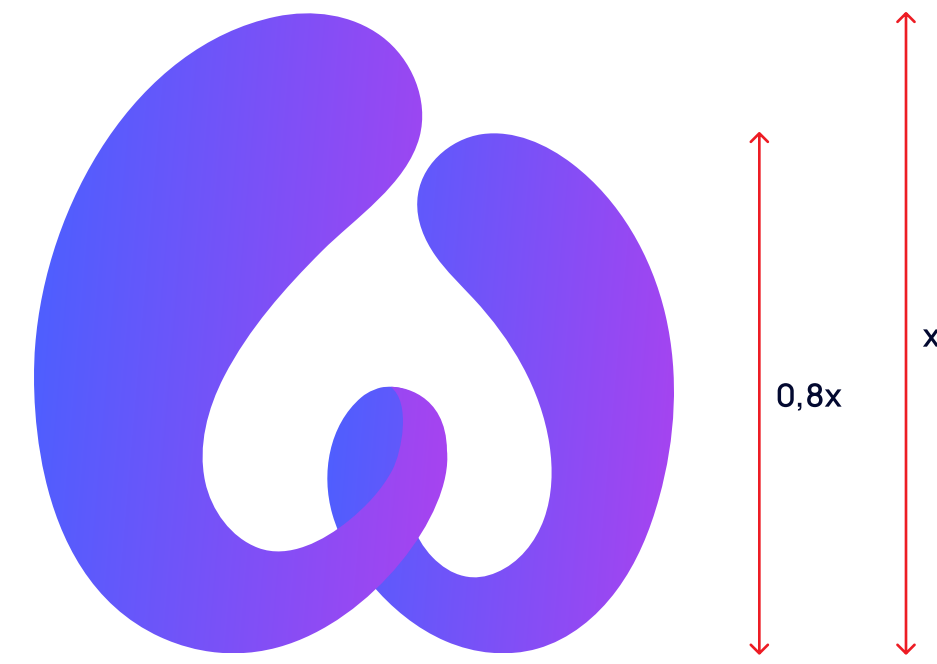


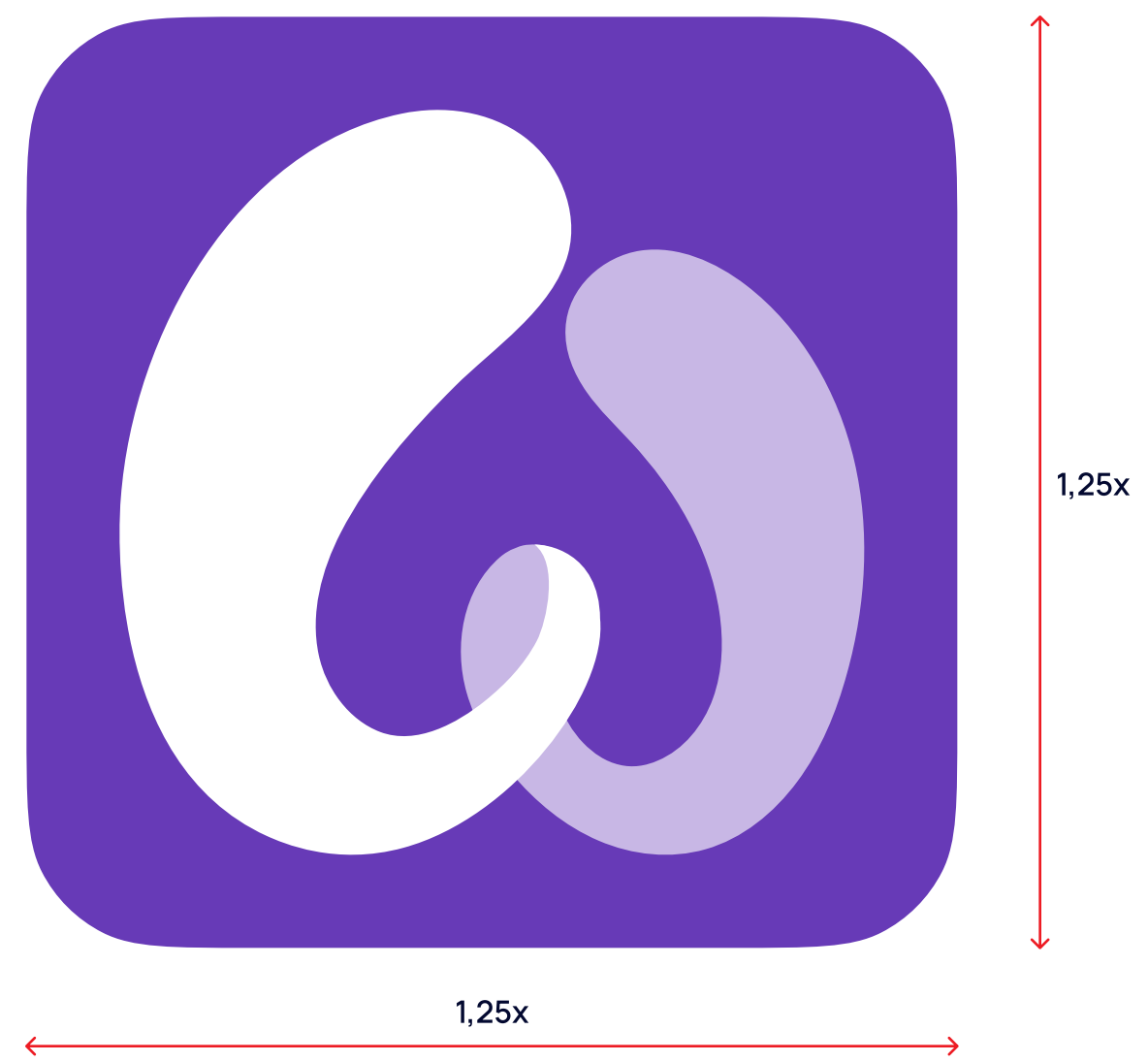
Brand Guidelines



Logomark Construction

- W logomark

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



App Icons Construction

- white logomark
- dark background with rounded corners

The app icons use the logomark contained in a dark-coloured rectangle with rounded corners,



Wapo Logo Construction

- Wapo-coloured logomark
- Wapo wordmark in Manrope Medium font, 4x font size, -4% letter spacing

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Wapa Logo Construction

- Wapa-coloured logomark
- Wapa wordmark in Manrope Medium font, 4x font size, -4% letter spacing

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Wapo&Wapa Logo Construction

- Gradient logomark
- Wapo&Wapa in Manrope font, 4x font size, -4% letter spacing
- 'Wapo' and 'Wapa' in Medium, '&' in Light weight

The logo for both brands contains the logomark and the wordmark for 'Wapo&Wapa'. Both elements have been exactly positioned and proportionally fine-tuned.



Logo on Background

The default logo is preferred on light backgrounds.

The white logo should be used on darker backgrounds, as well as image and colourful backgrounds. It uses white instead of Wapo/Wapa 500 colour and white with 64% alpha instead of Wapo/Wapa 400 colour.



Mono Colour Logo

Sometimes, often due to production costs, only one colour of ink is available and so the logo must be reproduced using only one colour.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light colour type on a dark background or in a dark colour type on a light background.

2024



Clearspace

- keep the space of the height and the width of the W logomark (x) clear at all times
- applies for all logomark and logo variants

It's important to maintain proper spacing around the logo to avoid overcrowding.

Also, the use of whitespace keeps the brand feeling clean.



128 PX



64 PX



32 PX



16 PX



Scale and Minimum Size

The logo is designed to scale to small sizes on print and screen.

When significantly reduced, the logo will become illegible. We recommend not going below 16 px size to preserve quality of the logo.

2024



Do not use the font in other weights/typefaces



Do not stretch or manipulate the logo



Do not pair logo with icons that may be confused as logos

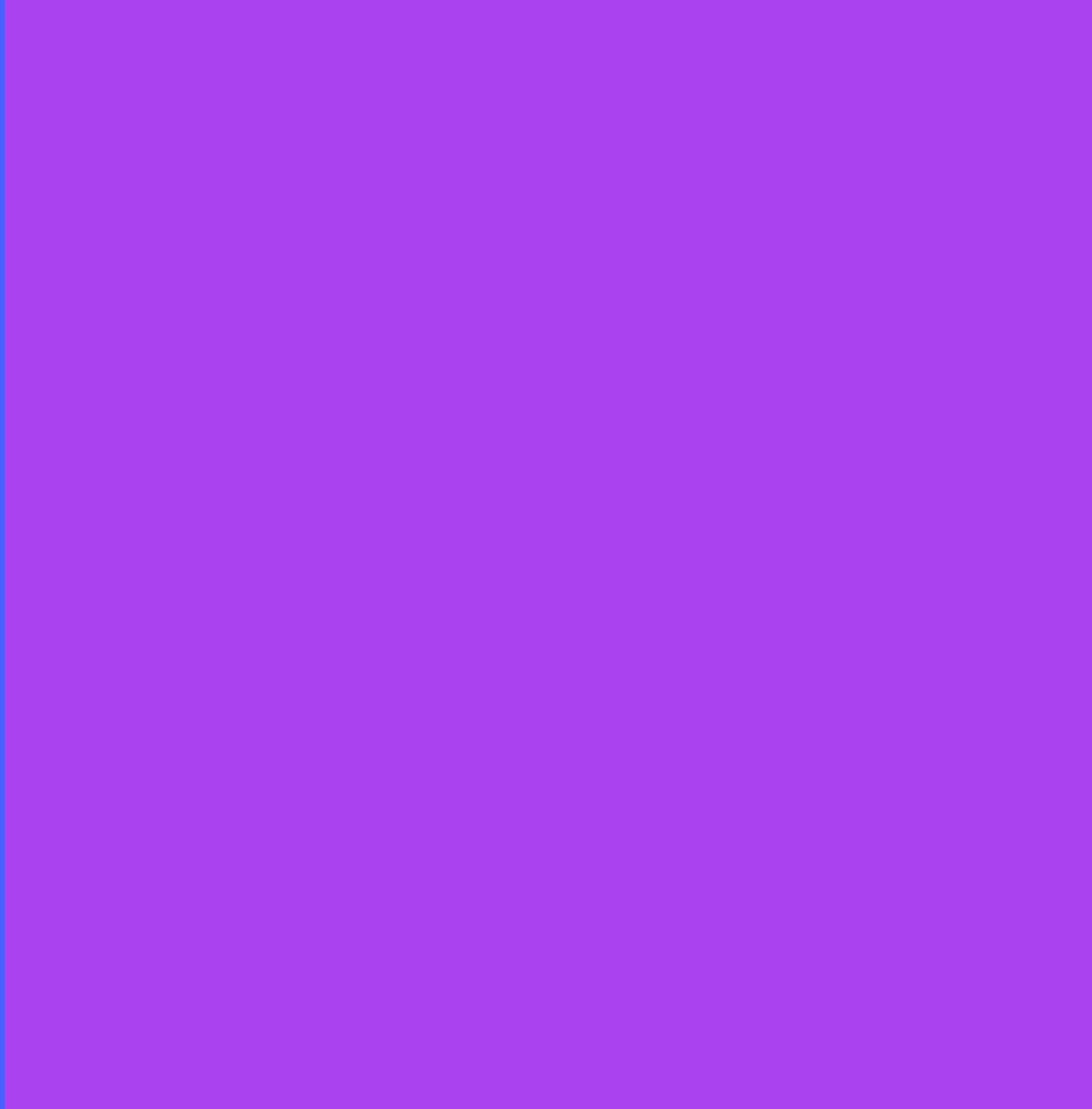


Do not change colours used in the logo



2024

Guidance



WAPO 400: #4860FF

WAPA 400: #AA42EF

2024

Primary Palette

The primary palette is important because these colours are unique to Wapo and Wapa and should be synonymous with the brands. It is used to provide accessibility, simplicity, and consistency throughout all brand communications. It is used on the logo and especially moments of interaction between a user and the brand, such as calls to action.



WAPO 500: #1A40BC

WAPA 500: #673AB7

2024

Secondary Palette

The secondary palette is used in the logos for the brands and also sparingly for important moments of support, assurance and delight.



| | | | | | | | | | |
|-------------------|------------------|-------------------|-------------------|-------------------|---|---|---------------|---------------------|----------------|
| | | | | | | | | | |
| WAPO 900: #030930 | WAPO 800: #00C5B | WAPO 700: #0015A3 | WAPO 300: #6D80FF | WAPA 300: #BB68F2 | WAPO 400 → WAPA 400 #4860FF → #AA42EF LINEAR GRADIENT 90° | #A0A3B2 → #E6E6EA 35% → #E6E6EA 55% → #9D9FAF LINEAR GRADIENT 80° | GRAY: #D6D6D6 | LIGHT GRAY: #F0F0F0 | WHITE: #FFFFFF |

2024

Tertiary Palette

Our tertiary colours represent some dark and light variations from the primary and secondary palette. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.



2024

Usage Proportions

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people.



Manrope

Regular
Medium
Bold
ExtraBold

2024

Font

Manrope should be used for all headlines and body text both in print and digital media. Every graphic design artwork should be made using this font.

Manrope can be downloaded here: <https://www.gent.media/manrope>

Designed by Mikhail Sharanda in 2018–2021.



Heading 1 ExtraBold 96pt 1.0 -3%

Heading 2 ExtraBold 48pt 1.2 -3%

Heading 3 ExtraBold 32pt 1.2 -3%

Heading 4 Bold 24pt 1.2 -2%

Heading 5 Medium 20pt 1.2 -1%

LABEL EXTRABOLD 18PT 1.2 3%

Headers



Body Large – Lorem ipsum dolor sit amet consectetur. Ultrices tortor sed purus lacinia in tempus at libero. Felis parturient condimentum purus et vulputate maecenas pellentesque. Cras vel nec cursus non etiam viverra bibendum. Curabitur at egestas id ut rhoncus.

Regular 24pt 1.5 0%

Body Medium – Lorem ipsum dolor sit amet consectetur. Ultrices tortor sed purus lacinia in tempus at libero. Felis parturient condimentum purus et vulputate maecenas pellentesque. Cras vel nec cursus non etiam viverra bibendum. Curabitur at egestas id ut rhoncus. Mattis nibh lectus auctor purus lectus dignissim blandit libero nulla. Pharetra quis morbi egestas libero in volutpat suspendisse in aliquet. Urna velit vitae egestas lorem tellus sed.

Regular 18pt 1.5 0%

Body Small – Lorem ipsum dolor sit amet consectetur. Ultrices tortor sed purus lacinia in tempus at libero. Felis parturient condimentum purus et vulputate maecenas pellentesque. Cras vel nec cursus non etiam viverra bibendum. Curabitur at egestas id ut rhoncus. Mattis nibh lectus auctor purus lectus dignissim blandit libero nulla. Pharetra quis morbi egestas libero in volutpat suspendisse in aliquet. Urna velit vitae egestas lorem tellus sed.

Regular 16pt 1.5 0%

Body Text



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WAPO Y WAPA LIMITED
Floor 3, 32 Mahuhu Crescent
Auckland, 1010
New Zealand

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