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WARDWIZ
BRAND MANUAL

WHAT'S INSIDE?

BRAND INTRODUCTION

- Purpose
- Brand Archetype
- Brand Emotion

BRAND GUIDELINES

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- Logo Colour Palette
- Logo Reveal
- Logo Grid & Spacing
- Logo Color Variations
- Logo Placement
- Logo Usage - Dont's

BRAND COLLATERALS

- Business Card
- Letter Head
- E-mail Signature
- Envelope Mockup
- Book Mockup
- Pen Mockup
- Cap Mockup
- T-shirt Mockup

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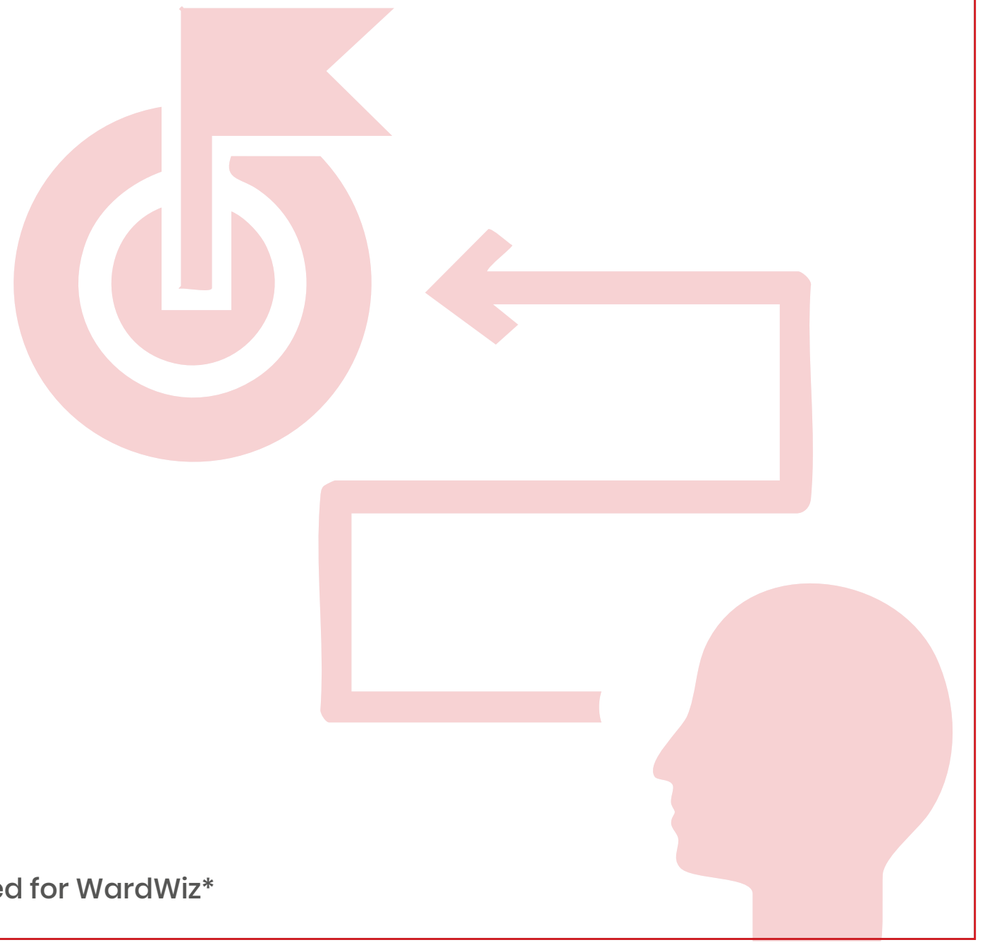
BRAND INTRODUCTION

PURPOSE

Our purpose is to provide cutting-edge security solutions that protect individuals and businesses from digital threats. We are committed to ensuring a safer digital environment by delivering reliable, innovative, and user-friendly protection. Through our expertise and advanced technology, we empower our customers with confidence, enabling them to operate securely in an ever-evolving digital landscape.



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BRAND EMOTION

Our brand evokes a sense of:

Trust & Security

We provide unwavering protection and reliability.

Confidence & Assurance

Customers feel safe and in control with our solutions.

Innovation & Excellence

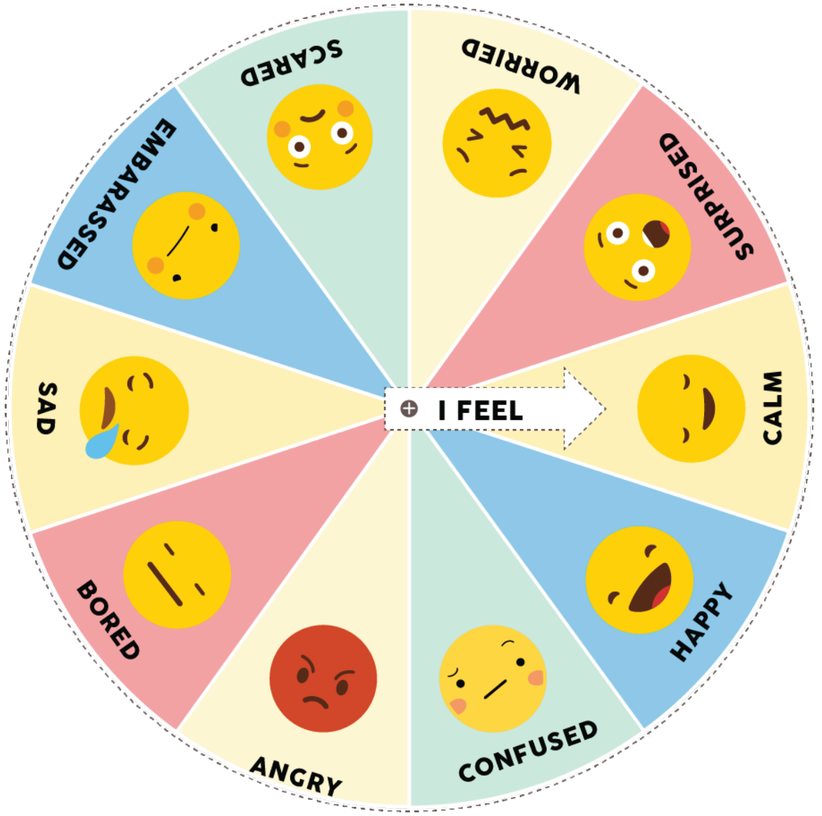
We stay ahead with cutting-edge technology.

Empowerment & Simplicity

We make security effortless and accessible.

Resilience & Strength

A brand that stands strong against threats.



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LOGO GUIDELINES

LOGO FONT

FONT FAMILY

Dummy Font

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

The quick brown fox jumps over the lazy dog

Aa Aa **Aa**

1 2 3 4 5 6 7 8 9 0 #

Because just
an Anti-Virus is not enough

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LOGO COLORS

#DB1B22

#231F20

#737476

#BEBFC1

#FFFFFF

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LOGO REVEAL

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LOGO GRID & SPACING

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LOGO COLOR VARIATIONS

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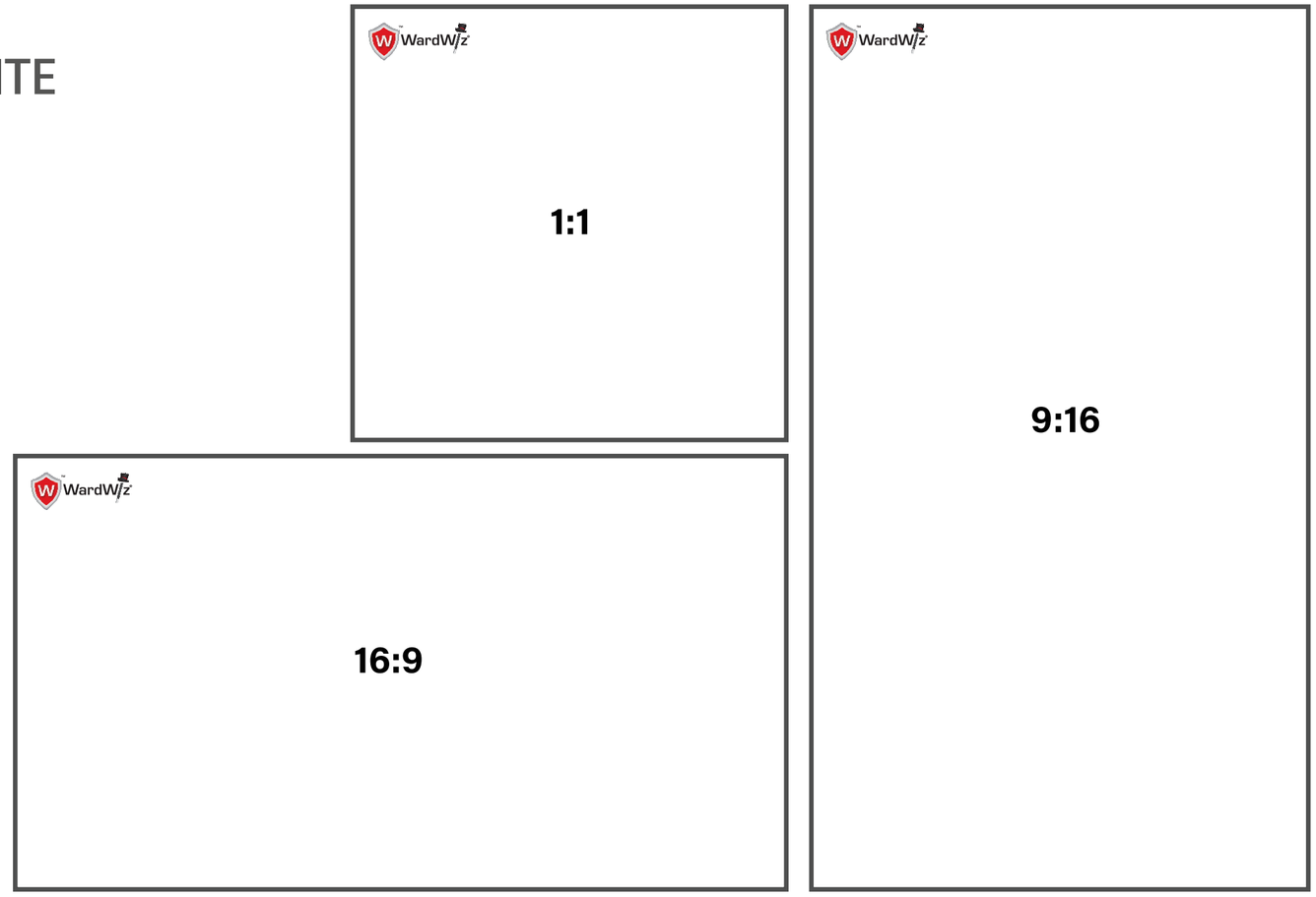
LOGO PLACEMENT

PLACEMENT FOR SOCIAL MEDIA & WEBSITE

* The logos can be placed either on the left side or on the right side.
* Do not place the logo at the bottom.



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LOGO USAGES – DONT'S

Do not change the color of the logo

Do not stretch the logo

Do not use any other color in the background

Do not reduce the opacity

Do not use complicated backgrounds

Do not rotate the logo

Do not use any effects on the logo

Do not change the position of the logo elements

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IMPLEMENTATION

BUSINESS CARD

SIZE - 3.5 X 2 Inch

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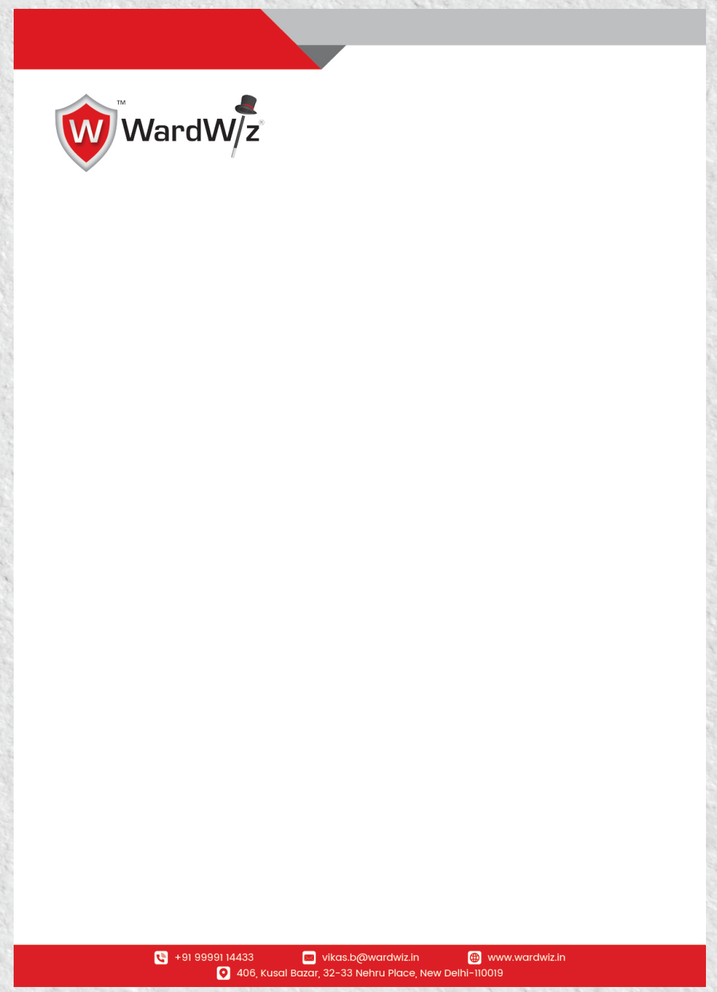
LETTER HEAD

SIZE - 210 X 297 MM



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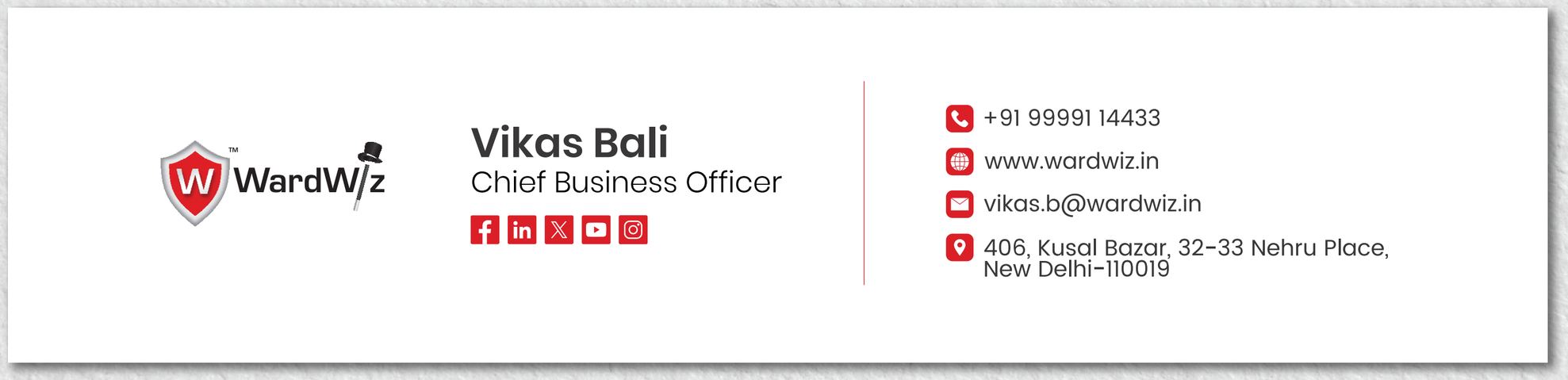
E-MAIL SIGNATURE

SIZE - 300 X 70 PX



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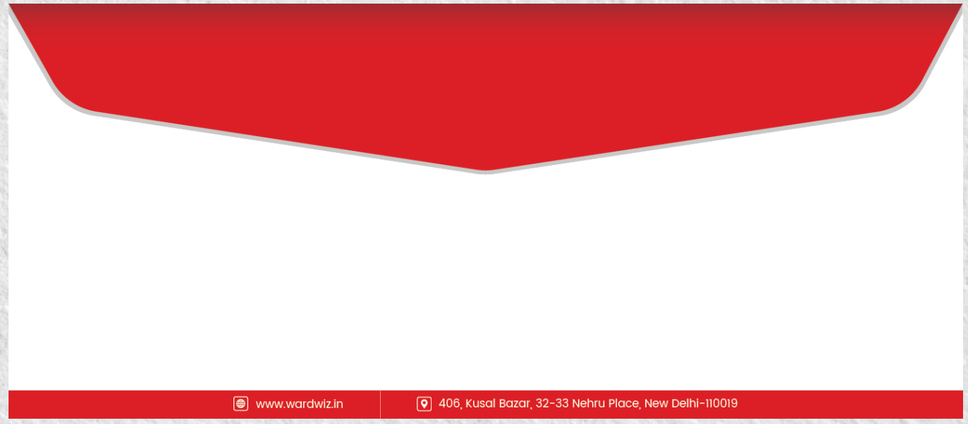
ENVELOPE MOCKUP

SIZE - 9 x 4 PX

LOGO SIZE - 1 X 2 Inch



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BOOK MOCKUP

SIZE - A5

LOGO SIZE - 1 X 2.5 Inch

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PEN MOCKUP

LOGO SIZE - 1 X 2.5 Inch

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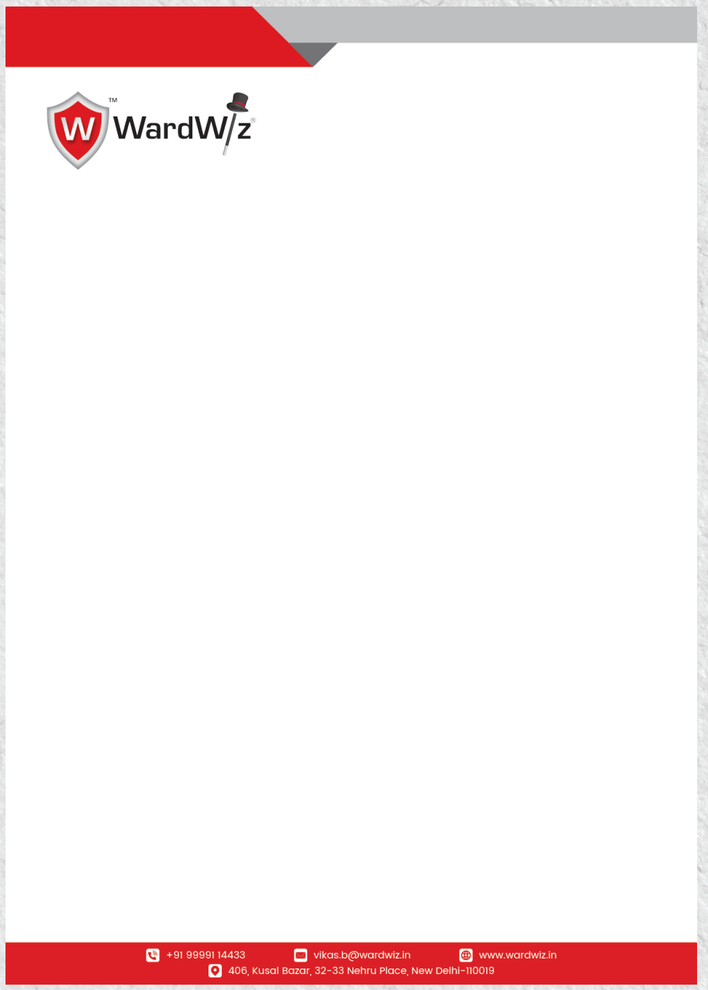

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CAP MOCKUP

LOGO SIZE - 1 X 2 Inch

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T-SHIRT MOCKUP

LOGO SIZE - 1 X 2 Inch

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MUG MOCKUP

LOGO SIZE - 1 X 2 Inch

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THANK YOU

WardWiz™

+91 0000000000

support@wardwiz.com

www.wardwiz.in

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