BRAND GUIDELINES



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WHO WE ARE

INNOVATORS

We don't say we're innovative, we show innovation by solving problems creatively through technology. Our customers trust us to solve future problems and continuously provide new technology, beyond just the product.

EXPERTS

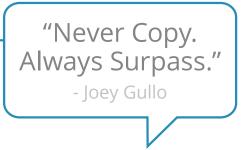
Every facility we serve is unique and our experts work closely with all stakeholders to make sure that every need is not only met, but exceeded.

PROBLEM SOLVERS

We are well-known in the industry as problem solvers and take great pride in listening to the unique needs of our customers and developing well thought out solutions to fit their every need.

AFFORDABLE

Our products and solutions are robust yet affordable and 100% customizable. Not only will we work with our customers to develop a custom solution, we'll make sure it fits within their budgetary needs.



SIMPLE

We pride ourselves in the simplicity of our products. From our easy out-of-the-box install to our intuitive dashboard, customers rave about how easy their custom solution is to implement and use.

HUMAN

We're a group of like-minded people all focused on the same goal of solving problems through innovation.

HOW WE PRESENT OURSELVES

CONSISTENT

The same look, feel and tone should be present throughout the entire customer journey.

TRANSPARENT

Our website is our knowledge repository, our retail pricing is public information and we don't have any hidden fees

AUTHENTIC

We consistently deliver what our customers expect and we're completely honest about what our products can and can't do.

ESTABLISH VALUE

We solve problems affordably, but we don't sell or market on price.

ESTABLISH TRUST (and maintain it)

We deliver on our promises and consistently mean what we say.

INDUSTRY EXPERTS

We understand the myriad of problems of our customers face and how to solve them.

THOUGHT LEADERS

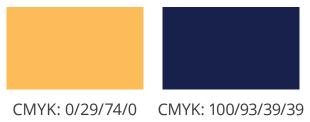
From our industry knowledge, we push the market forward and are proudly disrupting the entire industry. We pull the market into the future with us because we're far ahead of the competition.

BRAND COLORS

PRIMARY PALETTE



ACCENT PALETTE



RGB: 253/189/90 HEX: #FFBD5A

/IYK: 100/93/39/39 RGB: 23/34/77 HEX: #17224D

BRAND FONTS

MONTSERRAT REGULAR PRIMARY FONT (headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>?

OPEN SANS REGULAR SECONDARY FONT (subheads, body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()<>? Primary font against white background (don't use black).



CMYK: 69/63/59/51 RGB: 58/58/60 HEX: #3A3A3C

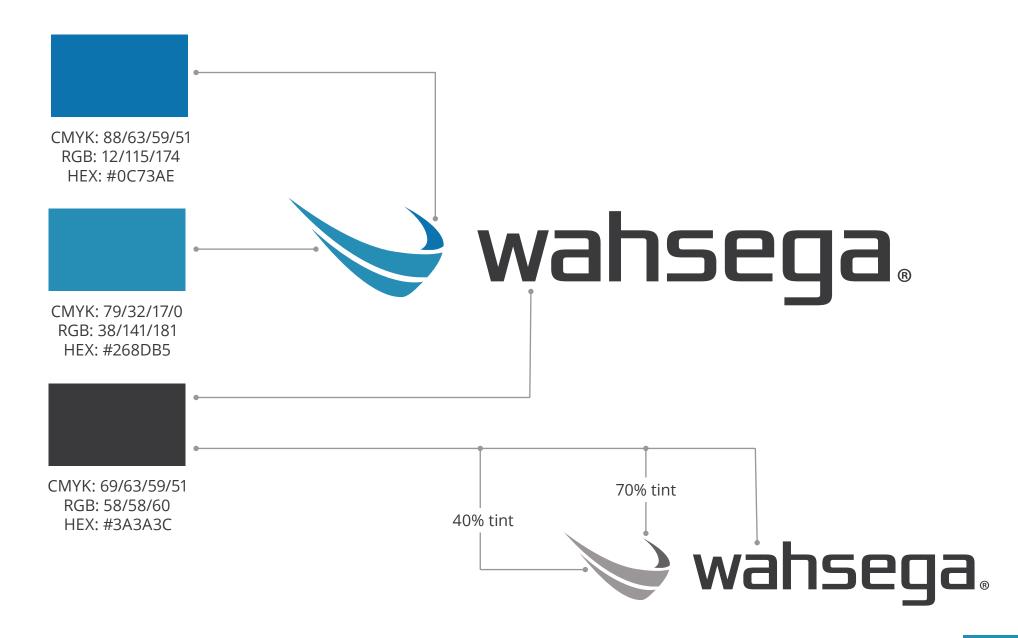


Our core logo is made up of the logomark (swoosh) and logotype (wahsega).





WAHSEGA LOGO COLOR SPECS



WAHSEGA LOGO CLEAR SPACE & MINIMUM SIZE

Our logo should never have to compete visually with other graphic elements or text. Minimum clear space has been established but allowing more than the minimum space will generally be beneficial. Clear space is relative to the size of the logo itself.



Our logo should be placed at a minimum of 0.75" height for print and 40px height for screen.



WAHSEGA LOGO RESTRICTIONS

The following alterations to the Wahsega logo are not permitted. **Please do not...**

- Remove or reposition the registered trademark symbol
- Delete or obscure elements of the logo
- Reposition or remove elements of the logo
- Alter the typeface
- Reduce or enlarge the logo without proportional scale
- Introduce new colors to the logo



CARINA LOGO

Carina is our premier solution and features logomark (swoosh) and logotype (carina).





CARINA LOGO



CARINA LOGO CLEAR SPACE & MINIMUM SIZE

The Carina logo should never have to compete visually with other graphic elements or text. Minimum clear space has been established but allowing more than the minimum space will generally be beneficial. Clear space is relative to the size of the logo itself.



The Carina logo should be placed at a minimum of 0.75" height for print and 40px height for screen.



PRINT: 0.75" SCREEN: 40px

CARINA LOGO RESTRICTIONS

The following alterations to the Carina logo are not permitted. **Please do not...**

- Delete or obscure elements of the logo
- Reposition or remove elements of the logo
- Alter the typeface
- Reduce or enlarge the logo without proportional scale
- Introduce new colors to the logo



IMAGERY PHOTOGRAPHY

The photography that best represents Wahsega should fit the following requirements:

- Natural, not posed
- Not looking at the camera
- Depth of field
- Multi-Ethnic

















IMAGERY ICONOGRAPHY

The iconography that best represents Wahsega should fit the following requirements:

- Monochromatic
- Flat, 2 dimensional



CONTACT & DOWNLOAD INFORMATION

CONTACT WAHSEGA MARKETING

Email: marketing@wahsega.com

Phone: 888-509-2379

Address: 6755 Shiloh Rd E, Ste 101 Alpharetta, GA 30005

WAHSEGA PARTNERS

Wahsega Partnership Application: wahsega.com/partnership

Partner Request to Download Wahsega Logos: <u>hi.wahsega.com/branding-assets-sign-up</u>