

# Corporate Design Manual

Vision, Mission, Brand Values, Colors, Logo, Fonts and a lot more

## About Walls.io

Walls.io is an easy-to-use social wall that allows you to collect, curate and display content from multiple social media platforms. Embed your social feed on your website or display it on a screen at events, hotels, restaurants, shops, offices, etc. Start using your new social wall in less than 5 minutes!

You can use hashtag campaigns to leverage user-generated content, increase your organic reach and raise your brand awareness. Walls.io helps you collect, curate and display all the social media posts with your hashtag and present them in one place. There are many ways and reasons to run a hashtag campaign. You can raise awareness for a social cause, run a promotion for a service, create buzz for a new product and much more.

## Vision

Walls.io is an easy-to-use social wall that allows you to collect, curate and display content from multiple social media platforms. Embed your social feed on your website or display it on a screen at events, hotels, restaurants, shops, offices, etc. Start using your new social wall in less than 5 minutes!

## Mission

Walls.io is an easy-to-use social wall that allows you to collect, curate and display content from multiple social media platforms. Embed your social feed on your website or display it on a screen at events, hotels, restaurants, shops, offices, etc. Start using your new social wall in less than 5 minutes!

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## Brand Values

- Performance
- Quality
- Reliability
- Responsibility
- Flexibility
- Diversity
- Respect
- Agile
- Straight-forward
- Easy-to-use
- Lightweight
- Fast

## Colors

The brand colours offer a high contrast and convey a fresh, modern but also playful style. While sticking with a colour combination between "Deep Mountain Lake" and "Glorious Beer Morning" more Colors and even Gradients have been introduced to strengthen the ties between Marketing, The Product + Backend and the Landinpages + Blog. Another reason for more colors is the product itself. It was always a colorful mix of content, people and branches. The Gradients also round up the hard game between contrast high and brightful colors.



### Deep Mountain Lake

Primary Contrast Color

Web-HEX: **#00222d**  
Print-CMYK: **91, 70, 58, 67**  
Pantone: **296 C**  
**19-4024 TPG**

Deep Mountain Lake is by far the most used color inside of Walls.io. It is nearly used for all texts since it offers great contrast and comes close to black. Not only the fonts profit from this color, secondary buttons, and UI-Elements use it too. The brand relies heavy on Deep Mountain Lake since it is even used inside the spearhead of Walls.io, our logo. When Headlines need to be as bold as possible this colors used in a rectangle shape with bold, white foreground text absolutely does the job. Icons work well too when used on a white or light surface. When used with different opacity states this color can become the greyisch surface we use in a lot of our Backgrounds. For this we will go into more detail later.



## Glorious Beer Morning

Primary Signal Color

Web-HEX: **#ffb200**  
Print-CMYK: **0, 34, 100, 0**  
Pantone: **7549 C**  
**15-1062 TPG**

Glorious Beer morning works as primary signal color. The best example can be found inside of our logo. While we use Deep Mountain Lake to ensure enough Contrast to light background, Glorious Beer Morning can signal many things. In our logo the area stands as the widget in a website. On the landingpage the colors attracts enough attention to be used for CTA buttons. Note that we always use this bright color with enough contrast to stay safe in terms of readability. White text on this color looks good but does not reach the right amount of contrast.



## Wet Tree Liche

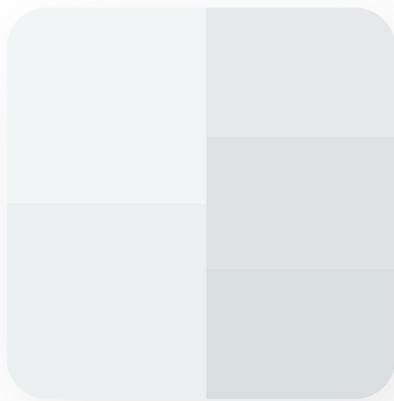
Secondary Signal Color

Web-HEX: **#00a898**  
Print-CMYK: **79, 9, 49, 0**  
Pantone: **3272 C**  
**17-5335 TPG**

Wet tree Liche works as an rarely used alternative to Glorious Beer Morning. We defently focus on the primary contrast and primary signal color. This one can be used in unusual cases where a third color is needed. Since this color is an alternative it shouldn't be used without the main colors around it. A good example is our standard colorful fluid theme or some of our gradients.

## Gradients, Shades & Shadows

Next to colors there are a bunch of methods to produce dynamic backgrounds, divide sections, create 3D Space or simply make things stand out. Exactly, gradients, shades & shadows are used at Walls.io and only when they make sense. One important thing here is to always check the correct color values and not to overuse shades or shadows. Working with those methods almost always means finding the right thin line between creating visible elements on different monitors without having them too contrast heavy and potentially harming the content of the element itself.



### 5(0) Shades of Grey

Variations of our grey

Variations of: **#0222d**

Opacity: **5, 7, 10, 12, 15**

These variations of a blueish grey are best suitable for non-contrast elements. Especially when creating whitespace by separating areas those shades of grey come in handy. The usage is quite simple. Our main contrast color #00222d is the base of all shades of grey. This color's opacity reduced to 5% creates the top left shade. The next under it is 7%, then 10%, 12% and finally the maximum of 15%. The second method is simply mixing the white with the blue overlay for real hexa color codes. The question why we use a blueish grey instead of a colorless one is obvious; a better, unconscious color recognition.



## Smaragd Night Forest

Dark Gradient

From: **#00222d**

To: **#006360**

Used for big atmospheric backgrounds but also for smaller shapes, buttons for example. Banding must be avoided at all time. The usage of the angle strongly depends on what element the gradient is used on. There is no perfect angle, but some of them prevent banding better than others.



## Charged Polar Lights

Primary Contrast Color

From: **#006360**

To: **#00a898**

Perfect for adding accent and energy to elements like headlines or buttons. Unlike smaragd night forest, this color is a blend out of ... and a complete new color. Since in our design we use high contrasts, this gradient should help bridge the hard edges a bit better. We use the lighter blue especially for UI elements in the backend.

## Corporate Typeface

SOURCE SANS **VARIABLE**®

SOURCE SANS PRO®

We use the Typeface Source Sans Pro in two extremes. Big, bold, contrast-heavy headlines guide the user into easy-to-read, light and thinner texts. Walls.io completely lives out of this typeface as it is so versetail to use. We even use it inside of the Walls.io logo. It is suitable for our blog, landingpages, the backend, print etc. We are at the brink of variable fonts becoming usable both for print and the web. Since this offers tons of possibilities in the future and Source Sans Pro is one of the first taking this step it's obvious to follow this typefont. For the usage in web we rely on just two weights in order to save loading time. We use 400 and 700, which ensures having enough visual difference between normal and bold text. We do hope the usage and handling of variable fonts will be become easy at some point.

Five quacking Zephyrs jolt my wax bed.

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## Logo Usage

Our Walls.io logo had to meet a few requirements. Being a memorable symbol and we wanted it to represent what Walls.io is and does.

We decided to keep an additional logotype next to the symbol to help people associate the new logo with our brand name. But the symbol itself works as a stand-alone logo as well.

Walls.io is all about collecting social media posts and displaying them in one place. This is represented in the logo by the wrapping element holding everything together. The tiles inside refer both to the social media posts themselves and to one of the main use cases for Walls.io: the website widget. By colouring one of the tiles yellow, we're conveying that Walls.io can be implemented wherever needed.

Walls.io is easy to use, lightweight, and fast, so we rotated it 90 degrees to show a very agile and straight-forward product. Oh and by the way, the logo was aligned to the golden ratio.





As displayed here, the logo with the typeface works well on dark and bright backgrounds. Before using the logo somewhere it is important to check where it will be used and which variant works best. Always keep enough contrast in mind!



In this example we see the Symbol alone standing as a Signet. This variant is perfect for square or circle canvases like on social media profiles. Another example, the favicon in browsers. There is one rule for the logo type, it should never be used alone. The Symbol either goes with or without the text but not the other way around.

