

wibble | **brand guidelines**



wibble

Wibble is a web company who specialise in high end WordPress design, build and support. They have experts working primarily with the core WordPress software and they are able to offer an unrivalled service that develops new websites and gets the best from existing Wordpress sites.

Part of Wubbles' evolving value proposition is a new, forward thinking product offer 'rescue package'. This is a way into the Wibble brand for a select audience and allows that audience to make sense of Wubbles capability when it comes to WordPress.

Primary Typeface

Palanquin Dark

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#%&^*-_+=
[]{}|\<>'";:?**

Bold - If larger than 10pt

**Baldrick, in the Amazonian rain forests
there are tribes of Indians as yet untouched
by civilisation who have developed more
convincing Charlie Chaplin impressions
than yours.**

Regular - If smaller than 10pt

Baldrick, in the Amazonian rain forests there are
tribes of Indians as yet untouched by civilisation
who have developed more convincing Charlie
Chaplin impressions than yours.'

Secondary Typeface

Open Sans

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#%&^*-_+=
[]{}|\<>'";:?*

Bold

**Baldrick, in the Amazonian rain forests
there are tribes of Indians as yet untouched
by civilisation who have developed more
convincing Charlie Chaplin impressions
than yours.**

Regular

Baldrick, in the Amazonian rain forests there are
tribes of Indians as yet untouched by civilisation
who have developed more convincing Charlie
Chaplin impressions than yours.

Logo Spacing

With Tagline (legacy)



Minimum clear space 0.5 of X height

No Tagline



Minimum clear space 0.5 of X height

Logo Variations

Tagline (legacy)

wibble
making websites work



wibble
making websites work
Min Height
9mm/16px

No Tagline

wibble



wibble
Min Height
6.5mm/12px

Emblem

w



w
Min Height
9mm/16px

Gradient Emblem



Minimum clear space 0.3 of X height

Full Colour

Full Colour



Standard



Grey



WRP Red

+ Reverse



Wibble Blue



Wibble Grey



WRP Red



Wibble Deep Blue



Wibble Light Blue



Wibble Golden Olive

Logo + Emblem



Minimum clear space 0.5 of X height

Logo + Variatons

+ Emblem



+ Subtitle 1 word



+ Subtitle Tag line



Logo + Subtitle 1 word



Logo + Subtitle tagline





Pantone

7696 C

CMYK

59 | 9 | 9 | 21

RGB

95 | 153 | 175

#HEX

#5F99AF

Pantone

5865 C

CMYK

6 | 3 | 35 | 8

RGB

201 | 202 | 148

#HEX

#C9CA94

Pantone

7418 C

CMYK

8 | 83 | 55 | 5

RGB

199 | 81 | 81

#HEX

#C75151

PANTONE

Pantone

Cool Gray 11 C

CMYK

44 | 34 | 22 | 77

RGB

72 | 64 | 65

#HEX

#484041

CMYK

CMYK

75 | 46 | 36 | 8

RGB

75 | 117 | 132

#HEX

#4B7584

CMYK

CMYK

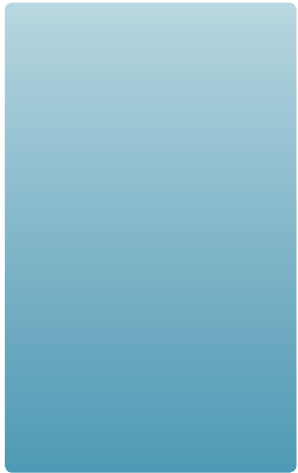
24 | 3 | 7 | 2

RGB

174 | 204 | 215

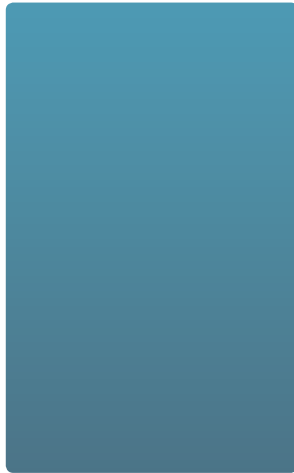
#HEX

#ACCCD7



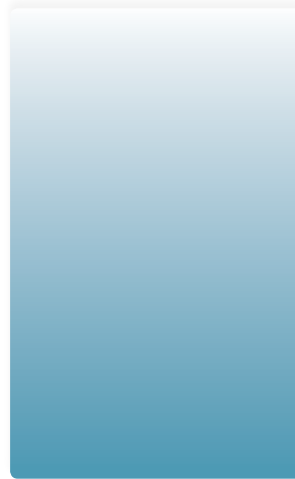
CMYK
24 | 3 | 7 | 2 &
59 | 9 | 9 | 21

#HEX
#ACCCD7 &
#5F99AF



CMYK
59 | 9 | 9 | 21 &
75 | 46 | 36 | 8

#HEX
#5F99AF &
#4B7584



CMYK
59 | 9 | 9 | 21 &
0 | 0 | 0 | 0

#HEX
#5F99AF &
#FFFFFF



CMYK
6 | 3 | 35 | 8 &
0 | 0 | 0 | 0

#HEX
#C9CA94 &
#FFFFFF



CMYK
8 | 83 | 55 | 5 &
0 | 0 | 0 | 0

#HEX
#C75151 &
#FFFFFF

Gradients to be used at the discretion of the designer. Do not create any gradients with the logo or brand materials that do not appear in the style guidelines.