

## **Intro**

At Womply, our mission is simple: We use technology and data to grow, protect, and simplify small business. We made this guideline to give that promise a consistent visual and verbal voice.

## Womply Logo



**WOMPLY**

The main logo in Primary Blue

## Alternatives



**WOMPLY**

Reversed out white logo



**WOMPLY**

Logo in Secondary Blue  
(for use in print documents)



**WOMPLY**

Logo in black and white

## Womply Logo: Clear Space



WOMPLY LOGO



POWERED BY WOMPLY

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When using the Womply logo or powered by Womply logo, always have plenty of space around it. A helpful guide to determine how much space should be around the logo is the size of the "W."

## Womply “W”



WOMPLY W



WOMPLY W REVERSED OUT

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In limited space scenarios, the Womply logo can be reduced to this stylized “W.” Usage for this include: App icons, profile pictures, letterhead seals, and favicons.

## Womply Logo: Trademarks



The main logo with a trademark.



DON'T combine any part of the Womply brand with your name, marks, or generic terms except as outlined in this document.



DON'T use trademarks, names, domain names, logos, or other content that imitates or could be confused with Womply.



DON'T use any icons, images or trademarks to represent Womply except as outlined in this document.

## Womply Logo: Usage



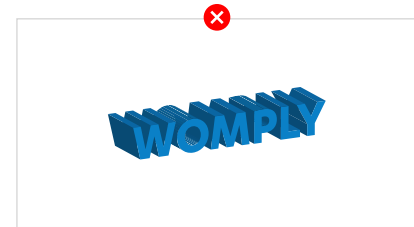
DON'T use other colors or gradients on the logo. Only use the primary blue, secondary blue white, or black.



DON'T add strokes to the logo.



DON'T vertically or horizontally stretch the logo.



DON'T use bevel, emboss or any totally tubular Microsoft Word effects on the logo.



DON'T use the old logo.



DON'T use the new or old Wombat in any external facing branding.



DON'T use any slogans, tag line or mottos around the logo.



DON'T use the Womply "W" with the logotype.

## Colors: Womply Brand Colors

### Primary Blue

#247fff

RGB: 36, 127, 255

CMYK: 75, 51, 0, 0

Recommended Uses:  
Headlines, CTAs, background

### Secondary Blue

#008cce

RGB: 0, 140, 207

CMYK: 88, 31, 0, 0

Recommended Uses:  
When printing documents using this color

### Midnight Blue

#000d57

RGB: 0, 13, 87

CMYK: 100, 97, 28, 39

Recommended uses:  
Background color, subheaders,  
providing contrast to Primary Blue

### Cool Grey

#72828e

RGB: 114, 130, 142

CMYK: 59, 42, 36, 5

Recommended uses:  
Product names, body text, white  
paper background, subheader,  
neutral content

### Light Grey

#d6d6d6

RGB: 214, 214, 214

CMYK: 15, 11, 12, 0

Recommended uses:  
Watermarks, background color

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Our Womply colors provide a strong voice on its own and support for our products.



## Colors: Products

Retention Intelligence

#009b2d

RGB: 0, 156, 46

CMYK: 84, 12, 100, 2

BizShield

#6dbf6b

RGB: 110, 191, 107

CMYK: 60, 0, 78, 0

Customer Pulse

#35c6bc

RGB: 54, 199, 189

CMYK: 66, 0, 33, 0

Insights

#3fbf75

RGB: 64, 191, 117

CMYK: 69, 0, 74, 0

Ads

#ff771c

RGB: 255, 120, 28

CMYK: 0, 66, 97, 0

Launchpad

#ffc100

RGB: 255, 194, 0

CMYK: 0, 25, 100, 0

Listings Monitor

#ffd800

RGB: 255, 217, 0

CMYK: 1, 12, 100, 0

Reputation Defense

#f73500

RGB: 247, 54, 0

CMYK: 0, 92, 100, 0

Customer Feedback

#006bef

RGB: 0, 107, 240

CMYK: 81, 59, 0, 0

Vault

#663ab5

RGB: 102, 52, 181

CMYK: 73, 84, 0, 0

**Typography:** Headlines

Display/Header Text  
**Freight Sans Pro.**  
Approachable but different

**Grow. Protect. Simplify.**

**Insights**

**Weather**

**New vs Repeat**

**Revenue**

**Reputation Alerts**

**Website Monitoring**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()-+{}:”<>?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()-+{}:”<>?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()-+{}:”<>?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()-+{}:”<>?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()-+{}:”<>?**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@#\$%^&\*()-+{}:”<>?**

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Freight Sans Pro is our header and product typeface. This typeface can be found via [TypeKit](#).

## Typography: Body

# Body Text Work Sans. Legible and nice.

Luptae nossit, volorem et, illatia expe si sincid  
molorrovitis int esequas pelibust qui omnieni  
musantem. Nequos dolori recabor ecuptatur ad  
moluptat evelign iendam int, senduci liquatusam  
es quid qui voluptam volor mossitiis sectore  
cturese rumquatus, occae et aperehe ndant, sus  
cumquat iorest fuga. Et eiumquia sed molore dolori  
temperum aut optatem doluptatio endaero ea  
nonsequ aepellandero odio es dolor

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()-+{}:”<>?

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Work Sans is our body copy typeface. This can be downloaded on [Google Fonts](#).

## Typography: Usage

**This is a headline. Your  
attention goes here.**

CAPTION OR BYLINE

The long-form or body text should be Work Sans.  
Rum quod ma sitaquat. Te si blam dolor alibus ea  
sint ut a dit, officab orrovid ut mi, cus. Agnatiis  
delenim repratemqui sundige ndundio voloria tionsedi  
beatibusant rem que

FREIGHT SANS PRO BOLD

FREIGHT SANS PRO MEDIUM (ALL CAPS)

WORK SANS REGULAR

## powered by Womply: Standards

### Rules

Do not capitalize the “p” in powered by Womply

The plain text spelling is “powered by Womply”

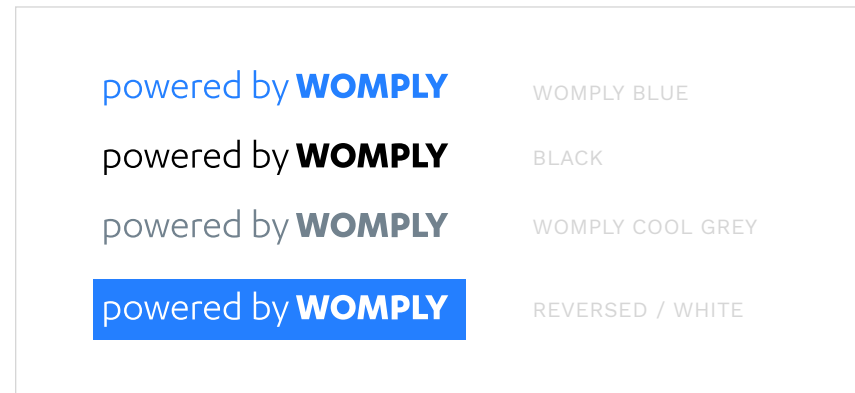
The “Womply” can be all caps or title case.

Do not write “powered by Womply” by itself. It must follow the [Partner Name] + [Product] + powered by Womply.” For an example: “Partner Insights powered by Womply.



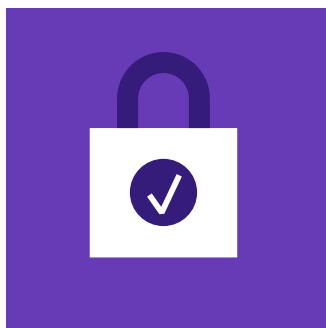
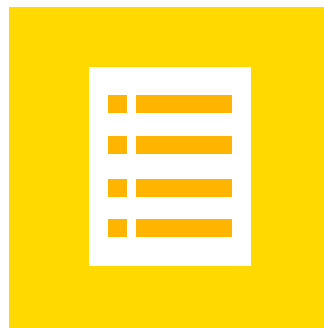
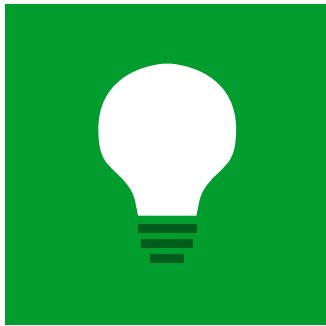
### Primary

Use this as much as possible unless it is illegible (like on different colored backgrounds).



### Secondary

**Products:** Logos



**Products:** Logo Lockups



## Products: Logo Usage

### Rules

The plain text spelling is “Womply [Product Name]” For example: “Womply Reputation Defense.” Write the product name in sentence case only. No caps.

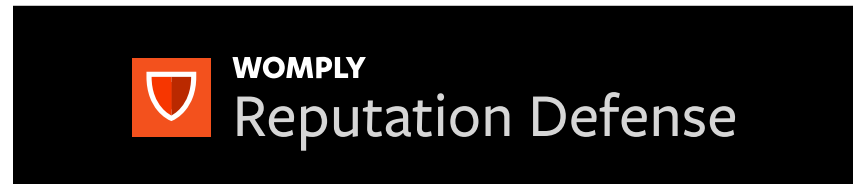
In background color scenarios, use the “Reversed Out Logo” treatment. The product name is in Womply Grey where everything else is white.

Do not use “powered by Womply” in product branding unless it is co-branded with a Partner. Use only the Womply logo set on top of the product name.

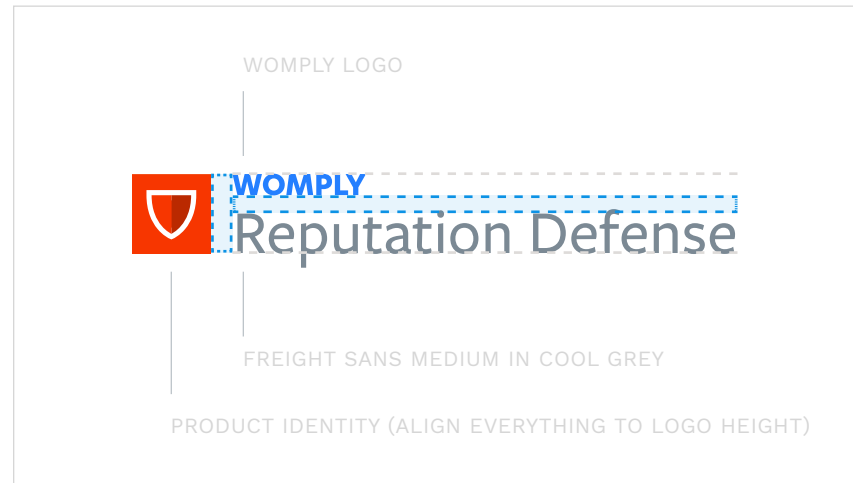
Use only Womply Cool Grey for the product name, do not use the product’s color palette as it will make it too messy.



MAIN LOGO LAYOUT



REVERSED OUT LOGO



PRODUCT BRANDING CONSTRUCTION



## Products: Logo Usage (Alternatives)

### Vertical Layout

In the case of limited space, a vertical lock up is recommended. If the product name is two words, you can add an optional line break. The Womply logo must be the same width as the product logo.

### Product Color Layout

While the instances are rare, it is acceptable to remove the square from the product logo as long as the container is in the product color. The cleaner, white background/product logo square is preferred.

### Centered Layout

In header situations, a centered layout is acceptable. Note: The Womply logo must also be the same width as the product logo.



VERTICAL LAYOUT



PRODUCT COLOR LAYOUT



CENTERED LAYOUT