

Corporate Design Manual

Vision, Mission, Brand Values, Colors, Logo, Fonts and a lot more





Table of Contents

About Walls.io	3
Vision	3
Mission	3
Our Commitment as a Company	4
Core Values	5
Colours & Shades	6
Gradients & Shadows	8
Corporate Typeface	10
Logo Usage	11
Meet Walter	13
Photography	14
Illustrations	15
Accessibility	16
Tone of voice	17



About Walls.io

Walls.io is one of Austria's fastest growing B2B SaaS companies. Marketing professionals use Walls.io to engage audiences and increase brand awareness with authentic social media content — at events, on displays, on websites — basically, anywhere they want.



Vision

In a world where humans use digital media to express their beliefs, experiences and emotions, successful brands tap into that content to communicate in an authentic, human way.



Mission

We build software that empowers brands to achieve their goals with enriched user-generated content.



Our Commitment as a Company



Openness & Diversity

Everyone is welcome and will be treated with the utmost respect, no matter their skin colour, origin, religious beliefs, sexuality or gender. We do not tolerate any extremism, sexism, racism, violence and manipulation of any sorts.

Environmental & Social Responsibility

By making more conscious decisions, we try to reduce our environmental impact and have a more meaningful effect on our society by donating money, time and resources to good causes.



Core Values



#aspiration

We always aim higher and never stop learning. We love to take full advantage of our combined abilities and talents and further develop them as a team.



#initiative

We take responsibility and are proactive. We encourage everyone to give feedback and show initiative at any time. We see changes as opportunities to grow.



#peoplematter

We are inclusive and respect each other. We are human beings with feelings, problems and aspirations. We understand that we can only achieve our goals if we are happy and value each other.



#transparency

We are transparent and value feedback. We aren't afraid to be honest — with our teammates as well as with our customers.



#teamwork

We are a passionate team that excels together. We're supportive, encouraging and maintain a positive culture amongst our team. Together we put emphasis on respect and recognition for every member.





Colours & Shades

Walls.io is a colourful mix of technology, content and people. Because of that, the brand colours offer high contrast and convey a fresh, modern, but also playful style.

Mountain Black:

Primary Contrast Colour

Mountain Black is used for text since it offers great contrast and comes close to black. It's also used in our logo.



Web-HEX: #00222d
RGB: 0, 34, 45
Print-CMYK: 91, 70, 58, 67
Pantone: 296 C

Glorious Yellow:

Primary Signal Colour

Glorious Yellow is our primary signal colour. The colour attracts enough attention to be used for CTA buttons. Note that we always use this bright colour with high enough contrast to ensure good readability.



Web-HEX: #f3b200
RGB: 242, 178, 0
Print-CMYK: 4, 31, 100, 0
Pantone: 1235 C

Polar Blue:

Info Colour

Polar Blue is used mainly to display information, but it also works to highlight elements or even for CTAs.



Web-HEX: #4653e9
RGB: 70, 83, 233
Print-CMYK: 78, 70, 0, 0
Pantone: 7669 C

Lichen Green:

Secondary Signal Colour

Lichen Green is an alternative to Glorious Yellow. It works well for backgrounds, icons and even gradients.



Web-HEX: #00a898
RGB: 0, 168, 152
Print-CMYK: 79, 9, 49, 0
Pantone: 3272 C

Punk Pink:

Highlight Colour

Punk Pink is used as a highlight colour, mainly used for marketing purposes. It can be used to highlight elements as well as for titles or backgrounds.



Web-HEX: #c5429e
RGB: 197, 66, 158
Print-CMYK: 22, 87, 0, 0
Pantone: 674 C

Alarm Red:

Warning Colour

Alarm red is used as a warning colour in the Walls.io app.

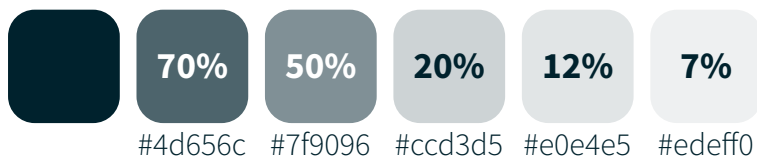


Web-HEX: #c0392b
RGB: 192, 57, 43
Print-CMYK: 18, 91, 95, 7
Pantone: 180 C

Colour variations

These variations are suitable for non-contrast elements and backgrounds. They're based on the main tone and created by reducing its opacity.

Mountain Black



Note: Mountain Black with 7% opacity is called White Smoke. This variation is our most used shade of grey, which is why it's the only colour variation with a name.

Glorious Yellow



Polar Blue



Lichen Green



Punk Pink



Alarm Red





Gradients & Shadows

Gradients and shadows are used to create dynamic backgrounds or 3D effects, divide sections or simply make elements like buttons stand out. It's important to use them only when they make sense and to try to not distract from the main element.

When using gradients, banding must be avoided at all times. This can be achieved by changing the angle of the gradient or using lighter colour variations instead of pure white.

Gradients and shadows leave room for creativity. Nevertheless, it's important to not go too far when using them, keeping the design clean, simple and, above all, readable.

Thanks to our colour variations, the options for gradients are very wide, but here are some examples of backgrounds and when to use them.

Background gradients

Using light colours, these gradients allow the text to be readable while still creating dynamic backgrounds.



Energetic:
From Lichen Green on its variation on white 50% to White Smoke



Light shadow:
From White Smoke to White

Element gradients

Using different variations of the same colour, they create attractive shadows and 3D effects.



Blue:
From Polar Blue to its variation on white 20%



Yellow:
From Glorious Yellow to its variation on dark 80%

High-Contrast gradients

High-Contrast gradients use our main colours and should be used carefully. They're mainly used in marketing materials.



Dusk:
From Pink Punk to Polar Blue



Dawn:
From Glorious Yellow to Punk Pink

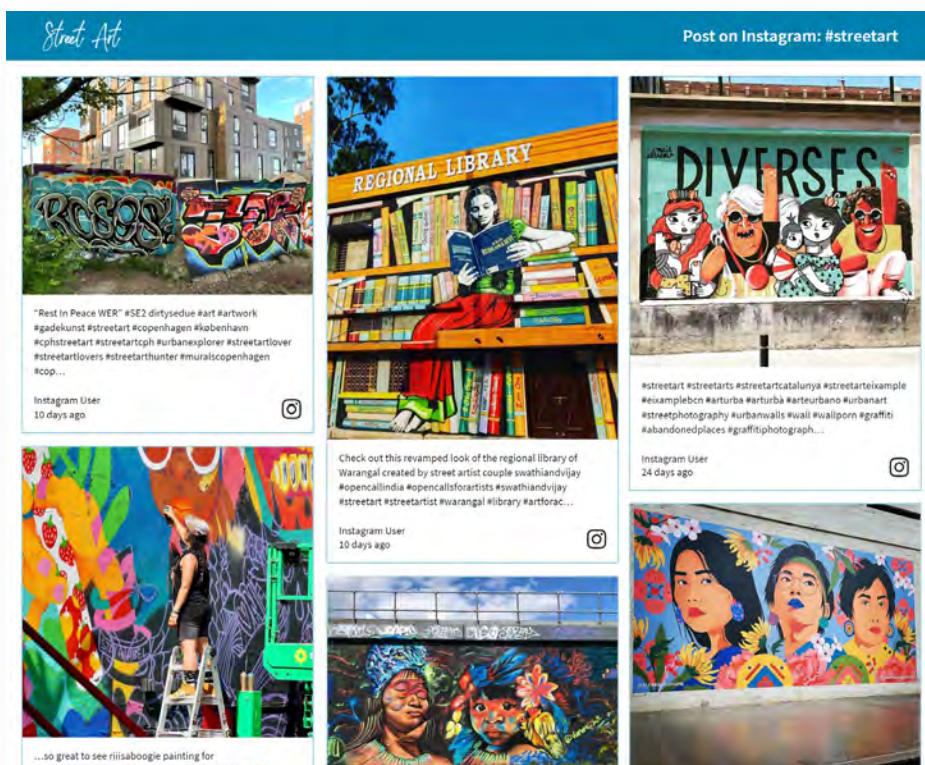
Shadows

We use drop shadows only in black with a low opacity and always blurry and with some angle. The intention is to give depth to the element in a subtle way.

An example of that can be seen on the cover of this manual. In addition, here's an example of a drop shadow on an image:



Shadows are especially useful when the element or the image does not offer enough contrast to the background, like in this screenshot of a social wall with a white background:





Corporate Typeface

To reflect the dynamic personality of our brand, we combine two fonts on our corporate identity, always keeping readability and accessibility in mind.

For the headlines, we use **Raleway**[®]. This font allows contrast and adds a playful element.

To keep the cleanness of our brand, we limit its usage to two weights: When used with Mountain Blue, we use the Medium weight (500). When used with the Polar Blue or White, we increase the weight to Bold (700). We can also combine both weights on specific headlines.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

For texts, we use the typeface **Source Sans Pro**[®] or **Source Sans Variable**[®]. This font allows us to go from contrast-heavy sub-headlines to easy-to-read, light, and thinner text. We even use it in the Walls.io logo.

Source Sans is a versatile font suitable for our blog, landing pages, backend, print, etc. We try to limit the number of different weights to save loading time on the website.

The quick brown fox jumps over the lazy dog.

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Additionally, we use **Font Awesome**[®] for icons on the website, app, and marketing materials such as this one.

All the information about Font Awesome and its usage can be found here: <https://fontawesome.com/>



Logo Usage

Our Walls.io logo is a memorable symbol that represents what Walls.io is and does.

The logo consists of a symbol and the brand name, but the symbol itself can work as a stand-alone logo as well. This means that the symbol can go with or without the text but not the other way around.

The Walls.io symbol represents how we collect social media posts and display them in one place. The tiles refer to social media posts, and the wrapping element holds them together, as we do on our social walls. Colouring one of the tiles yellow represents that Walls.io can be implemented wherever needed.

Walls.io is easy to use, lightweight, and fast, so we rotated the symbol 90 degrees to show a very agile and straightforward product. The alignment with the golden ratio makes it easy on the eye and balanced.

To make it easier to use everywhere, we have 4 variations of the logo. Even though the use of the original logo is preferred, always choose the variant that works best, keeping in mind that there should be enough contrast to the background for it to stand out and be visible.



Inverted logo

Mountain Black logo

White logo

Here we can see the symbol standing alone. This variant is perfect for a square or circle canvas, such as profile pictures on social media or the favicon in browsers.



Main

Inverted

Mountain Black

White

Guidance

To ensure brand consistency, the logo must always be used in one of the variations mentioned above. Avoid at all times:



Don't change the typography or the spacing between letters



Don't change the positioning or the relative size of the elements



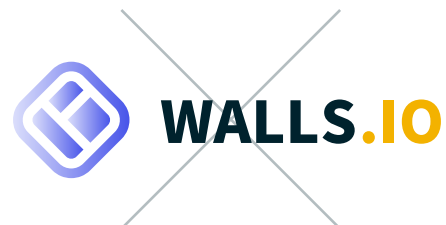
Don't stretch or manipulate the logo



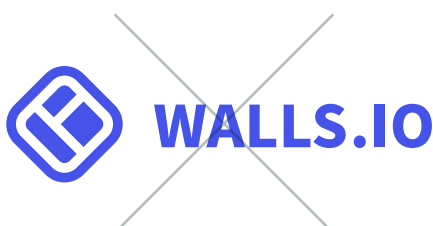
Don't rotate the symbol



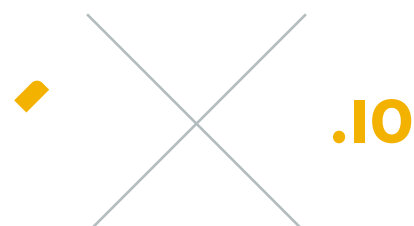
Don't pair the logo with marks that may be confused as part of the logo



Don't add shadows, gradients, strokes or effects



Don't use different colours than the ones specified in this manual



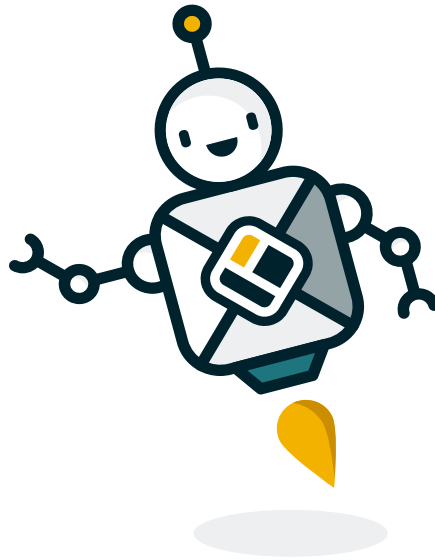
Don't use a variation of the logo that does not offer enough contrast to the background



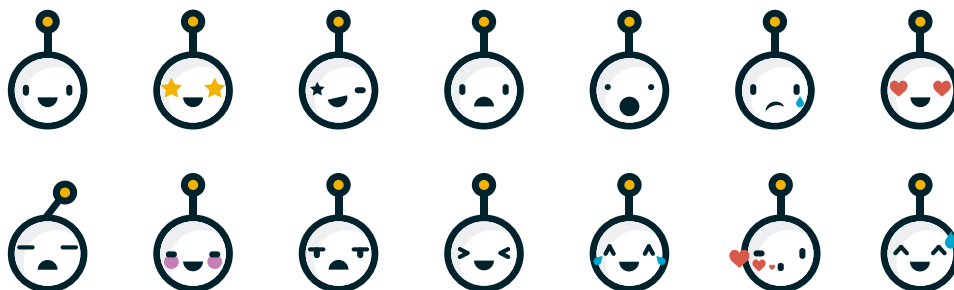
Meet Walter

Walter was born as our mascot, but soon he became much more than that.

Essentially, Walter is a robot, a visual representation of the technology behind the process of collecting social media posts. But behind his machine mind, he has a big heart.



By changing a few elements, Walter can reflect a wide variety of emotions and can be used as emojis as well:



Walter is also a great element to facilitate creativity: we use him in explainer videos, to guide our customers or even celebrate events on our social media channels.

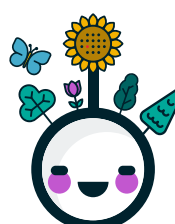
The most important thing we should take into account when using Walter is that he must, at all times, reflect our core values and our commitment as a company.



Pride



May the 4th



Earth Day



Pirate

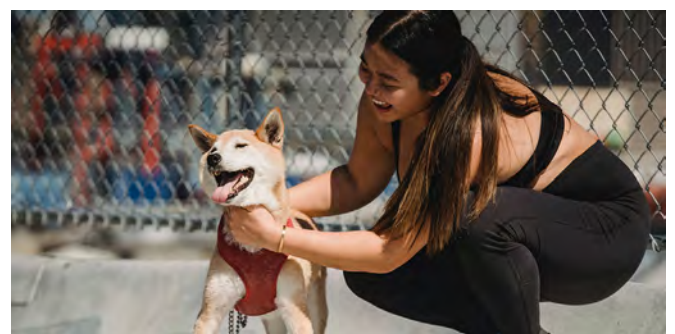
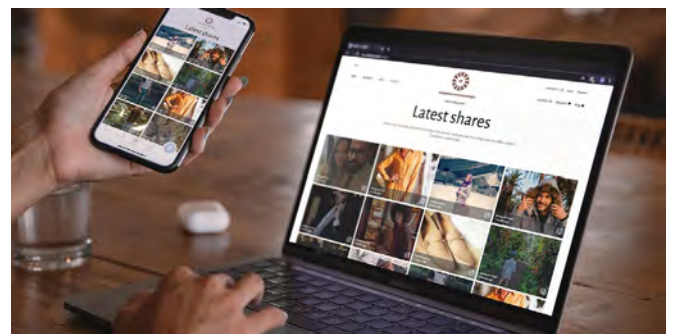


Photography

The photographs we use must reflect our brand values and show our product at its best.

This is especially important when showing our product in action. When it comes to mockups, they should look as real as possible, and when it comes to real photographs, it is important to apply retouching or cutting when needed. For example, we should not show dark, overexposed, or blurred photos of our walls.

Of course, we also use stock photos and videos for marketing materials. These must reflect our brand values and the diversity of our world, trying to avoid, for example, all-white environments. It's also important to be consistent in the tone of images: we prefer informal, real-life setups with warm colours when possible.





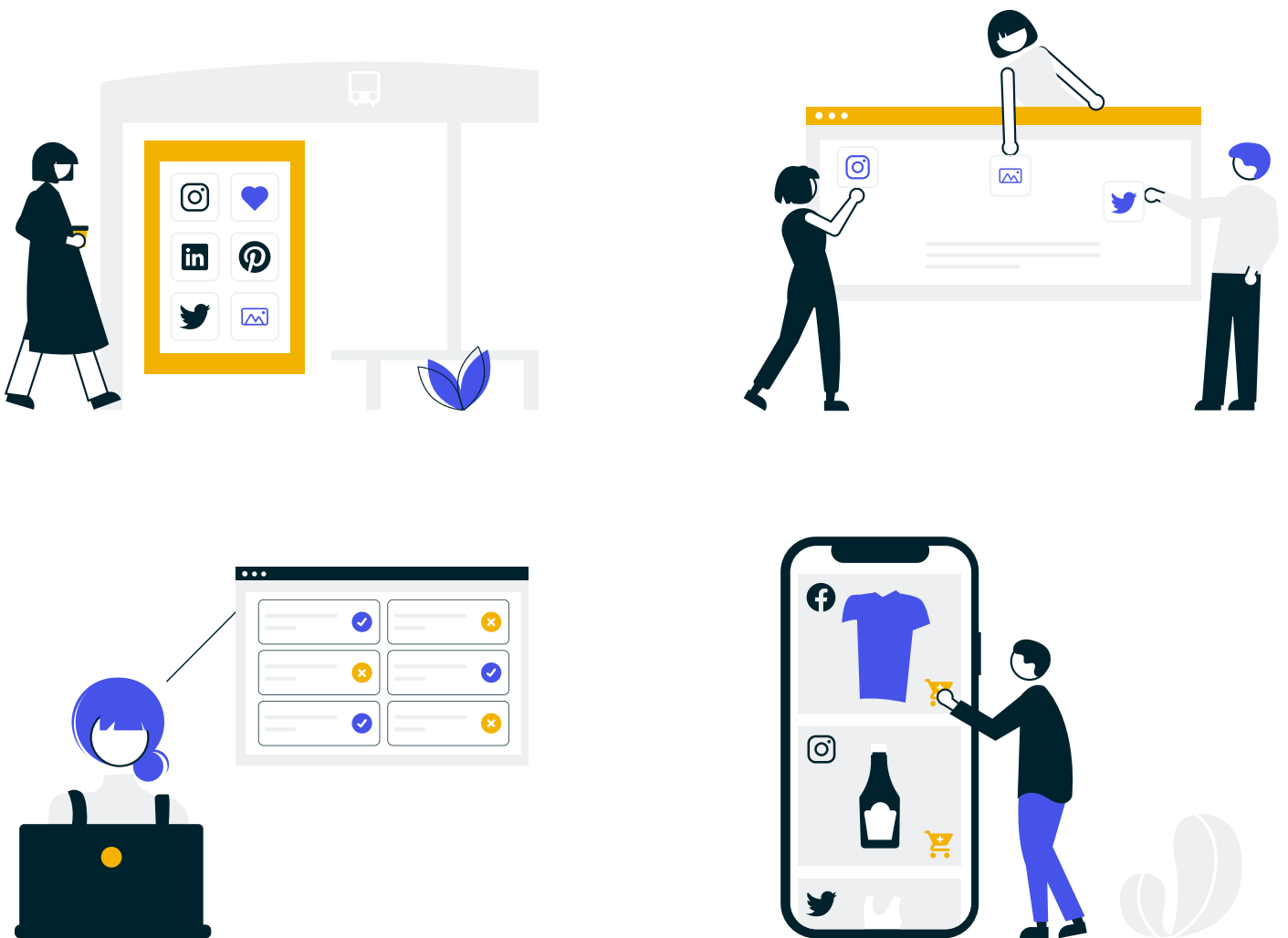
Illustrations

Illustrations accomplish a dual mission for us. On the one hand, they allow us to visually express abstract or complicated concepts. But, on the other hand, they show the playful and dynamic side of our brand.

Illustrations can be used for infographics and marketing materials, but they must use our brand colours and align with our mission, vision, commitment as a company, and core values.

We keep the illustrations' style simple, based on basic shapes, with plain colours and without much detail.

To keep consistency, we limit the colours on the illustrations to shades of Polar Blue or Mountain Black, with Glorious Yellow as an accent. Of course, these colours and shades will be different depending on the backgrounds, headings, or presence of buttons. The most important thing to remember is that the illustration should not distract from the content or the Call-To-Action, but enforce it.





Accessibility

Diversity and inclusivity are part of our Walls.io core values. Therefore, accessibility is a key consideration in everything we do.

The World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI), in particular its Web Content Accessibility Guidelines (WCAG) — and, in a limited fashion, also its Authoring Tool Accessibility Guidelines (ATAG) — are considered for all website and product related designs. More specifically, we are dedicated to achieve at least WCAG 2.0 level AA compliance in all parts of our website and products.

To ensure that, we use various tools from the Web Accessibility Evaluation Tools List:

<https://www.w3.org/WAI/ER/tools/?q=wcag-20-w3c-web-content-accessibility-guidelines-20>





Tone of voice

Walls.io generally communicates in English. Since our customers are mainly marketers, we use a casual tone and casual language. We are friendly, supportive and helpful but never stiff. We are humans, not robots (except for Walter, of course).

Sexism, racism, homophobia, transphobia, ableism, etc., are unacceptable. Inclusive language is a must in all Walls.io copy, whether it's a blog post, a video, a social media post or an email. While we appreciate a casual tone and sense of humour in our writing, this absolutely ends where it isn't inclusive anymore.

