



When You Need Me Collective

Style Guidelines



Table of Contents

Logo	1
Logo Alts and Best Practices	2
Logo Practices to Avoid	3
Color Palette	4
Fonts	5
Motifs	6
Examples	7

Use this logo as the primary marker of When You Need Me, Co.
Our logo represents the balance between members of our collective, including the stories and experiences that circulate between its members.



LOGO CLEARSPACE

To ensure the legibility of the logo, it must be surrounded with the minimum amount of clearspace, represented by "x". This will be used to separate the logo from competing elements, like photography, background patterns, or text.



When using the logo on a colored background that is darker than the light blue brand color, it is best practice to use the white logo alt. It is recommended to use the brand colors whenever possible on a colored background.

When You Need Me Collective

Use the text "When You Need Me Collective" from the primary logo whenever the hand icon imagery isn't present.



Refrain from rotating or moving the hands in logo.



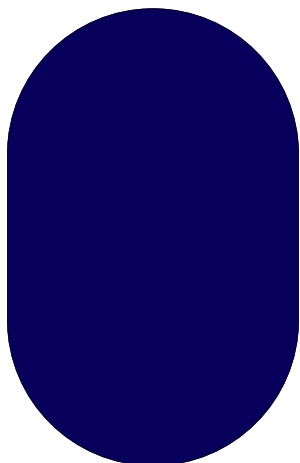
Do not change any of the colors in the logo. Only do this if the entire logo is white.



Always keep the opacity of the logo at 100%.

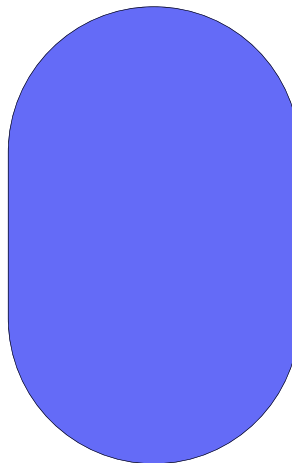


Do not place the logo on top of a textured background, and refrain from using the primary logo on a background that has a similar hue.



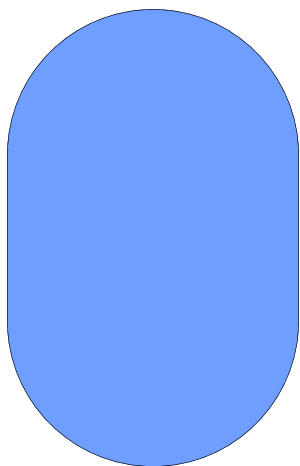
HEX: #07005a

R: 7
G: 0
B: 90
C: 100%
M: 99%
Y: 24%
K: 37%



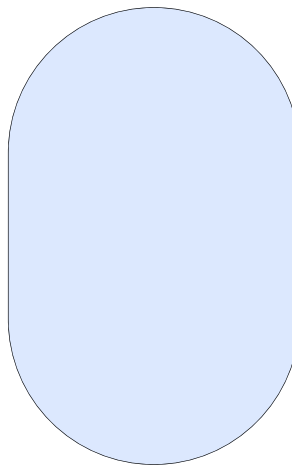
HEX: #636bf5

R: 99
G: 107
B: 245
C: 70%
M: 63%
Y: 0%
K: 0%



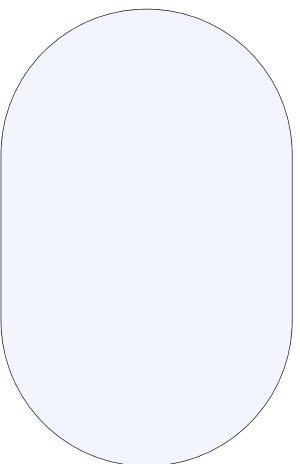
HEX: #6e9eff

R: 110
G: 158
B: 255
C: 54%
M: 34%
Y: 0%
K: 0%



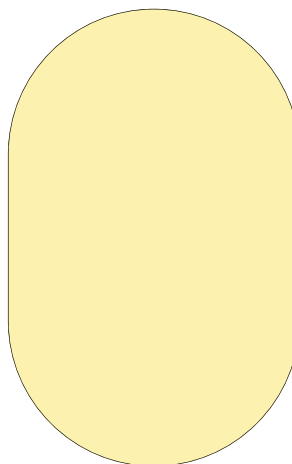
HEX: #dbe8fd

R: 219
G: 232
B: 253
C: 12%
M: 4%
Y: 0%
K: 0%



HEX: #f1f5fe

R: 241
G: 245
B: 254
C: 4%
M: 2%
Y: 0%
K: 0%



HEX: #fcf1ae

R: 252
G: 241
B: 174
C: 2%
M: 2%
Y: 39%
K: 0%

When You Need Me, Collective's colors are calming and enthusiastic, shown through the cool blues and pops of yellow. Use the blue colors as the primary colors, with the yellows as a secondary color pulled through with line and dot work.

When You Need Me, Co. relies on dialogue and an interchanging of different experiences. This strength in diverse expressions can be seen in the varieties of typefaces used in the brand, from bold serifs as a primary font and sans serifs used as support.

Headline

Creolia Bold

Aa Bb Cc

1 2 3

Body Copy

Apercu Regular

Aa Bb Cc

1 2 3

Apercu Mono Regular

Aa Bb Cc

1 2 3

Use the Apercu Mono Regular typeface as an accent, while the Apercu Regular typeface should be used primarily for body copy.



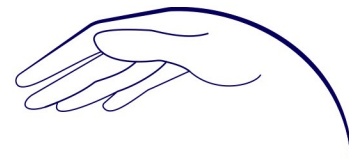
Use yellow linework to highlight the blue watercolor organic shapes, and vary the line thickness.



Yellow watercolor dots highlight key text and imagery, and should be using the yellow colors of the brand's color palette. Use in groups of three.



Use organic watercolor shapes around main imagery, pulling from the blue colors from the brand's color palette.



Separate the two hands from the primary logo for use on Instagram Stories or any format that has a greater length than width. Place photos or text in between the hands, vertically centered.

