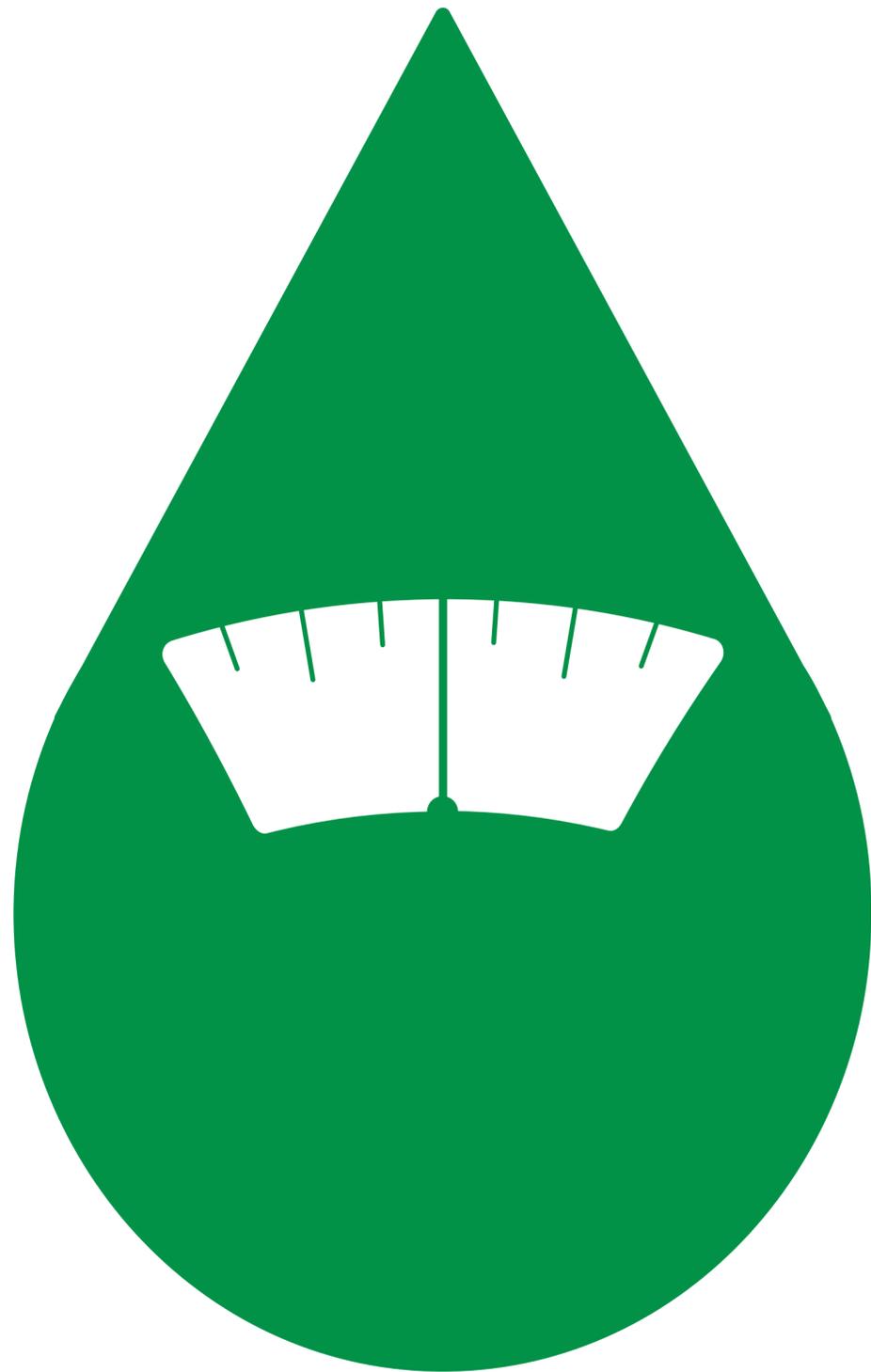


WeighUp

Brand Guidelines

Logo



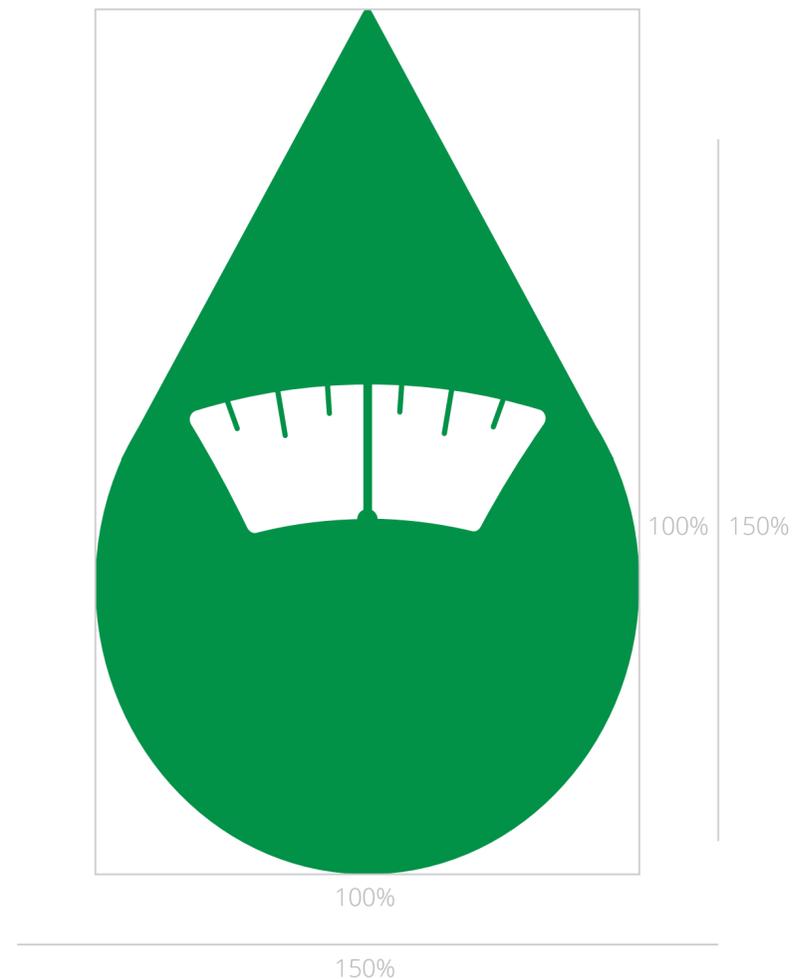
The WeighUp water droplet logo is a symbol that helps users identify with our brand. Here are some basic rules when using our logo:

- Only display the logo in white, black, dark grey or WeighUp green.
- Never modify the logo with strokes, outlines or drop shadows.
- Only display the logo in white, black, dark grey or WeighUp green.
- Don't animate the logo in any way.
- Don't overemphasize the logo.

Logo

The water droplet logo needs a chance to shine!
Using the correct amount of white space, around the logo,
is crucial to the impact it makes when you display it!

It should have at least 150% of the
dimensions of the logo in white space.



Typography

The font families we use help make WeighUp the brand you know and love!

For the WeighUp name, we use the Lora typeface with Bold styling and -22pt kerning.

For any sub-headings, including our tagline, we use Open Sans Light, with standard styling.

WeighUp

Smarter Liquor Management

Color

We use three main colors that make-up our branding!

The WeighUp green is our primary logo color, which can also be displayed as any of our main colors, or white.

The WeighUp name and our tagline is, usually, displayed in either our Dark Grey color or white.

Primary

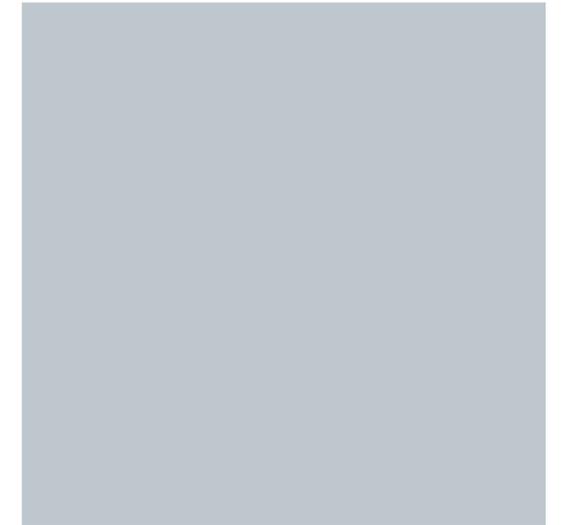


Hex: #009147
CMYK: 86 18 100 4
RGB: 0 145 71

Secondary



Hex: #424142
CMYK: 67 61 58 45
RGB: 66 65 66



Hex: #BEC8CE
CMYK: 25 15 14 0
RGB: 190 200 206

Legal

By using the WeighUp branding in these Brand Guidelines, you agree to follow these WeighUp Branding Guidelines (“Guidelines”) as well as all other WeighUp rules and policies. WeighUp, LLC. (“WeighUp”) reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of the WeighUp branding. You may use the Twitter trademarks solely for the purposes set forth by WeighUp. Strict compliance is required at all times, and any violation of these Guidelines will automatically terminate any license related to your use of the WeighUp branding.

WeighUp reserves the rights, at any time, to modify these Guidelines, and to take appropriate action against any unauthorized or non conforming use.

Questions?

Have any questions?

Shoot our Chief Design Officer, Travis,
an e-mail at travis@weighup.co!

