

Brand elements

[Brand name](#)

[Logo](#)

[Colors](#)

[Typeface/Fonts/Text sizes](#)

[Example uses of type face, sizes and colors.](#)

[Imagery](#)

[Website content and blog posts](#)

[Posting in blog](#)

[Blog post featured image](#)

Brand name

Brand name WISMOlabs is spelled in capital letters “WISMO” and small “labs” together. Other spelling is not allowed.

Logo

WISMOlabs logo comes in different variants and can be used interchangeably depending on available space.

The standard horizontal logo is preferable to use where space is available.



The smaller square logo is available to use on white and dark backgrounds:



There also a tiny logo used in small applications like website favicon:



Download all logos in PNG format here:

https://drive.google.com/file/d/1lynagXA0fvw-uZ0hBgEdfWqLSVCz3zRo/view?usp=share_link

Download all logos in SVG vector format here:

https://drive.google.com/file/d/1HqUkEHoVyiCTx9K8CMbkvHOFMv2x4sCW/view?usp=share_link

Colors

Primary text color

#54595F

Use in titles, headings, and text

Accent color

#ABB2BE

Use to highlight or differentiate portions of text

Bright yellow color

#EAC261

Use as an accent color in text, text-background

Link color

#758DB7

Use where applicable

Typeface/Fonts/Text sizes

Poppins is a primary font face for WISMOlabs brand. It is used in variety of contexts, including titles, body of text, varied by font weight.

<https://fonts.google.com/specimen/Poppins>

Source Sans Pro light (300) is also used as a title font, but it should be used sparingly in some exception instances in large size as a primary focus. An example of such use can be a Blog title of the blog page.

Currently the only use for this font can be found on WISMOlabs website as a page titles.

<https://fonts.google.com/specimen/Source+Sans+Pro>

Example uses of type face, sizes and colors.

Source Sans Pro light (300) title

Poppins medium heading

Popins light text. Once upon a time, in a kingdom far, far away, there lived a fox who was quick and brown. Acceptable use of **Text Highlight** in Poppins Medium. One day, this fox came upon a lazy dog lounging in a field. Being the mischievous creature that he was, the quick brown fox decided to have a bit of fun. **Medium Poppins is Ok** to use to highlight parts of the text. He made a running start and, with a single bound, leapt over the lazy dog.

Poppinns medium subheading

The lazy dog was so surprised [link example](#) that he jumped up and chased after the fox, but to no avail. For the quick brown fox was much too quick and nimble. And so, the lazy dog lay back down in the field, panting and panting, while the quick brown fox continued on his way, laughing to himself and feeling very pleased with himself. From that day on, **another acceptable way of color use in text** the quick brows fox made it a habit to jump over the lazy dog whenever he saw him, just for fun.

Imagery

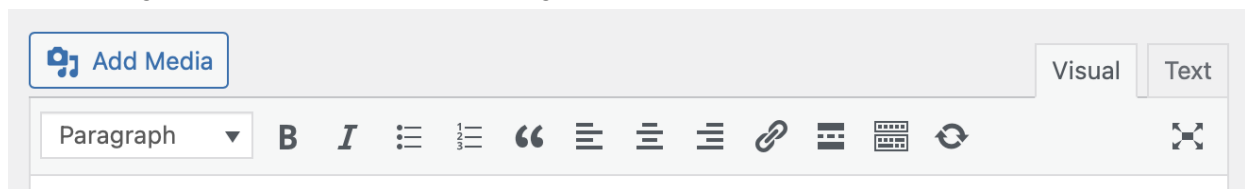
Where possibly use of photorealistic images preferable.

Website content and blog posts

WISMOlabs website is a good example of adhering to these design principles and the blog post area is no exception. The website is based on a WordPress with Elementor plugin driving the visuals.

Posting in blog

Create blog posts without Elementor using WordPress visual editor.



Steps to follow:

1. Text and styles will be applying automatically.
2. Always select at least 1 relevant category
3. Make sure to upload and select a unique Featured image

Blog post featured image

Featured image in the is an image sized 1440x960 (3:2 classic film aspect ratio). It appears in the blog post page and as a tile on the list of blog posts. See <https://wismolabs.com/blog/>
The style format is a photographic image with a catchy title text over it on a yellow square underletter background.

Additional colors are allowed to make contextual emphasis on words.

The text positioned in the middle section of the image so that if the blog post shared in social media the resulted square cut image will not chop of the copy.



Download photoshop template here:

https://drive.google.com/file/d/1K9qAb8CygchWdEsUXaq37WDBcCSCLv38/view?usp=share_link