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## Wayble Brand Guidelines

July 2020



**Secondary lockup**

Use only when single color is required or primary is not readable on a background



**Reversed Lockup**

Use only on dark background applications

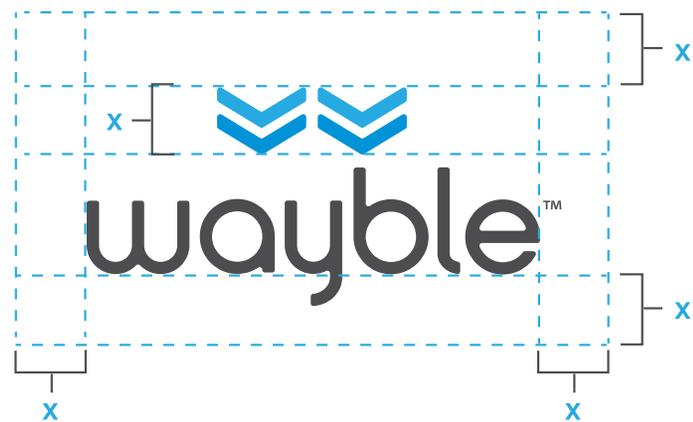


**Logotype only**

Use only when other logo options are not viable

**Primary Lockup**

This treatment should be used whenever possible



**Minimum Clear Space**

The height of the chevron icon should be the minimum space around the logo for legibility

# Wayble Brand: Color Palette

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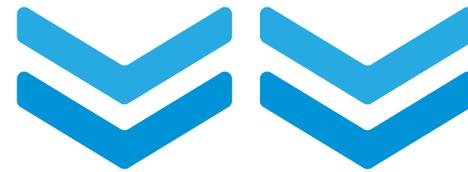
Hex #4D4D4F  
Pantone XXX  
Charcoal



Hex #27AAE1  
Pantone 2995 C  
Light Blue



Hex #0093D7  
Pantone 2925 C  
Darker Blue



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## Wayble Brand: Brand Images

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### **Hero Image - No Text or Logo**

Use when accompanying an article or supporting context



### **Hero Image w/ Headline and Logo**

Use when not accompanied by an article or supporting context

## Wayble Brand: Brand Background

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### **Wayble Chevron Brand Background**

The Wayble chevron pattern background can be used when a background is required