

— Logo

Do's

Don'ts

Color Scheme

Fonts

Typography

Iconography

Buttons

Social Media



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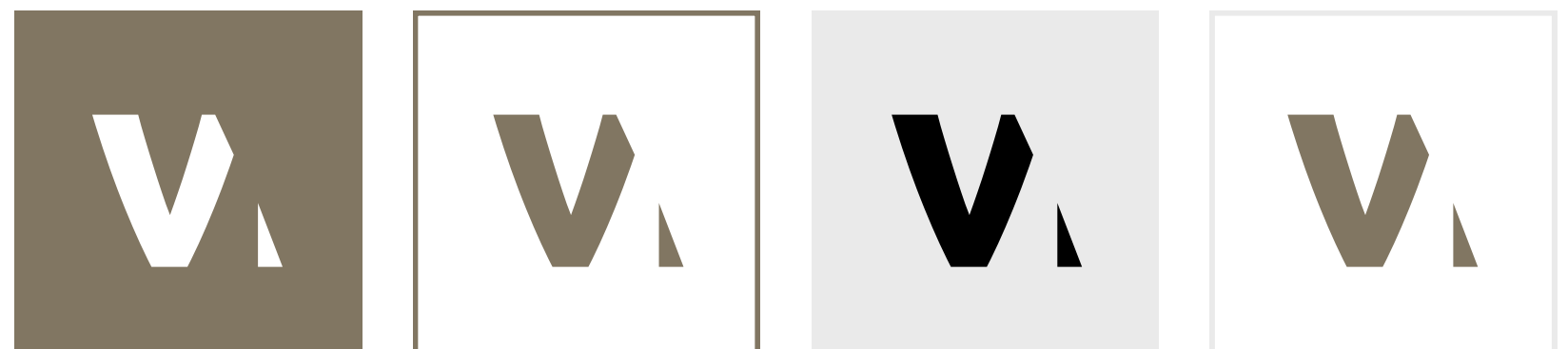
Standard clear space

Standard clear space on all sides of the VWISE logo is equal to the height of the "V" in VWISE. When possible, Allow more clear space.



Logo icon color variations

Our icon is a shorter version of our logo. Only use it if you do not have enough room for the full logo.



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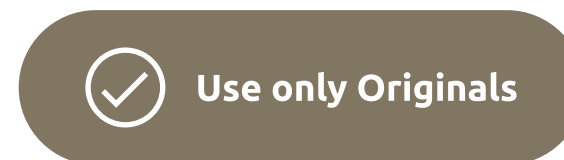
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In case of different backgrounds, theme colors can be used to create contrast over the background



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⊗ Don't use drop shadows



⊗ Don't use colors other than theme colors



⊗ Don't use stroke



⊗ Don't rotate logo



⊗ Don't stretch, Constrain proportions while scaling





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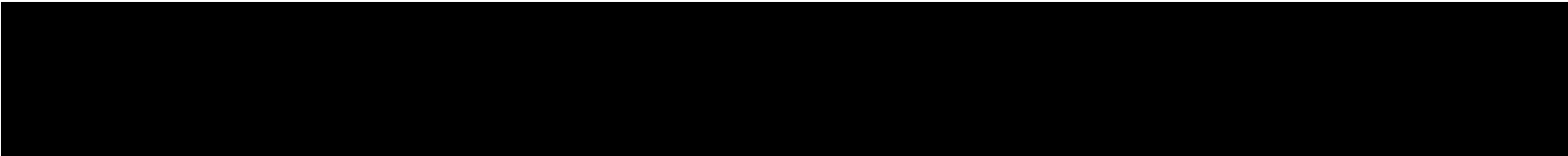
Primary Color

CMYK 44/40/54/27
RGB 129/118/98
#817662



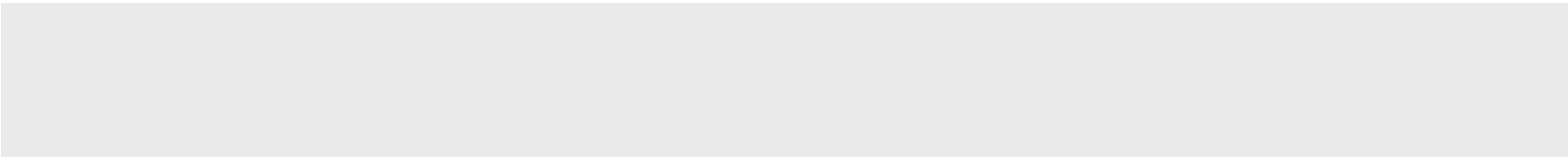
Secondary Color

CMYK 62/52/50/47
RGB 79/79/79
#504F4F



More Color

CMYK 75/68/67/90
RGB 0/0/0
#000000



Contrast to Primary and Secondary

CMYK 8/5/7/0
RGB 238/238/238
#EEEEEE

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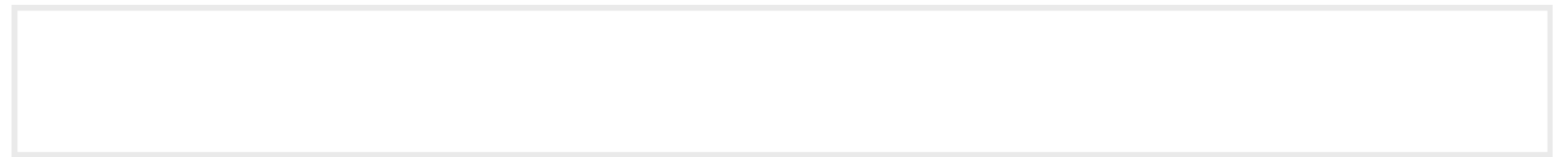
Buttons

Social Media



Contrast to Primary and Secondary

CMYK 29/22/23/3
RGB 189/188/188
#BDBDBD



Contrast to Primary and Secondary

CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF



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Font: Ubuntu

Aa

VWISE Is The First Platform Specially Developed To Connect Kind-Hearted People With Voluntary Associations That Deal With Social Missions Every Day And Are In Great Need Of Our Help.

Character Styles

H1

Bold

Ubuntu

Font Size: Bold 56pt.

H2

Bold

Ubuntu

Font Size: Bold 36pt.

H3

Medium

Ubuntu

Font Size: Medium 27pt.

Body1

Regular

Ubuntu

Font Size: Regular 20pt.

Body2

Regular

Ubuntu

Font Size: Regular 18pt.

Button

Bold

Ubuntu

Font Size: Bold 32pt.

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Ubuntu font is used in all headings and paragraphs

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Ubuntu
(As Heading)

Ubuntu
(As Paragraph)

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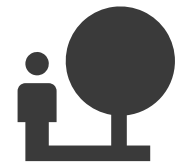
Fonts

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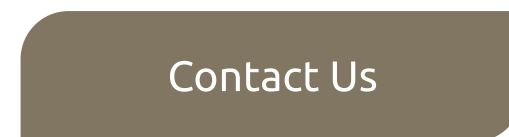
— Buttons

Social Media

Button Style 1

Button Width = 188
Button Height = 50
Button Color #817662

Font Family = Ubuntu
Font Size 14px
Font Color #ffffff



Button Style 2

Button Width = 188
Button Height = 50
Hover Button Color #817662

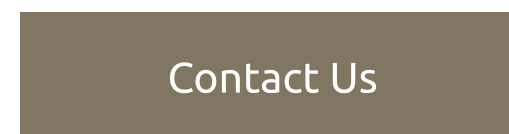
Font Family = Ubuntu
Font Size 14px
Font Color #817662



Button Style 3

Button Width = 188
Button Height = 50
Button Color #817662

Font Family = Ubuntu
Font Size 14px
Font Color #ffffff



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Post: Social Design Template (FB Guida d'applicazione)



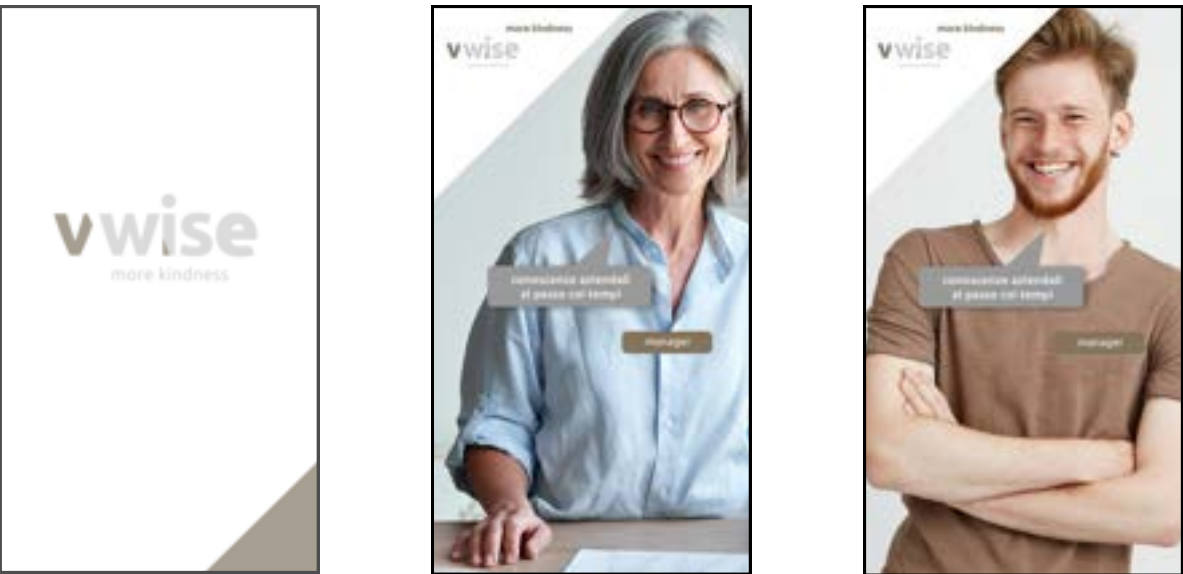
Event POST 1:1

Student POST 1:1

New Student POST 1:1

User POST 1:1

Story: Social Design Template (Instagram Guida d'applicazione)



LOGO ONLY

User POST 1:1

Volunteer POST 1:1

Comunicazioni Specifiche Sulla Piattaforma



piattaforma / alternativa event 16:9

Approfondimenti EVENT / VIDEO cover / BLOG article

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IMMAGINE ARTICOLI BLOG/VIDEO/EVENTO +FACEBOOK

1 caricamento foto nell'articolo del BLOG uwise.ch

2 copia link articolo e creazione post FACEBOOK

3 caricamento foto articolo BLOG nel post