

BRAND GUIDELINE





- 01 OUR LOGO**
- 02 COLOR PALETTE**
- 03 TYPOGRAPHY**
- 04 IDENTITY**



01

OUR
LOGO



OUR LOGO

WBK logo functions as a gateway to a world of entertainment. It is fresh and flexible enough to cater to the various branding and communication opportunities.

We are all about the fun so we made sure to translate that in our logo!



LOGO USAGE

Our logo is very dynamic and fresh. Make sure to have fun with it but stay away from everything highlighted on the right side.



WEBK
webook.com



webook.com
WEBK



WEBK
webook.com



WEBK
webook.com

LOGO APPLICATIONS

The logo can stand on its own without a background in any of the colors present in the palette.

WBK logo can be colored on a colored background as long as there is enough contrast.



SAFE ZONE

To ensure legibility and prominence, the logo should be surrounded by an area of clear space which remains free of other design elements.



LOGO POSITIONING

WBK logo can be placed at all the corners and center.



OUR CTA

This is the official CTA for WBK.

You may use multiple combinations of colors or just one color depending on your artwork and contrast.

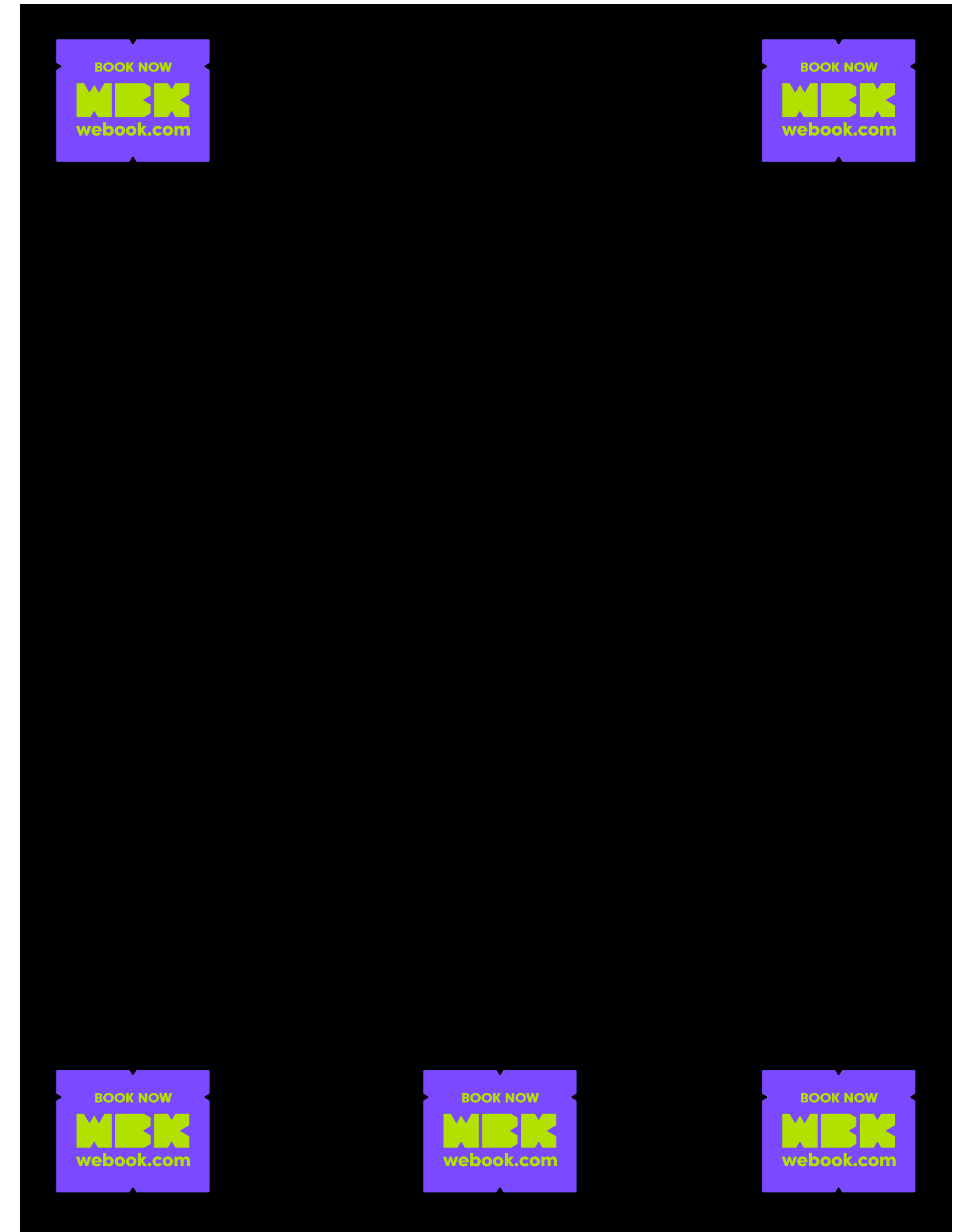


CTA USAGE

WBK CTA should always stand out and be at least 20% bigger than the logos in the design.

Our CTA can be placed in any of the four corners or in the center.

You can drop the CTA box in case if it makes the visual cluttered as long as the CTA can stand out on its own.



02

COLOR PALETTE



COLOR PALETTE

MAIN PALETTE

Webook is a multi-color vibrant brand. You can mix and match from any of the colors to create dynamic palettes.

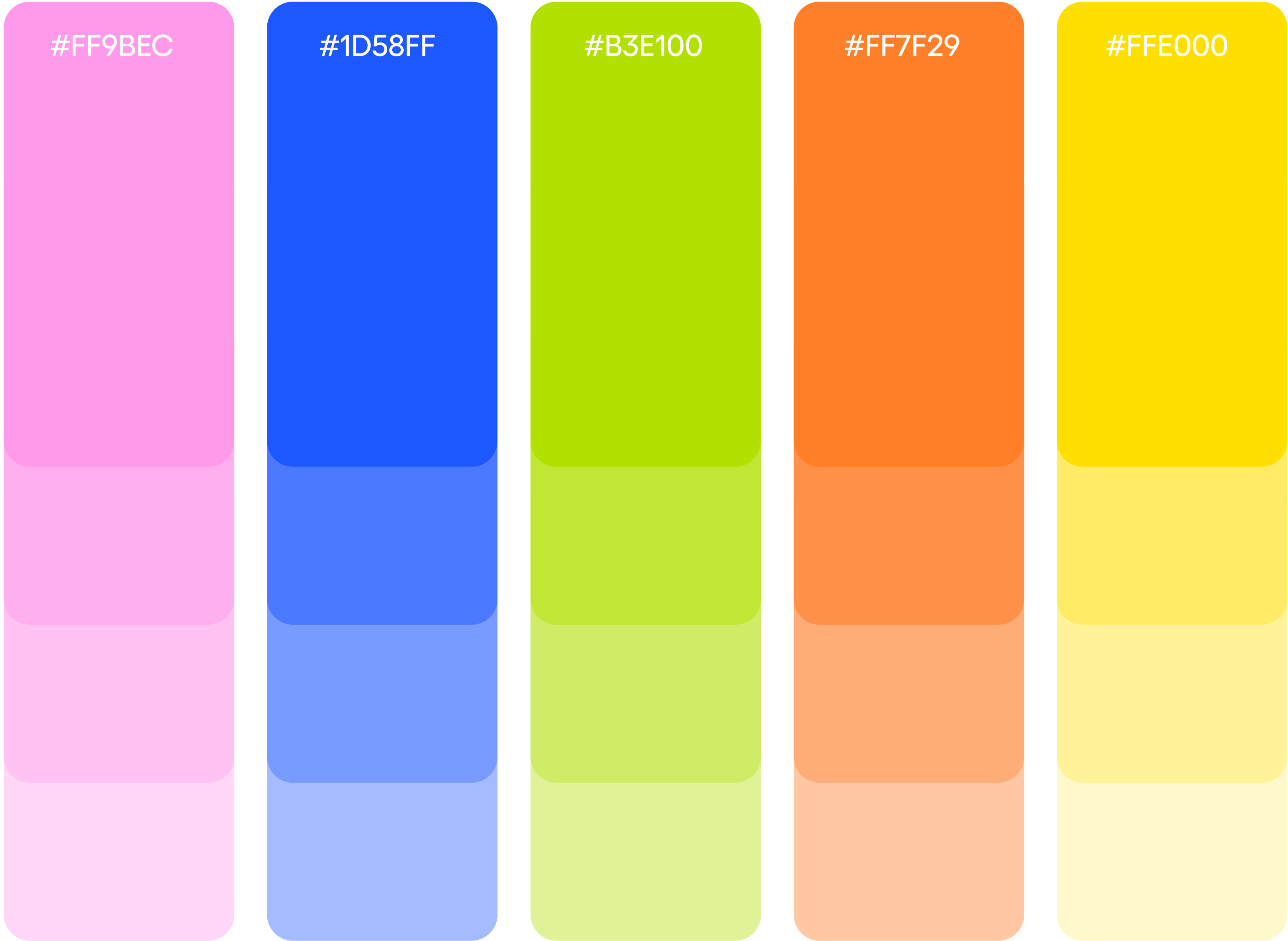
#7B49FF

#FF2C79

#00FFD0

COLOR PALETTE

SECONDARY PALETTE



03

TYPO GRAPHY



TYPO GRAPHY

ENGLISH TYPE

Gellix is our main font of all English communication done by the Webook brand.

light Regular Semi Bold Bold Black



GELLIX

TYPO GRAPHY

ARABIC TYPE

Brando is our main font of all Arabic communication done by the Webook brand.

Hairline Light Regular **Semi Bold** **Bold** **Black**



براندو

04

OUR IDENTITY

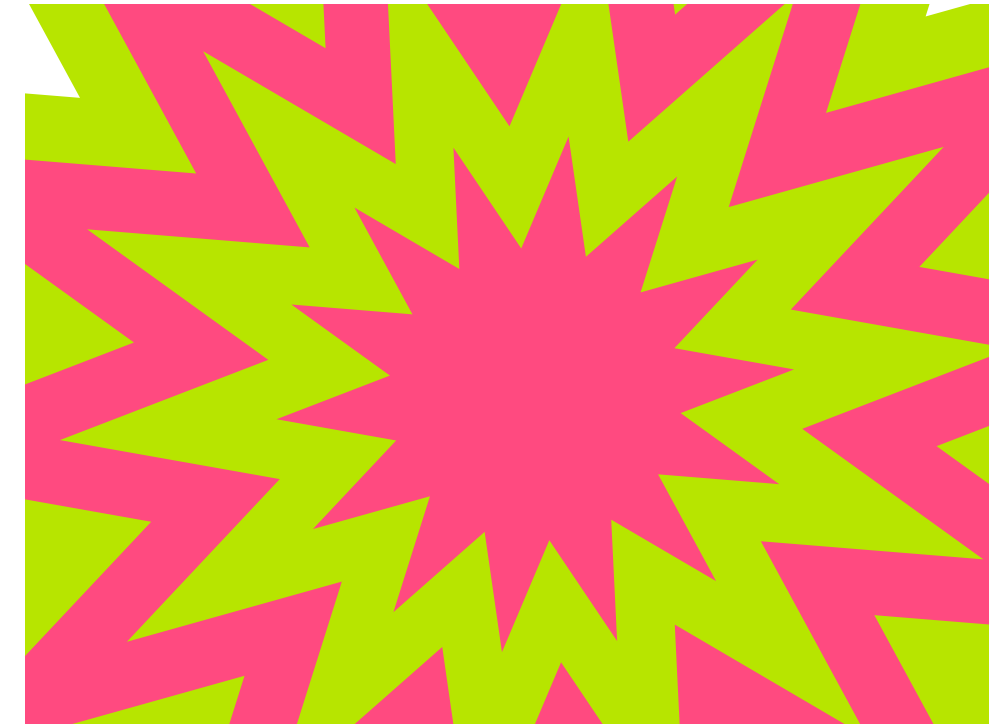


BRAND PATTERNS

The patterns of WBK are dynamic, fun, and colorful.

*These are not the only patterns of WBK.

Any pattern that has the above characteristics can be used for WBK.



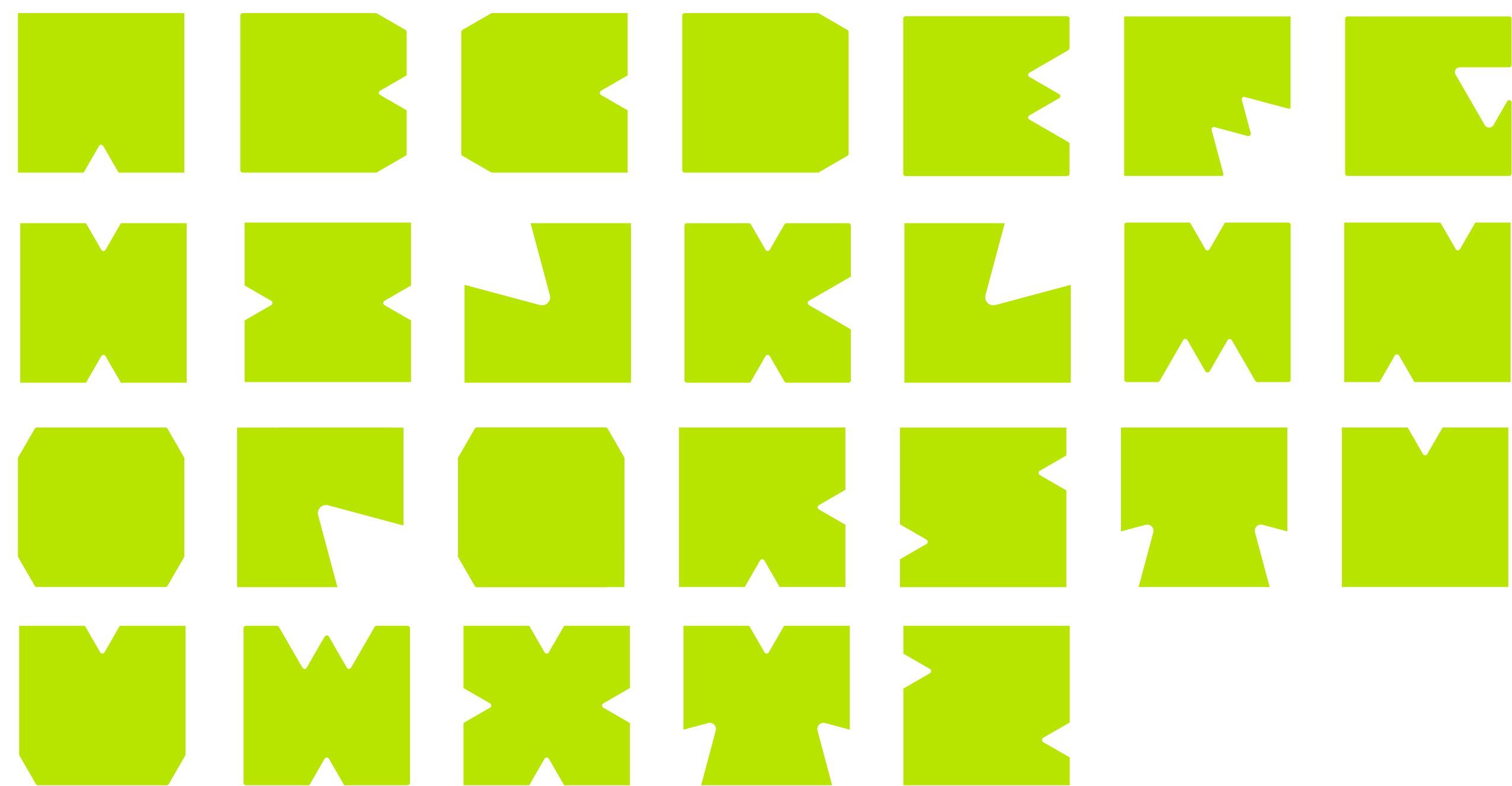
GATEWAY FONT

The gateway font is mainly used for creating the visual language of WBK.

Each letter can be used to create shapes or you may use it to create simple words.

There are endless possibilities that can be made from this font - just make sure to have fun!

Please refrain from using this font to create headlines.



SOCIAL TEMPLATES

USING THE LOGO

The logo can be used as an element to mask our visuals.

It can be expanded vertically or horizontally to fit the visual.

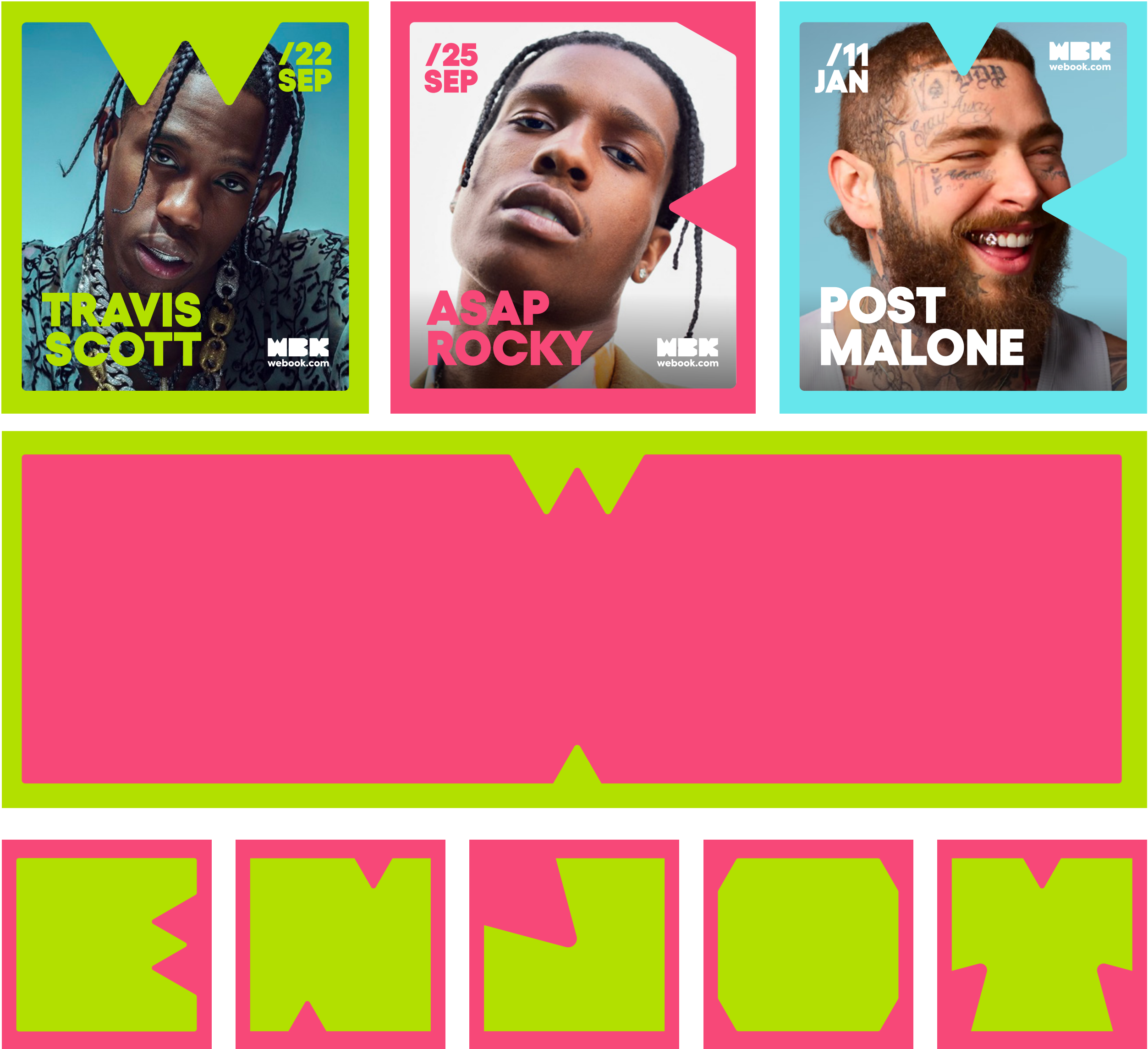
Refer to the end for some sample applications.



SOCIAL TEMPLATES

USING THE GATEWAY FONT

You may use any of the letters from the Gateway font to create a visual.



SOCIAL TEMPLATES

SECONDARY TEMPLATES

You may use these templates in case you need to add more text.

You can use any of the letters from the Gateway font to create a visual.

A portrait of Travis Scott with braided hair, wearing a patterned shirt and a chain, set against a teal background. The image is framed by a large, stylized letter 'M' in a vibrant pink color.

**TRAVIS
SCOTT**

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam

**/22
SEP**

BOOK NOW
WEBK
webook.com

A portrait of ASAP Rocky with braided hair, wearing a yellow shirt, set against a light grey background. The image is framed by a large, stylized letter 'R' in a vibrant purple color.

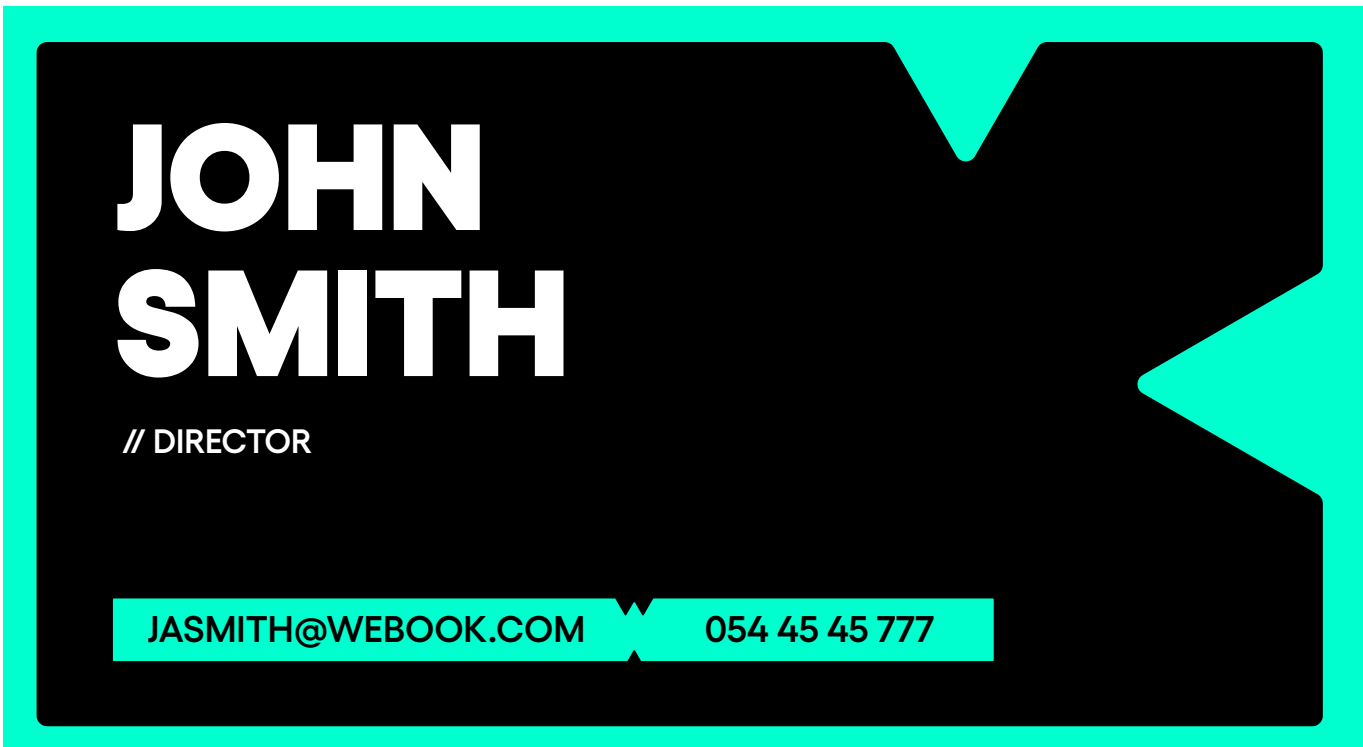
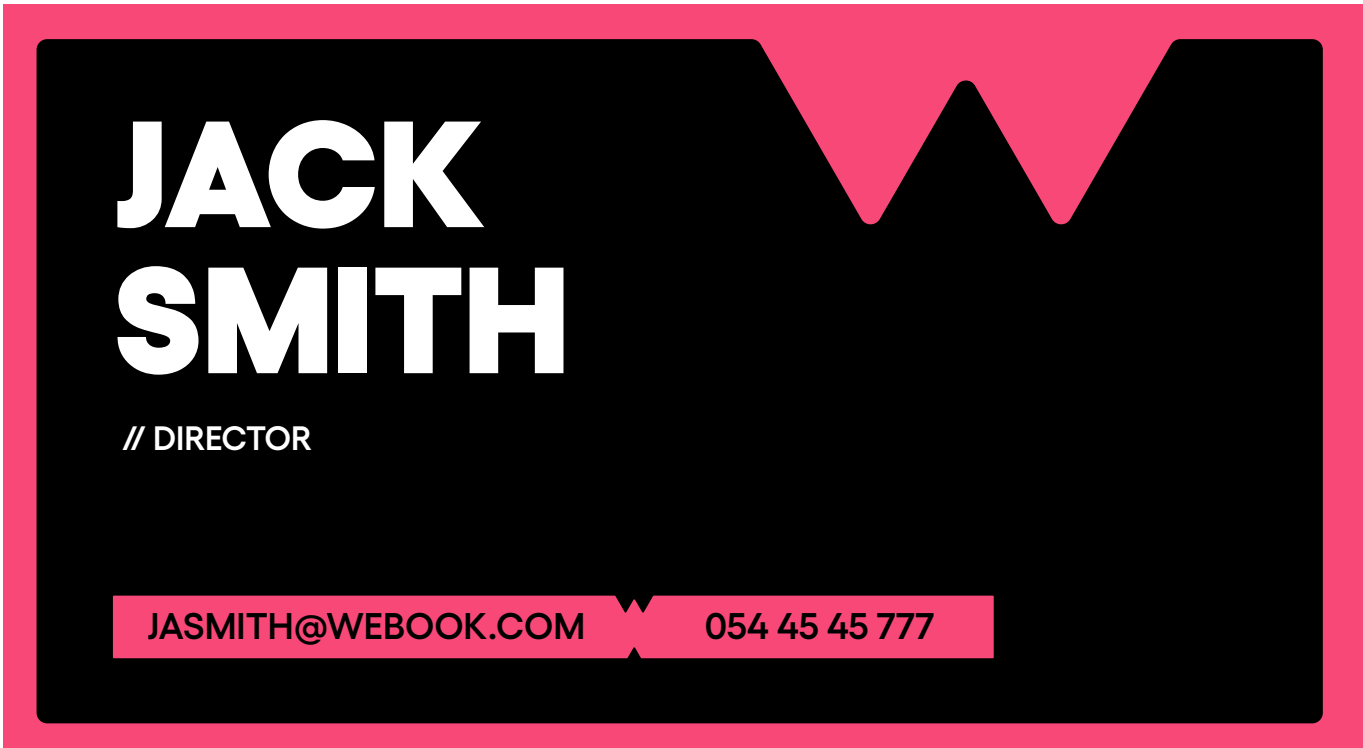
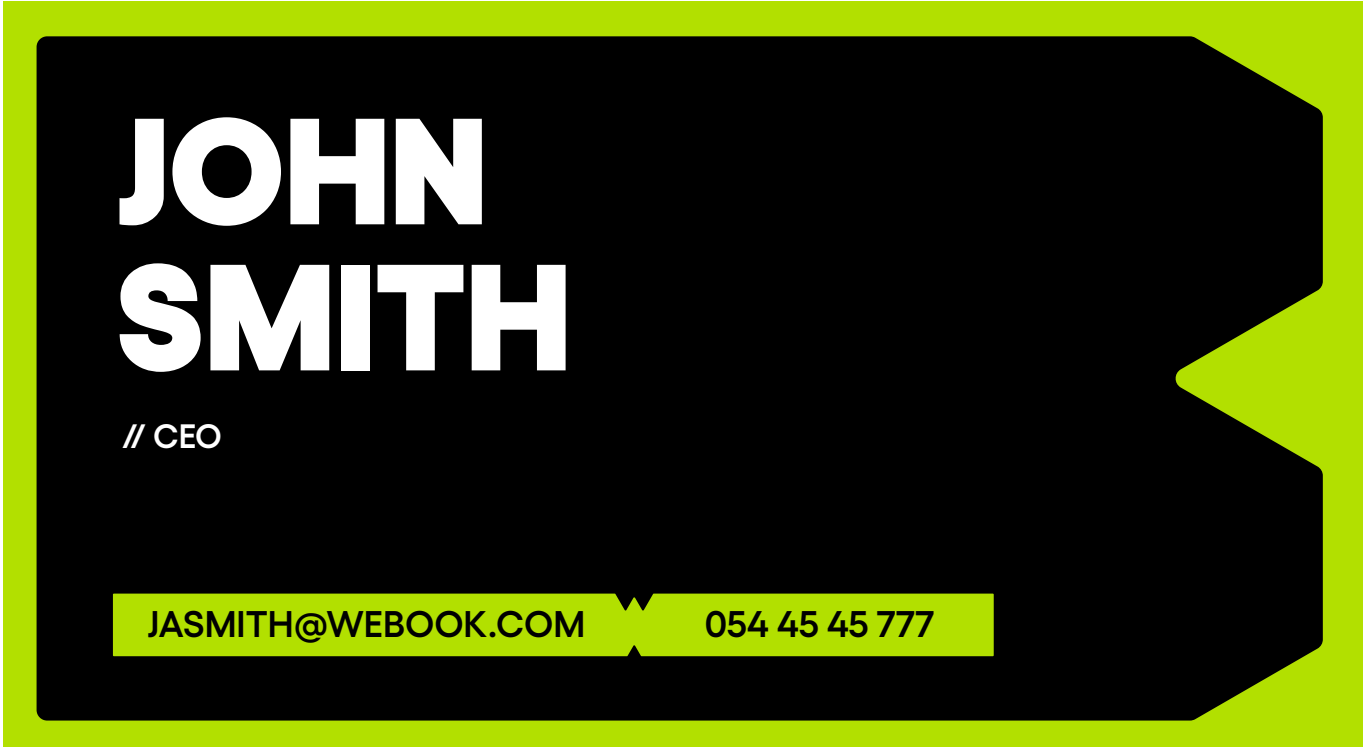
**ASAP
ROCKY**

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam

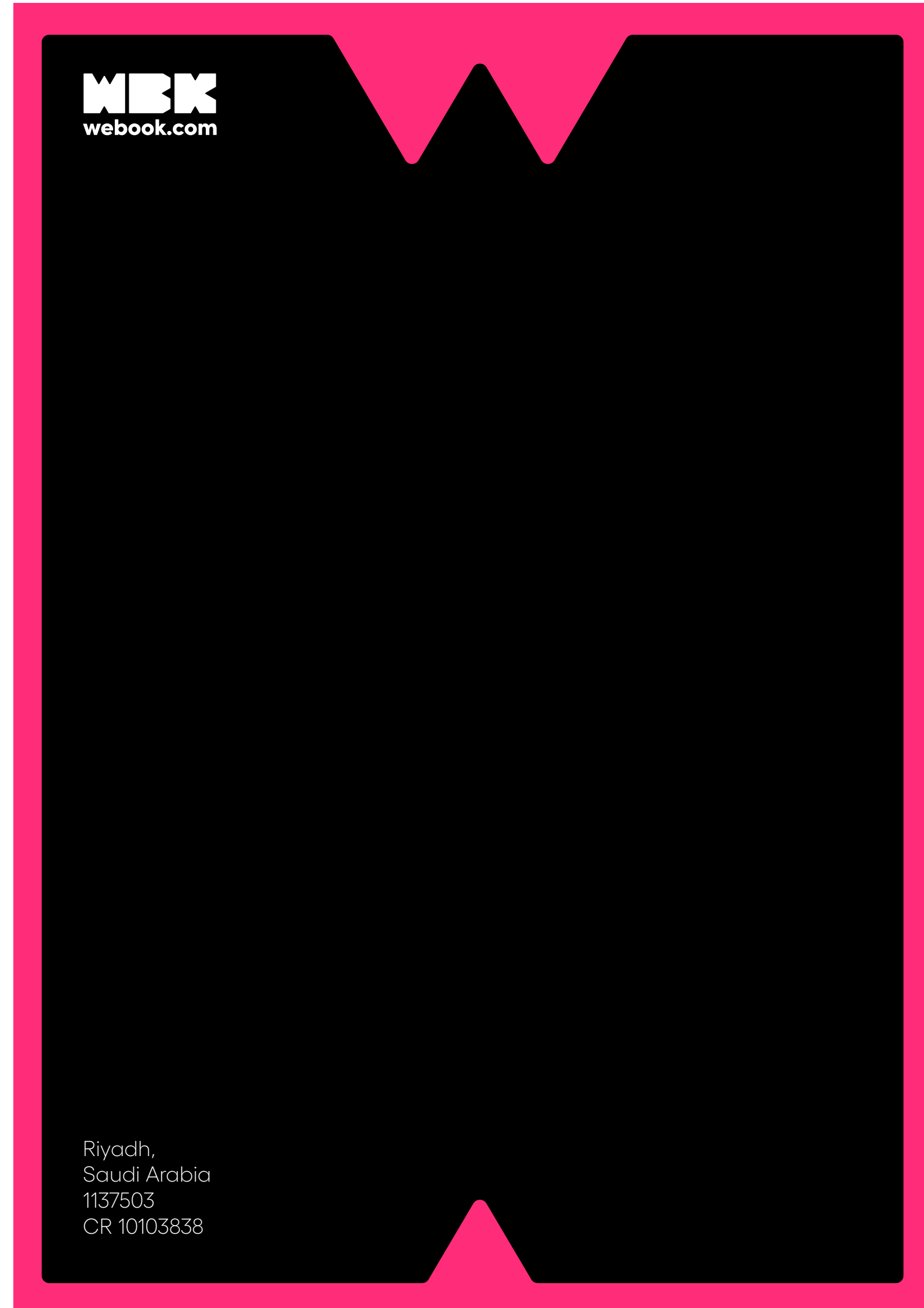
**/25
SEP**

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BUSINESS CARDS



ENVELOPES & FOLDERS



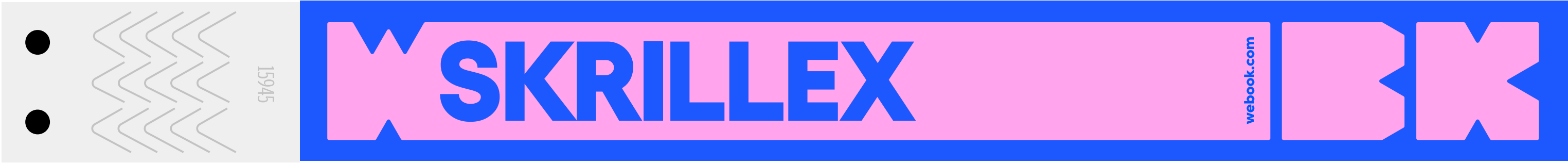
LETTER HEAD



ID & LANYARD



TICKETS & BRACELETS



WBK STAMP



NOTE PAD



USHER UNIFORM



BAGS



BRAND FLAGS





**ALL
THE
FUN**

WEBOOK.COM

**IN//
ONE
APP!**



CR7.

Signature
Museum



**CRISTIANO
RONALDO
MUSEUM**

WEEK

22/
SEP

TRAVIS SCOTT

WBK
webook.com



22 SEPTEMBER

**ASAP
ROCKY**

WBRK

22 SEPTEMBER

**HARRY
STYLES**



HOH



**/14
JAN**

**BOOK
THE HYPE
EXPERIENCE**

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12 SEPTEMBER

POST MALONE



18 OCTOBER

WONDER GARDEN



13 AUGUST

MIKE TYSON GYM

