WOBA group

logo and brand guidelines

logo symbol

reversed logo symbol

These guidelines have been created to introduce and coordinate the appearence, personality and appropiate implementation of our identity. They are meant to inform all future brand communication decisions.

The WOBA Logo is the primary expression of the the Group identity. It's proper aplication is essential for promoting, maintaining and protecting the value of our brand.

logo

reversed logo

monochrome logo

monochrome reversed logo

brand logos

375
LED

eworks
STUDIO

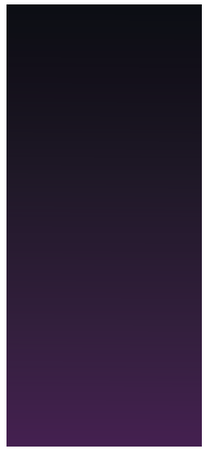
FOOTPRINT

OFD
OUTSTANDING FEATURE DEVELOPMENT

elok
Smart Delivery

Gtech

woba group colors



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HEX #043B62

R255 G226 B0
C2 M7 Y100 K0|
HEX #FFF200

R0 G0 B0
C0 M0 Y0 K100
HEX #000000

R210 G212 B213
C0 M0 Y0 K20
HEX #D2D4D5

Corporate identity logotype

PHILOSOPHER modified

Aa

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

halimun

abcdefghijklmnopqrstuwxyz
group

Primary typeface

ANTONIO LIGHT/REGULAR/ BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

Collateral typeface

The TITILIUM WEB lends itself as a complementary graphic typeface to ANTONIO, while SANS SERIF and VERDANA are recommended for use in printed and digital texts, for headlines and body.eTITILIUMWEBlendsitselfasac

TITILLIUM WEB LIGHT / REGULAR / **BOLD**

Aa
ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

Aa
ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

Aa
ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

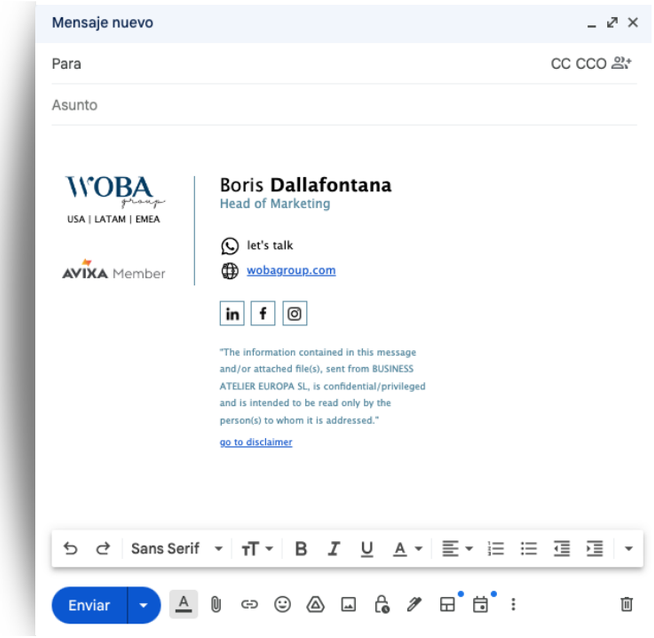
SANS SERIF

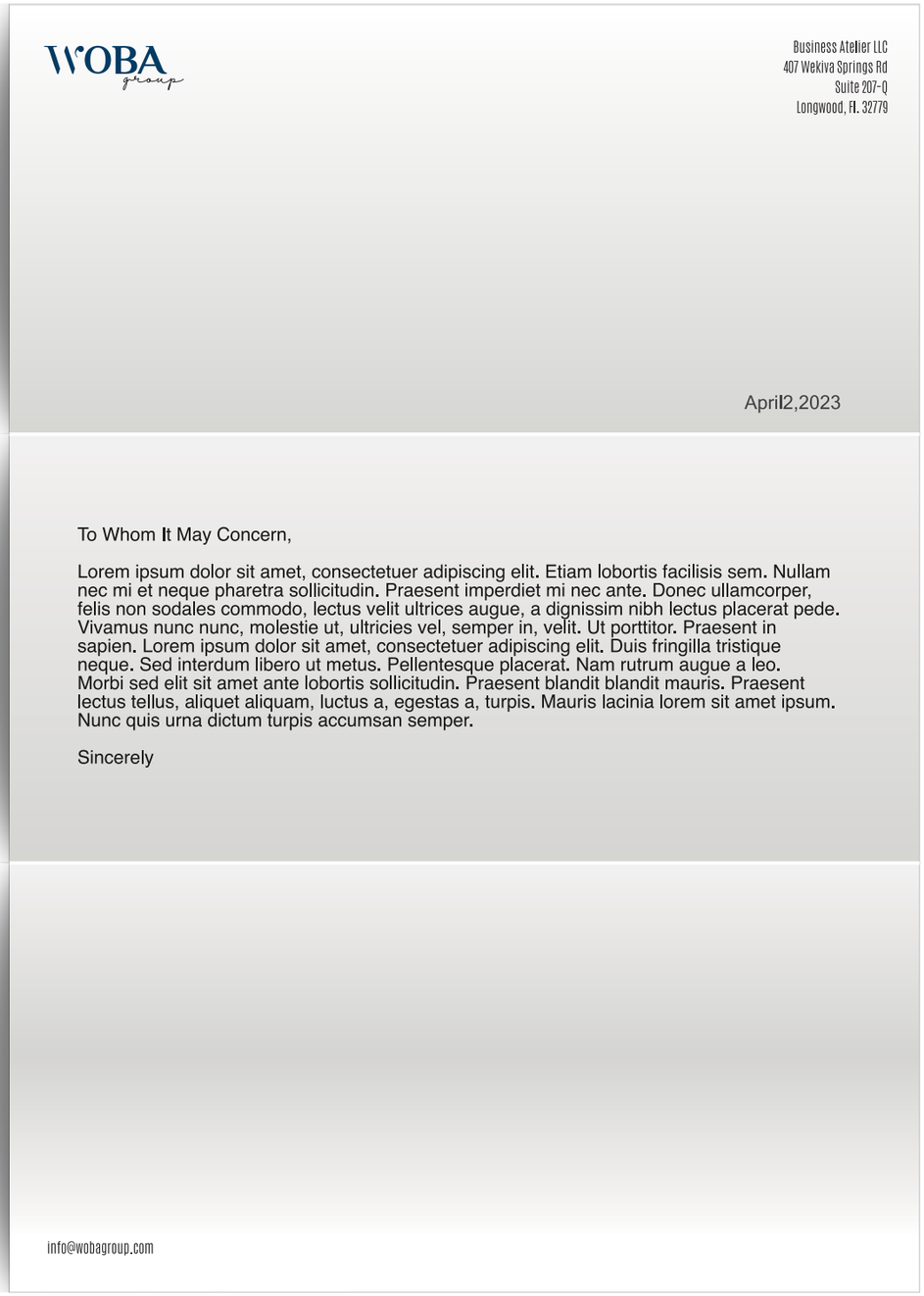
Aa
ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

VERDANA

Aa
ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrstuwxyz
0123456789

woba group logo applications





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