

WA | WIREDELTA

Brand
manual



Who we are

Wiredelta started as a solution to a problem - our founders wanted to start a T-shirt printing business, but lacked the software for it. And like theirs, many great ideas go to waste because companies either can't find or can't afford the tools they need to turn their dreams into a successful business.

Our mission was to provide companies with the technical solutions they need, at a reasonable price. Tailored solutions that everyone can afford.

And, as an Agile Development house, we include our team and our clients in every decision. This gives us different perspectives, allows us to stay unbiased, and build the best solution we can.

Why the name Wiredelta?

There isn't a specific story or reason why we chose the name Wiredelta. We just thought it was a good name.

It is memorable, easy to spell or pronounce even for non-english natives, and it's great for SEO. Plus, it sounds cool - Wiredelta.



Summing up Wiredelta in three words



Professional

We believe in professional and personal growth within the work environment. So, our team is in a constant learning loop that helps us keep up with the newest tech, all of the best practices and the ins and outs of development.

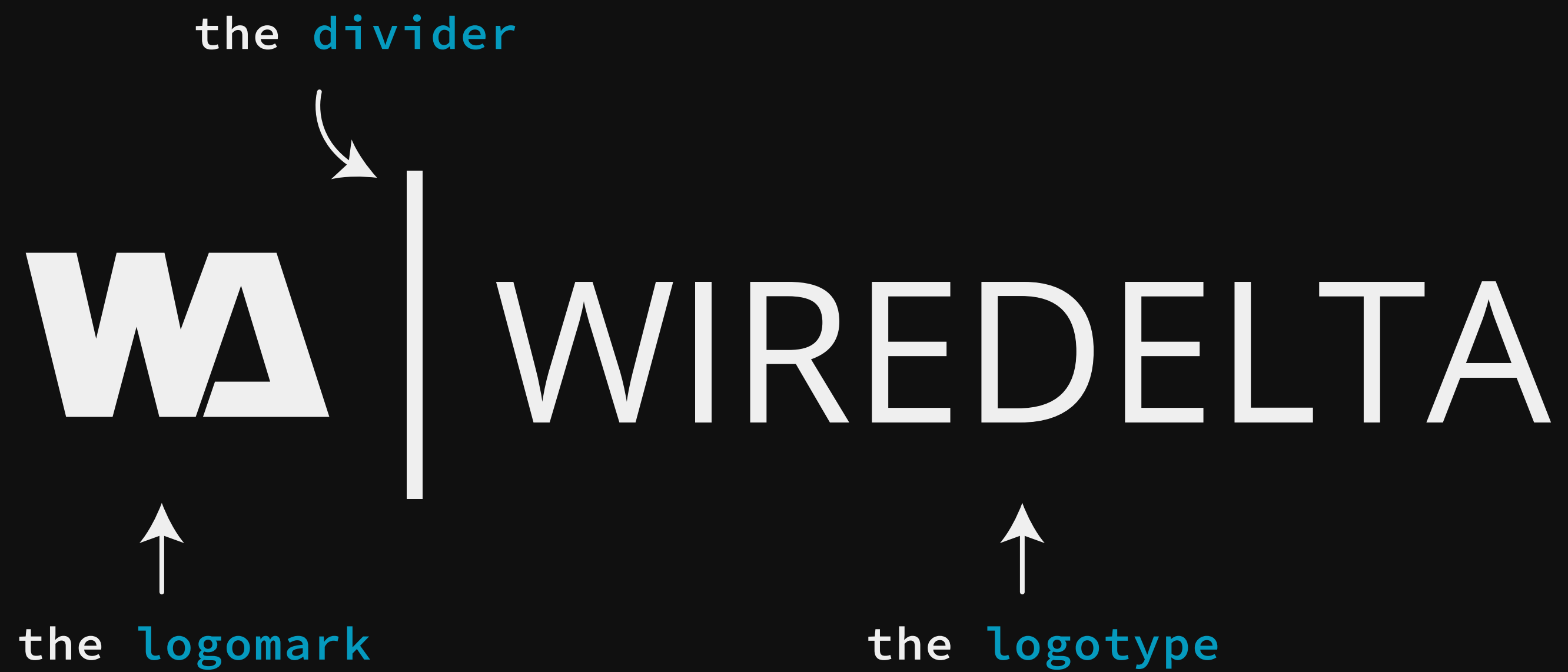
Loyal

Whether a project lasts a week, a month or a decade, our team will always provide the same high-quality results that our partners expect from us, and then some.

Dedicated

A decade in the industry did not change our mission or our values. We still believe that every company deserves a great digital presence to help them grow their online business without breaking the bank.

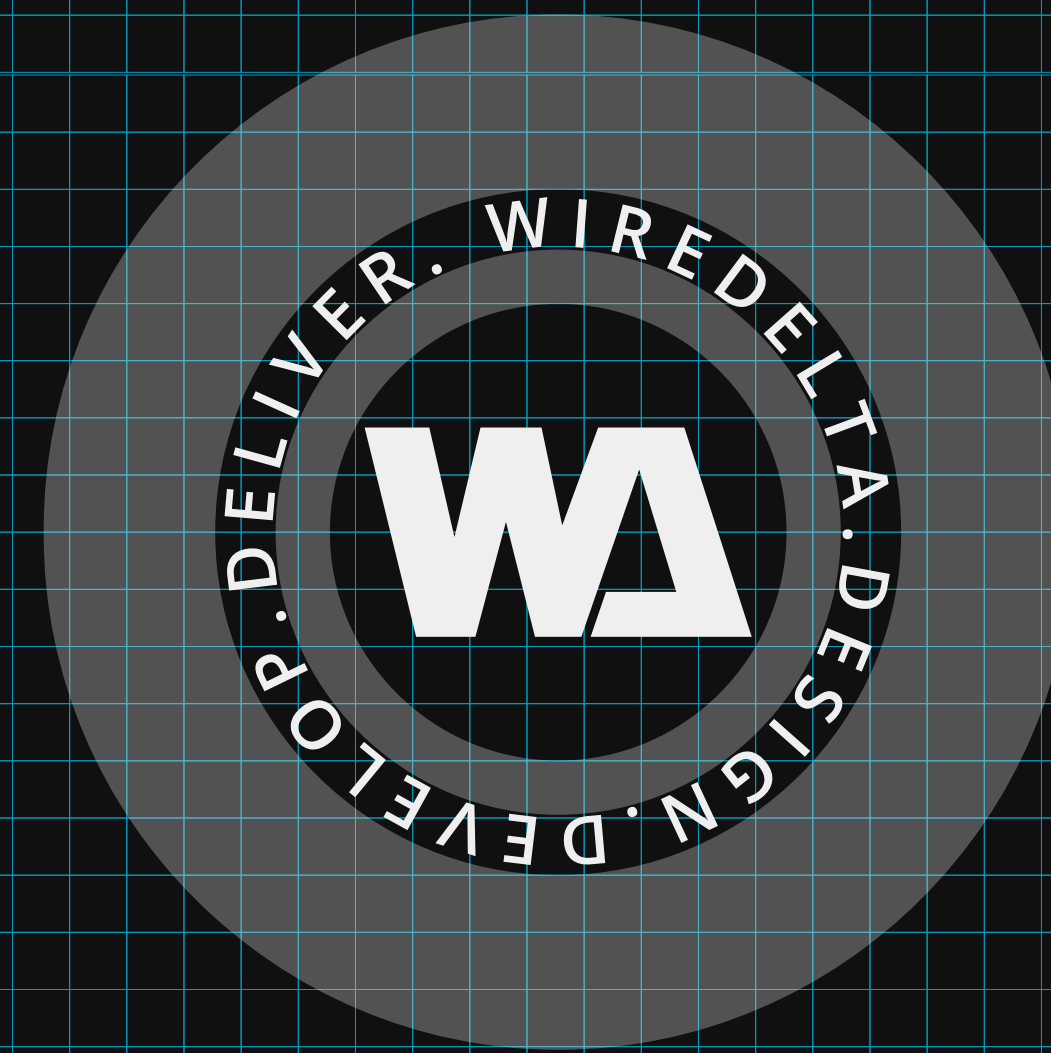
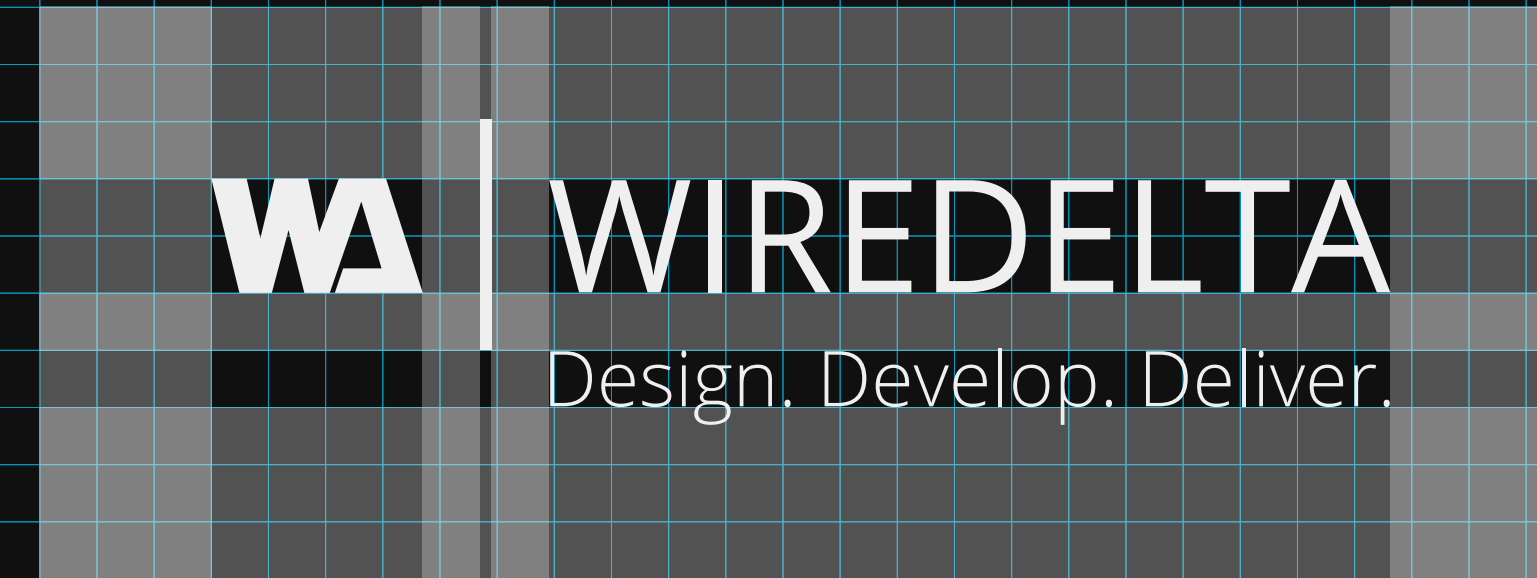
The logo



Logo spacing

Make sure the logo has a margin that is 3x the width of the 1x spacing (the space between the logo mark and the logo type).

Keeping other elements away from this margin helps maintain the logo's prominence and a clean look.



Logo possibilities



Full logo presentation

This includes both the full company name and tagline. This is our more formal logo presentation.



Icon Only

This format works well where the full logo can't be used. For example, on mobile menus or on small Social Media thumbnails.



Text only

Used in tandem where the viewer is already made aware of our brand. Mostly used further as watermarks, background graphics or patterns.

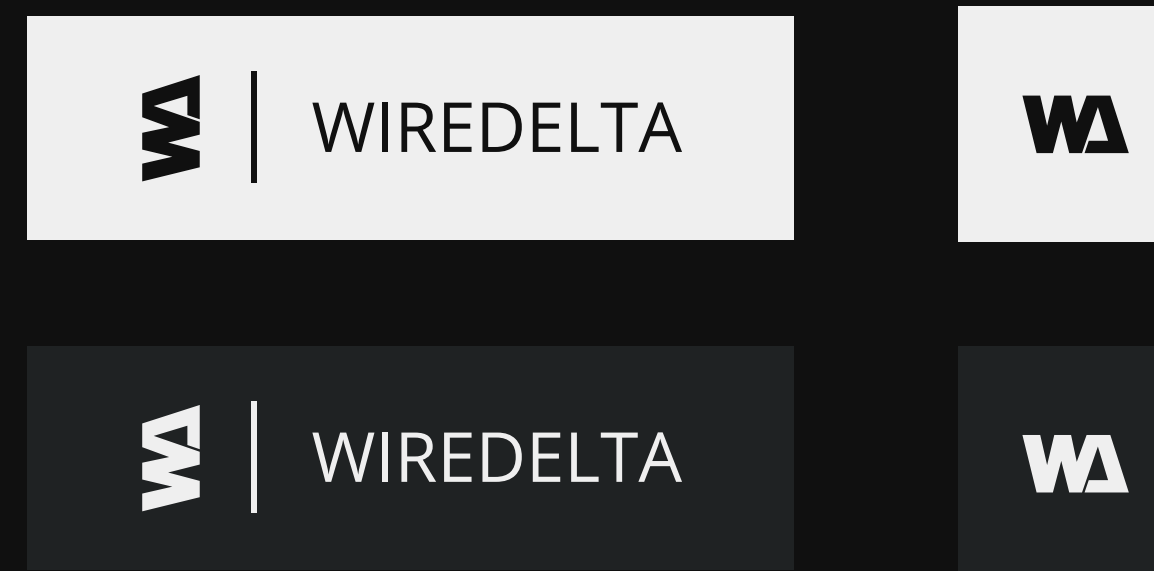
Logos using brand language



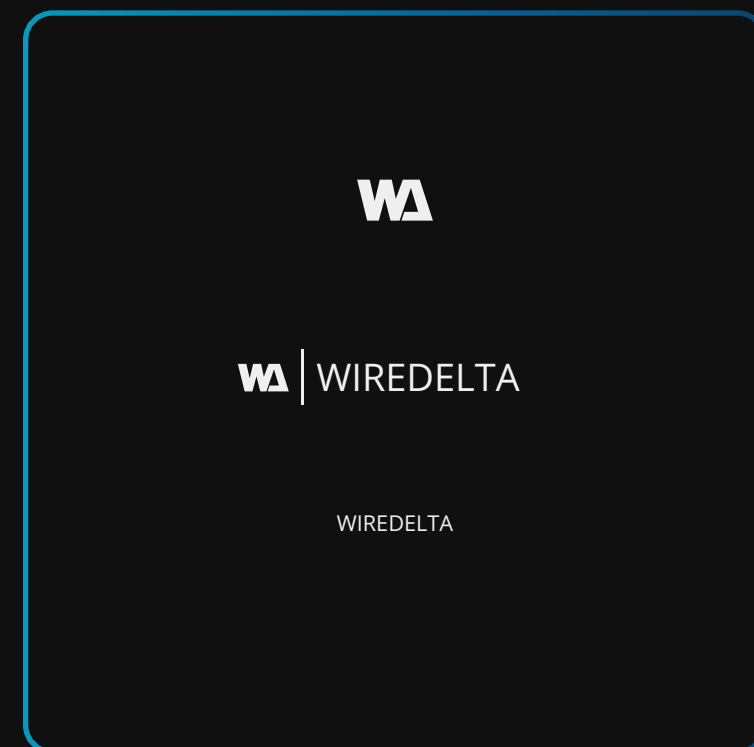
Tags and Banners



Use with high contrast photos and backgrounds or when the logo has a hard time showing on top of a given area. Remember that the logo-icon has to always stay horizontal.



Incorrect logo usages



Too small



Using the full logo without the divider



Altered logo variations



Two logo variations in too close proximity

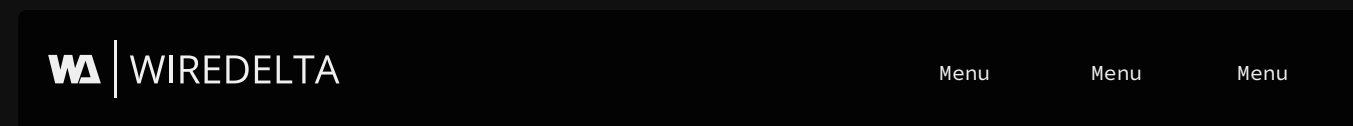


Combining two logo variations

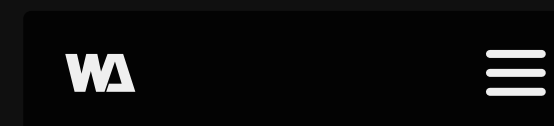


Angled logo variations

Digital applications



Desktop website menu



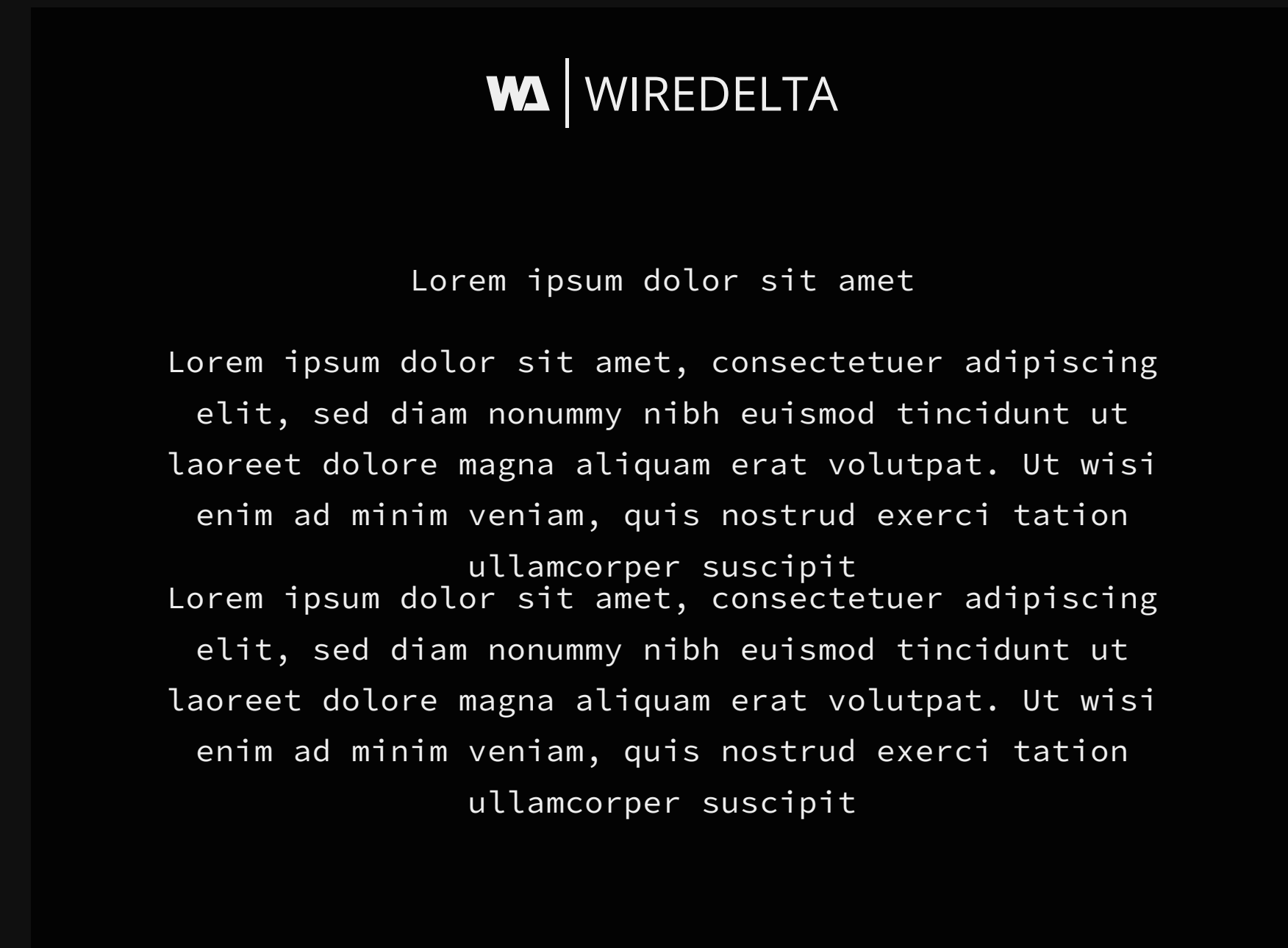
Mobile website menu



Social media profile images, app icons



Official images and photos (i.e. promotional images with busy backgrounds used on LinkedIn)



News letters and official communication

Color palette

Our colors are inspired by our every day lives.

These are the programs developers write code in, or the artboards designers create their art on.

These colors represent our creativity and our passion, as well as our hurdles and our struggles.

Terminal black

RGB: 16,16,16
CYMK: 73,67,66,83
Web #101010

Terminal dark

RGB: 3,3,3,3
CYMK: 75,68,67,89
Web #030303

Terminal light

RGB: 32,34,35
CYMK: 74,66,64,72
Web #1F2223

Terminal lighter

RGB: 46,50,51
CYMK: 73,63,62,59
Web #2E3233

Artboard

RGB: 239,239,239
CYMK: 5,3,3,0
Web #EFEFEF

Artboard dark

RGB: 178,177,177
CYMK: 31,25,26,0
Web #B2B1B1

Artboard dark

RGB: 221,212,206
CYMK: 12,13,15,0
Web #DDD4CE

Artboard dark

RGB: 211,210,209
CYMK: 16,13,14,0
Web #D3D2D1

Blue screen

RGB: 5,154,190
CYMK: 78,23,17,0
Web #059ABE

Screen darker

RGB: 11,68,112
CYMK: 100,78,32,17
Web #0B4470

Screen dark

RGB: 5,104,160
CYMK: 92,58,14,1
Web #0568A0

Screen light

RGB: 150,196,204
CYMK: 41,10,17,0
Web #96C4CC

Code error

RGB: 213,98,0
CYMK: 13,73,100,2
Web #D56200

Error dark

RGB: 170,73,0
CYMK: 224,80,100,16
Web: #D56200

Error light

RGB: 219,109,27
CYMK: 11,69,100,1
Web: #D86D18

Error lighter

RGB: 209,132,74
CYMK: 16,54,80,2
Web: #D1844A

Color usage

Our color palette is quite flexible, but we aim at keeping high visibility and contrast as well as a sense of consistency throughout of our color usage.

For example, we encourage using the Terminal black color variations in combination with the Artboard color variations.

The Code error color variations are meant for alert messages, and the Blue screen variations are intended for success messages and headings.

Examples of Do's

Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes		

Examples of Don't's

No	No	No	No	No
No	No	No	No	

Typeface

We chose Source Code Pro because it represents Wiredelta as a company and it is a flexible font family.

This font is quite thin and elegant, so we will mainly use Regular for Body and some headings, and SemiBold for titles and main headings.

Source Code Pro

Source Sans Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h I j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 @ # * < > () \$ % & !

Source Sans Pro Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h I j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 @ # * < > () \$ % & !

Source Sans Pro SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h I j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 @ # * < > () \$ % & !

Source Sans Pro SemiBold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h I j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 @ # * < > () \$ % & !

Typographic System

The typographic system is mostly created for web, and can be easily adapted to other uses as long as the proportions are kept the same.

Page titles

Source Code Pro
Semibold - 80 pt
Character spacing - 30 pt
Line spacing - 100 pt

Heading 4

Source Code Pro
Semibold - 20 pt
Character spacing - 20 pt
Line spacing - 30 pt

Heading 1

Source Code Pro
Semibold - 60 pt
Character spacing - 30 pt
Line spacing - 75 pt

Body text

Source Code Pro
Regular - 16 pt
Character spacing - 20 pt
Line spacing - 26 pt

Heading 2

Source Code Pro
Semibold - 40 pt
Character spacing - 30 pt
Line spacing - 50 pt

Body text

Source Code Pro
Italic - 16 pt
Character spacing - 20 pt
Line spacing - 26 pt

Heading 3

Source Code Pro
Semibold - 30 pt
Character spacing - 20 pt
Line spacing - 40 pt

Alert messages

Source Code Pro
Regular - 12 pt
Character spacing - 16 pt
Line spacing - 20 pt

Brand voice

Design
Develop
Deliver

We are your team, from paper prototypes
to carefully crafted, high-performing solutions

[Book a meeting](#)

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Key characteristics of our brand voice

Clever

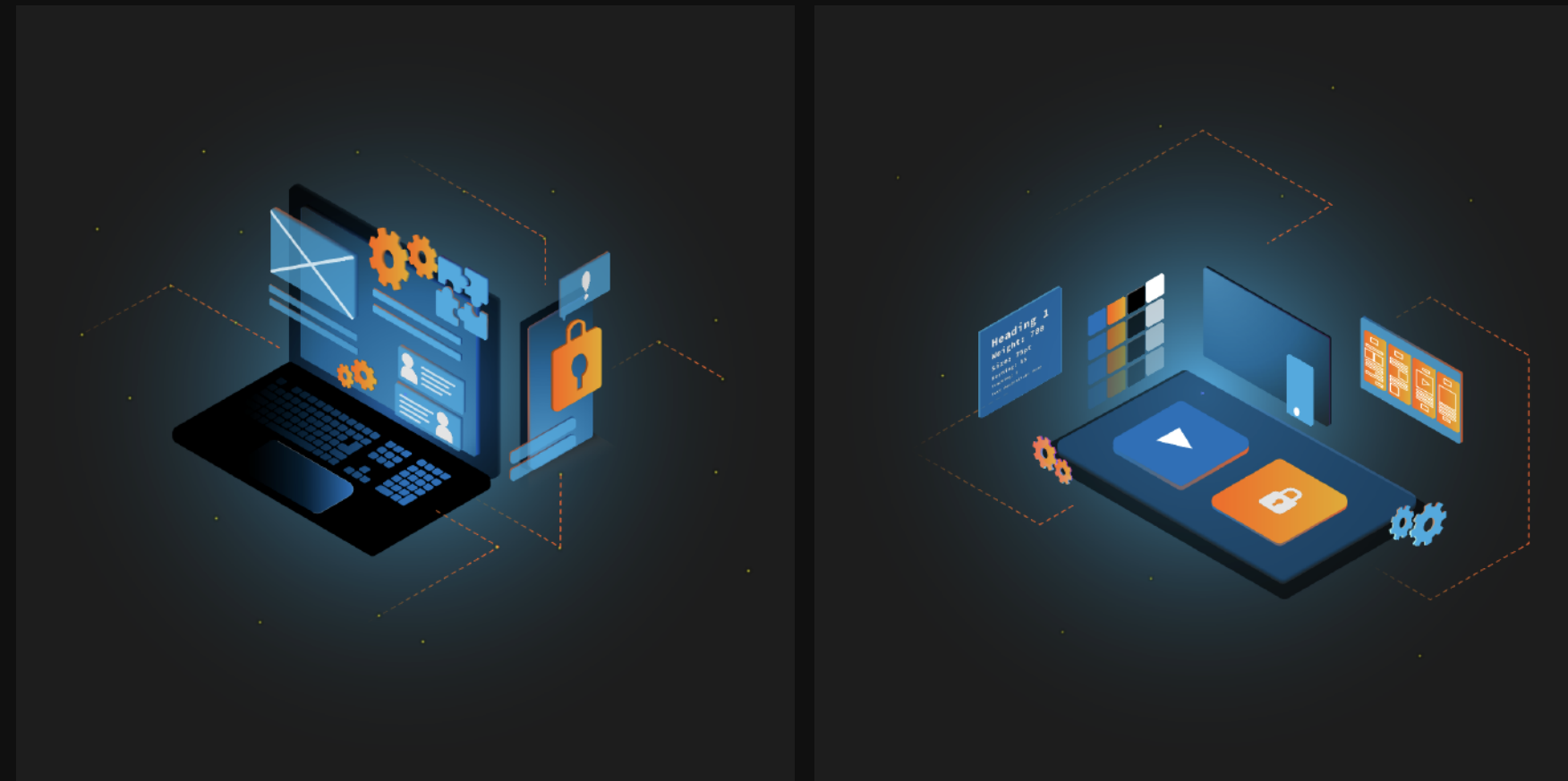
Simple

Memorable

Playful

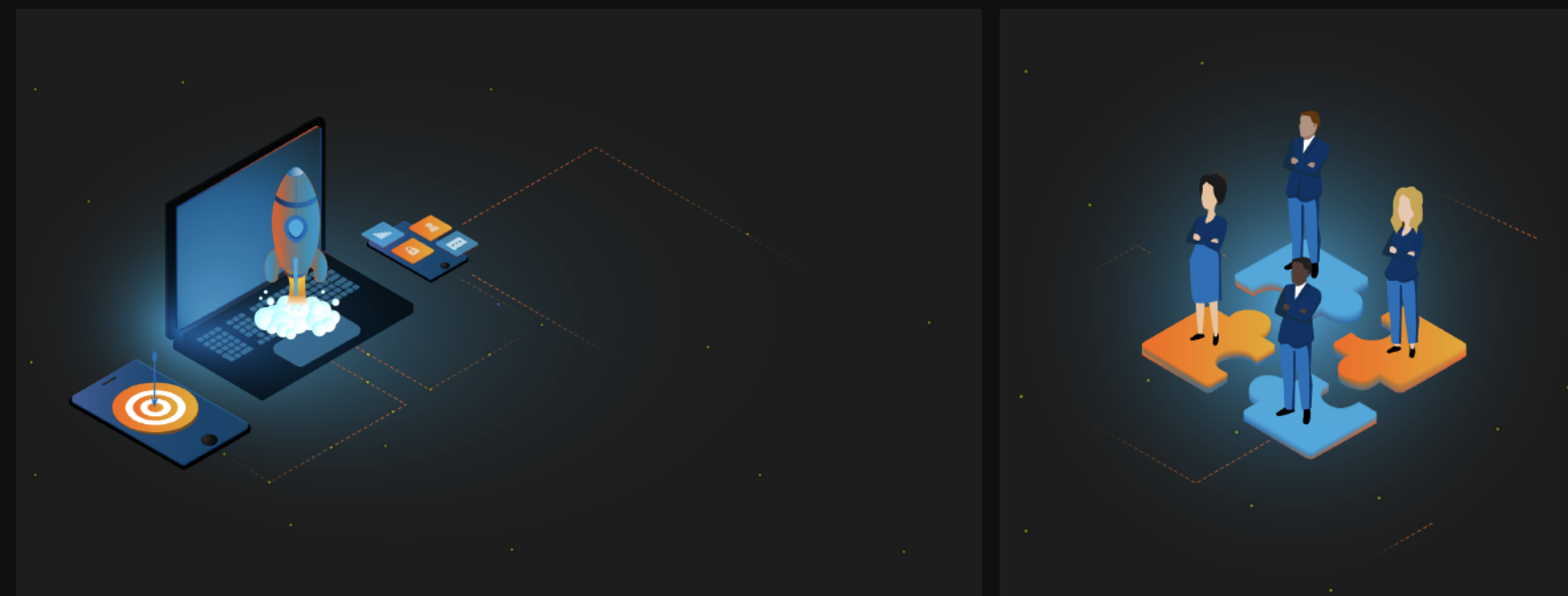
Our brand language throughout the website,
social media and other communication
should be humble, playful and clever.

We want to avoid technical speech and keep
everything light and simple. Like having a
nice conversation with a friend.



Isometric graphics and crisp imagery

We have created a library of photos and graphics elements you can use liberally. They can be downloaded from www.wiredelta.com/brand_assets



Media guidelines

Through our media we want to show our digital skills and professionalism. A

All graphic elements will follow an isometric, futuristic design focused around digital devices (smart phones, laptops and tablets). The graphics should be simple, and use the same color palette as the brand.

The photographs we use need to be as clean as possible, professional but not too serious. We want to keep an air of professionalism, but we also want to show we are approachable and friendly.



Brand language and graphics, put together

Friendly,
Approachable,
Professional.

Design Develop Deliver

We are your team, from paper prototypes
to carefully crafted, high-performing solutions

[Book a meeting](#)

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WA



WIREDDELTA

Design. Develop. Deliver.