WeTrack

Brand Guidelines

01 Logo

Our logo symbolises the streamlined approach and continuity we provide throughout event planning and delivery.

It’s one of our most important assets so please take care of it.

The following pages tell you how to protect and use our logo properly.

These are examples of WeTrack's sub-brand logos.

To maintain consistency, always use original artwork when applying a sub-brand logo.

Never try to re-create sub-brand logos using the primary logo.

WeTrack – Case Study

WeTrack – For Stadia

These are examples of WeTrack's partner logo lockups.

To maintain consistency, always use original artwork when applying a partner logo lockup.

Never try to re-create a partner lockup using the primary logo.

With descriptor

Without descriptor

04 Logo
Full colour

Wherever possible use the full colour version of the logo.

Always ensure it is visible and has enough contrast against the background it is on, especially if it is being placed on top of photography.

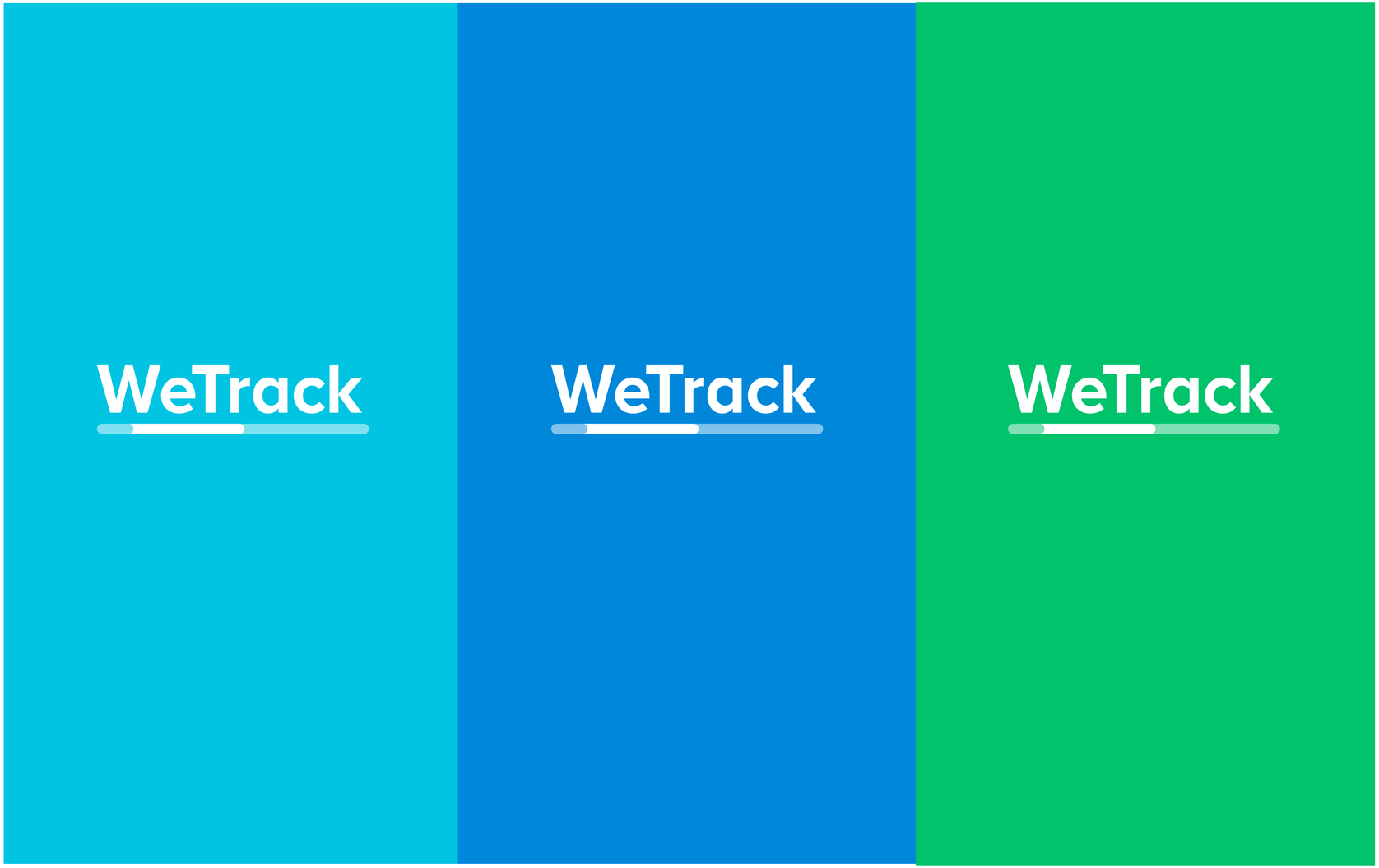
If any of the colours aren’t showing clearly enough, revert to the single colour version of the logo.

05 **Logo**

Single colour

To ensure our logo is always visible against its background, we have created a single colour version.

The white, single colour version should always be used on our Blue, Light Blue and Green brand colours.



06 Logo

Clear space and minimum size

The positioning of the text and sizing of the underline are fixed. Please always use the original artwork.

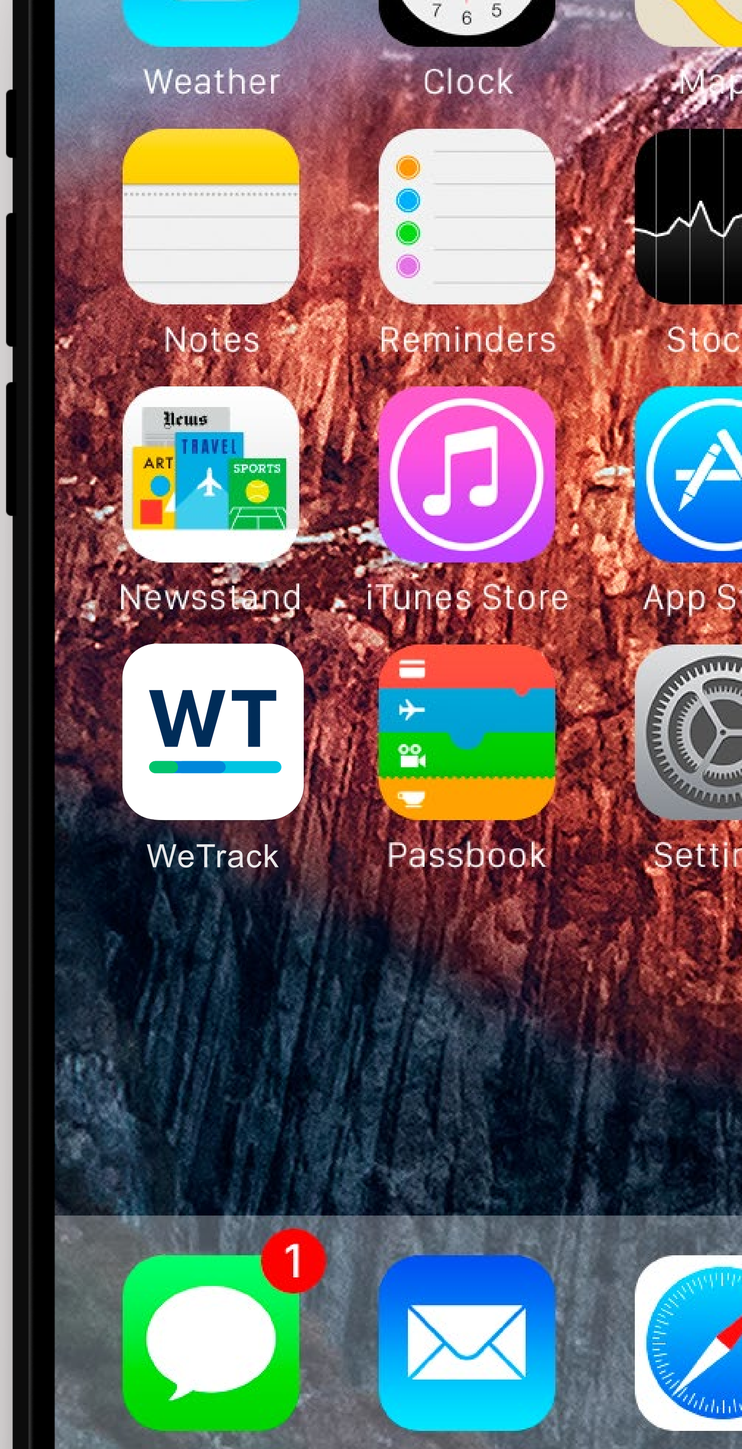
The exclusion zone is the height of the WeTrack wordmark, indicated here with the ‘T’. Please keep other graphics and logos outside this area.

To ensure the legibility and visibility of the wordmark the minimum size for the logo is 25mm.

07 **Logo**
Avatar

We use the short form WT for our Avatar.

Always use the Avatar on a white background with the logo in full colour.



08 Colour

We have 5 brand colours.

They can be used in combination with each other to create pace throughout WeTrack's communications.

09 **Colour**

Brand colours

Our 5 brand colours can be used in a number of combinations and should always lead.

Please use the correct colours when setting up artwork and make sure that you use the colour breakdowns specified here.

Dark Blue	Pantone 540 C100 M57 Y12 K66	R0 G48 B87 Hex 003057
White	C00 M00 Y00 K00	R255 G255 B255 Hex ffffff
Blue	Pantone 2194 C95 M26 Y0 K0	R0 G134 B214 Hex 0086D6
Light Blue	Pantone 637 C62 M0 Y8 K0	R78 G195 B224 Hex 4EC3E0
Green	Pantone 2256 C57 M0 Y62 K0	R86 G194 B113 Hex 56C271

Colour

Accent colours

Accent colours are for minimal use only in the WeTrack brand and should only be used in graphs, infographics and illustrations, when additional colours are needed once the primary colours have been utilised. When they are used they should be no more than 5% of the colour seen.

They will be used more prominently and without limitation in the WeTrack product, where they have a functional purpose.

Please use the correct colours when setting up artwork and make sure that you use the colour breakdowns specified here.

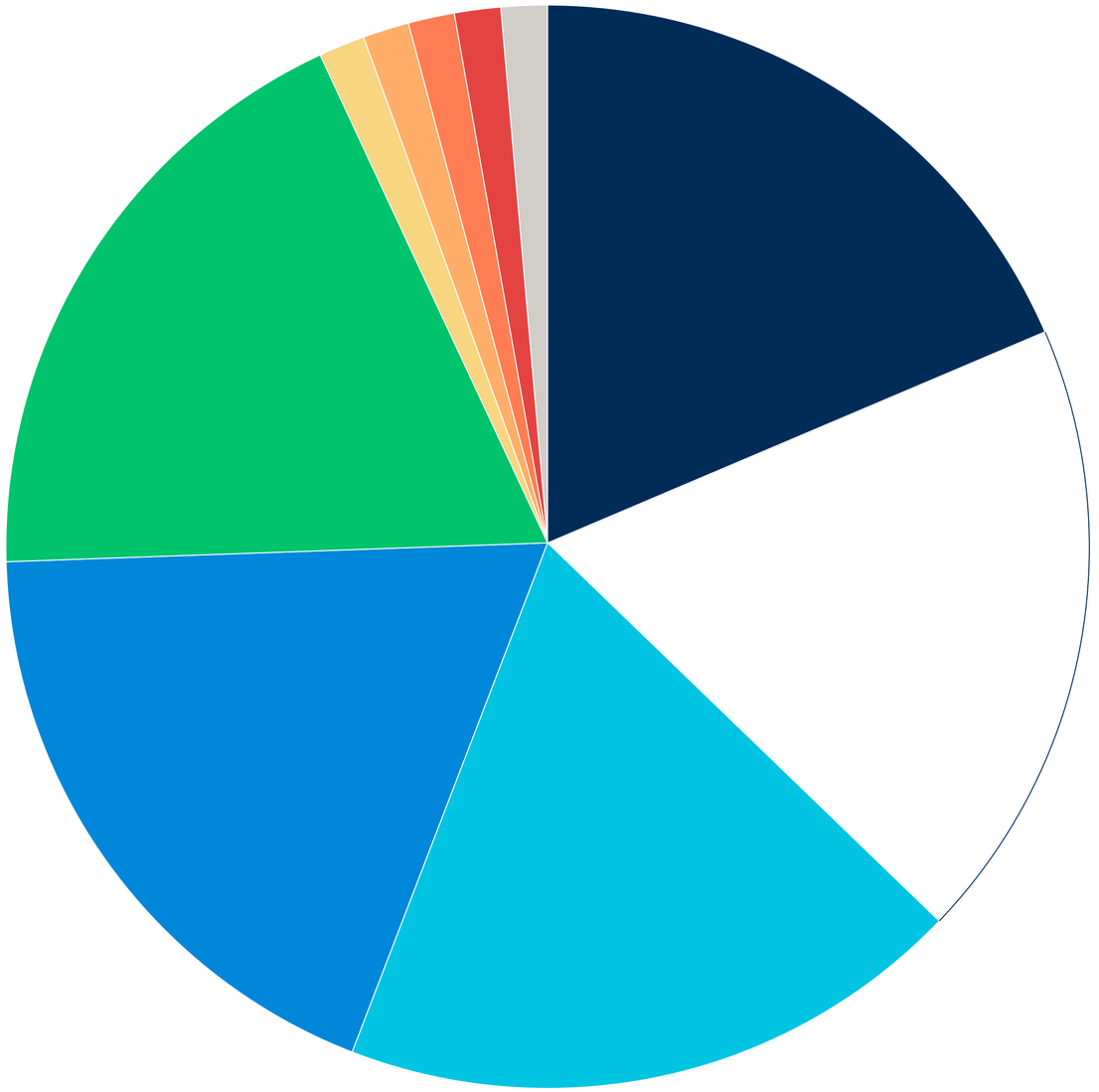
Red	Pantone 2033 C4 M83 Y68 K9	R197 G70 B68 Hex C54644
Orange	Pantone 2024 C0 M58 Y65 K0	R248 G124 B86 Hex F87C56
Light Orange	Pantone 2017 C0 M34 Y57 K0	R248 G173 B109 Hex F8AD6D
Yellow	Pantone 7403 C0 M11 Y58 K0	R238 G212 B132 Hex EED484
Grey	Pantone 2330 C13 M9 Y13 K0	R207 G205 B201 Hex CFCDC9

Colour

Proportional use of our colours

We should always lead with
our primary colours.

Accent colours should be
no more than 5% of the colour
on the page at any one time.



Proxima Nova is our brand typeface, **we use bold or semi bold for headlines,** and regular for body copy.

Typeface

Proxima Nova

The fonts Proxima Nova Regular, Semibold and Bold, should be used across all our communications. This includes online and on our product.

Arial is our default system font for use in PPTs and when Proxima Nova is not available.

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?!@£$%^&*()

Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold Italic

Tone of Voice

With our tone of voice we should always be dialling up collaboration and talk directly to the event operators, in an inclusive, informative way.

WeTrack is a partner that Event Operators need and want to work with - we exist to make their lives better.

Enabling you to deliver safe events

Delivering sustainable events - together.

Connect your teams with our app

Seamless collaboration

Providing you with continuity throughout the event planning process

Delivery Line

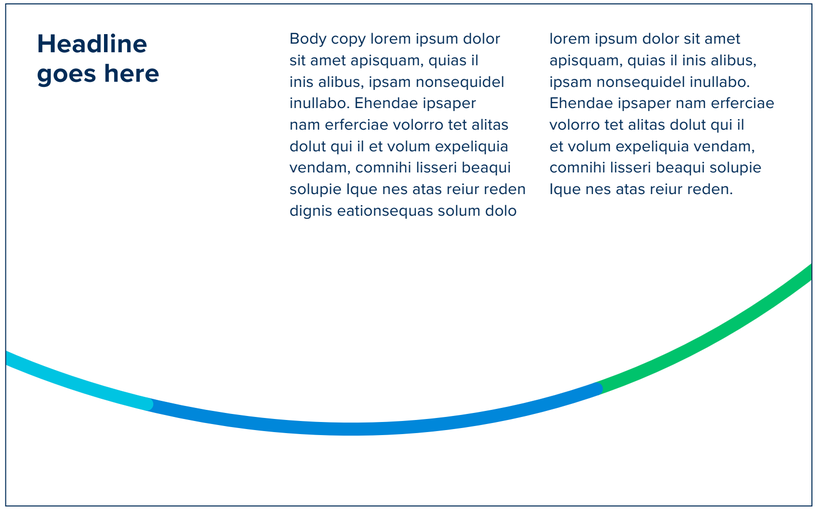
Our Delivery Line is a key feature of the visual identity and should be used across communications to bring the WeTrack brand to life.

It represents the streamlined approach and continuity we provide throughout event planning and delivery. The different sections represent the phases of event delivery being managed

The line should always flow left to right, with the rounded ends give a sense of progression and direction. The rounded end is always on the right hand side of each line.

Delivery Line
On colour

Our Delivery Line can be used on its own on any of our brand colours, as shown here. Use no more than 3 colours in the Delivery Line at once (as with the logo) ensuring chosen colours contrast clearly with each other.



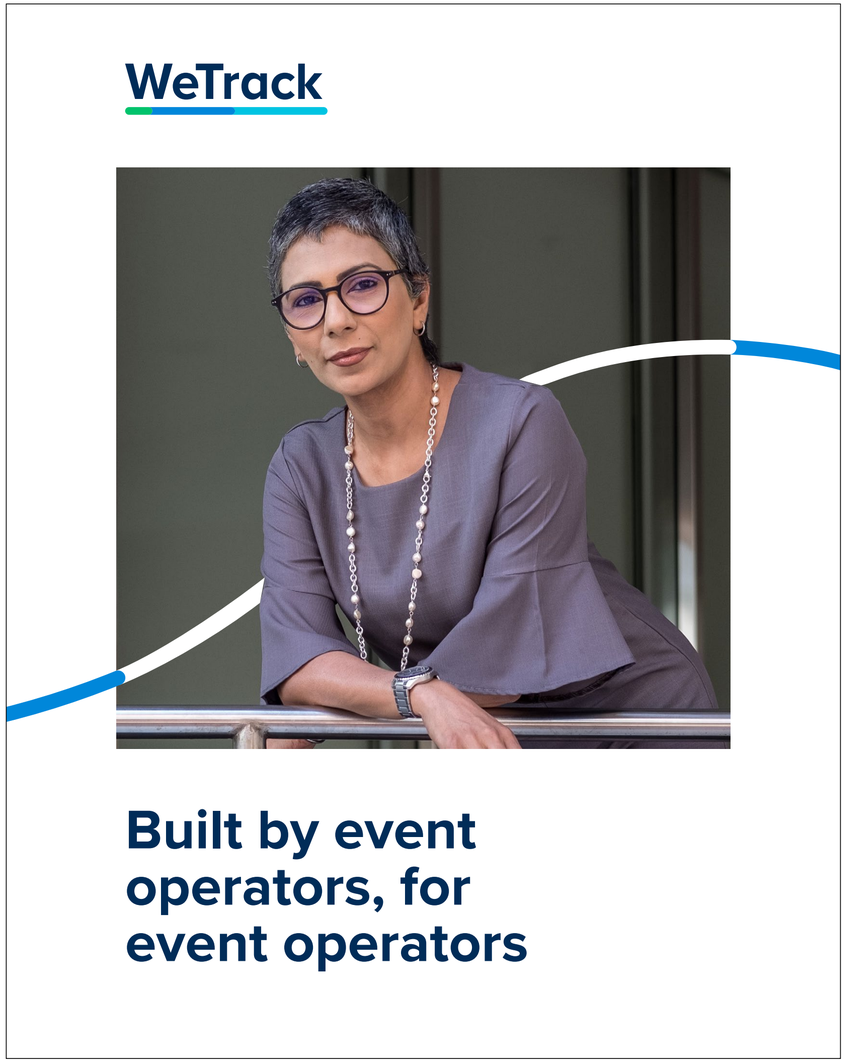
Delivery Line

Flowing through imagery

Our Delivery Line can be integrated into the picture or sit over the top of it.

White should always be used on the image, to ensure the visibility of the Delivery Line. Then use one other brand colour for the rest of the line.

Images should always sit on a white or dark blue page and be set with a border to allow the Delivery Line to clearly flow through it.



Delivery Line

Underline in headlines

A simple, easy to execute alternative to the full Delivery Line is an underline that can be used to add emphasis to key headlines. Ensure it always highlights the value WeTrack brings to the client.

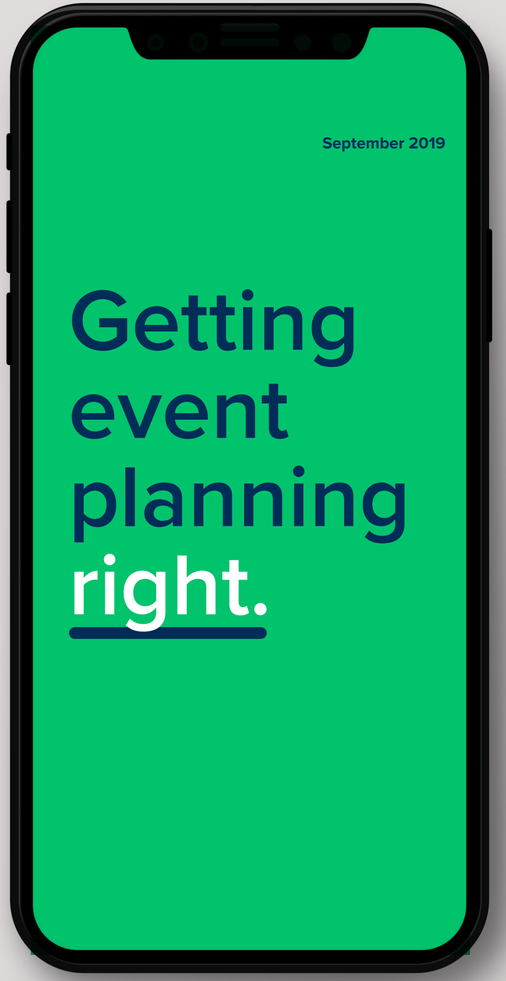
Do not use this on headlines at the same time as the Delivery Line, use one or the other only.

If possible, ensure the line weight is visually matched to the weight of the type and has rounded ends, choose a brand colour that works best for the application you are creating.

Deliver successful events

Deliver safe events

Deliver sustainable events



Iconography and Illustration

The following pages give suggestions as to how the iconography and illustration can be developed in line with the brand identity.

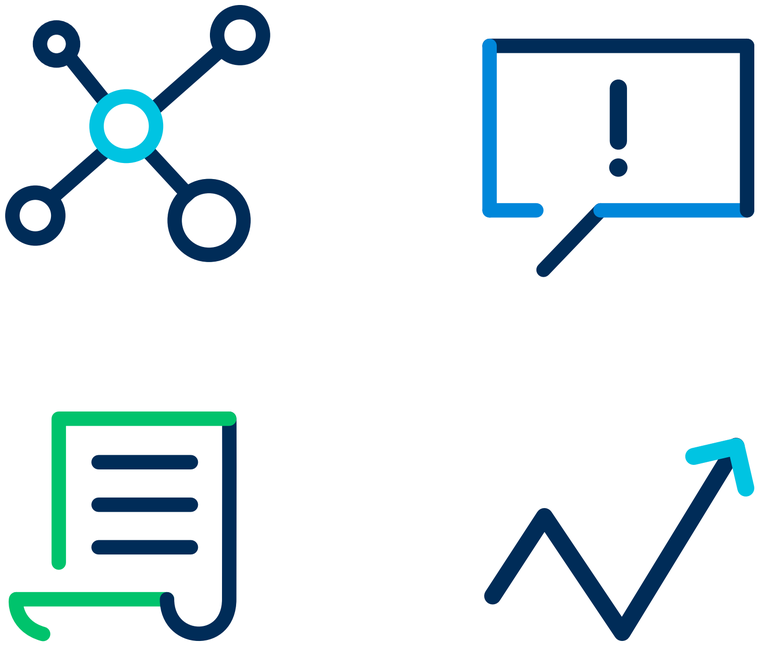
Iconography

How the Delivery Line can inspire iconography

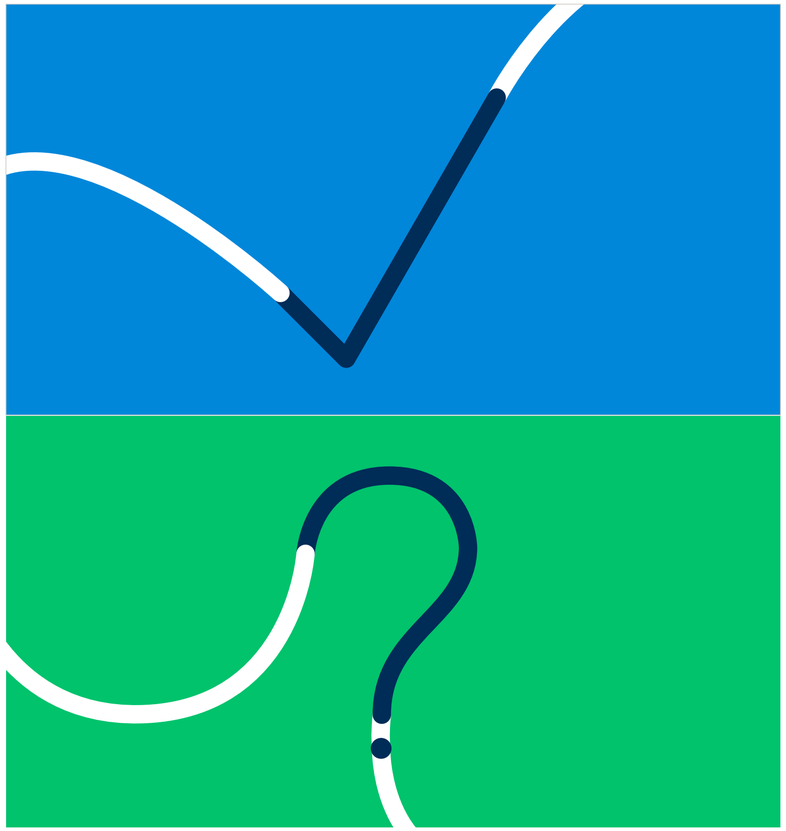
Plese note: For inspirational purposes only

Small use
Simple, functional. Always use rounded ends. One colour.

Detailed icons
When icons are bigger, they can have a more complex construction, to represent different tools, collaboration, readiness, etc. Use two colours. Always use rounded ends.



Continuous line icons
When there is an opportunity to create icons that represent continuous delivery. Use two colours. Always use rounded ends.



Iconography
Colour

Applications:

Conference

Festivals

Major Event

Reoccurring Event

Stadium

Governance

Customers:

Agencies

Federations

Governing Bodies

Operator

Suppliers

Venue Owners

Products:

Incidents

Lessons Learnt

Projects

Readiness

Risks

Run Sheets

Other:

Academy

Blog

Cogs

Feature

Gantt

News

Reports

Support

Sustainability

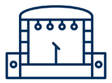
Training

Iconography

Dark

Applications:

Conference


Festivals

Major Event

Reoccurring Event

Stadium

Governance

Customers:

Agencies

Federations

Governing Bodies

Operator

Suppliers

Venue Owners

Products:

Incidents

Lessons Learnt

Projects

Readiness

Risks

Run Sheets

Other:

Academy

Blog

Cogs

Feature

Gantt

News

Reports

Support

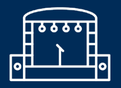
Sustainability

Training

Iconography
White

Applications:

Conference


Festivals

Major Event

Reoccurring Event

Stadium

Governance

Customers:

Agencies

Federations

Governing Bodies

Operator

Suppliers

Venue Owners

Products:

Incidents

Lessons Learnt

Projects

Readiness

Risks

Run Sheets

Other:

Academy

Blog

Cogs

Feature

Gantt

News

Reports

Support

Sustainability

Training

Photography

Our photography captures the success, power, collaboration and energy of event planning and delivery.

We are in a fortunate position to showcase and celebrate the success of our clients through their partnership with us and should, where possible, utilise the photography available from the events we have been part of.

Photography

Event photography

Please note: These images are for visual purposes only, licenses must be purchased before use.

Our event photography is:

- Successful
- Energetic
- Powerful
- Reassuring

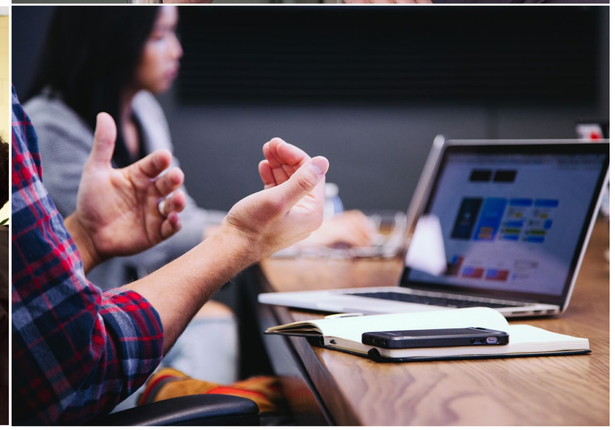
Photography

Team and product photography

Please note: These images are for visual purposes only, licenses must be purchased before use.

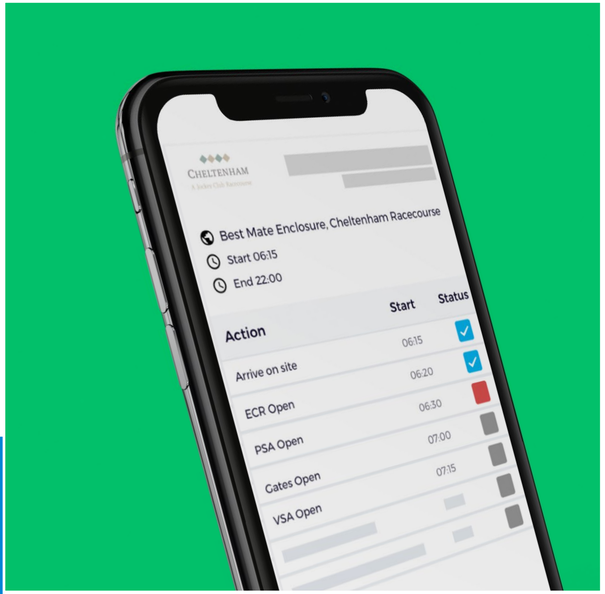
Our team photography is:

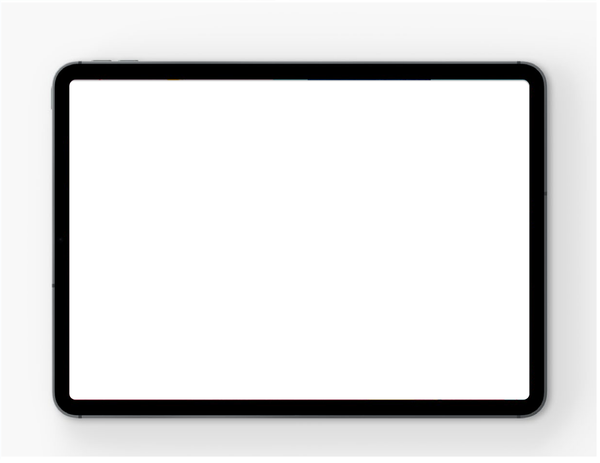
- Collaborative
- Empowered
- Proud
- Trustworthy



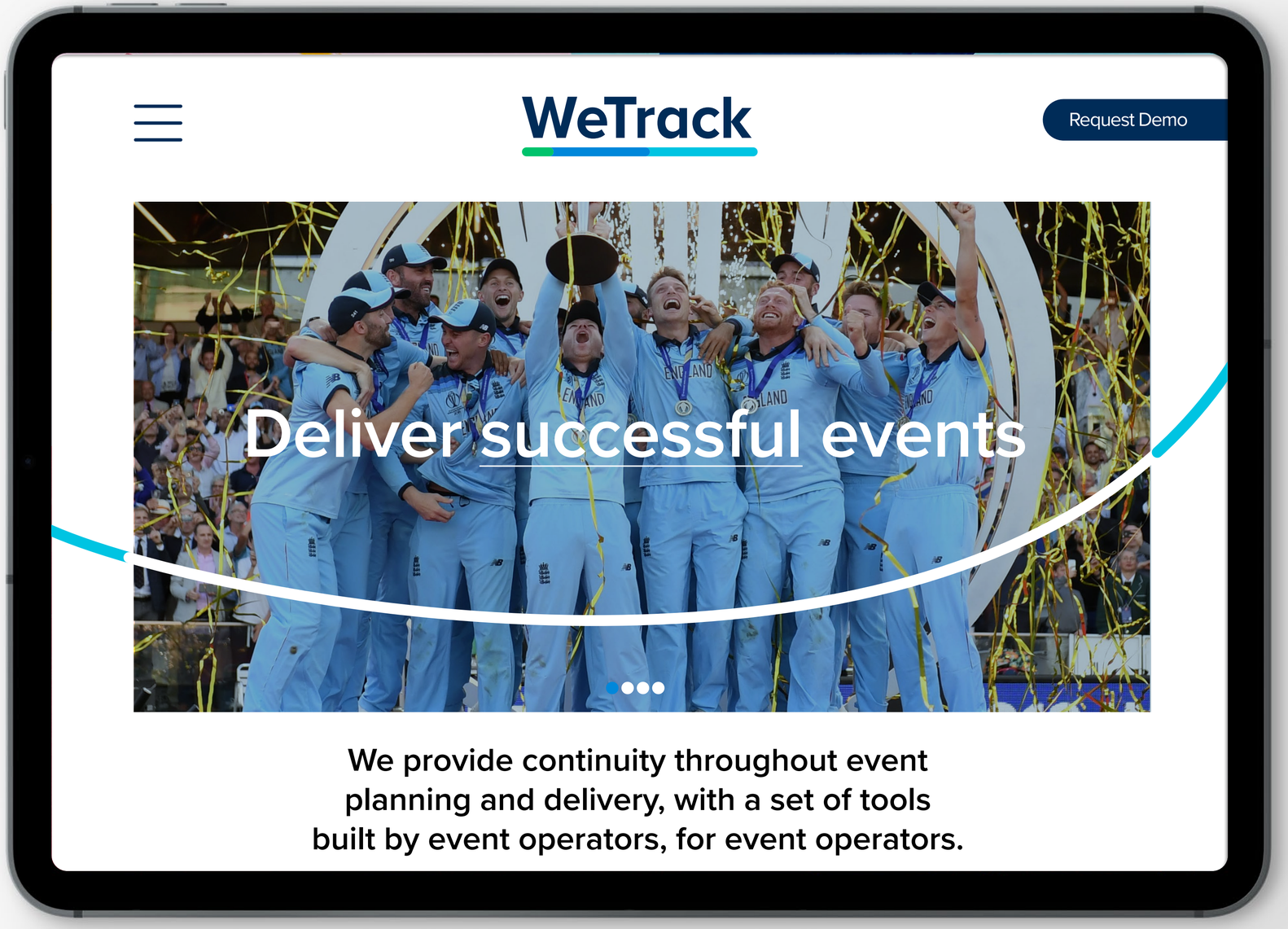
Our product photography is:

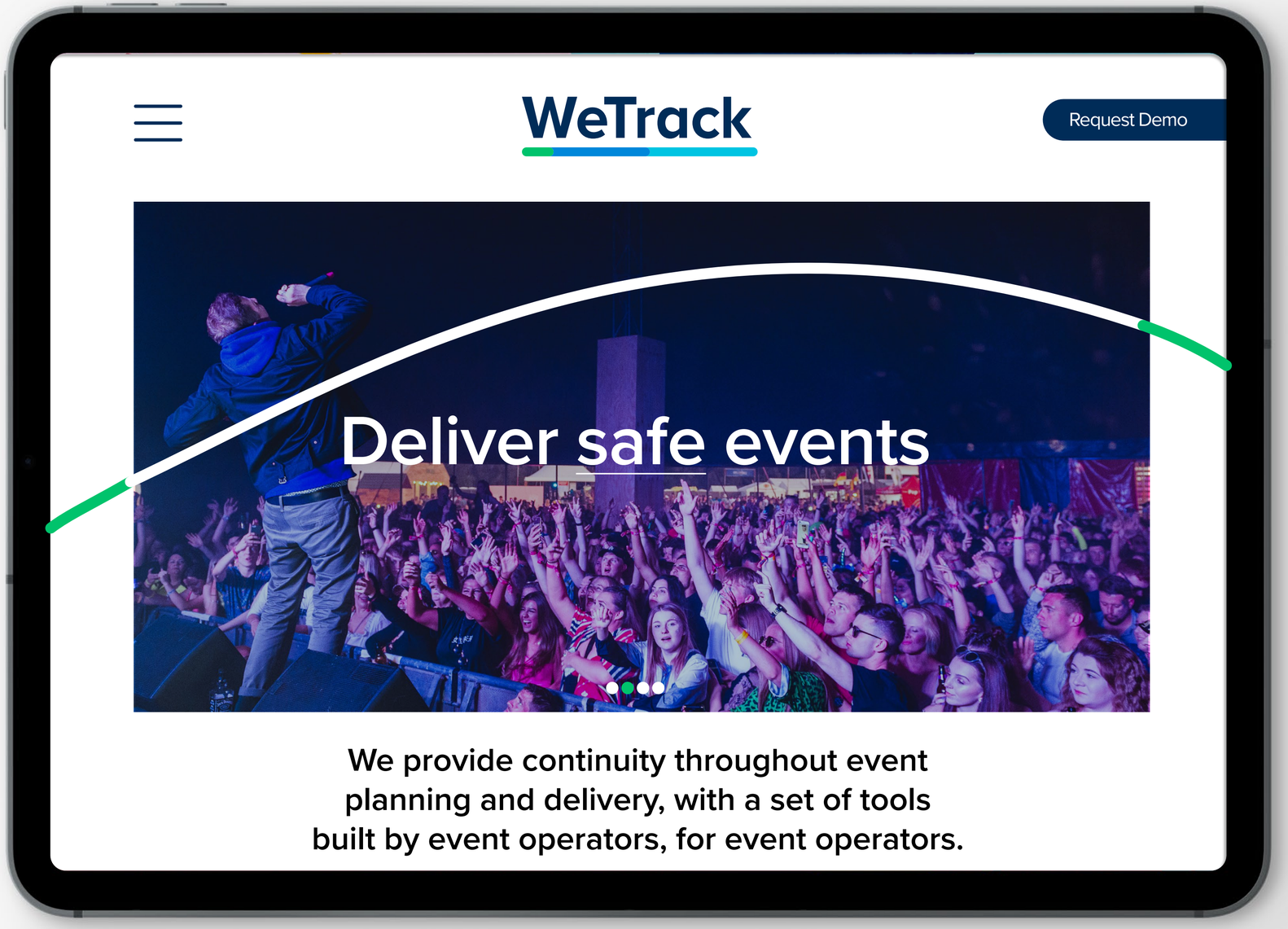
- Smart
- Gives context
- Can use bright backgrounds to add energy

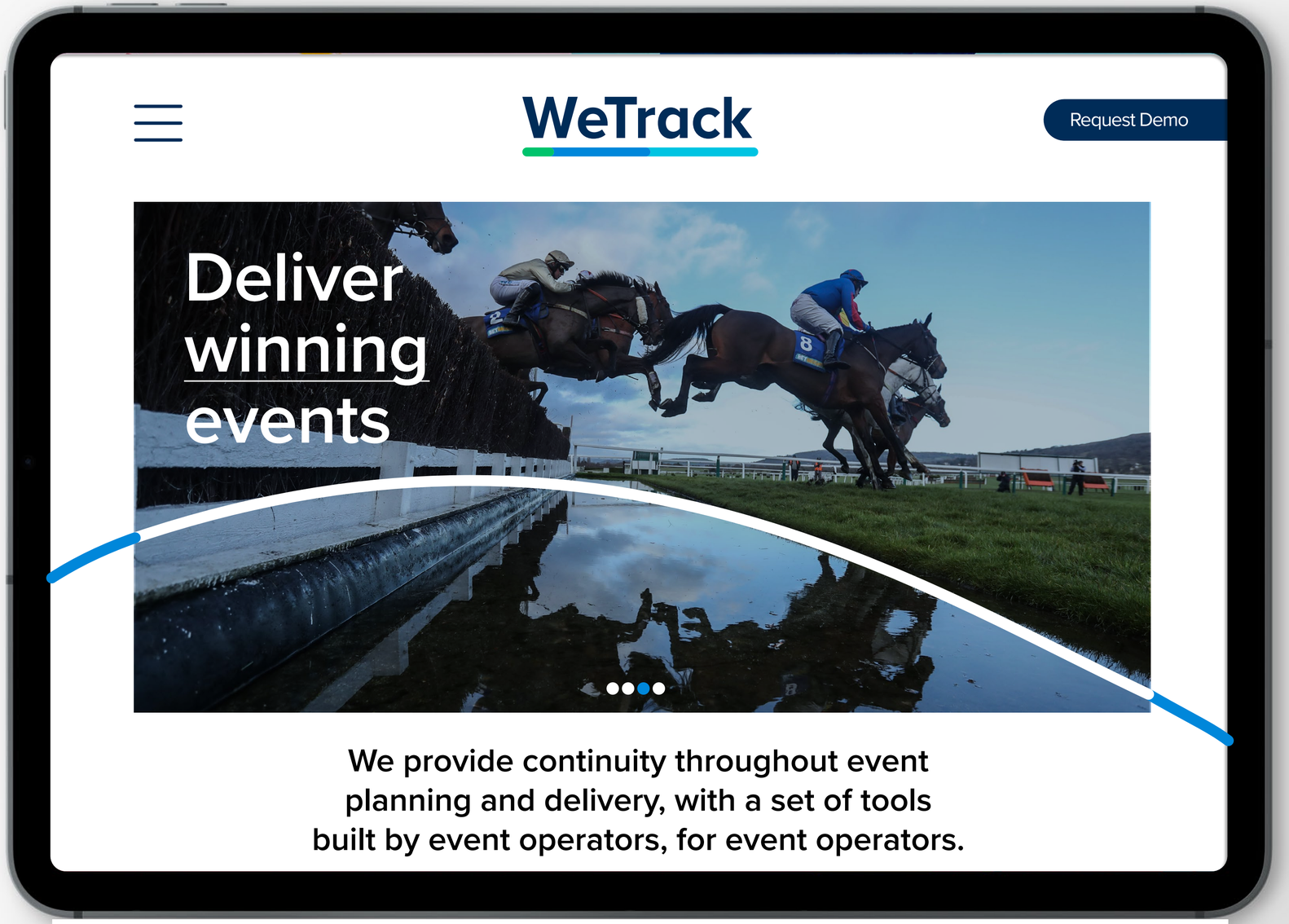




Our brand in action

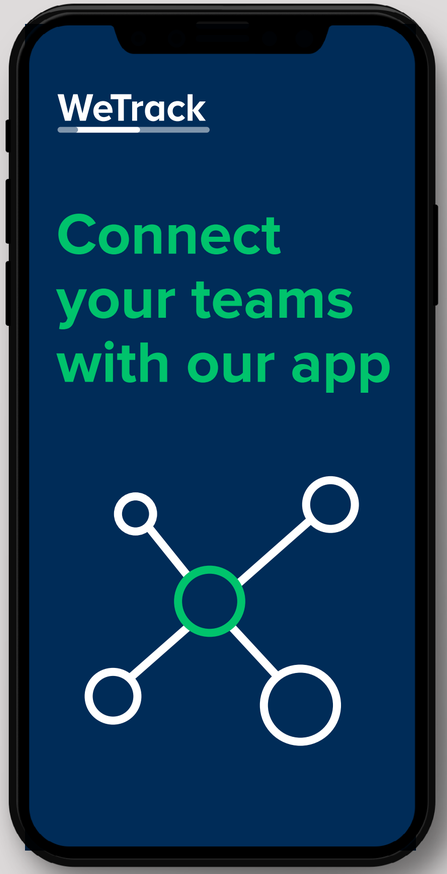

WeTrack
Request Demo
Deliver successful events
We provide continuity throughout event
planning and delivery, with a set of tools
built by event operators, for event operators.

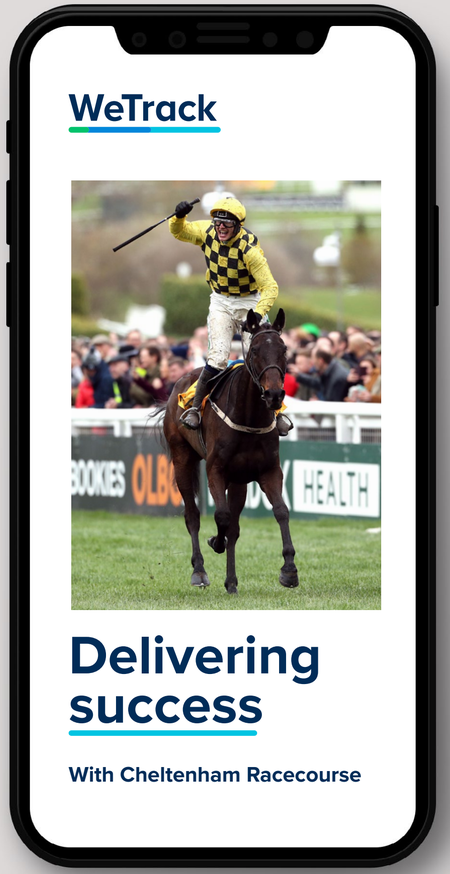

WeTrack
Request Demo
Deliver safe events
We provide continuity throughout event planning and delivery, with a set of tools built by event operators, for event operators.


WeTrack
Request Demo
Deliver winning events
We provide continuity throughout event planning and delivery, with a set of tools built by event operators, for event operators.

WeTrack
This months event listings August.

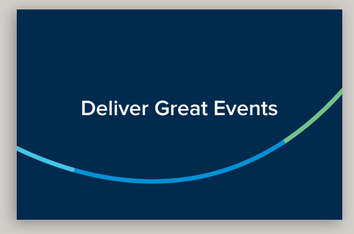
WeTrack
Incident management reporting

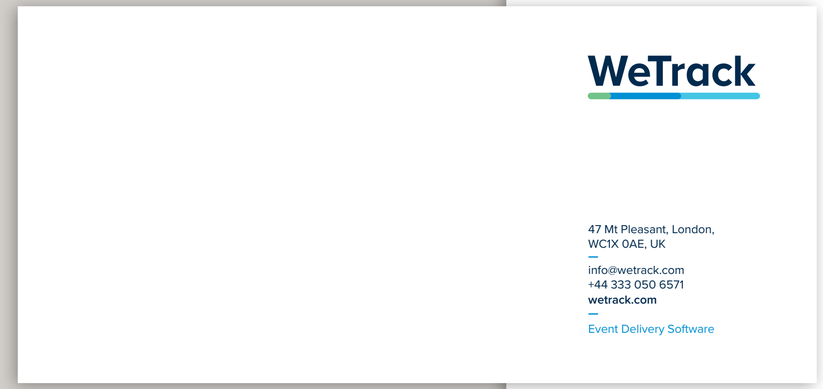

WeTrack
Connect your teams with our app

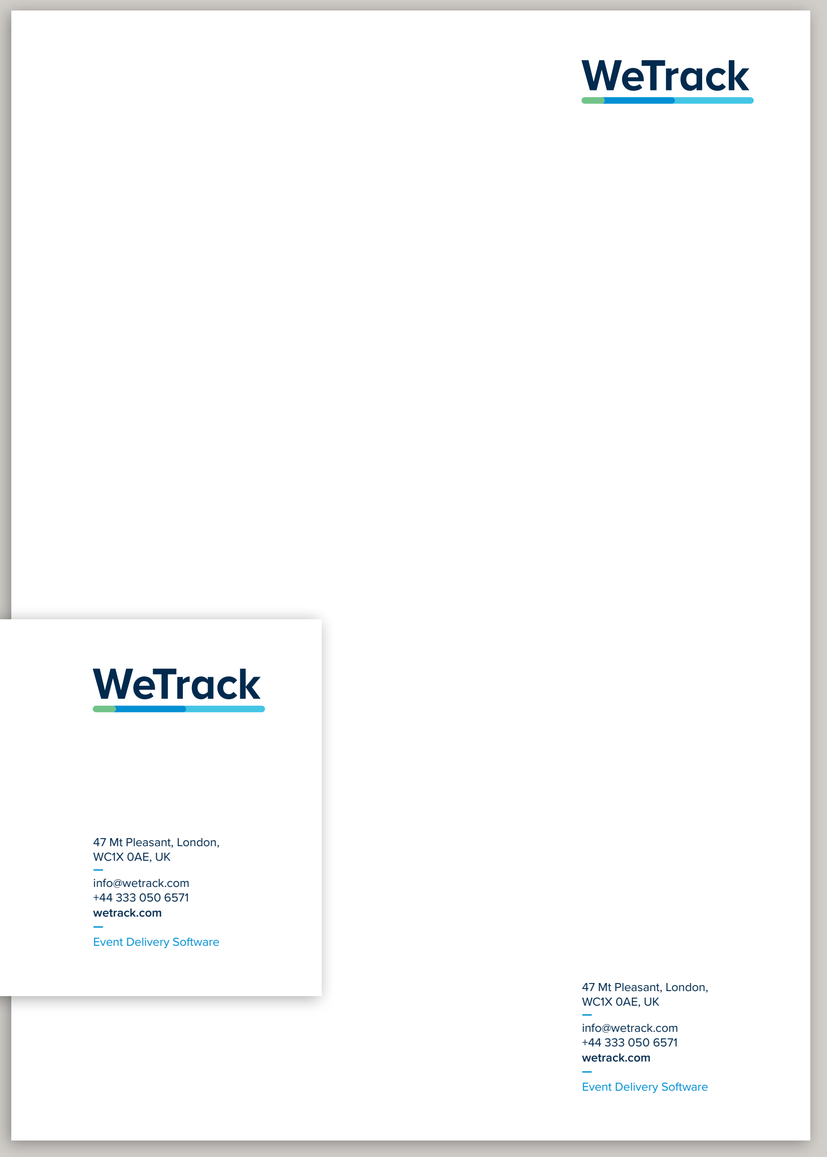

WeTrack
Delivering success
With Cheltenham Racecourse

WeTrack
Getting event plannir right.

WeTrack
Peter Ward
Director
peter@wetrack.com
+44 7775 429 428
@wetracksoftware
wetrack.com
Event Delivery Software


Deliver Great Events


WeTrack
47 Mt Pleasant, London,
WC1X 0AE, UK
info@wetrack.com
+44 333 050 6571
wetrack.com
Event Delivery Software


WeTrack
47 Mt Pleasant, London,
WC1X 0AE, UK
info@wetrack.com
+44 333 050 6571
wetrack.com
Event Delivery Software

WeTrack

Planning and delivering your event.

August 2019

Introducing WeTrack

Our story

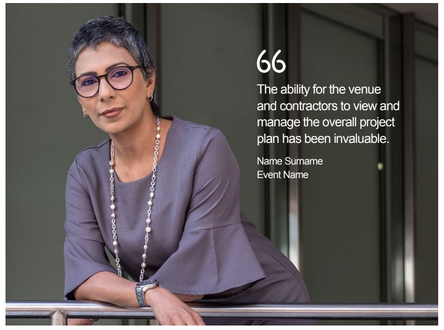
- Lorem ipsum dolor sit amet, bis escia dis magnatur sum, nonsequi sant et accabo. Untis voloribus idis maio.
- Evelit aliquasperem aut idel in poriosapici dolut fugit quatusaped.
- Quam aut enecatissus et ex exceped mos deliame molorer erianihil idictio.
- Inctatur sunt magnitem iunt pelestrum doluptatem amet conc.

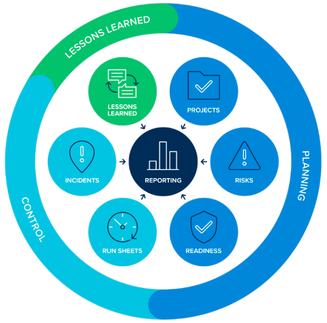
How it works

Built by event operators for event operators

Lorem ipsum dolor sit amet, bis escia dis magnatur sum, nonsequi sant et accabo. Untis voloribus idis maio.

Evelit aliquasperem aut idel in poriosapici dolut fugit quatusaped quam aut enecatissus et ex exceped mos deliame molorer erianihil idictio inctatur sunt magnitem iunt pelestrum doluptatem amet conc.





Contact

If you have any questions about the use of our brand please contact:

Peter Ward
peter@wetrack.com