weiss AG

Corporate Identity 1.08 - 2018

Company Logo

This is our prime logo. This is how we use the logo to represent our company and this is how we want it to be used.

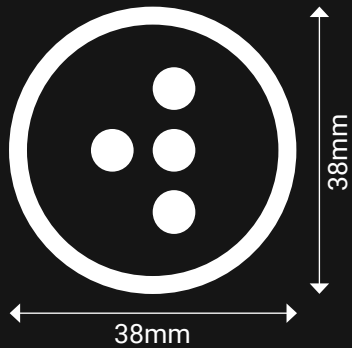Do not manipulate the logo.

Note:

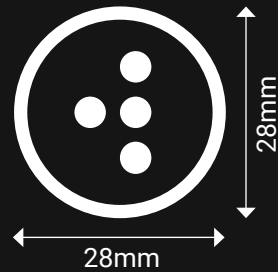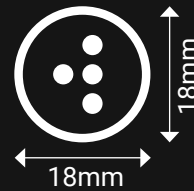The white background serves as an example to display the dark-grey logo.

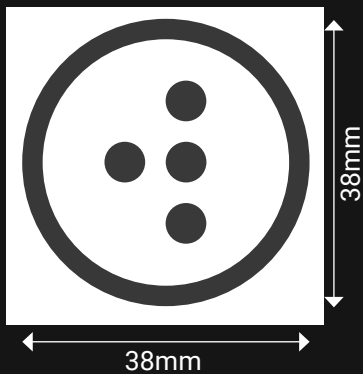# Design element

Usage

01

38mm
38mm

02

28mm
28mm

03

18mm
18mm
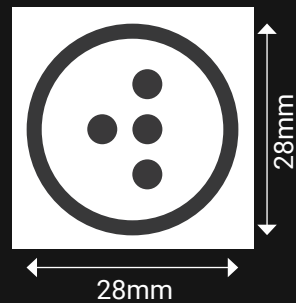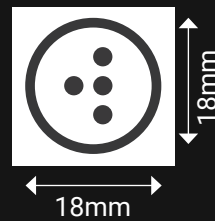
If possible, the Weiss AG Logo should be displayed in full size including the name. However, it is okay to use the sole design element, when you include the whole logo [with name].

Do not distort, warp or change the logo in any case.

Note:

The white background is not to be used. This is just an example for the dark colored logo.

04

38mm
38mm

05

28mm
28mm

06

18mm
18mm

VAM2 Logo*

VAM2
Visual Asset Management

We are currently in the process of redesigning the logo of our flagship software VAM2.

This is the logo we are using as for now. Plans to distribute the software to a far wider range of customers are already set in motion but a lot of steps [landing page for VAM2 to introduce the software itself and the new SaaS model] require a new logo.

*Temporary solution.

Company Logo

Placement

Use 2x the height of the Logo as buffer between logo and edges

0.5x

0.5x

2x

height x

0.5x

0.5x
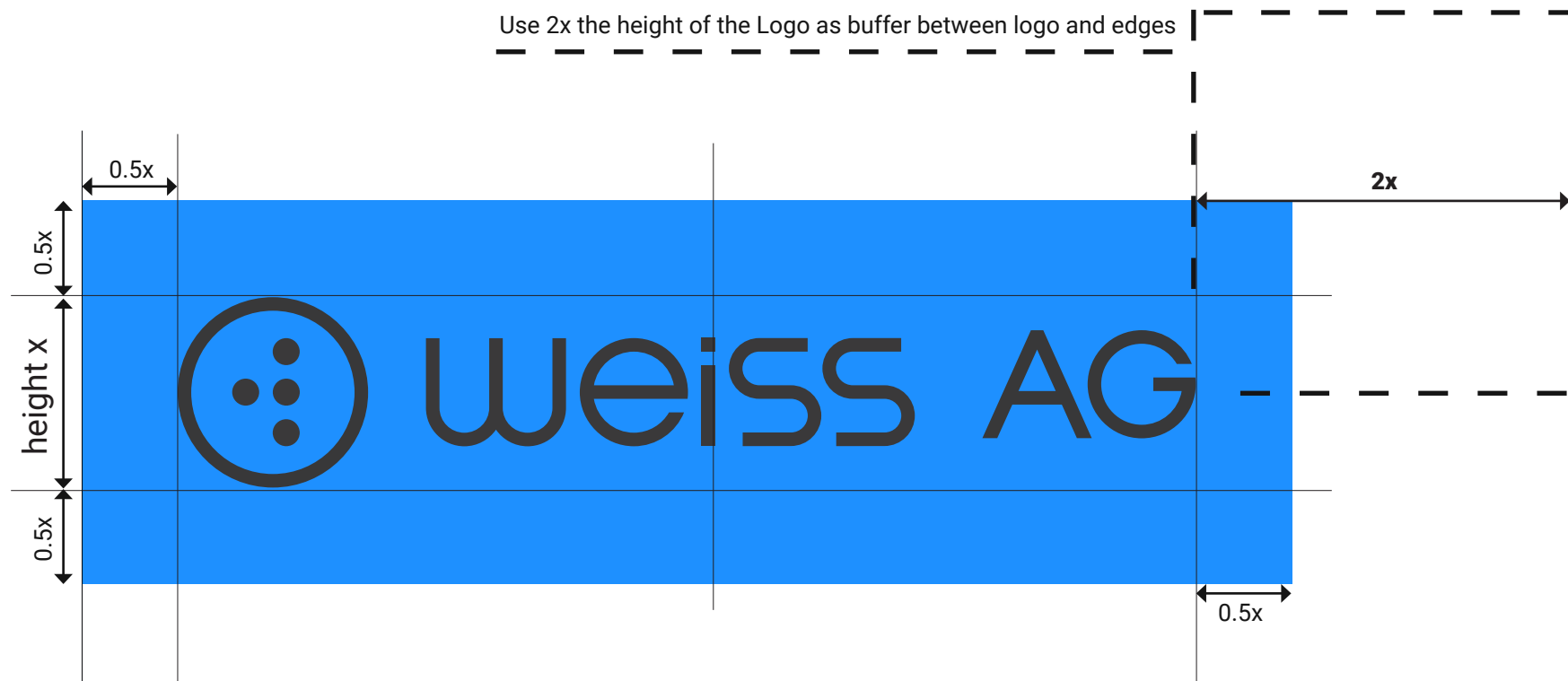
Logo
Minimum Sizes

Business cards
height 6mm

⦂⦂ weiss AG

DIN A5
height 8mm

⦂⦂ weiss AG

DIN A4
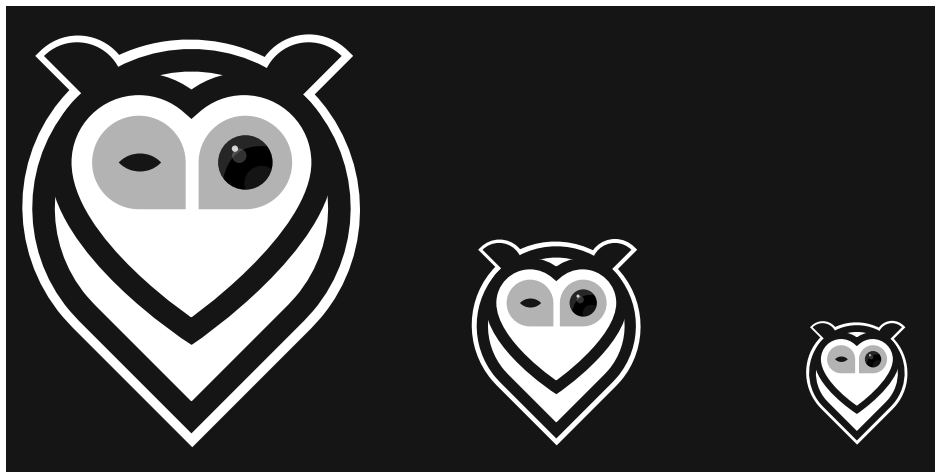height 10mm

⦂⦂ weiss AG

DIN A3
height 15mm

⦂⦂ weiss AG

Our logo is the key communication tool between us as a company and our customers world wide.

To ensure a crisp and clear outcome in web and print we suggest to apply the predefined minimum sizes constantly. It goes without saying, that using bigger sizes of the logo is possible.

Civetta

Icons
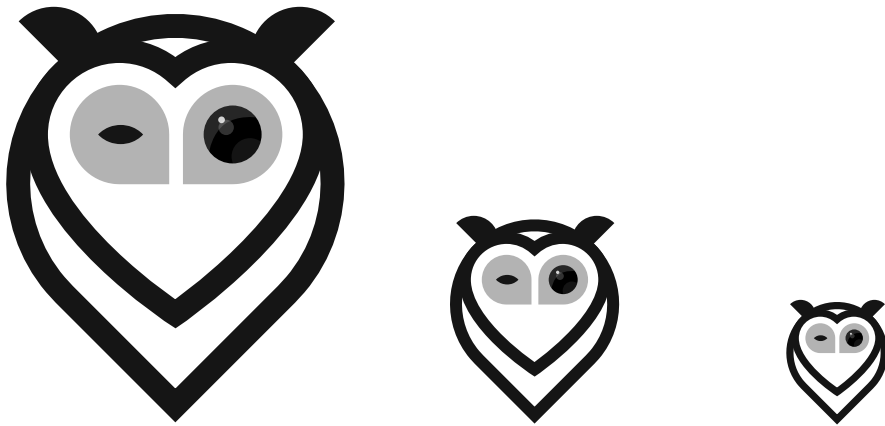
"Civetta" derives from the Italian word for "owl", which was also the inspiration for the design of the logo. It works in all sizes and should be used in connection with the fully automated 360° capturing device.

Use the Civetta Logo with white outline to display on dark backgrounds.

Colors
Guidlines

Our company colors represent our brand and are synchronized on all our platforms and appearances.

We have customers all around the globe, which makes it important to us, that the colors we use in our software are not being misunderstood by anyone. The products we create are capable of doing almost everything in the field they operate, the sky is the limit so to speak, that is why we chose blue as our main color.

It is a necessity to ensure a positive feedback while using our products. For that reason we picked green as our highlight color when everything works as supposed. However, guidance is also required once in a while, which we accomplish by using flat orange. Yellow is solely used in VAM2.

We strongly encourage to use those colors to ensure a connection to our brand.

	01	02	03	04	05
HEX	#1E90FF	#2ED573	#FED330	#FFA502	#EB2F06
RGB	30 144 255	46 213 115	254 211 48	255 165 2	235 47 6
HSV	210 88 100	145 78 84	47 81 100	39 99 100	11 97 92
CMYK	88 44 0 0	78 0 46 16	0 17 81 0	0 35 99 0	0 80 97 8

Shades of grey

Our Software VAM2, website and other applications require more than one shade of grey. Although we vividly try to avoid using more than two.

Our prime background color is a dark shade of grey [#151515] , hence our experience it is the most pleasant for the human eye, especially in a low light environment.

White [HEX: #FFFFFF] serves as font color on dark grey [#151515].

For printing purposes, use
[CMYK: 0 0 0 92].
For web purposes, use
[RGB: 21 21 21] or [HEX:151515].

01		02		03		04		05	
HEX	#151515	HEX	# 393B3C	HEX	#5D6163	HEX	#8E9BA1	HEX	#B1BDC3
RGB	21 21 21	RGB	57 59 60	RGB	93 97 99	RGB	142 155 161	RGB	177 189 195
CMYK	0 0 0 92	CMYK	5 1 0 76	CMYK	6 2 0 61	CMYK	11 3 0 36	CMYK	9 3 0 23

Typography
Roboto

Company font

Typography provides a strong bond for our brand and should be used consistently through-out development and marketing.

For easy readability on dark backgrounds use:

Hex   #FFFFFF [white]

In cases of bright backgrounds use our company dark grey.

Hex   #151515
RGB   21 21 21
CMYK   0 0 0 92

Use Roboto light for titles and subtitles that are bigger than 24pt. Everything else is to be covered by Roboto Regular.

The font is available on fonts.google.com and there are no licensing restrictions.

Roboto light
Roboto light

Roboto Regular
Roboto Regular

Roboto Regular
Roboto Regular