



Logotype

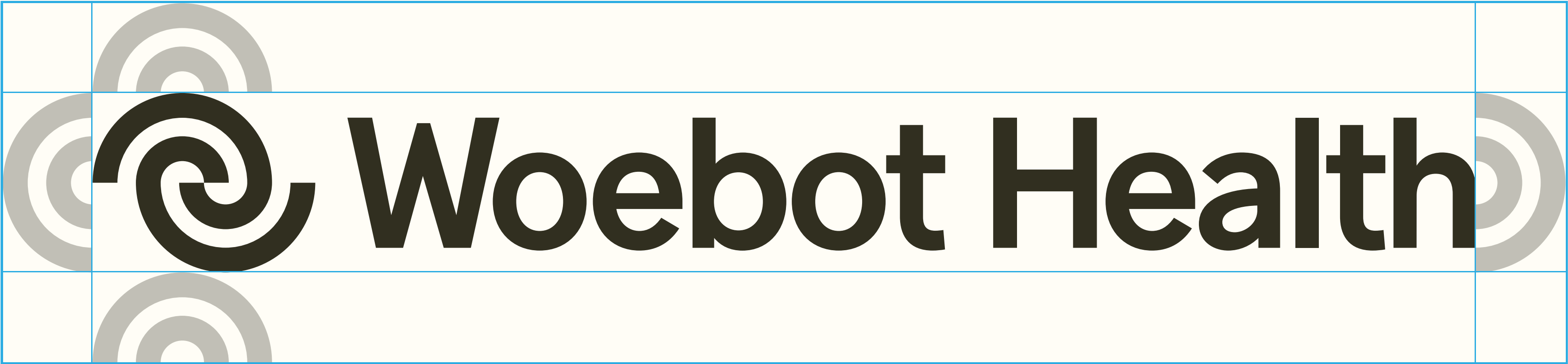
Logotype

Our logotype is friendly, unique and bold. It’s a tribute to where we’ve been, and a signal of the evolution on our horizon. The typographic details have been carefully kerned and refined to be ownable to us.



Logotype clear space

Clear space around the logotype is equivalent to half the height of the logo. Ensure that no text or graphic elements interfere with the clear space.



Logotype color usage

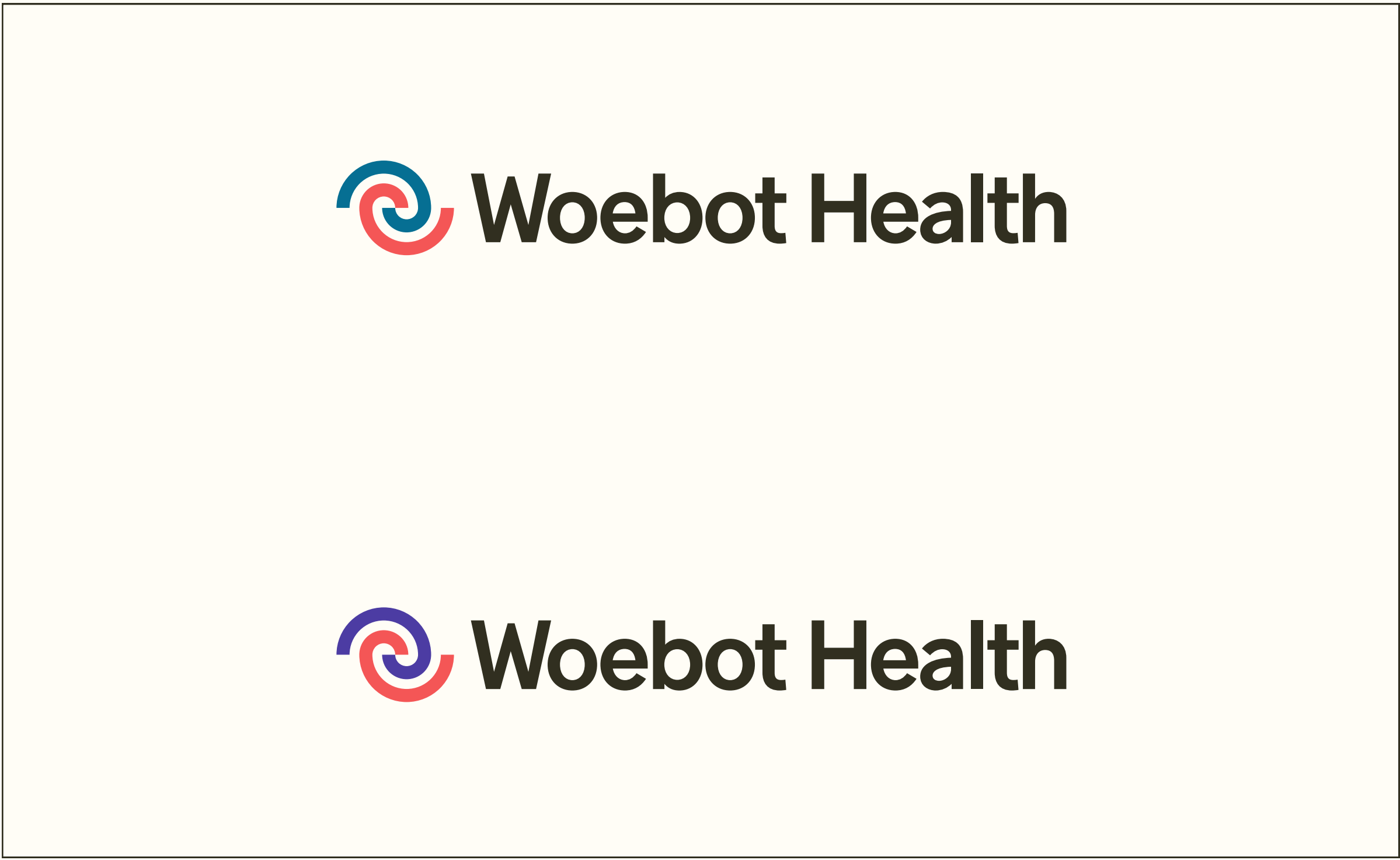
Our logotype is set in dual color to convey a sense of support, balance and allyship. To ensure value-matching in the logo, the colors have been recolored from the brand palette, please use the colors below.

On dark background:
Yellow+Coral



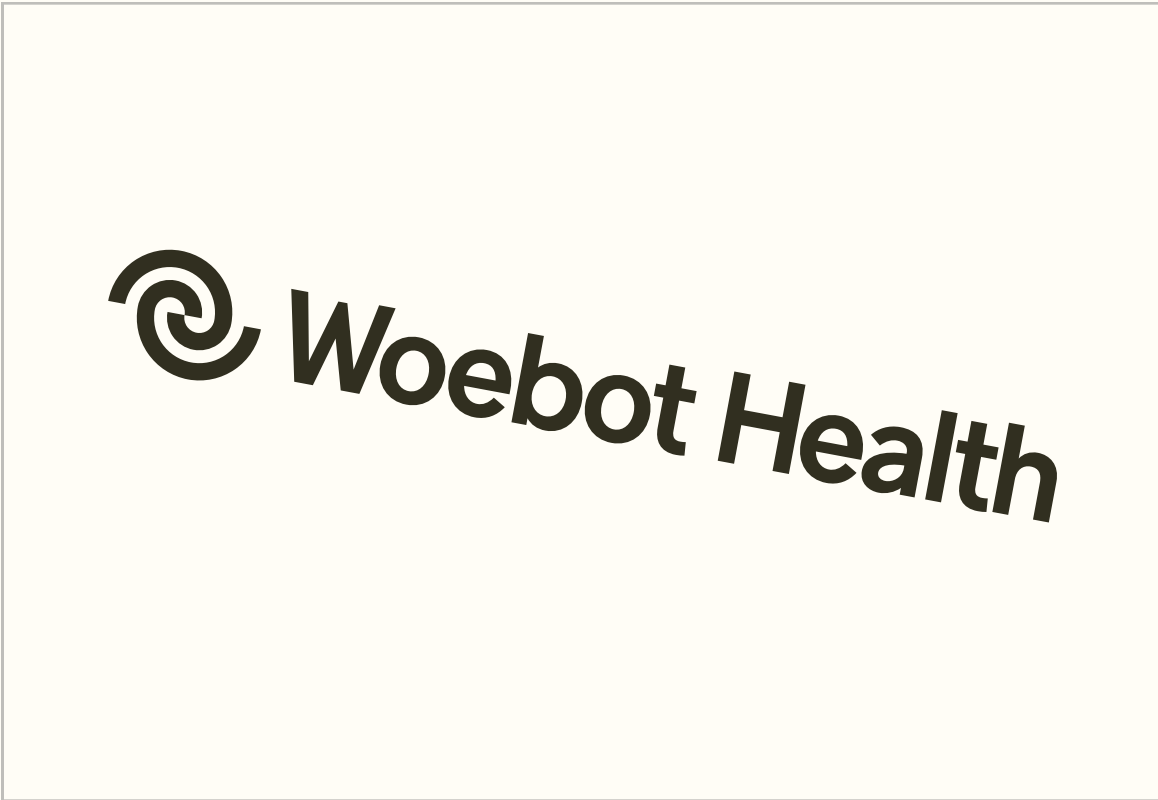
On light background:
Logo Blue + Logo Coral / Logo Purple + Logo Coral

- #066F93
- #4C3CA3
- #F45656
- #F45656

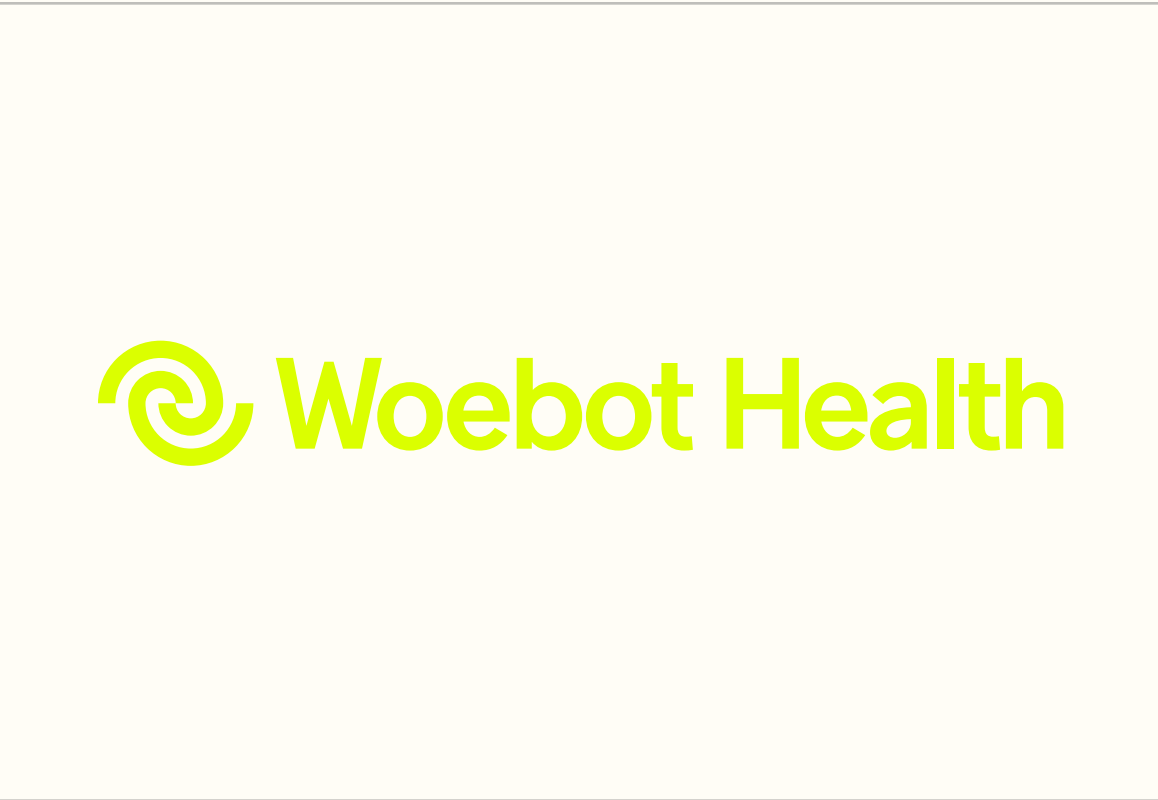


Incorrect use of logotype

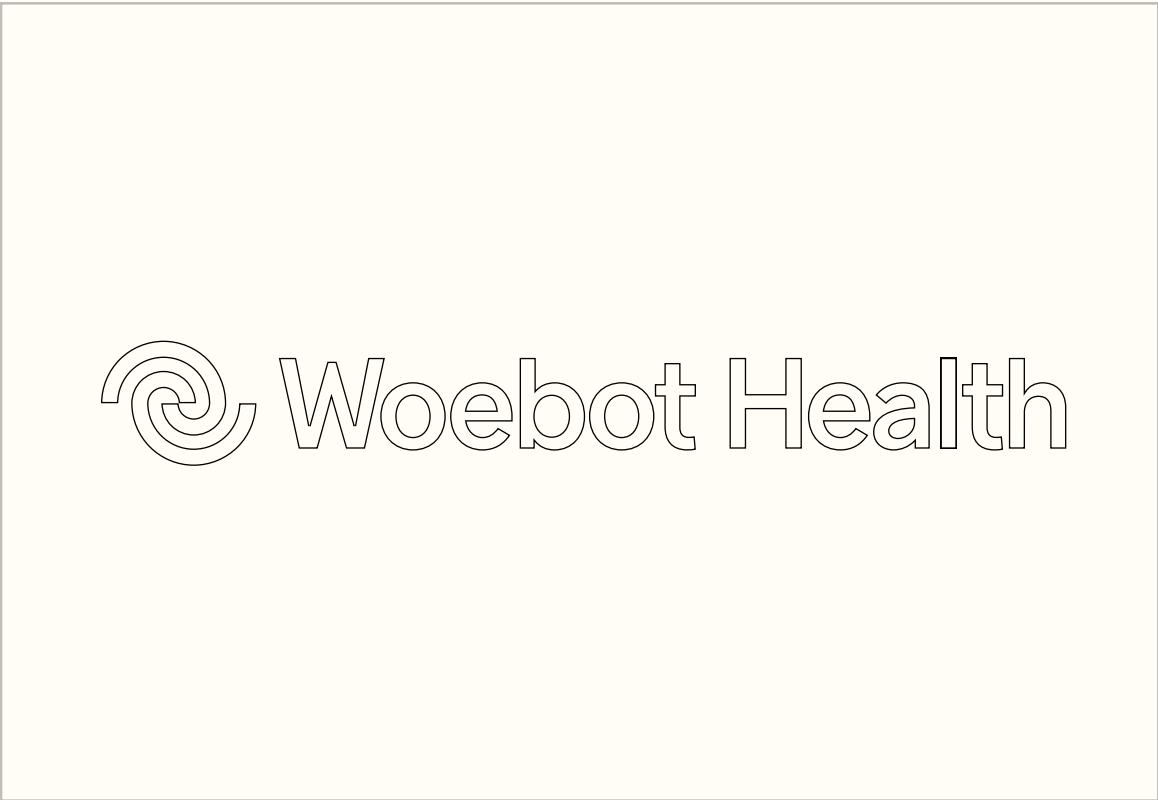
✗ Do not rotate.



✗ Do not make the logotype any color other than those listed in the color usage section.



✗ Do not outline.



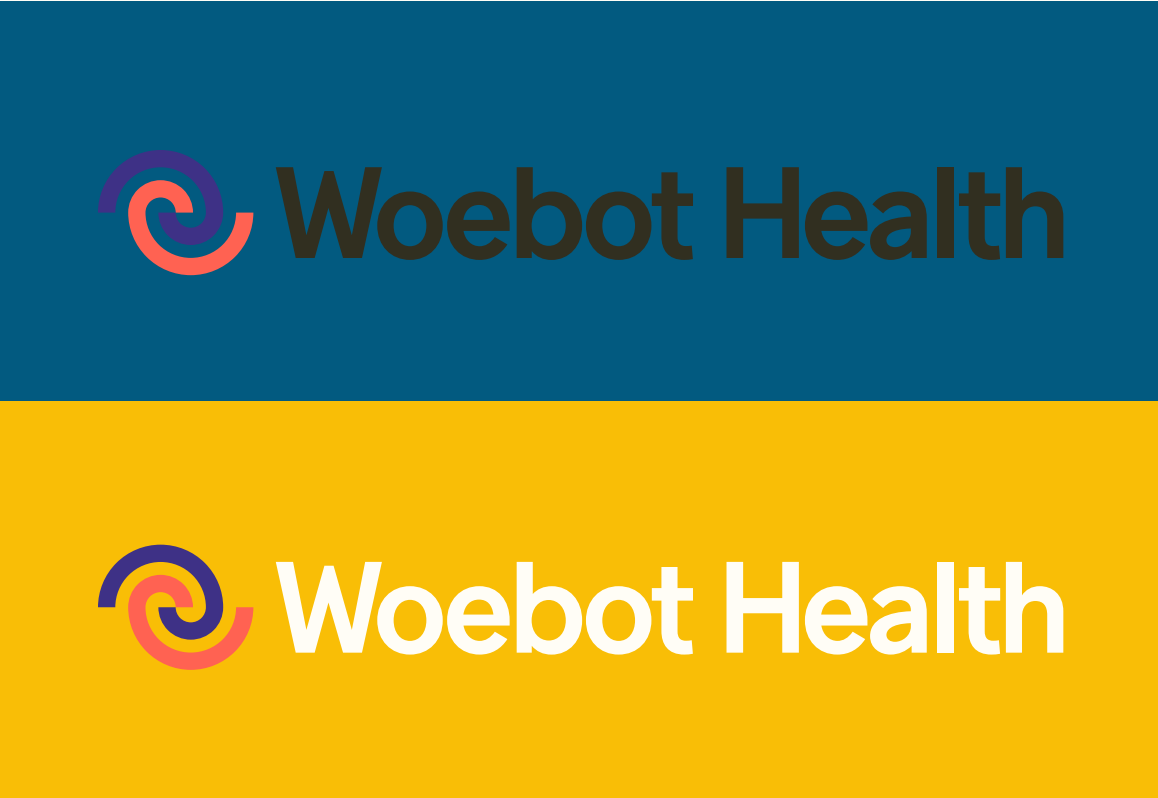
✗ Do not distort or warp.



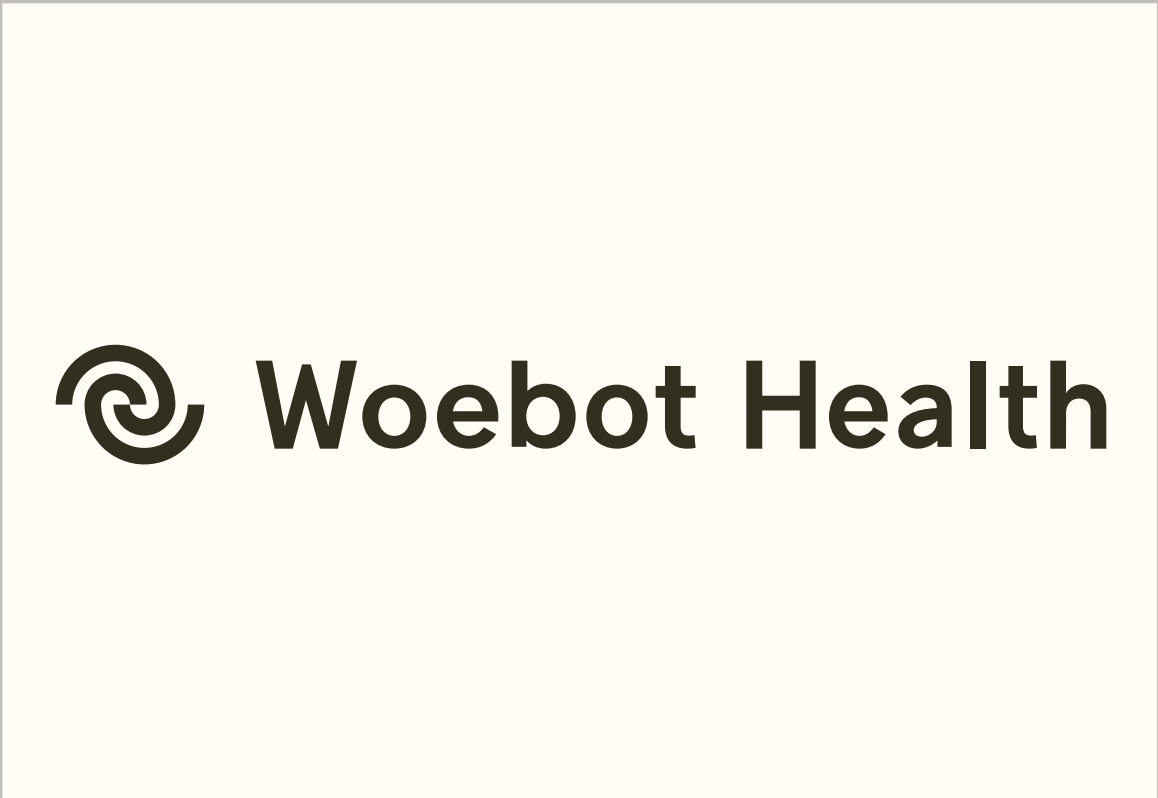
✗ Do not stack.



✗ Do not use color combinations other than those listed in the color usage section.



✗ Do not alter the spacing.



✗ Do not layer logotype over the focal point of illustrations.



Logo

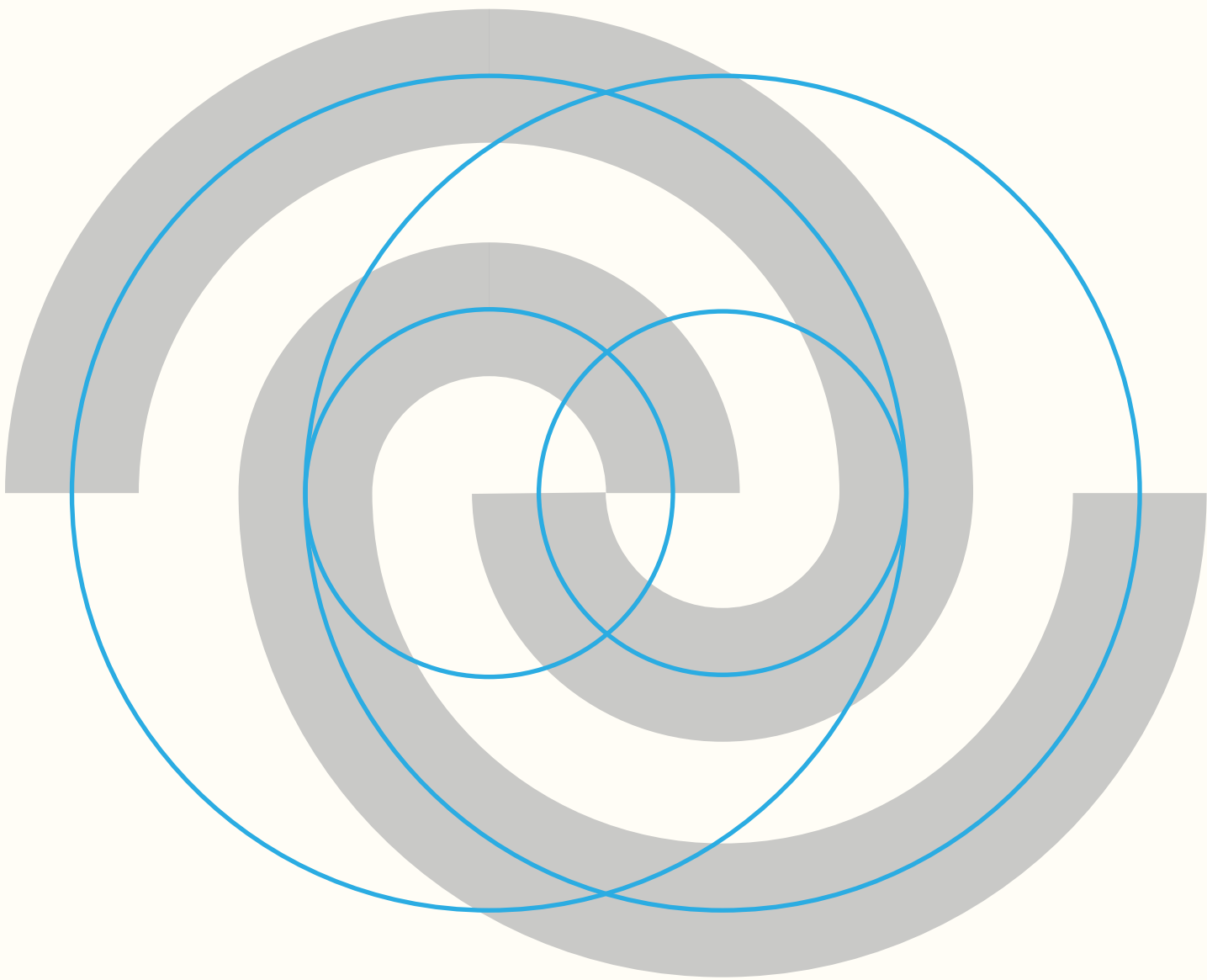
Logo

Our logo is inspired by the theme of “innerworld,” its form is the representation of support and balance. The logo can be used as a bold and graphic gesture at large scale, or small as a shorthand/sign-off for the brand.



Logo construction

Our logo is drawn with two organic curves joining at the center in perfect symmetry. It is constructed proportionally on the circular grids, and the details have been perfected to be unique to us.



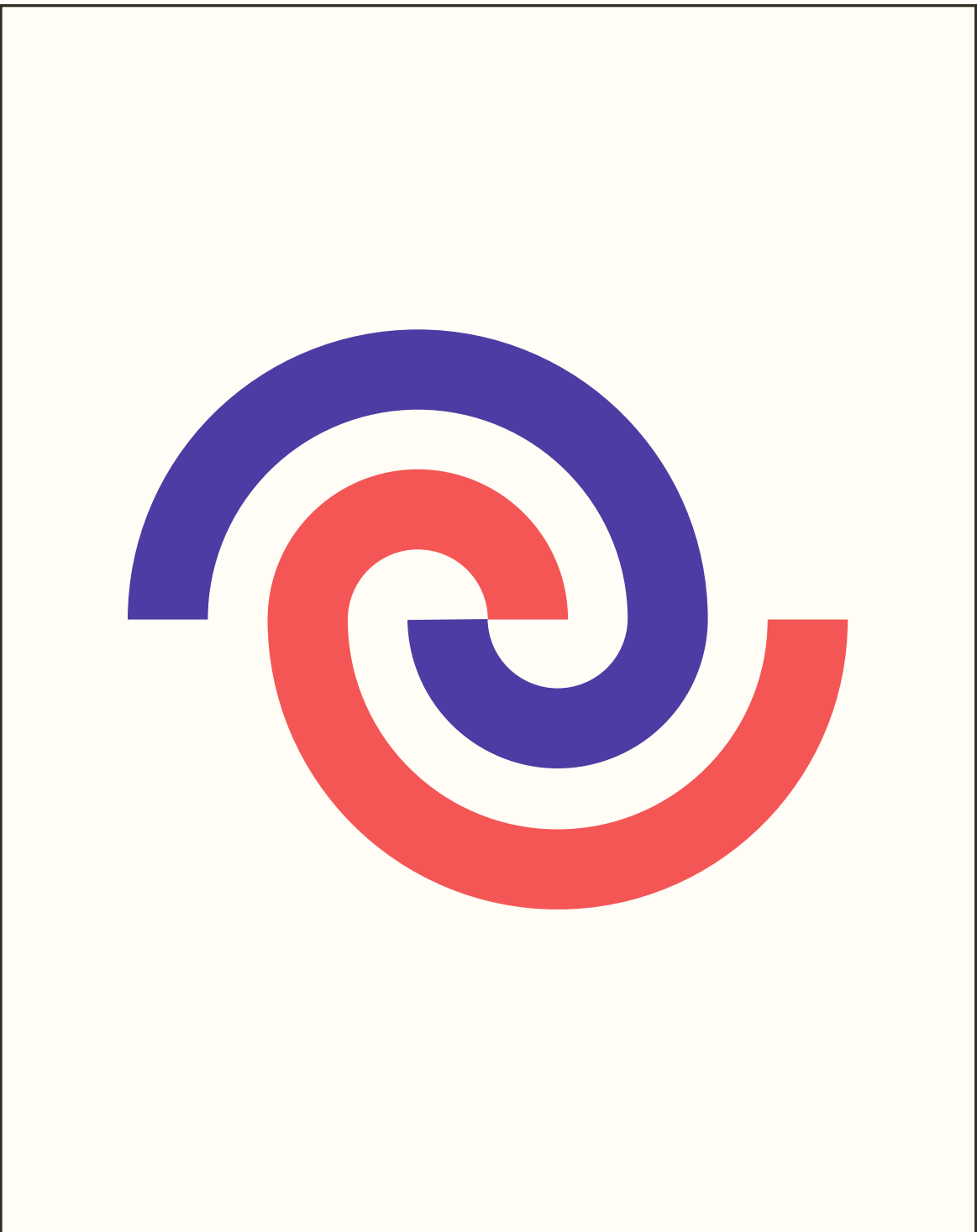
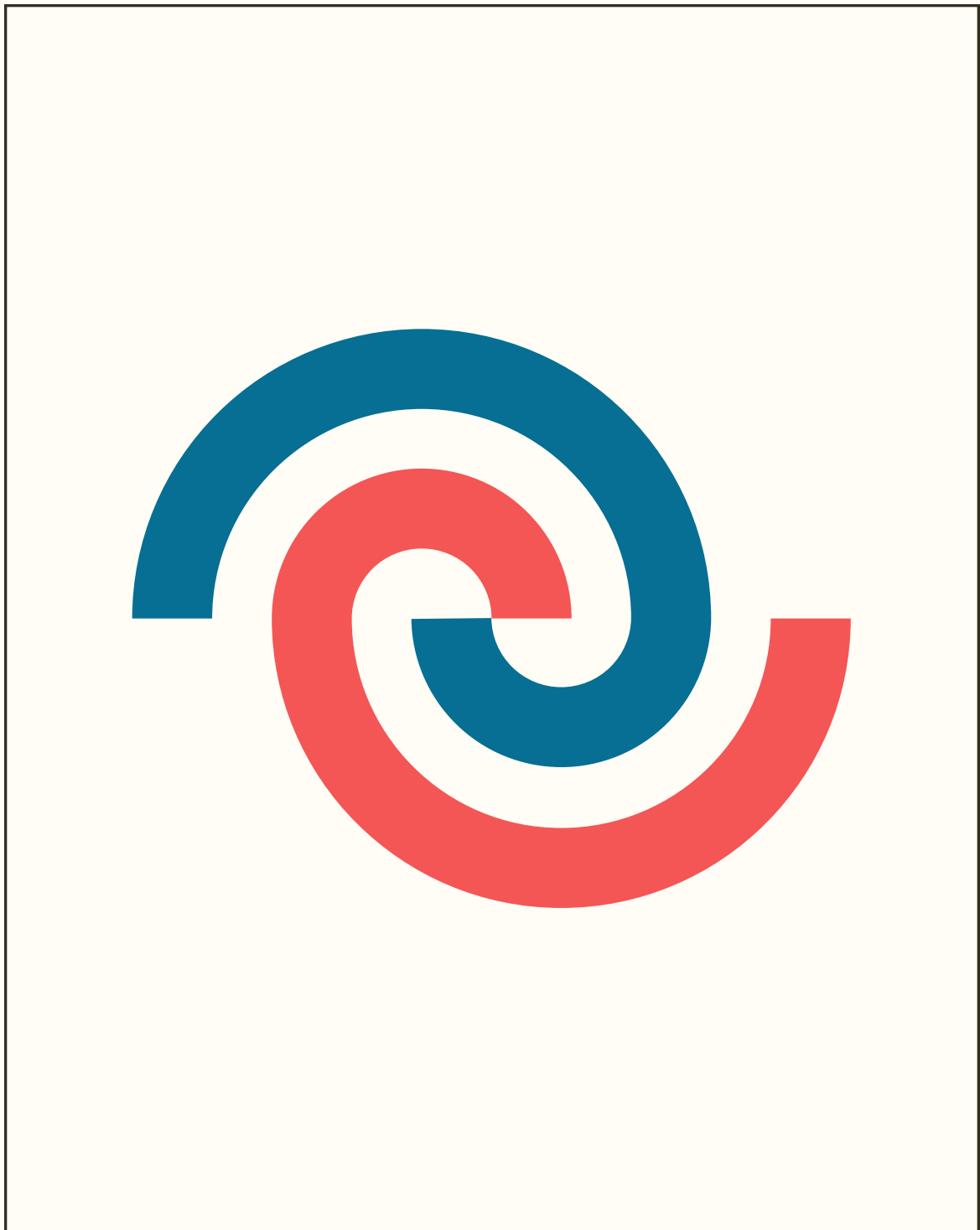
Logo color usage

Same as the logotype color uasge, our logo can set in different colors pending on the background. To ensure value-matching in the logo, the colors have been recolored from the brand palette, please use the colors below.

On dark background:
Yellow+Coral



On light background:
Logo Blue + Logo Coral / Logo Purple + Logo Coral

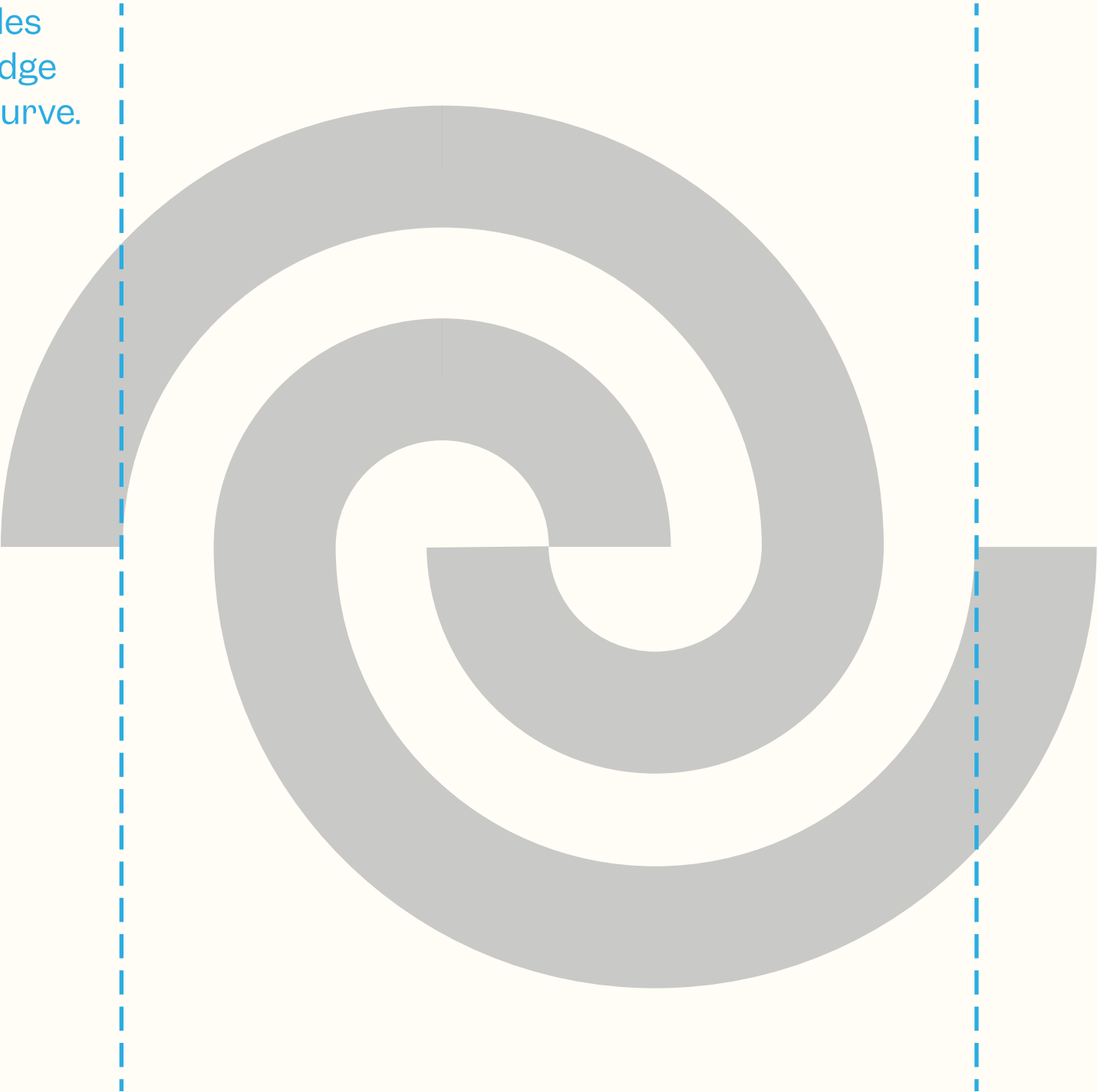


- #066F93
- #4C3CA3
- #F45656
- #F45656

Logo cropping

VV

Crop both sides
at the inner edge
of the outer curve.

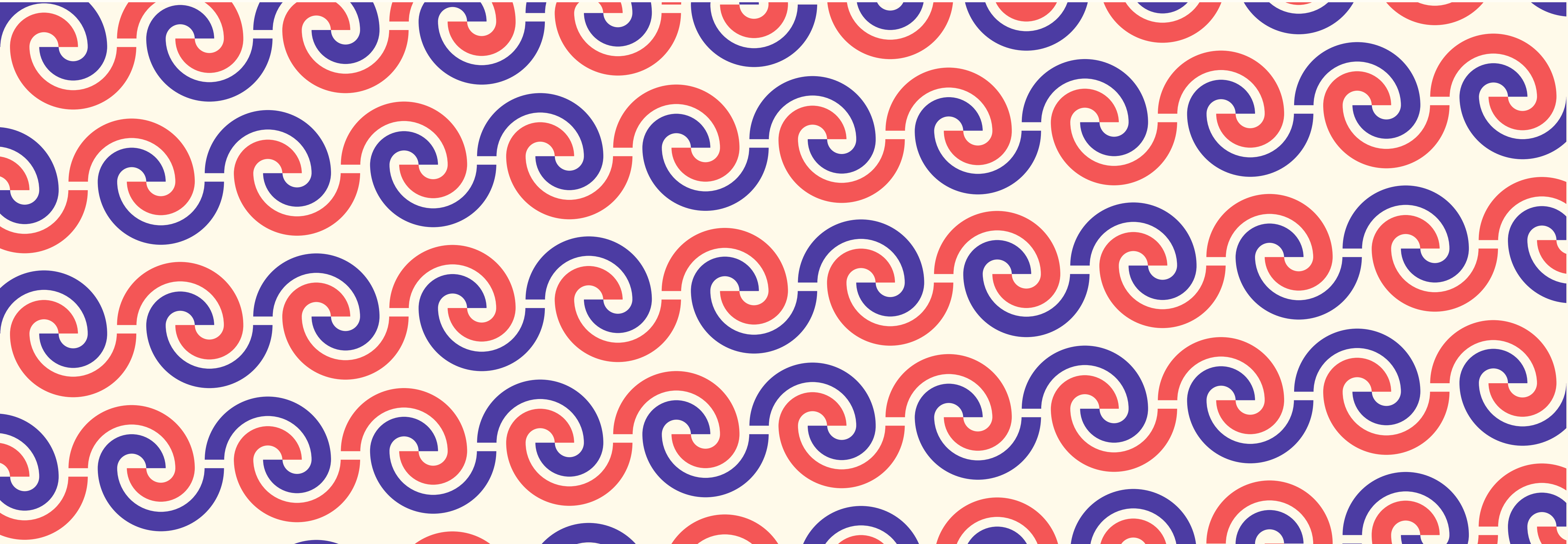


Apply the colors
according to p. 62



Logo mark as pattern

We can use our logo mark to build an ownable pattern that can be applied to limited touchpoints, such as swag items and printed collateral.



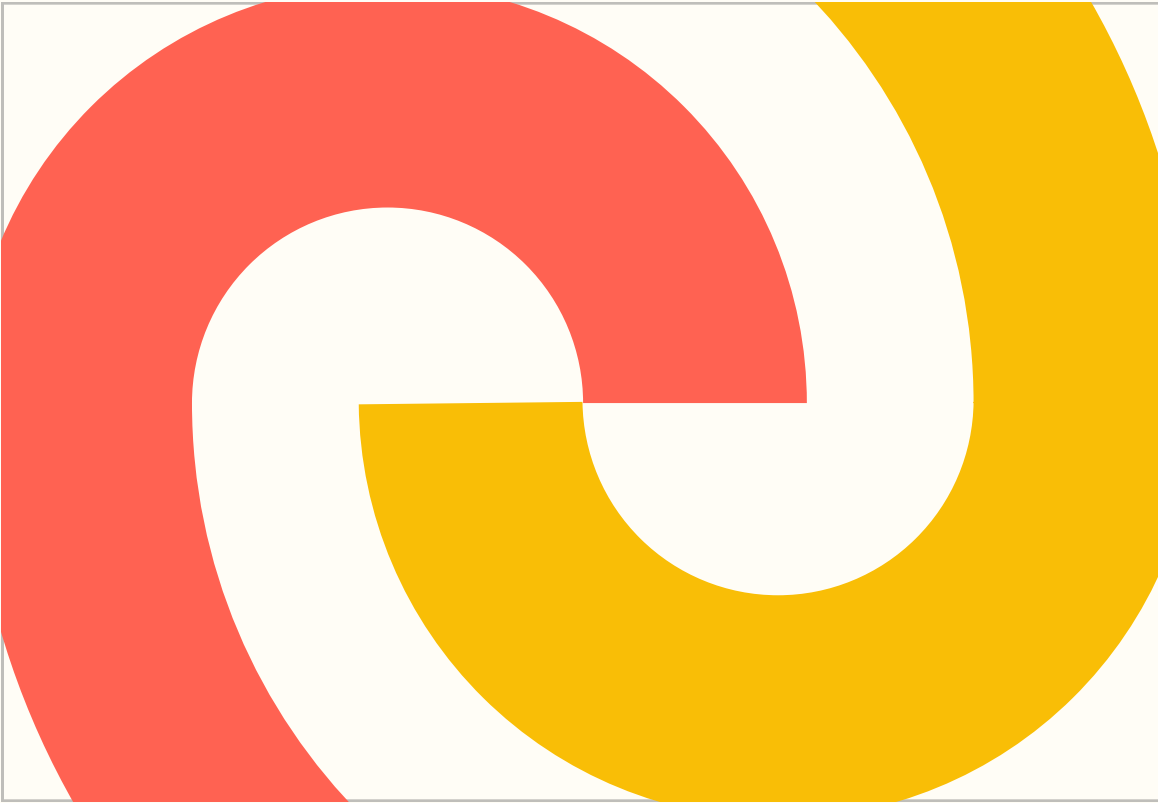
Logo mark as pattern

Refer to these color combinations when using patterns.



Incorrect use of logo

✗ Do not incorrectly crop.



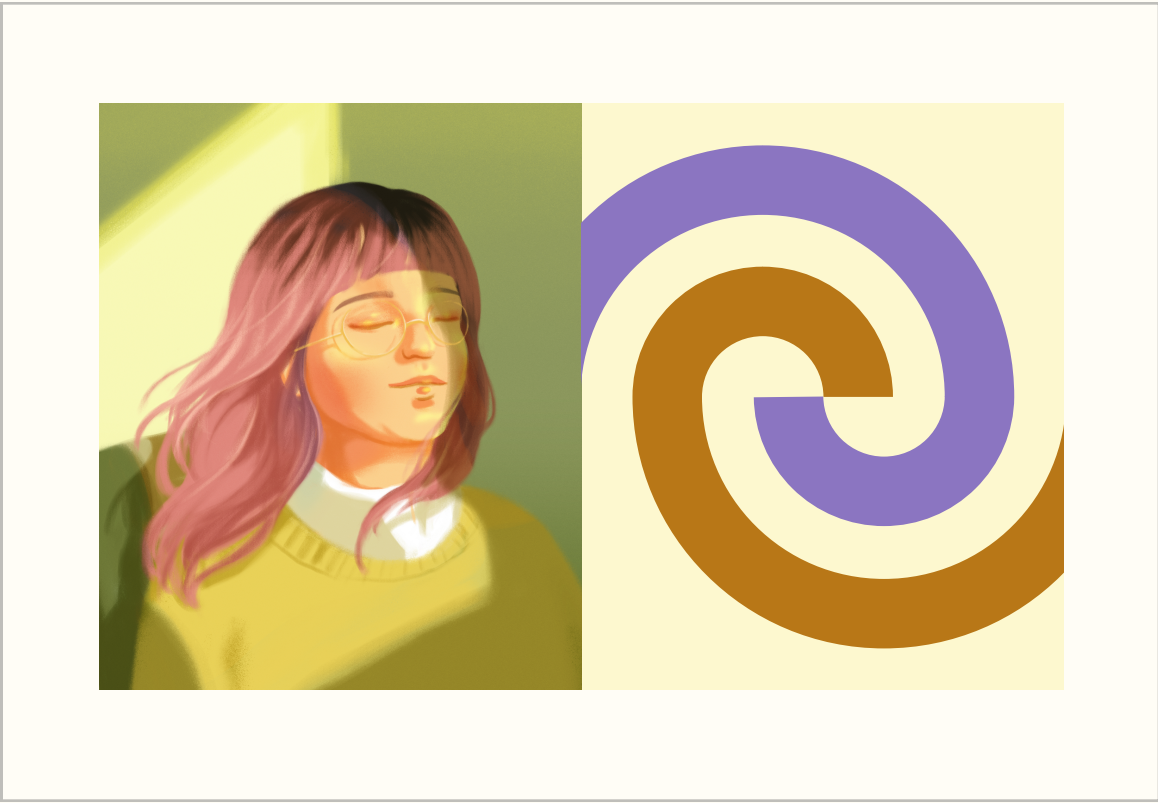
✗ Do not rotate.



✗ Do not use dark color combinations.



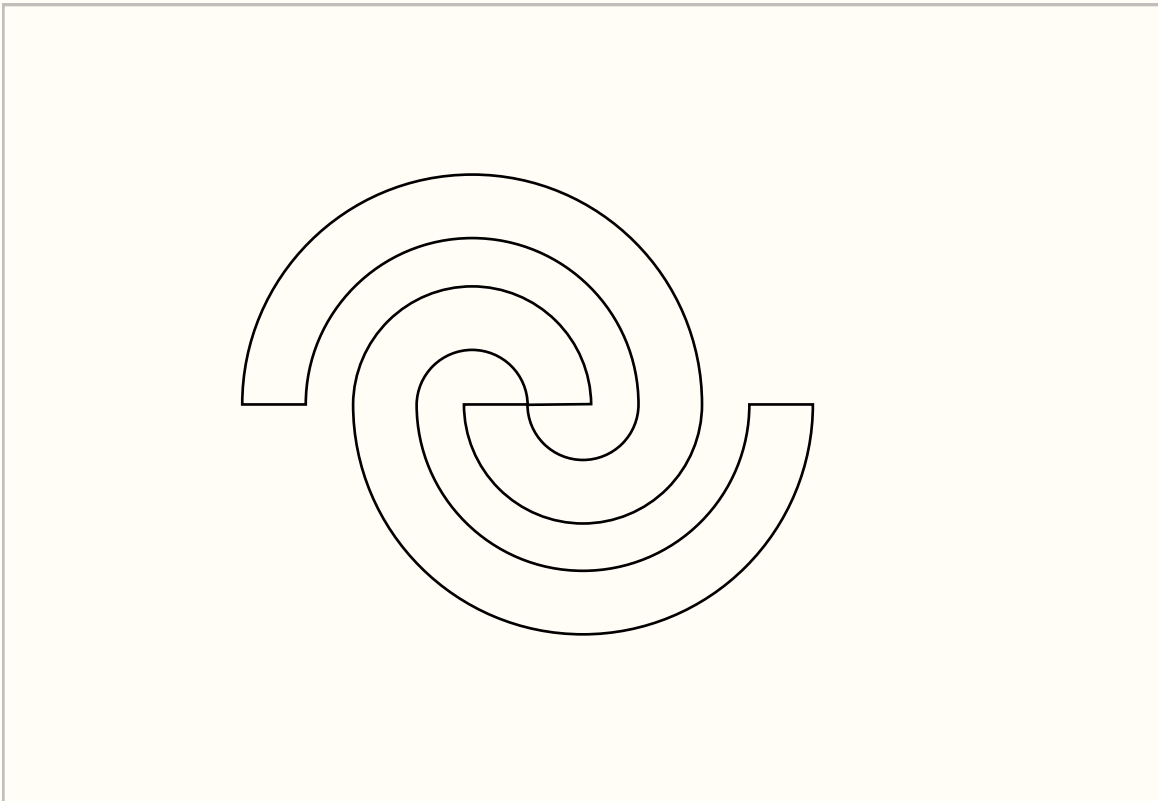
✗ Do not combine the logo with an illustration that doesn't have color harmony.



✗ Do not use color combinations other than those listed in the logo color section.



✗ Do not outline.



✗ Do not change the orientation.



✗ Do not overlay logo in colors on illustrations.



Color palette

Our color palette feels luminous and sophisticated. The colors live harmoniously with the Woebot character and illustrations. This palette gives our identity a warm and hopeful feeling that conveys a connectivity to mental health.

Primary

<div>Purple</div> <div>RGB 62,49,134 CMYK 94,98,10,8 #3E3186</div> <div>Pantone 2371 U</div>	<div>Blue</div> <div>RGB 2,90,128 CMYK 95,62,30,11 #025A80</div> <div>Pantone 3015 U</div>	<div>Yellow</div> <div>RGB 249,190,6 CMYK 2,26,100,0 #F9BE06</div> <div>Pantone 109 U</div>	<div>Coral</div> <div>RGB 255,98,82 CMYK 0,77,66,0 #FF6252</div> <div>Pantone 172 U</div>
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Neutral

<div>Warm black</div> <div>RGB 49,47,32 CMYK 64,59,77,66 #312F20</div> <div>Pantone Black U</div>	<div>Off white</div> <div>RGB 255,253,246 CMYK 0,0,3,0 #FFFDF6</div> <div>Pantone 663 U</div>
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For dual-color logo and icons only *

<div>Logo Purple</div> <div>RGB 76,60,123 CMYK 84,89,0,0 #4C3CA3</div> <div>Pantone 2089 U</div>
<div>Logo Blue</div> <div>RGB 6,111,147 CMYK 90,49,27,5 #066F93</div> <div>Pantone 314 U</div>
<div>Logo Coral</div> <div>RGB 244,86,86 CMYK 0,82,62,0 #F45656</div> <div>Pantone Bright Red U</div>

Thank you.

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