WEBCONNECT

Corporate Brand Guidelines

Version 1.4 | April 2023

Welcome to the WebConnect Brand

Now you can work with a remote desktop as if you were at the office.

With WebConnect, you can securely access the desktop and data on remote devices at any time, from anywhere and from any device. Quite simply and conveniently via your respective browser. Due to its native optimization, the display adapts directly to the device at hand and thus ensures a flawless user experience.

Content

Introduction

Our brand personality

Innovative | WebConnect is a technological breakthrough. We end the need for VPNs. It follows then, that innovation defines us as an organisation. Not just in the products we deliver, but in how we speak too. We have a start-up mentality and this energy and sentiment is what permeates our entire company.

Simple | Jargon is not us. And we try and avoid it as much as possible. Technologists are sometimes known to be geeky and overcomplicate things when describing technology. We intentionally try to simplify how we describe technology in order to give our consumers a simple and optimistic take on the future and to make our product to easy to understand and use.

Honest | The very nature of what we do as an organisation (providing secure remote access to desktops) defines us. It therefore follows, that we communicate honestly and transparently. Our technology sets us apart from the crowd, so too should the way we communicate this value by giving our consumers constant reassurance and peace-of-mind.

Ease | There is a subtle, yet clear differentiation between simplicity and ease. We are providing technology that improves people's lives considerably by giving them remote access to desktops without 3rd party servers. Our consumers should feel that ease not only the way we communicate with them, but also when they interact with WebConnect.

The why? | The last point is one we should never lose sight of and for those communicating our personality. It's arguably the most crucial point to consider. How does WebConnect appeal to both consumer's rational and emotional sides? Rationally, we are solving the problem that consumers have historically experienced with VPNs. We give them something far better. Emotionally, it's beautifully designed hardware that has a 'wow factor' and gives them remote access to desktops and peace-of-mind while they do so securely.

Our brand pillars

WebConnect brings the advantages of the cloud into the company network: you're guaranteed anytime, anywhere access to company data with the browser or smartphone app, with any end device.

The Five Pillars of our customer-first culture:

- Data Protection & Privacy.
- Easy Access & Compatibility.
- Anytime, anywhere access around-the clock
- No costly installation required
- Bye-bye VPNs. Hello Webconnect!

Our tone of voice

Times change and with that change comes a new generation of consumers. They are modern, optimistic, and more curious about tech products that make their lives infinitely better. And they are relentless in their search to find such products. WebConnect must be at the very forefront of filling the needs of these curious new consumers.

WebConnect is redefining the way people work from home and on-the-move. It follows then, that our tone-of-voice should be inspiring, optimistic and convey the idea that we are solving real-world issues for consumers now and in the future. Remote working is here to stay and we are here to entrench ourselves as one of the key brands in this new way of working.

Why tone of voice is important

In order to peak our audience's interest, we must engage them using consistently aspirational tonality. A uniform tone of voice helps our consumers perceive WebConnect as being a genuine problem-solver. It also further cultivates and expresses our unique viewpoint of technological progression in the minds of the next generation of tech-savvy consumers.

How we convey our message is essential to positioning WebConnect as the brand that's a partner in progress. The tone of voice is always optimistic, inspiring, and supports the new found confidence we see in early technology adopters.

By following these principles, we're able to better elevate WebConnect as the ongoing benchmark of innovation & tech smart solutions.

Communicating our values through copy

We must communicate our brand in basic and easy to "digest" terms. Our values must be supportive of the new, tech-savvy audience.

Progress

Our audience seek progress in the way the work. They are constantly looking to improve every aspect of their working lives as they climb the ladder of success. WebConnect must be there to support them on that journey of progression.

Simplicity

Tech jargon can sometimes confuse everyday consumers. Particularly when they are receiving hundreds of messages a day. We should stay simple in the way we talk. If there's a piece of tech that is complicated, we need to try and demystify it for our consumers wherever possible.

Peace-of-mind

There is an increased focus on data security around the globe. Not only in our tech sector but also in other industries such as banking, law firms, accounting firms as well as in companies with file sharing too. Information is sensitive and we need to always treat it as such. We need to constantly reassure consumers that WebConnect is one of the safest ways to use a browser-based remote desktop. Giving them peace-of-mind will go a long way to us building continued success.

Optimism

The pandemic has certainly hit the world hard. But from all that hardship, some incredible positives have emerged. One of those is working remotely. This is and will remain as the new normal. We are there to capitalize on this with optimism in how we communicate with our audience. Our tone-of-voice should reflect this.

Our brand guidelines

Our brand matters.

It matters to us. And it matters how it appears in the world. We want make it easy for you to use our brand in the correct way and consistently. Please explore this quick guide and use it as a reference point when developing work in your market. We have included all the basic design elements that you'll need for our brand to look identical wherever in the world it appears.
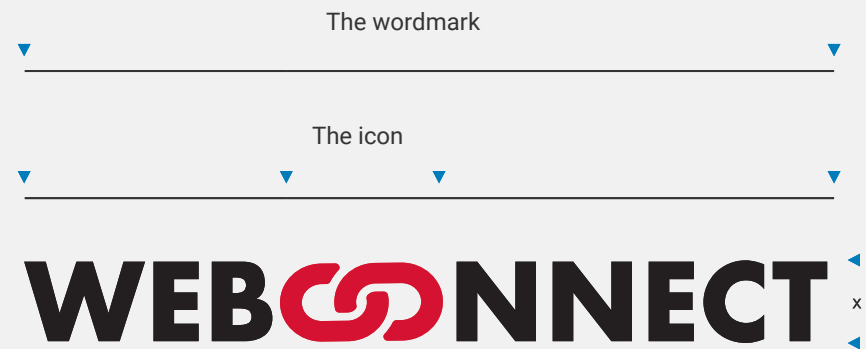
Your desktop in the browser

Logo Assets

The logo

The logo is an instantly recognisable symbol of our brand. That's why it's important to use the logo exactly as specified in these guidelines.

In our logo, the icon is a part of the wordmark.

The wordmark

The icon

WEB⬡NNECT x

Icon & wordmark

The relation of the size of the icon and the wordmark.

The height of the icon is equal to double the height of the wordmark. (marked as x in the diagram).

The wordmark

The icon

WEB**CO**NNECT

x

2x
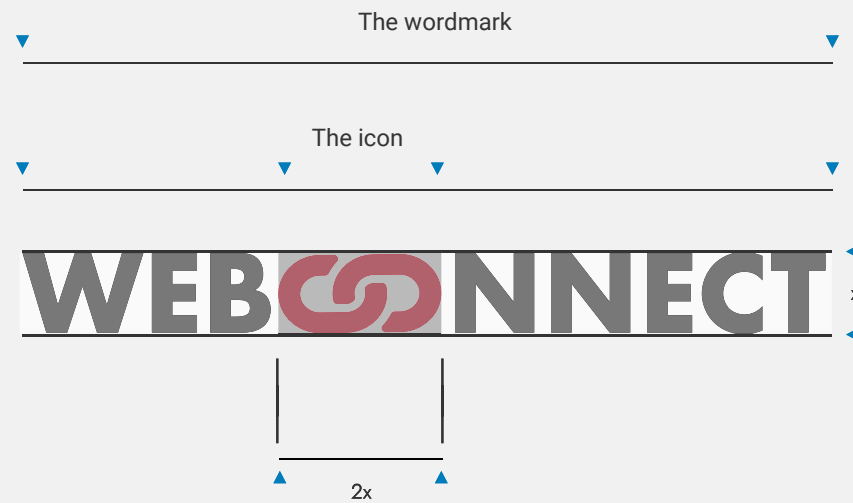
Clear space

The clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

The clear space is equal to the height of the Icon and the height of the wordmark (marked as x in the diagram).
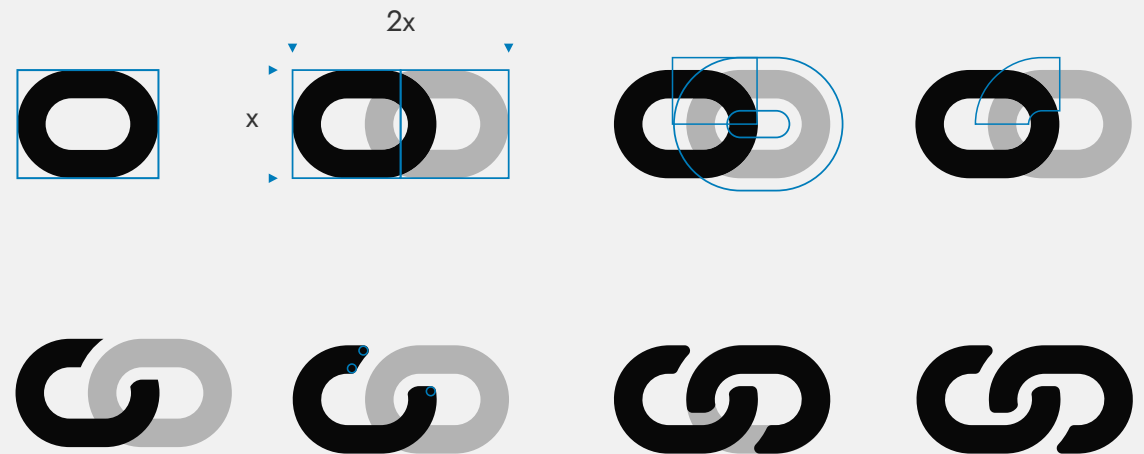
The icon

The icon is formed by two rectangles with rounded corners displaced on the horizontal axis until reaching twice the height of the same, and connected to each other.

The icon

The icon construction

Clear space icon
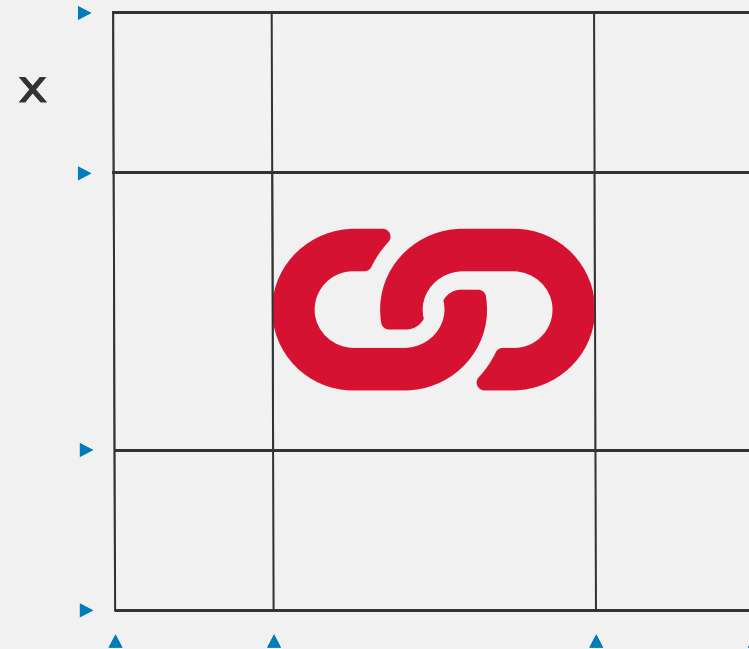
The clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

The clear space is equal to the height of the unrotated icon (marked as x in the diagram).

X

X

Minimum size

The Minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. WebConnect should always be easy to read. At minimum size, the logo is still clearly legible. In digital content the minimum size is 100px in width and for the symbol 25px in width/height. The minimum size for applying the logo in print is 32mm in width and for the symbol 10mm in width/height.

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Print 32mm / 1.26in

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Digital 100px

Print 10mm / 0.4in

Digital 25px

Colour options

These examples show how the WebConnect logo will be displayed correctly on different solid backgrounds.

The primary version is the black logo for light backgrounds and there is a version with white wordmark for blue #026cb4 background and dark backgrounds (more than 60% tone of grey).

For other background colors there is a white and black logo.

Image background

We use the primary logo as long as it is legible. In other cases, we can use the white or black version of the logo.

Incorrect uses

To maintain consistency in the application, the logo must be used as provided in the Logo section under the Resource files tab. The logo must not be redrawn or altered in terms of its appearance, components, colors, proportions, or any other property.

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ⓧ Do not_ Mix the colours

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ⓧ Do not_ Deform the logo

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ⓧ Do not_ Invert the position at icon

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ⓧ Do not_ Change the color

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ⓧ Do not_ Add drop shadows

WEB ⒸNNECTOR

ⓧ Do not_ Use a different typeface

ⓧ Do not_
Stretch the icon's shape

ⓧ Do not_
Change the color

ⓧ Do not_
Rotate the icon

ⓧ Do not_
Add a pattern to the icon

ⓧ Do not_
Apply outlines

ⓧ Do not_
Add any special effects

Visual assets

Color pallete

Our corporate colors are a distinct and crucial part of our identity as they make our brand instantly recognisable. When applied consistently, our corporate colors also provide a strong visual link across various materials and communications and set our company apart from the competitors.

PRIMARY

R0 G124 B186
C84 M41 Y05 K00
HEX #007cba

SECONDARY

R0 G0 B0
C20 M20 Y20 K100
HEX #000000

SECONDARY

R241 G241 B241
C07 M05 Y07 K00
HEX #f1f1f1

PRIMARY

R214 G18 B32
C00 M95 Y75 K00
HEX #d61232

Our typeface

The corporate fonts are a fundamental part of our visual style that help achieve a unique and consistent look across our materials. The primary fonts must be used on all printed materials and communications - and if possible, also on the website and online communication. Substitution fonts are provided for situations when primary fonts are not available or suitable.

The Jost typography is also available in the following weights: Light, Regular, Medium, Semibold, Bold, Black, Italic, …

The Roboto typography is also available in the following weights: Light, Regular, Medium, Semibold, Bold, Black, Italic, …

Jost

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789¿?,.-#%/

Roboto

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789¿?,.-#%/

Branded assets

Business card

The standardized business card format must be used by those who are employed by WebConnect. The horizontal version of the logo is used on the business card.

Because of the potential for poor quality, departments are not allowed to create and design their own business cards on personal computers.

The front of the cards include: the logo. The back of the card include: employee name, employee studies WebConnect World SL adress, employee phone, employee email and WebConnect.pro.

Size card
9 cm x 5,1 cm

Color
Grey: C70 M70 Y00 K80
Blue: C100 M45 Y07 K04

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Robert Kroll

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International Relations & Affairs

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0034 589 986 XXX (handy)
r-kroll@webconnector.pro
webconnector.pro

Letterhead

Standard letterhead is available for:

Business Unit Non-Personal Letterhead,
Business Unit Personal Letterhead, Sub-
Brand Personal Letterhead, Letterhead
Second Page for all letterhead, Internal
Memo, Fax cover page
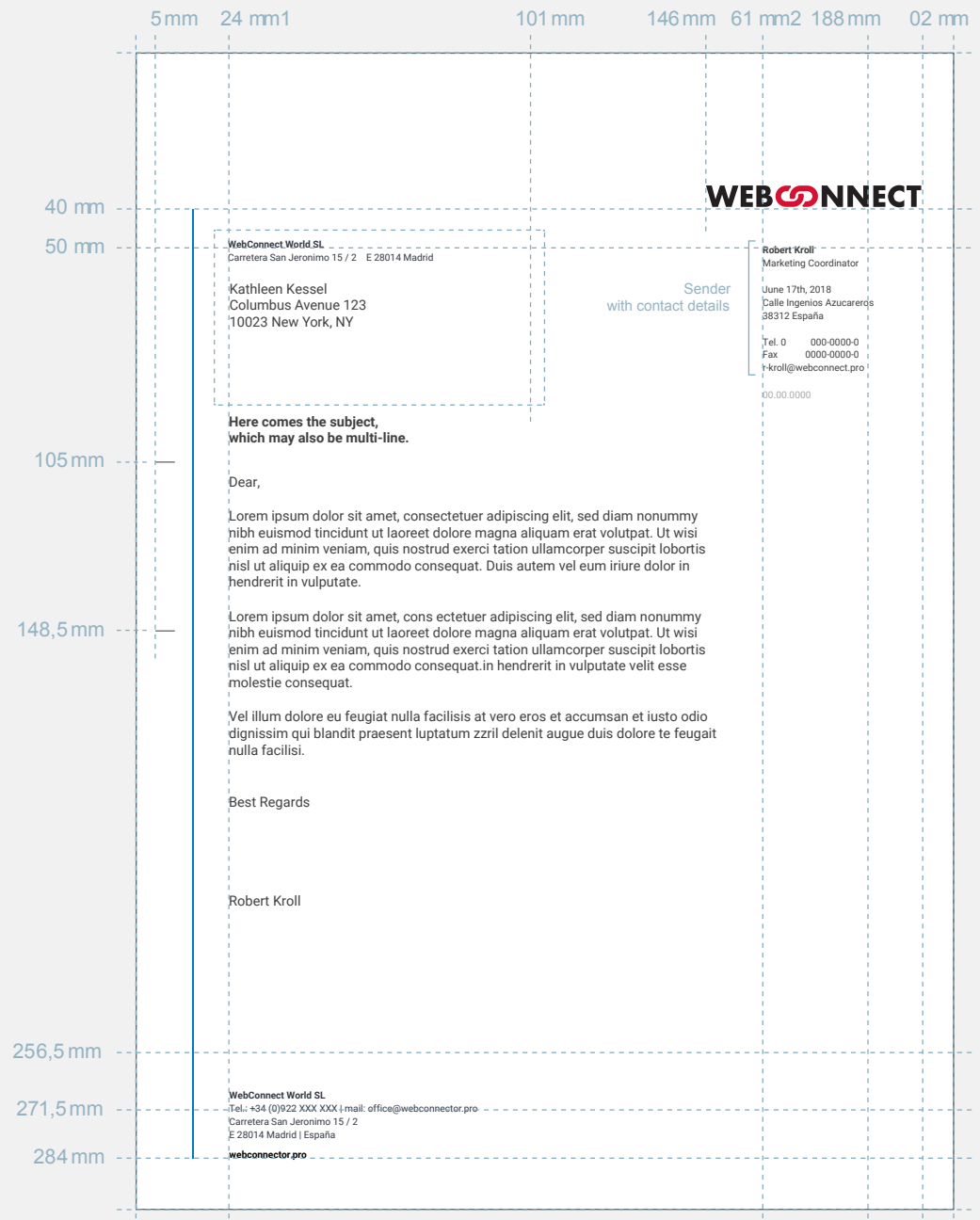
Typography
Open sans 10 pt. / Line height 13 pt.

Colour
Logo: C00 M95 Y80 K00
Blue: C80 M40 Y05 K00
Normal text: C00 M00 Y00 K80
Adress text: C00 M00 Y00 K60

5mm 24 mm1 101 mm 146 mm 61 mm2 188 mm 02 mm

40 mm
50 mm
105 mm
148,5 mm
256,5 mm
271,5 mm
284 mm

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June 17th, 2018
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Fax   0000-0000-0
r-kroll@webconnect.pro

00.00.0000

**Here comes the subject,
which may also be multi-line.**

Dear,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis
nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in
hendrerit in vulputate.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis
nisl ut aliquip ex ea commodo consequat.in hendrerit in vulputate velit esse
molestie consequat.

Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio
dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait
nulla facilisi.

Best Regards

Robert Kroll

WebConnect World SL
Tel.: +34 (0)922 XXX XXX | mail: office@webconnector.pro
Carretera San Jeronimo 15 / 2
E 28014 Madrid | España
webconnector.pro

Email signature

Every email that comes from WebConnect is a reflection and our company. Using one simple, branded email signature helps strengthen WebConnect's visual identity.
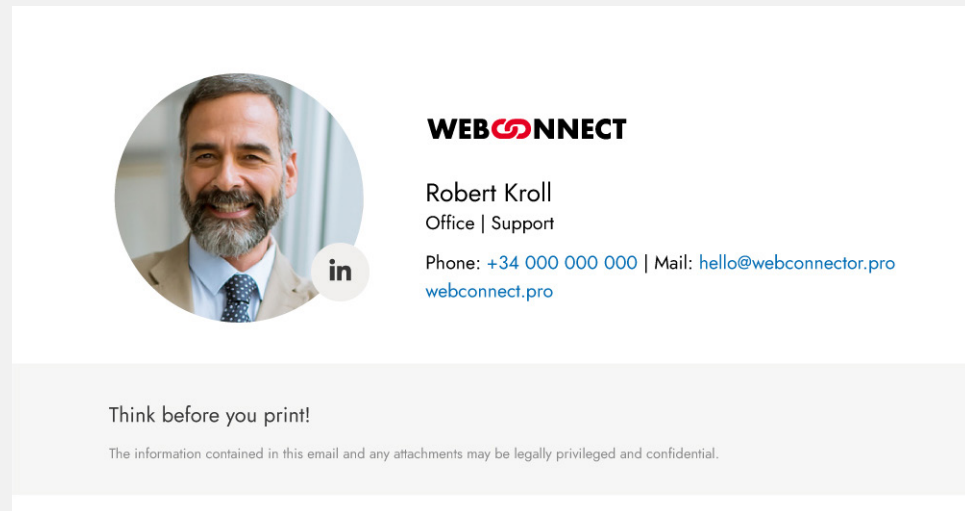
Follow these guidelines to ensure the best formatting and best usage of your email signature:

· Do not resize the logo image generated for your signature in your email client.
· Do not add anything to the signature file, such as inspirational quotes or additional graphics.
· Use a signature on every email you send.

Color
Grey: #343434
Blue: #00abff

WEB⊘NNECT

Robert Kroll
Office | Support

Phone: +34 000 000 000 | Mail: hello@webconnector.pro
webconnect.pro

Think before you print!

The information contained in this email and any attachments may be legally privileged and confidential.

Branded merschandising

Merchandise is any item that you produce with the intent of using as a promotional giveaway or for resale. This does not include everyday communications, such as posters, brochures, booklets, etc.

Use the logo assets and follow the guide for the logo colours, clear space,...

NEED HELP?

Contact us at sales@webconnect.pro

Download press kit at webconnector.pro/brand

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