

STYLE GUIDE

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This style guide was created in March, 2021 in collaboration with Angel Investors Network

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1. LOGO:

The Wake Up Sense logo is a strong and powerful element of Wake Up Sense identity and has specific use guidelines that were created to maintain consistency across mediums.

WAKE UP SENSE Logotype





Minimum Size
The smallest the logo should be represented is 1" in hight.

CLEAR SPACING:

It is important not to jam and leave equal spacing on each side and give it some room to breathe. The logo should not be represented smaller than 1" in width





UNACCEPTABLE USAGE:

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo and monogram by rotating, skewing or distorting in any way that includes adding unnecessary and unattractive text decorations like drop shadow and outlines.

Here are a few examples of some ways we should compromise.



a. Don't rotate the logo or monogram in odd ways.



b. Don't squash or stretch.



c. Don't resize any part.



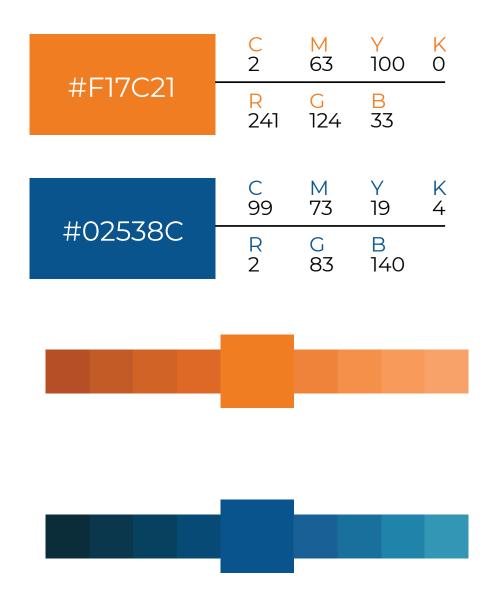
d. Don't add drop shadows or other text styles.



f. Don't use off-brand colors. Reference the color usage section

2. COLOR PALETTE:

Correct color usage is essential to portraying and maintaining Wake Up Sense across mediums. Since the colors are strong combining them in incorrect ways can throw off the image of Wake Up Sense.



3. TYPOGRAPHY:

Typography is a powerful brand tool when used consistently. This set of typefaces best represents the bold and modern feel of the brand and should be used across all print and web applications.

LOGO AB MONTSERRATION AB

ABCDEFGHIJKLMNO PQRSTUVWXYZ

abcdefghijklmno pqrstuvwxyz

HEADING 72 Pt

Sub Heading

42 Pt

Buisness Card:

Single Side Design Minimislitic



Social Headers:

Facebook

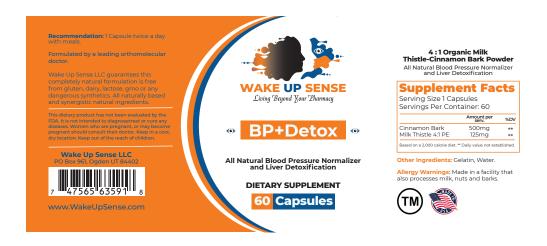


Twitter

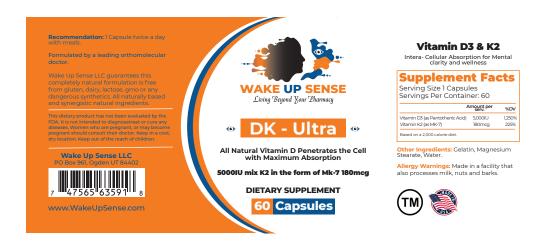


Linkedin















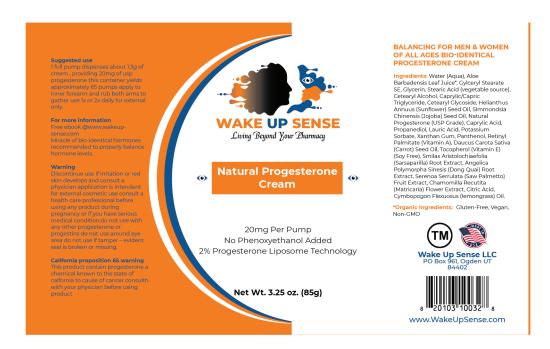
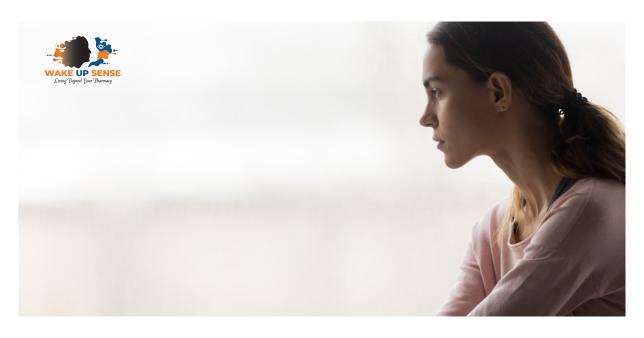




PHOTO BACKGROUNDS:

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type are not obstructed by the image.





TIPS:

- a. Avoid busy images with too much detail.
- b. Applying a darker or lighter transparent overlay on an image helps make text more readable.







These guidelines are fairly flexible and should allow for enough creative freedom to use the logo as you see while still making sure the brand looks its best across all mediums.

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