

Brand Guidelines

Introduction

Our purpose

We want to enable individuals and teams to focus on their priorities, collaborate and get things done. Our brand needs to reflect the realities that modern teams face on a daily basis.

We empower teams to sharpen their ideas, turn them into actionable tasks, execute them and gain valuable data and knowledge.

Logotype

Our Logo

Memorable. Inspiring. Compatible. Accessible.

Our logo is colorful mix of our brand name combined with a playful, motion-inspired icon. Both logo variants should only be used on a white background.



The horizontal logo is the primary logo and should be used in most instances.

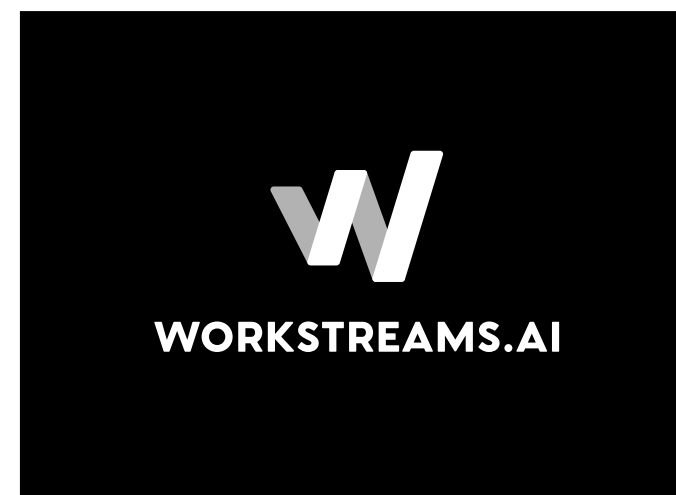


The stacked logo is for large-scale use or when the logo is standalone.

Logo Versions

Colored and monochrome

The colored logos should only be used on a white or dark-blue background. For other colored backgrounds, please use the monochrome logos.



Only use the version of the colored logo containing white on this dark-blue background.

Use our monochrome logo on black and dark backgrounds.

Use our lightly-colored monochrome logo on white and light backgrounds.

Icons

Colored and monochrome Versions

Choose the right icon depending on the background color.



Use the colored icon only on white background.



Use the reversed colored icon on the dark-blue defined background.



Use the positive monochrome icon on white and light backgrounds.



Use the reversed monochrome icon on black and dark backgrounds.

Empty Space

Empty space for us is defined as the area around the outside of the logo. No other graphic elements, headlines, text, or images may exist in this area. The minimum amount of required empty space is equal to the height of our 'W' icon at whatever size you are using.



Minimum Size

Digital

16px height



27px height



110px height



Print

0.31 inch height
(8mm height)



0.31 inch height
(8mm height)



0.9 inch height
(23mm height)



Logo Misuse



Do not change the placement of the icon or wordmark.



Do not change the typeface or manipulate the wordmark or the icon.



Do not add effects like shadows and gradients to the logo.



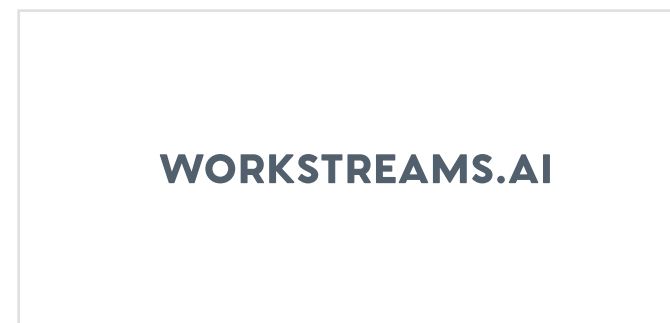
Do not rotate any part of the logo.



Do not change the colors of the icon or wordmark.



Do not distort or warp the logo in any way.



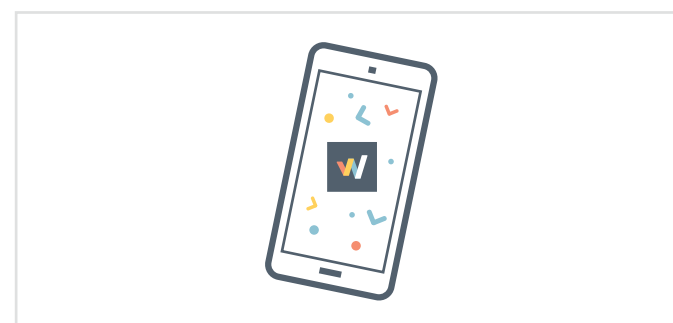
Do not use the wordmark without the icon.



Do not reflect the icon.



Do not place the logo in a shape or container.



Do not place the logo or icon inside of an illustration.



Do not place the full-colored logo on colored backgrounds.

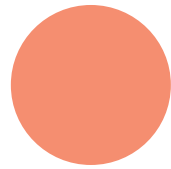


Do not place the logo on images.

Colors

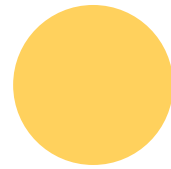
Colors

Brand Colors



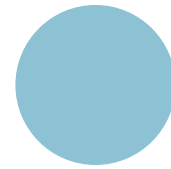
Sandy Brown

RGB 245 | 142 | 112
CMYK 0 | 63 | 50 | 0
HEX #F58E70



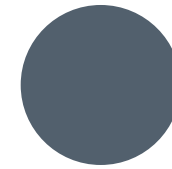
Golden Tainoi

RGB 255 | 209 | 93
CMYK 0 | 12 | 67 | 0
HEX #FFD15D



Half Baked

RGB 140 | 194 | 211
CMYK 45 | 5 | 15 | 0
HEX #8CC2D3



Shuttle Gray

RGB 82 | 96 | 109
CMYK 77 | 60 | 41 | 0
HEX #52606D

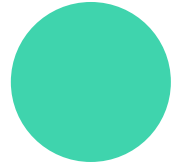


White

RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0
HEX #FFFFFF

Colors

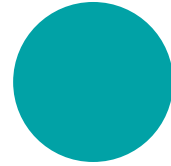
Accent Colors



Shamrock

RGB 63 | 212 | 173

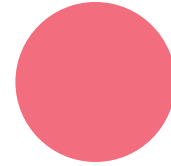
HEX #3FD4AD



Persian Green

RGB 1 | 162 | 166

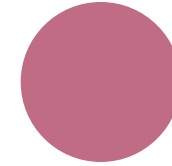
HEX #01A2A6



Froly

RGB 242 | 109 | 125

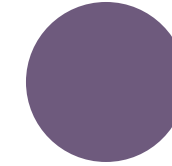
HEX #F26D7D



Turkish Rose

RGB 192 | 108 | 132

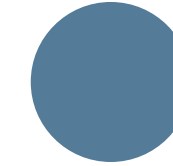
HEX #C06C84



Rum

RGB 110 | 90 | 125

HEX #6E5A7D



Kashmir Blue

RGB 84 | 123 | 151

HEX #547B97

Typography

Typeface

Brandmark & Digital Products

Venti CF

Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Demi Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Proxima Nova

Extra Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Semi Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{} _

Ressources & Support

Support

Click the following link to download a zip file with all versions of the logo and the icon.

[workstreams-logos.zip \(244 KB\)](#)

Feel free to drop us a line at contact@workstreams.ai

If you are convinced you have an amazing branding idea that does not fit within these constraints, please contact us and inquire about your idea before making anything with our logo that doesn't look as outstanding as it could.

