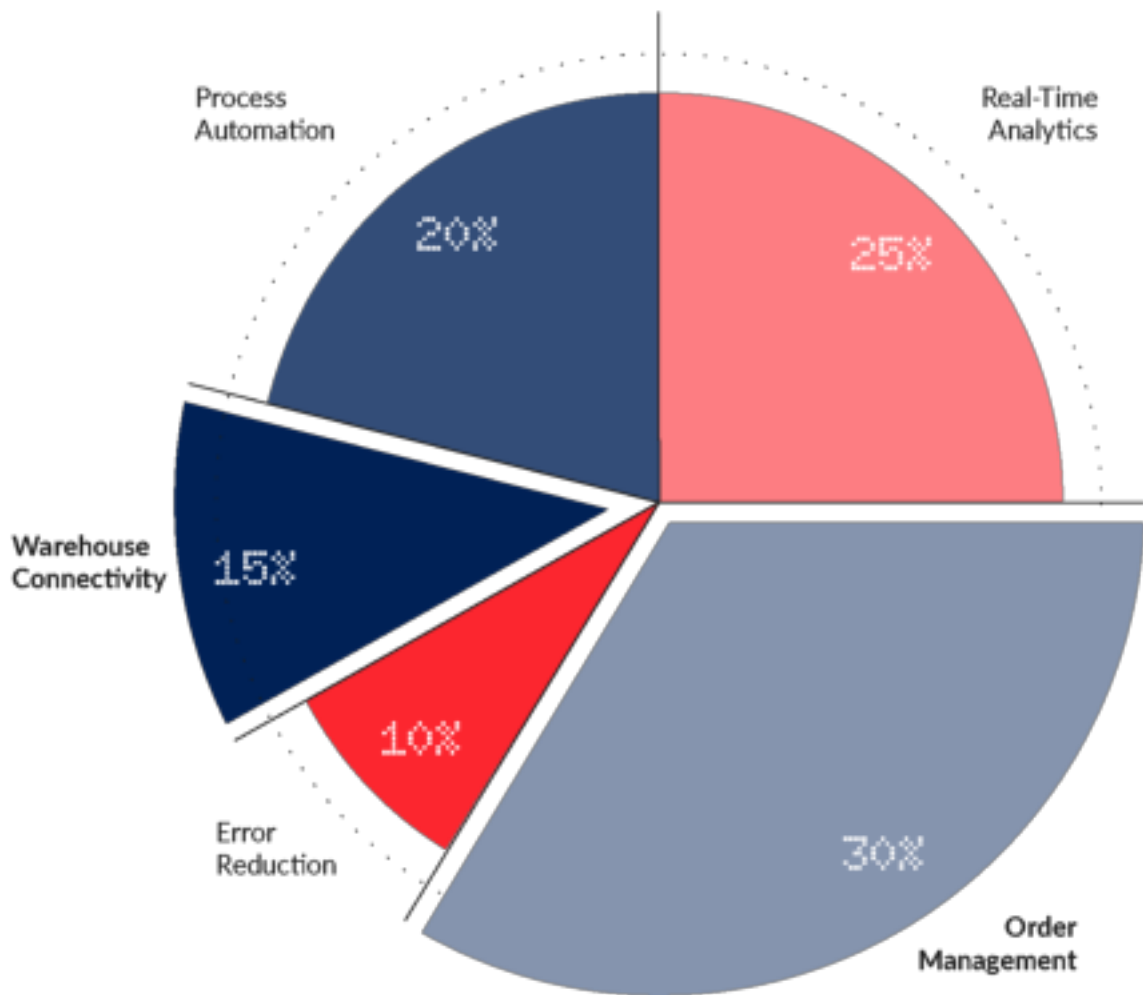
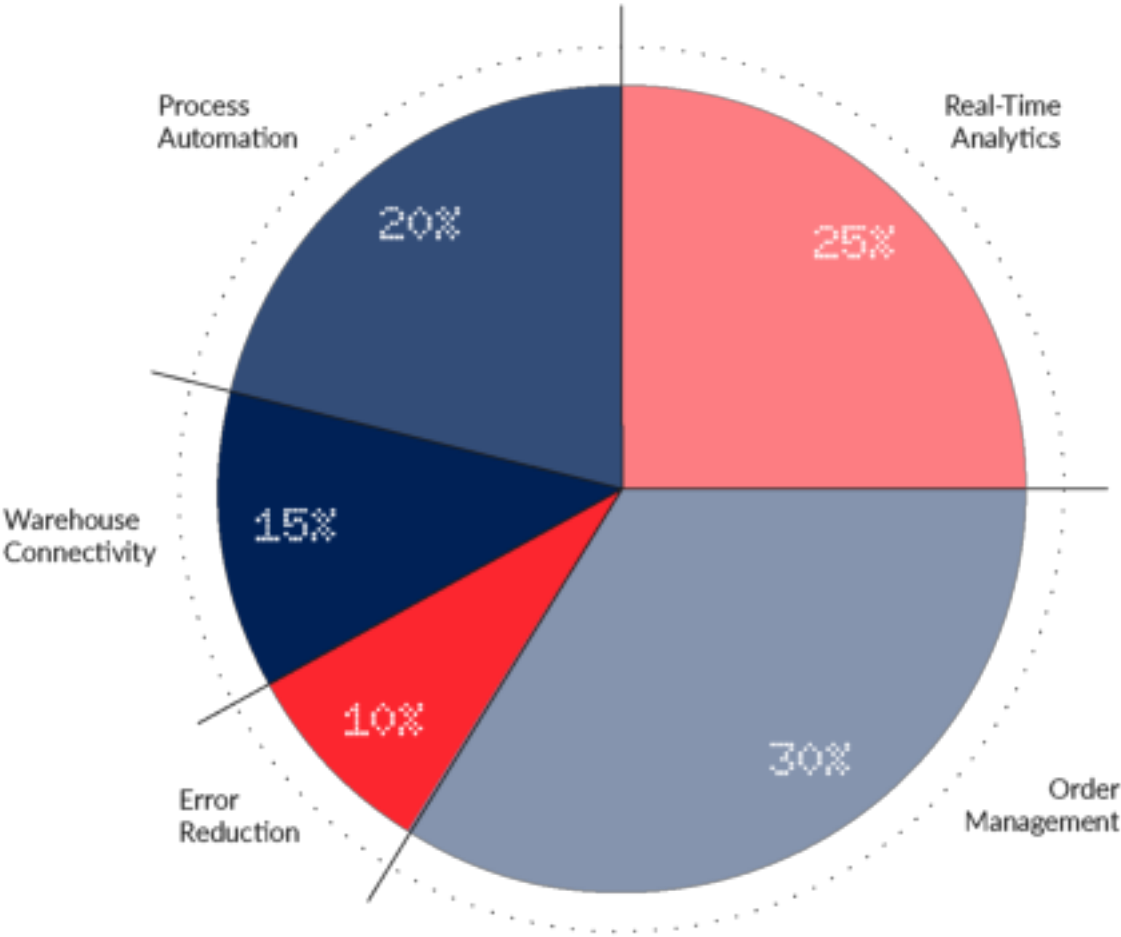
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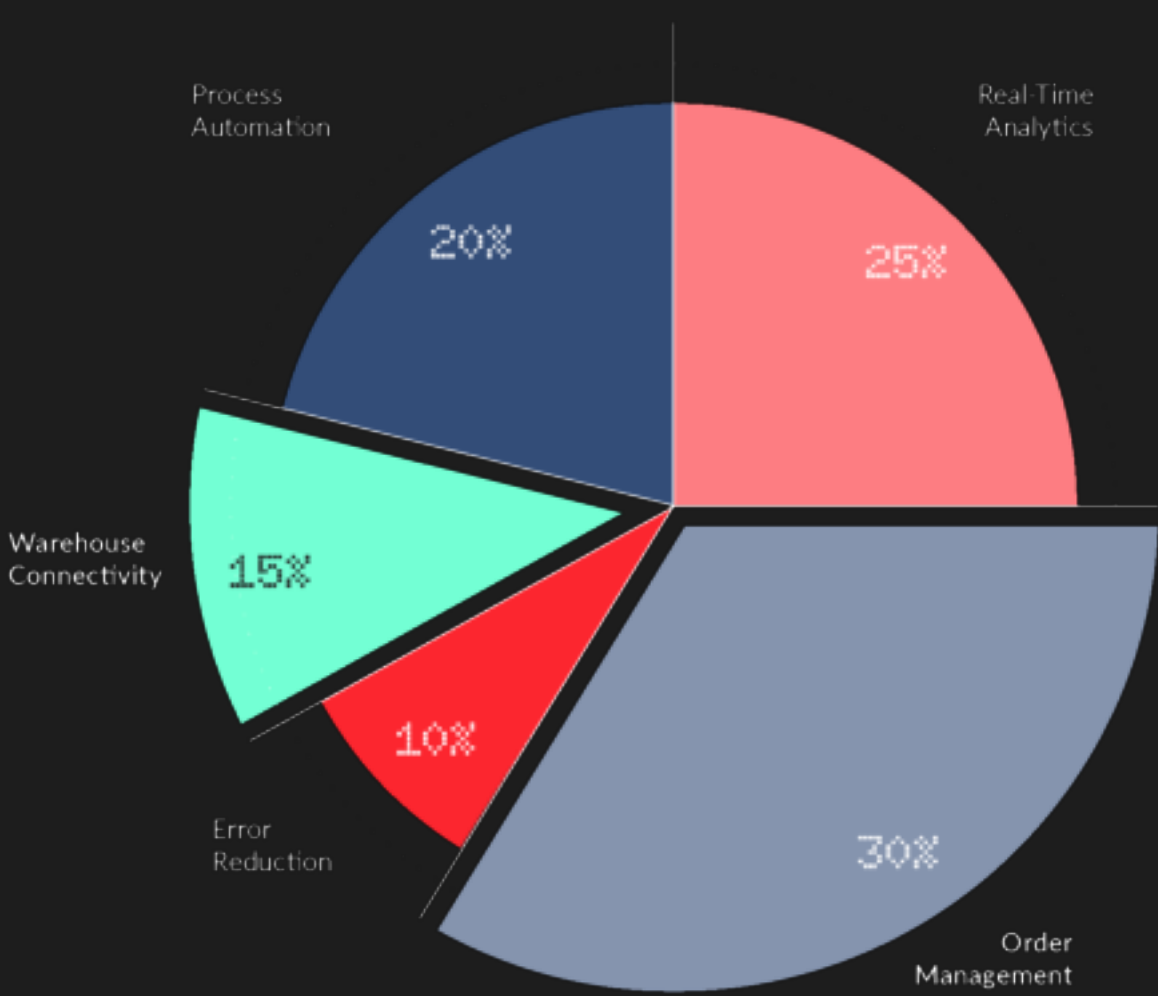
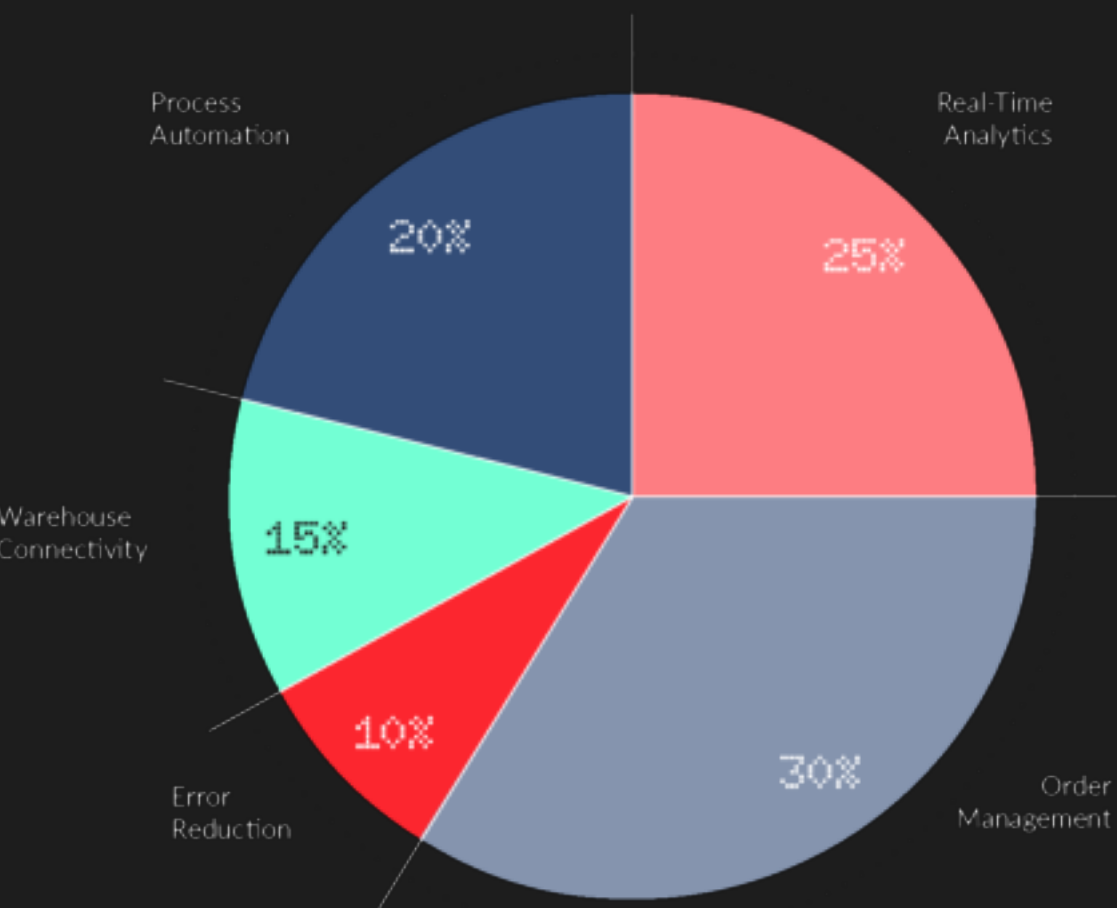
PIE CHART

System Usage by Feature



PIE CHART

System Usage by Feature





Buttons

UI Components

Buttons use straight corners with an outline in either Eerie Black or White. Typography can appear in Lato SemiBold with wide tracking or in lowercase with tighter tracking, ensuring consistency across all applications.

This button style should be kept consistent across all touchpoints.

Border thickness
2 px

TERMIN VEREINBAREN

TERMIN VEREINBAREN

Border thickness
1 px

Jetzt Starten

Jetzt Starten

↓ DOWNLOAD

↓ DOWNLOAD

TERMIN VEREINBAREN

TERMIN VEREINBAREN

Jetzt Starten

Jetzt Starten

↓ DOWNLOAD

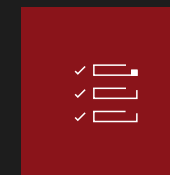
↓ DOWNLOAD



Cards

UI Components

Cards should always keep a consistent border on at least one side, combining the line and pixel element. Layouts are flexible, allowing images, varying icon sizes, and different text arrangements.



Intelligente Aufgabenverteilung

Wer macht was – und wann? Waretracks weist Aufgaben in Echtzeit und wenn gewünscht automatisiert zu – priorisiert rollenbasiert und vorausschauend für eine optimale Auftragserfüllung.

Line thickness
0,5 px

Pixel size
5 x 5 px



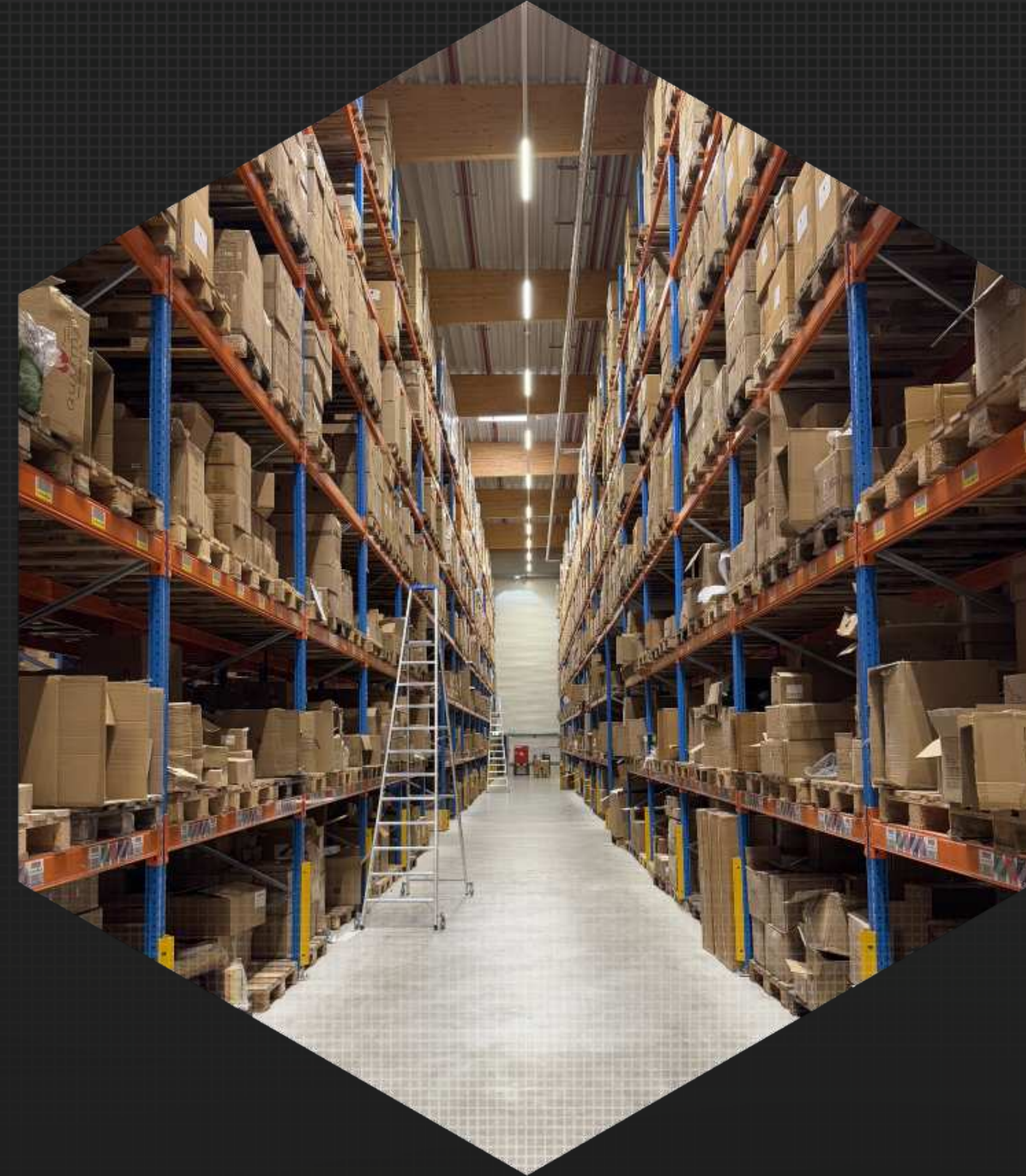
Effizienzsteigerung

Schnellere Prozesse, weniger Leerläufe, klare Prioritäten. Aufgaben, Wege & Ressourcen werden smart verteilt. So wird aus Stress echte Produktivität.

In 24h live

Von echten Unternehmen der Logistik und dem Handel entwickelt – wir wissen, worauf es ankommt und bringen Prozesswissen aus dem Lageralltag mit.



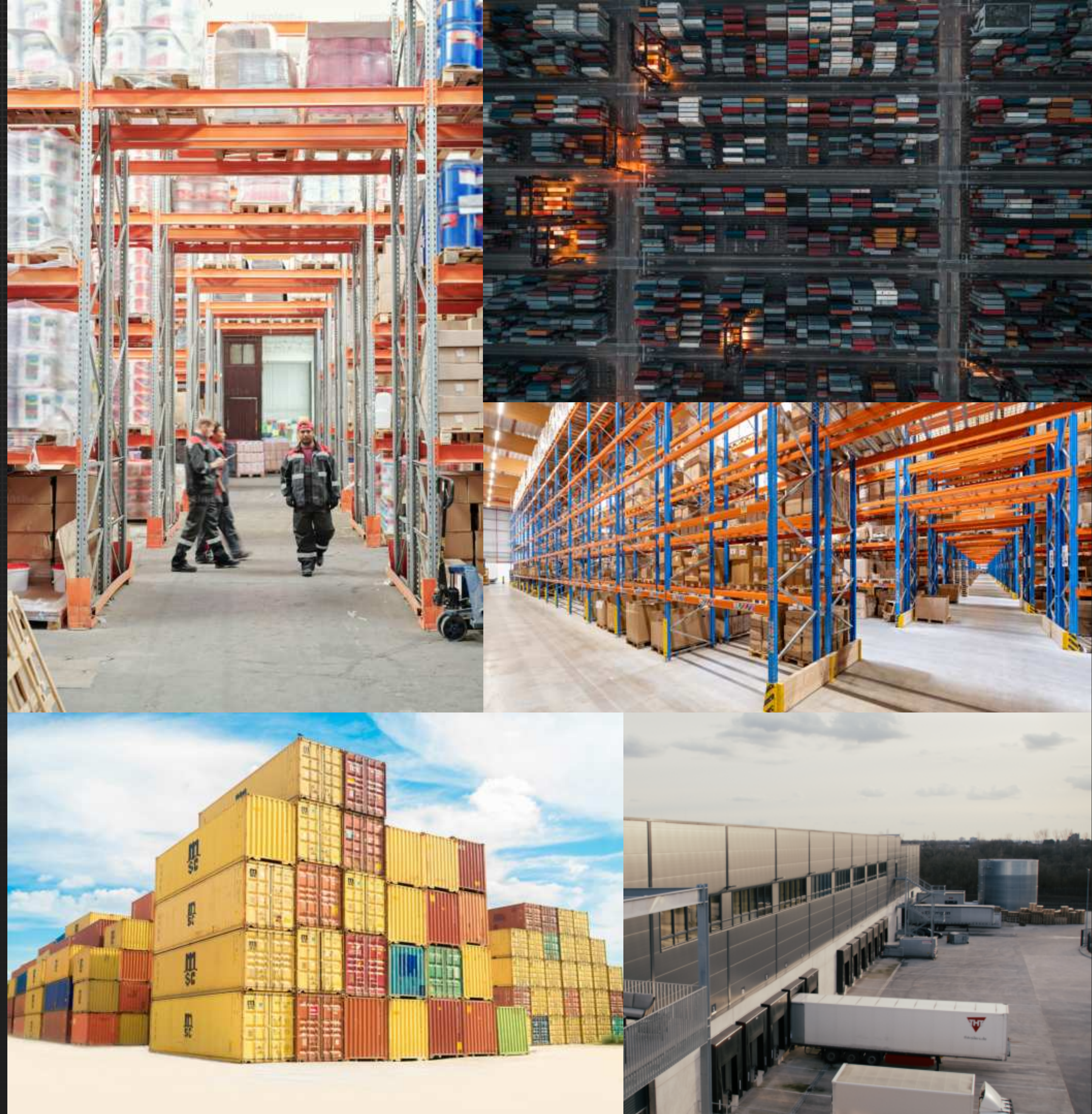


Photography



Photographic Style

Waretracks' photographic style focuses on geometrically inspired shots of warehouses and buildings, with or without people. This approach should always include a geometric element in the composition. Images should be well-lit or captured as sharp, high-quality night shots.





Photographic Intervention

Images can be adapted to the brand by adding the pattern as a gradient at the bottom, covering about one fifth of the picture. Adjust the treatment for light and dark modes. This step can be skipped when multiple images are used or when the background pattern is already strong, as the brand favors contrast over oversaturation.



Dark



Light



Contact details

Let's get in touch!

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