



WHATSAPP

BRAND GUIDELINES

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Simple, personal, connection.

That's the core of our service, the value that we provide to our users. It's a strong set of belief, values and attributes that guides our actions and reflect the spirit of our company.

We want to build a more connected world. With over a 30 billion messages sent daily, we require a strong brand behind our service, to help bring our goal to a greater height.

This manual is a set of guidelines to keep our communication consistent and to deliver a strong message to our audience.

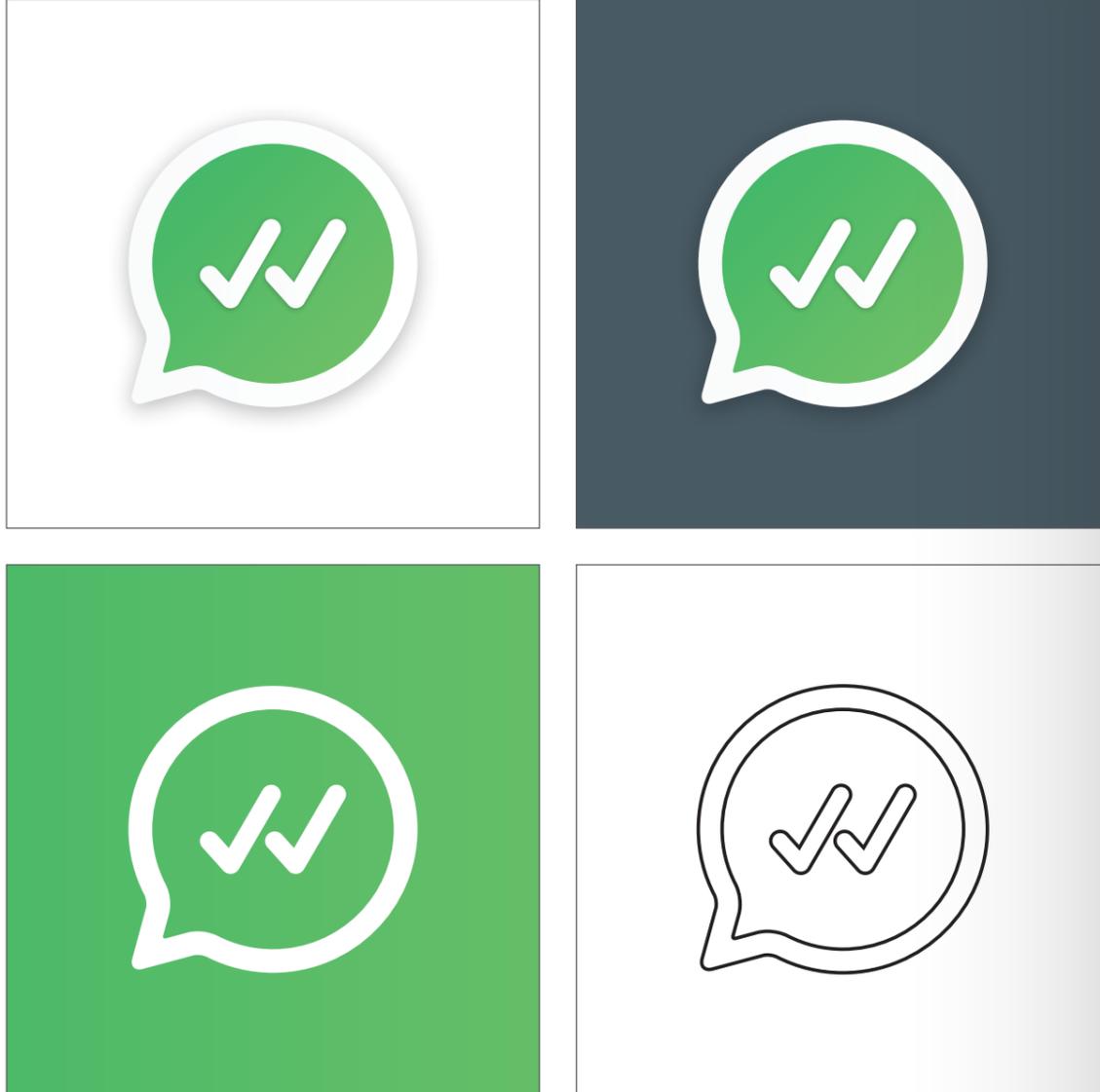


BASIC ELEMENTS

Logo

The **Double Check** is a visual metaphor of our value proposition. A simple way to messaging, and that we always deliver.

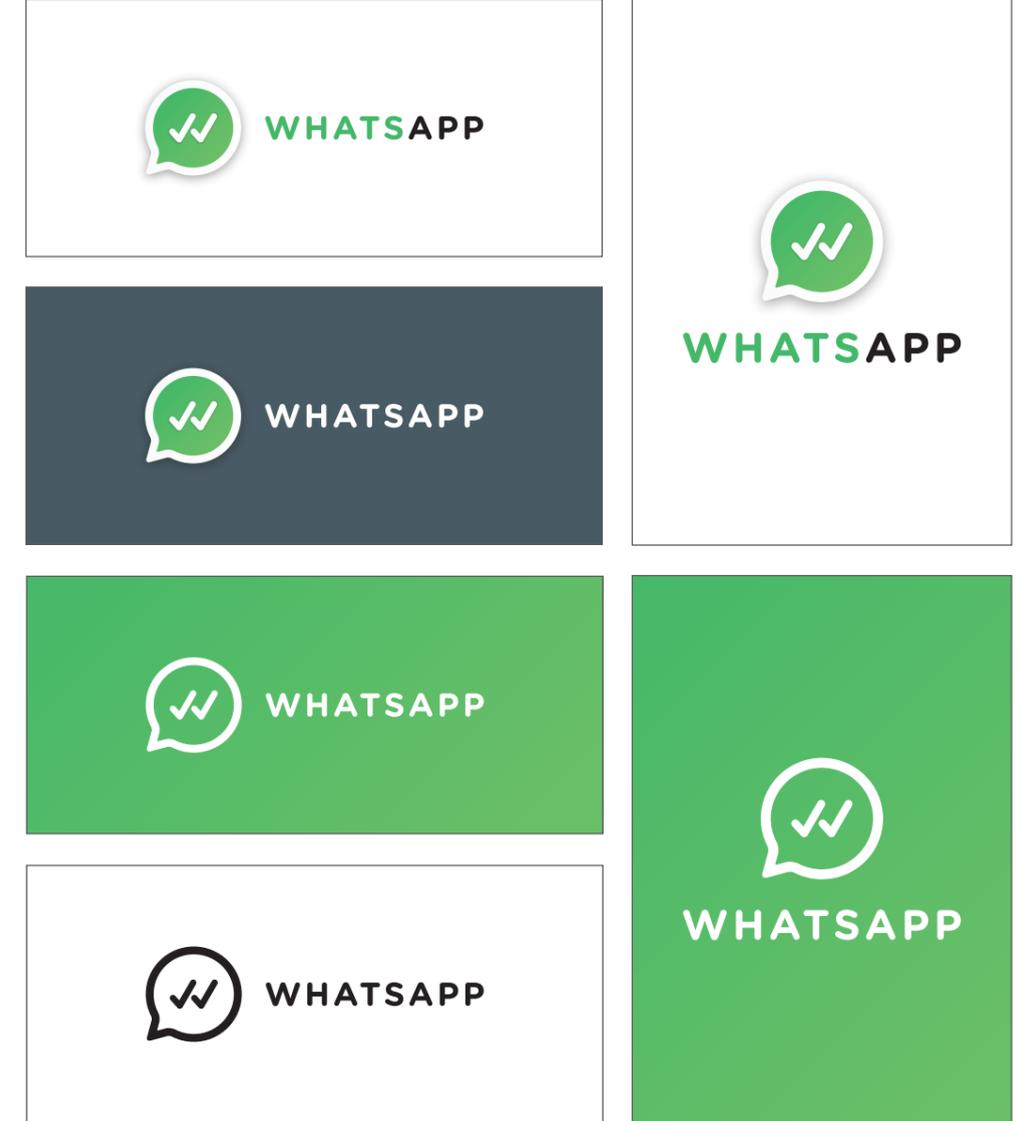
The Double Check logo is the primary representation of our brand. As our primary brand identifier, efforts to maintain its visual integrity must be kept at a high priority. The logo shall be included in all our communication materials.



Logo: Logotype

The Double Check is accompanied by our logotype typeset in Gotham Round. The Double Check should be used with the logotype whenever it is possible. Only omit the logotype when it is necessary.

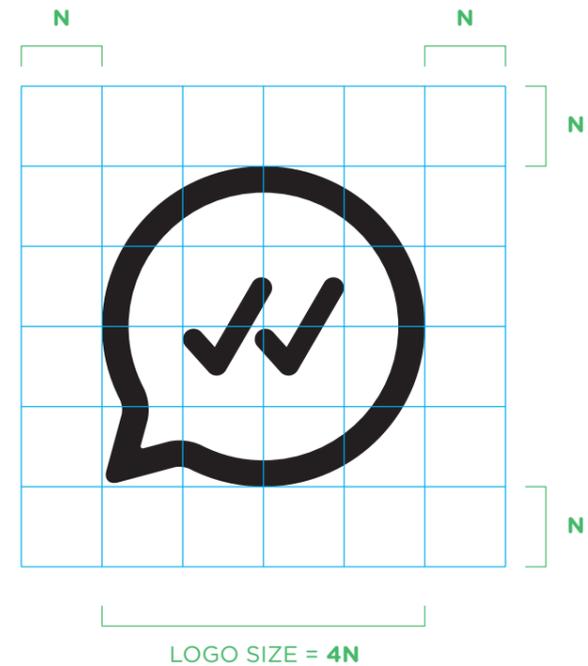
The logotype can be rearranged to the bottom of the Double Check for a vertical arrangement, but the proportions of the logotype must be kept similar. That is, the height of the logotype is equivalent to 1/4th of the height of the Double Check.



Logo: Usage

Protected space

There shall be a protected space around the logo which cannot contain any other graphic elements. The width of this space is equivalent to 1N from the edge of the logo, where 1N = 1/4 logo width.



Minimum size

For print materials, the logo should not be smaller than 0.5" (12.7mm) tall. While for digital materials, the logo should not be smaller than 50 pixels tall. Any smaller will degrade the legibility of the logo.

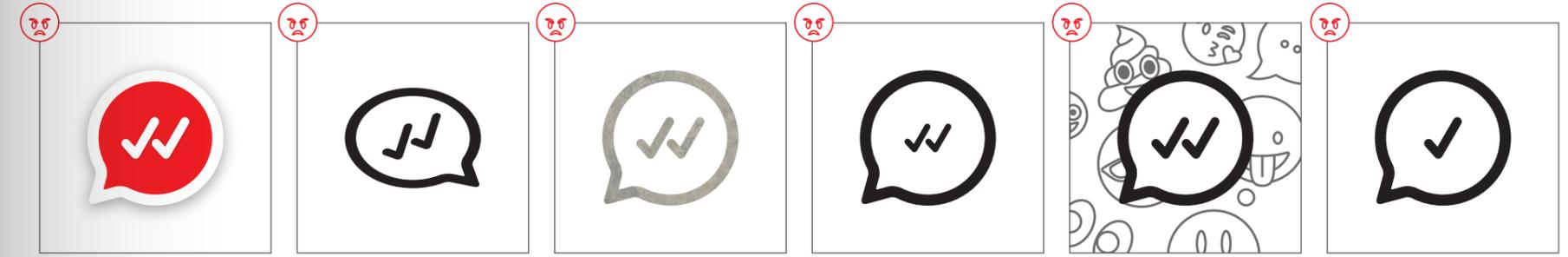


Variations

While multiple variations of the logo have been prepared to accommodate all usage scenarios, the primary version of the logo with logotype against a white background should be used whenever possible.



Logo: Improper Usage



DON'T: Change the colors

DON'T: Skew, stretch or rotate

DON'T: Apply texture

DON'T: Change the proportions

DON'T: Violate the protected space

DON'T: Modify the elements



DON'T: Change the proportions of the logotype

DON'T: Swap the positions

DON'T: Change the type treatment

Typeface

Our typeface selection complements with the personality of our company.

It is therefore vital that the preferred typeface is consistently used throughout all our communication materials.

Use the alternative typeface only when the selected typeface is not available. All marketing communication materials however, must be used with the preferred typeface.

PREFERRED PRIMARY TYPEFACE

Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVAILABLE IN Light, Book, Medium, Bold and Italics

ALTERNATIVE TYPEFACE Arial Rounded

PREFERRED SECONDARY TYPEFACE

Aktiv Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AVAILABLE IN Light, Regular, Bold and Italics

ALTERNATIVE TYPEFACE Arial

Colors

A reassuring, friendly green.

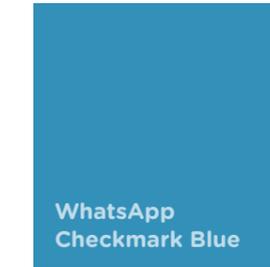
Our primary color is WhatsApp green. It should be the primary, most prominent colour in all our communication materials.

In the case of a large solid block of WhatsApp green in a digital element, use the WhatsApp gradient instead.

We also have a selection of supporting colours to complement WhatsApp green. Any other colours should be used with care and caution.



CMYK 70 / 0 / 80 / 0
RGB 74 / 85 / 105
HEX #4AB969



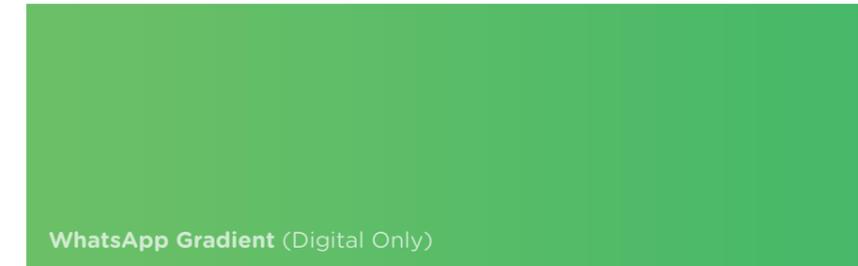
CMYK 64 / 10 / 0 / 0
RGB 52 / 183 / 241
HEX #34B7F1



CMYK 90 / 41 / 66 / 30
RGB 8 / 94 / 84
HEX #075E54



CMYK 73 / 55 / 48 / 25
RGB 73 / 91 / 100
HEX #495B64



RGB 109 / 192 / 103
HEX #6DC067
RGB 74 / 85 / 105
HEX #4AB969

EMOJI SWARM

Emoji Swarm

We have a fun, expressive, and dynamic corporate culture. And we feel that should be shown in our brand.

Emojis has always been a part of our history. WhatsApp was the platform where emoji initially gained traction, and it is still the platform where our users use emojis to express themselves the most.

EMOJI SWARM is our solution in communicating not only about our users and our history, but also about our corporate culture.

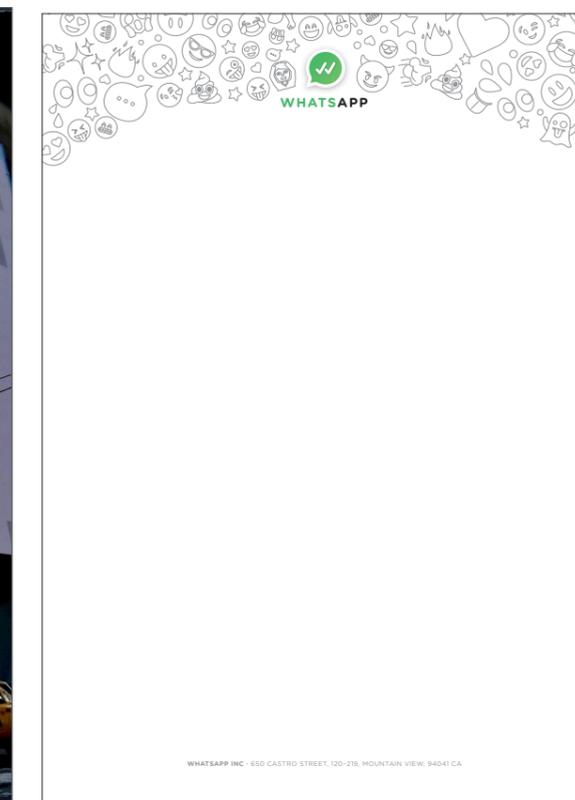
It is a swarm of emojis that serves as a design element in our communication materials. It represents human connection and expression. The Emoji Swarm system should be present in all our external marketing communication materials.



Emoji Swarm: Usage

Emoji Swarm is distinctive, dynamic and versatile.

- 1 Distinctive**
Emoji Swarm is identified by its distinctive swarm of emoji characters across a medium. The swarm represents connections.
- 2 Dynamic**
Emoji Swarm should feel dynamic. It allows an infinitely variable arrangement which should be taken advantage of.
- 3 Versatile**
Emoji Swarm can be used across any kind of medium. From the small corner of a business card to the large canvas of a billboard — it just works.



BRAND APPLICATIONS

Letterhead (A4)

Shall be used in all external official correspondence. The defined margin should be respected.

The chosen paper stock is **Conqueror CX22 20248.**



Business Cards

At WhatsApp, we celebrate our employee's individual uniqueness. Therefore, their business cards should be every bit equal to their personality.

We encourage our employees to arrange their own Emoji Swarm, with a titular emoji highlighted in green that they believe it represents them the most.

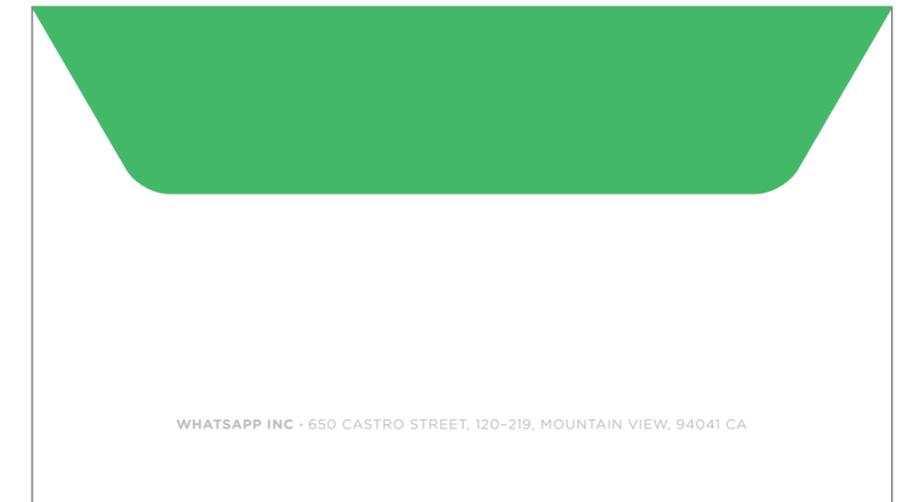
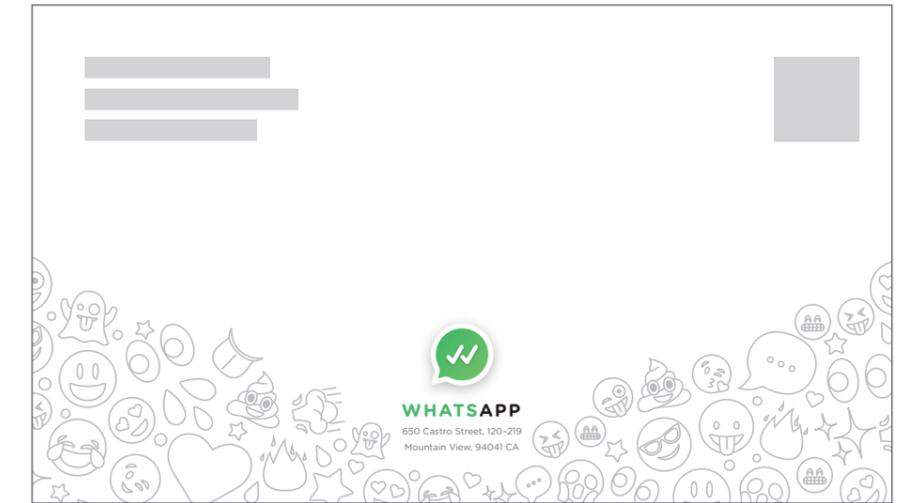
The result is a highly personalized business card that includes the employee as part of the creation process. Leaving a strong sense that it is something truly their own.

All cards should be printed on a 350gsm Art Card with Matte Lamination.

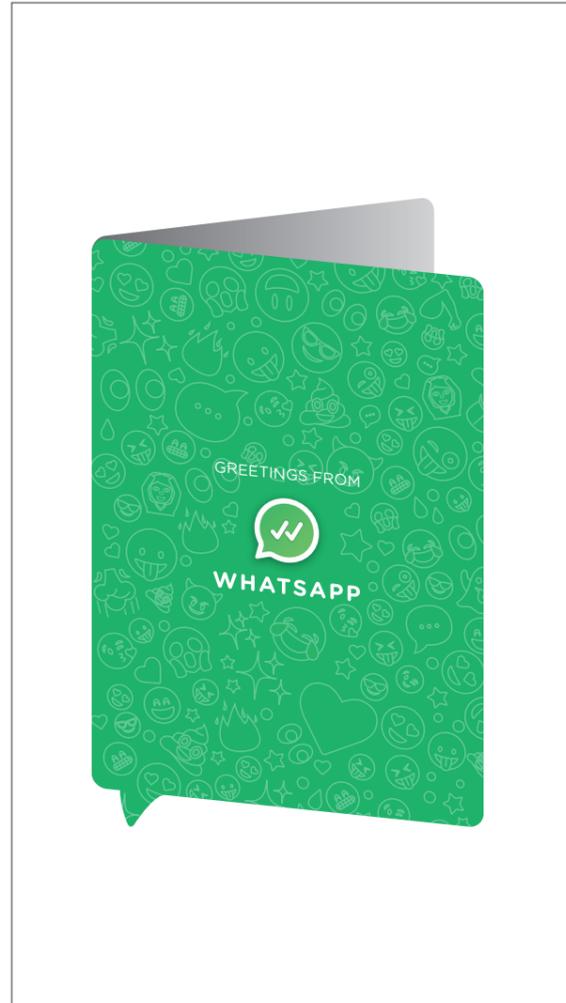


Envelope

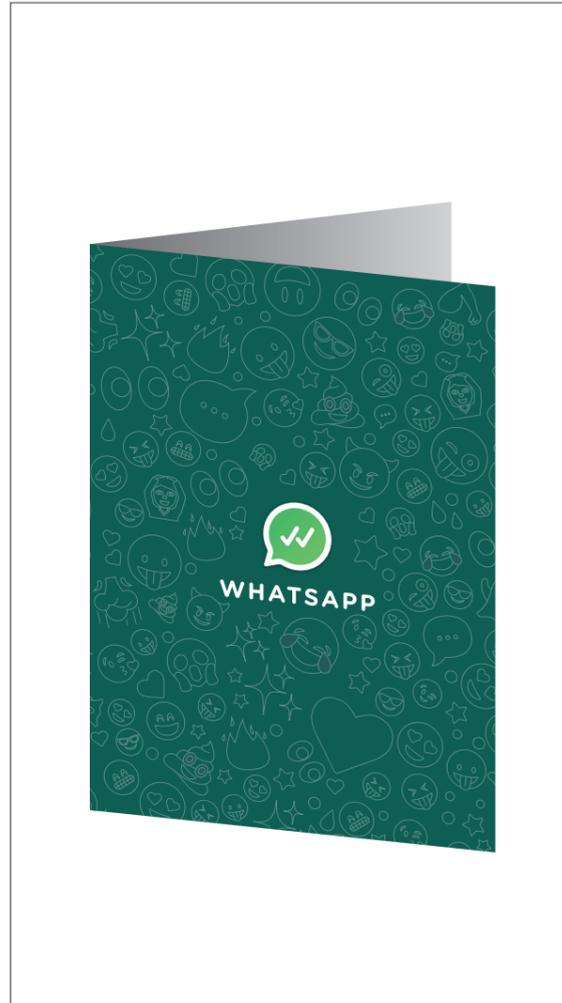
Shall be used in all external official correspondence.



Greeting Card



Folder

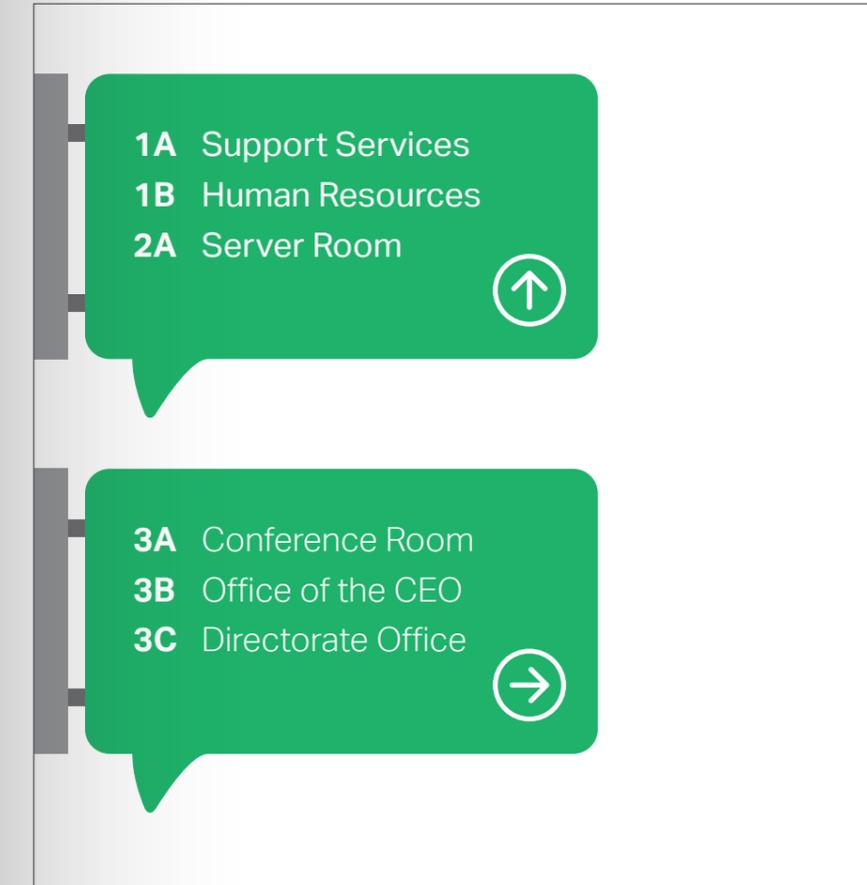


Paper Bag



Interior Directional Signages

All interior directional signages in WhatsApp Inc HQ should follow the following format.



Exterior Signages

Our offices should be clearly represented by the following distinctive signage. It represents the core value of our company.



Simple, personal, connection.

WHATSAPP

WhatsApp Inc.

650 Castro Street, 120–219,
Mountain View, 94041 CA

www.whatsapp.com

WA-2015-BRAND-01

