

# 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

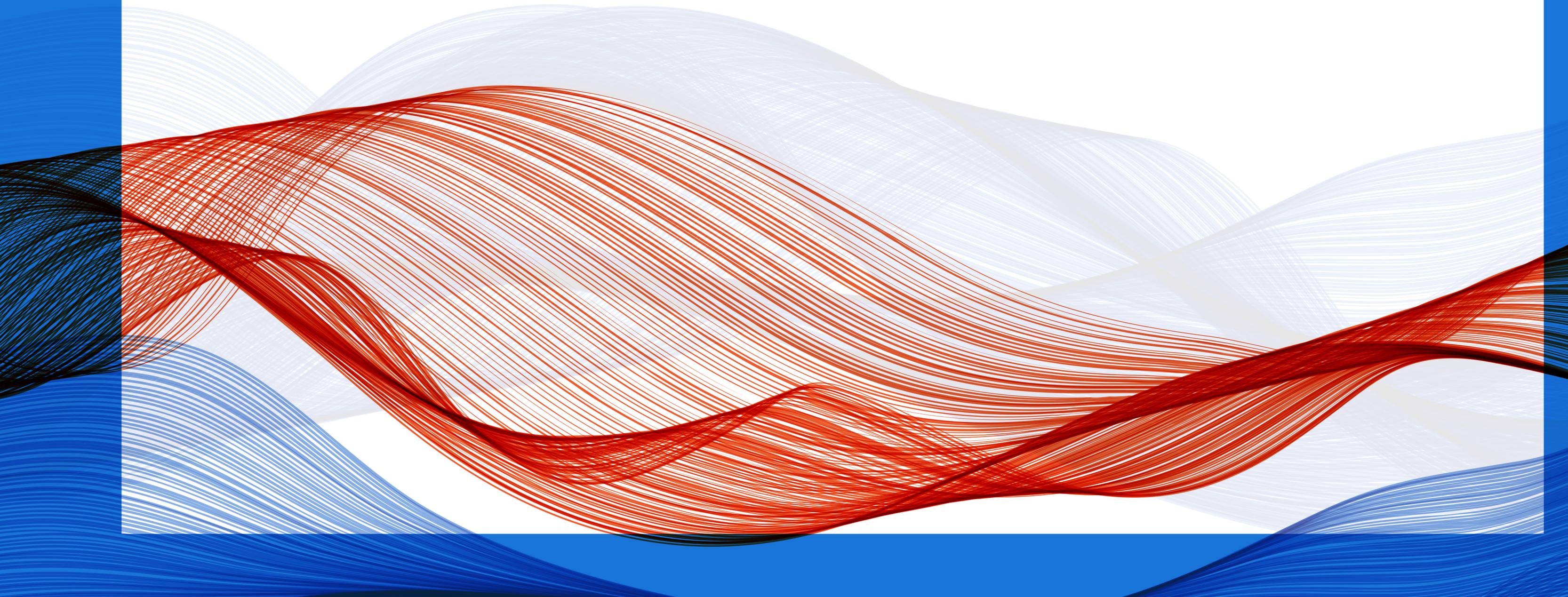
# Visual element

**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.

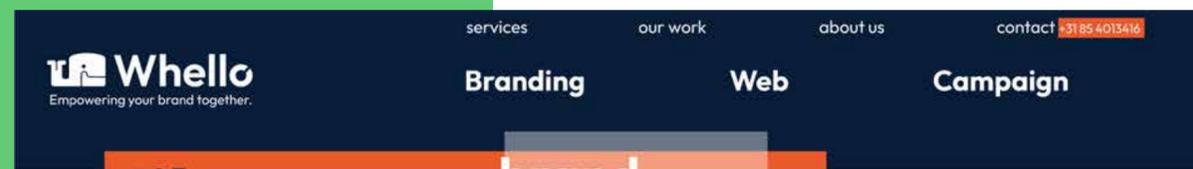
Use negative trigger words like difficult, fail, etc.

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

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The Netherlands

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e: hello@whello.com

#### 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

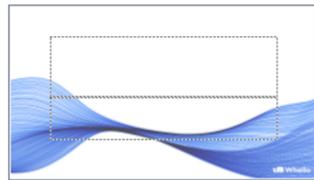
Get in touch!

Follow us on social media:

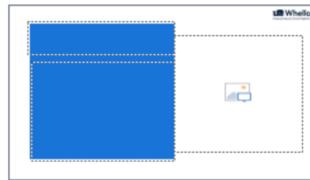


# Presentation template

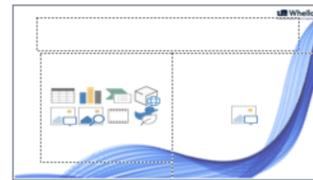
## Office Theme



Title Slide



Content



Wave 1



Wave 2



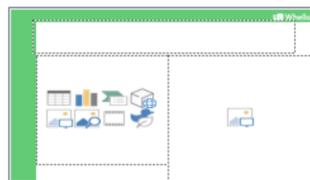
Wave 3



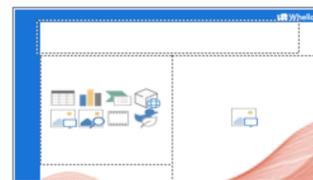
Block orange



1\_Block blue



Block green



Combination 1



Combination 2



Combination 3

