

Whello's Brand Guide

**Complete and collaborative growth
to inspire the world.**

Empowering your brand together.

United together

Whello has been about empathy from the start.

Understanding the client and everything surrounding them, by collaborating closely and creating together, has been part of our core since the beginning.

Paired with our structured approach, guided by a synergistic team of in house specialists, we are able to deliver growth through our proven 3 step model.

Empowering clients from start to finish to grow, inspire, and make a good impact on our world, with us cheering them on all the way!



Empowering your brand together.





■ Whello

■ Empowering your brand together.

Logo design

Iconic whale | dark blue showing maturity, experience

Wordmark | more distinct, showing full-(circle) service

Pay off | showing expertise in active manner

Usable all together, combined, and separate
In **dark blue** or white

Primary colour

Secondary colour

Secondary colour

Secondary colour

Secondary colour

Humpback Blue

Bright Sky

White

Active Green

Active Orange

Maturity

Inspirational

Clarity

Green Planet

Enthusiasm



#091E39



#1974D8



#FFFFFF



#63CB75



#FF4D09

Typography

Titels: Outfit Bold

Subtitles: Outfit Regular

Text: Open Sans regular

Gsuite: Trebuchet MS



Confident



Collaborative



Photography
examples



Cheerful

Clarity

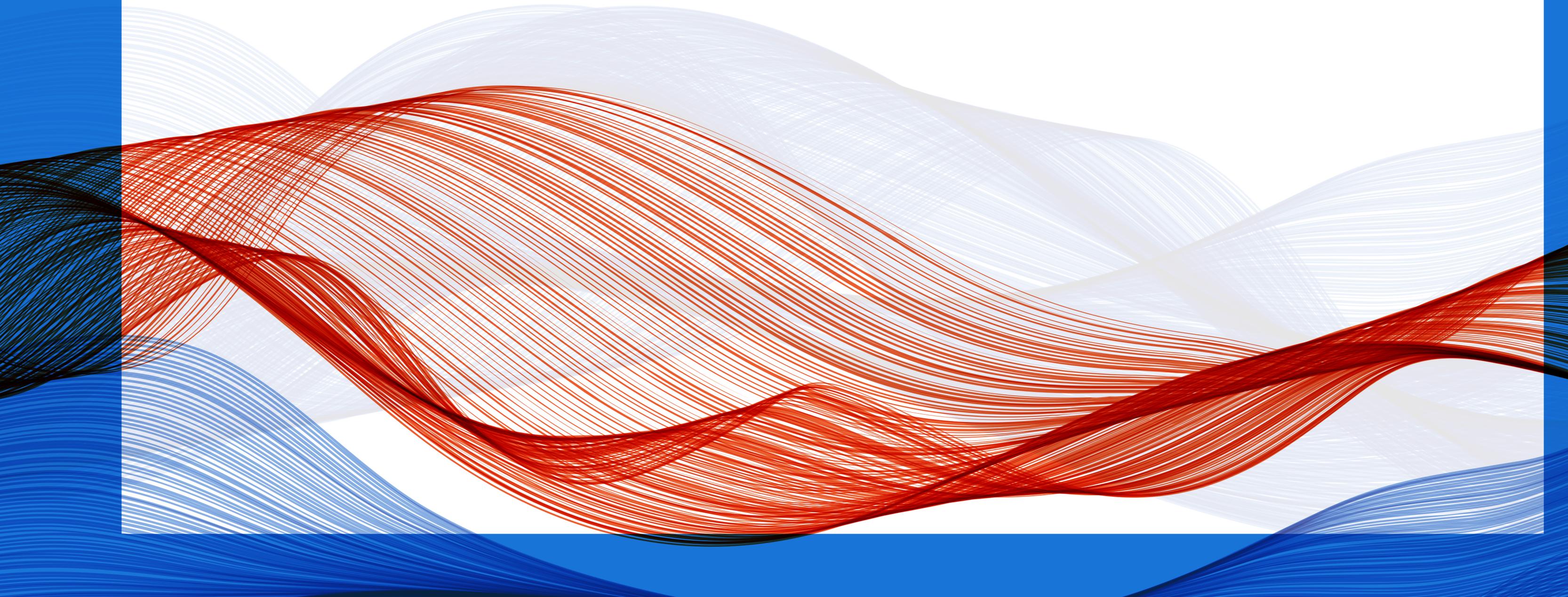
Visual element

Background blocks | creating clarity, focus with a growing movement & cheerful colours



Visual element

Line waves | displaying the sea of full-service, specialists synergy, collaboration, and alignment



Tone of voice

In writing for Whello, it is important to use a consistent style that is *empathic, cheerful, professional and ambitious*.

Be understanding, kind and collaborative.

Use a positive, enthusiastic tone, while still showing confidence in your ability and experience. And in the end, keep it simple and structured, to get clarity through all your communication.

Do

Be understanding and open towards clients feelings/input.

Be human i.e. if you need help, contact us.

Keep things on a positive and hopeful note.

Keep things short, to the point and understandable for everybody.

Show confidence in your work.

Don't

Take over conversations too quickly without letting the client say what's on their mind.

Sheer away from client's input.

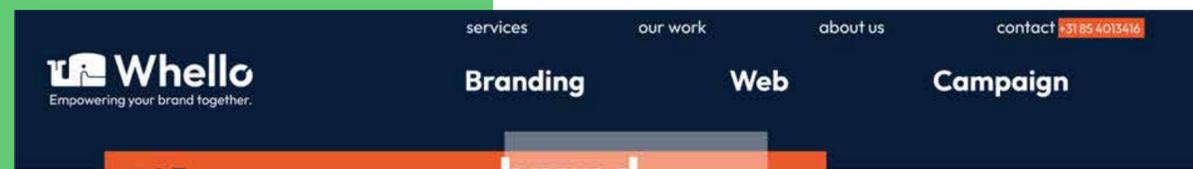
Use negative trigger words like difficult, fail, etc.

Confuse people with science and jargon.

Be hesitant, doubtful when talking to a client.

**Empower your brand.
Create with us.**

Homepage design



Hi! Let's grow your brand website everything



Empowering your brand together

Whello is about understanding you, and everything surrounding you.

By collaborating closely and creating together, with our team of in house specialists, we are able to deliver the most effective growth through our proven full-service 3 step model.

Empowering you from start to finish to grow, inspire, and make a good impact on our world, with us cheering you on all the way!



Meet our team

complete service in 3 steps

Branding

Define your brand DNA, find your unique position, and activate your brand with our branding experts.

Web design

Translate your brand into a powerful website, with solid visuals, convincing texts, and SEO.

Campaigning

Market your brand with our data-driven campaigns, with the right message in the right places.

Create with us



What can we help you with?

- Branding
- Brand awareness
- New website
- Data insight
- Webshop sales
- Leads

Your first name

Your last name

Your phone number

Your e-mail address

Leave us a message...

- What is the best time to reach you?
- in the morning
 - early afternoon
 - late afternoon

Get in touch!

Contact

Moermanskade 301
1013 BC Amsterdam
The Netherlands

t: +31 85 4013416
e: hello@whello.com

Get in touch!

About Whello

Who we are
Our specialists
Marketing tips
Work at Whello
Contact

Services

Marketing Strategy
Search Engine Marketing
Google Ads
Content Marketing
Website design

Tools

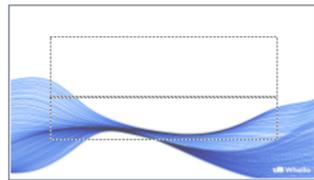
ROI Calculator SEA
ROI Calculator SEO
SEO Analyse Tool
SEO Bureau
Sitemap

Follow us on social media:



Presentation template

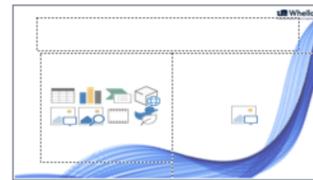
Office Theme



Title Slide



Content



Wave 1



Wave 2



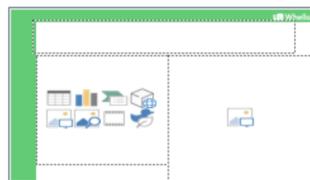
Wave 3



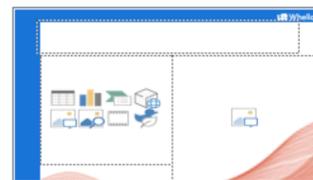
Block orange



1_Block blue



Block green



Combination 1



Combination 2



Combination 3



