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


Our logo is a 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

<table>
<thead>
<tr>
<th>Icon</th>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo Icon" /></td>
<td>Do not change the placement of the icon or wordmark.</td>
</tr>
<tr>
<td><img src="image2.png" alt="Logo Icon" /></td>
<td>Do not change the typeface or manipulate the wordmark or the icon.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Logo Icon" /></td>
<td>Do not add effects like shadows and gradients to the logo.</td>
</tr>
<tr>
<td><img src="image4.png" alt="Logo Icon" /></td>
<td>Do not rotate any part of the logo.</td>
</tr>
<tr>
<td><img src="image5.png" alt="Logo Icon" /></td>
<td>Do not change the colors of the icon or wordmark.</td>
</tr>
<tr>
<td><img src="image6.png" alt="Logo Icon" /></td>
<td>Do not distort or warp the logo in any way.</td>
</tr>
<tr>
<td><img src="image7.png" alt="Logo Icon" /></td>
<td>Do not use the wordmark without the icon.</td>
</tr>
<tr>
<td><img src="image8.png" alt="Logo Icon" /></td>
<td>Do not reflect the icon.</td>
</tr>
<tr>
<td><img src="image9.png" alt="Logo Icon" /></td>
<td>Do not place the logo in a shape or container.</td>
</tr>
<tr>
<td><img src="image10.png" alt="Logo Icon" /></td>
<td>Do not place the logo or icon inside of an illustration.</td>
</tr>
<tr>
<td><img src="image11.png" alt="Logo Icon" /></td>
<td>Do not place the full-colored logo on colored backgrounds.</td>
</tr>
<tr>
<td><img src="image12.png" alt="Logo Icon" /></td>
<td>Do not place the logo on images.</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
</table>
| Black      | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |
| Demi Bold  | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |
| Regular    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |
| Light      | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |

### Proxima Nova

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Characters</th>
</tr>
</thead>
</table>
| Extra Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |
| Semi Bold  | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |
| Regular    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |
| Light      | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|            | abcdeghijklmnopqrstuvwxyz
|            | 1234567890!@#$%^&*{}_ |
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.