

# BRAND GUIDELINES



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# WHO WE ARE

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“Never Copy.  
Always Surpass.”

- Joey Gullo

## 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

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## 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

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## PRIMARY PALETTE



CMYK: 79/32/17/0  
RGB: 38/141/181  
HEX: #268DB5



CMYK: 88/63/59/51  
RGB: 12/115/174  
HEX: #0C73AE



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

## ACCENT PALETTE



CMYK: 0/29/74/0  
RGB: 253/189/90  
HEX: #FFBD5A



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

# BRAND FONTS

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## MONTERRAT REGULAR

PRIMARY FONT (headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Primary font against  
white background  
(don't use black).



CMYK: 69/63/59/51

RGB: 58/58/60

HEX: #3A3A3C

## OPEN SANS REGULAR

SECONDARY FONT (subheads, body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

# WAHSEGA LOGO

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



# WAHSEGA LOGO COLOR SPECS



CMYK: 88/63/59/51  
RGB: 12/115/174  
HEX: #0C73AE



CMYK: 79/32/17/0  
RGB: 38/141/181  
HEX: #268DB5



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



wahsega®

40% tint

70% tint



wahsega®



# WAHSEGA LOGO CLEAR SPACE & MINIMUM SIZE

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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

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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

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



# CARINA LOGO

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CMYK: 88/63/59/51  
RGB: 12/115/174  
HEX: #0C73AE



CMYK: 79/32/17/0  
RGB: 38/141/181  
HEX: #268DB5



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



**Carina**®

# CARINA LOGO CLEAR SPACE & MINIMUM SIZE

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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.



# CARINA LOGO RESTRICTIONS

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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

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

- Monochromatic
- Flat, 2 dimensional





# CONTACT & DOWNLOAD INFORMATION

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## CONTACT WAHSEGA MARKETING

Email: [marketing@wahsega.com](mailto: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](http://wahsega.com/partnership)

Partner Request to Download Wahsega Logos:  
[hi.wahsega.com/branding-assets-sign-up](http://hi.wahsega.com/branding-assets-sign-up)