



OCTOBER 2023

Brand Style Guidelines

Providing our clients with creativity,
dependability, and value since 1995.

Brand Voice

Personality

Approachable

Knowledgeable

Unpretentious

Confident

Concise

Friendly

Empathetic

Collaborative

The brand voice is how we speak to clients and the public at large through printed and online communication. A consistent voice helps people recognize our brand and shows our professionalism.

Dos And Don'ts

DO

Consistently write from the same POV

Use just enough words to make your point

Leverage terms that demonstrate your expertise

SAMPLE COPY: DO

We develop custom software solutions to make your website presence as unique as your business.

DON'T

Change POV so copy feels mismatched

Add unnecessary copy or take a long-winded route

Overdo it with jargon or sales speak that may confuse clients

SAMPLE COPY: DON'T

At WebSight Design, we believe that your website presence should be as unique as your business, which is why we develop custom software solutions that make an impact.

Logo Usage & Colors

LOGO USAGE & COLORS

Logo



FULL LOGO

For mastheads,
letterhead, and RFPs,
and other introductory
items



ICON

For social media use,
avatar use, and brand
re-affirmation



WebSight Design Inc.

STACKED LOGO

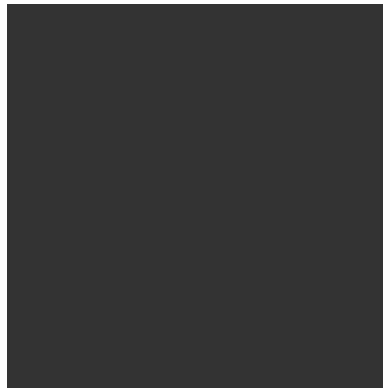
Use as full logo if it fits
the space better

The logo is a visual representation of the WebSight Design brand and its integrity must be maintained at all times. The logo should always appear in the proportions shown and no attempt should be made to redraw, retype, stretch, squeeze, rotate or distort it in any way.

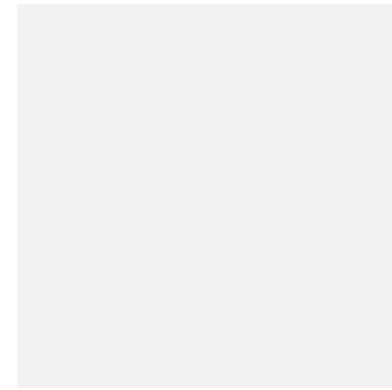
Primary Color Palette



Orange
#ff9900



Dark Gray
#323232



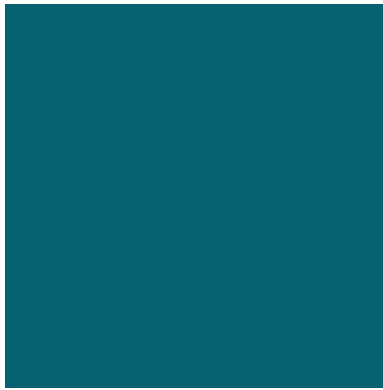
Light Gray
#f2f2f2

Additional shades of gray and black may also be incorporated into branded items. At times, other colors may be introduced; however these colors would be for promotional purposes, not branding purposes. The logo and brand representation should stick with these.

Secondary Color Palette



Purple
#5e1656



Teal
#086171



Pink
#e03271

Gradients allowed between colors; secondary palette is for enhancing documents, ads, and marketing materials. Do not print WSD logo in any of the secondary colors.

Typography

Typefaces to Use

Roboto

Used for body copy, headlines and call-outs, proposals and written documents, and headlines. Generally, the larger the size, the thinner the font weight.

Roboto Slab

Used for headlines and call-outs.
Light weight not to be used.

Roboto Light

Roboto Regular

Roboto Bold

Roboto Slab Regular

Roboto Slab Bold

While the logo uses the typeface Eras in various weights, the type used on documents, websites and all other collateral should be Roboto / Roboto Slab.

2026 Tagline

Tagline Usage

One and done.

With us, it's **one and done.**

Tagline should appear in Roboto Bold, in regular case, with a period at the end. Do not use all caps or play with font weights.



Thank you