

Wimbi™ Brand Guideline

The key brand resources and fundamentals provided by the Wimbi Foundation to get started with the Wimbi™ brand.

Logotype



Disclaimer

This document is a draft and the information contained herein is subject to change as this document is currently undergoing review by the Wimbi Foundation Committee.

The final version of this standardized document: "Wimbi™ Brand Guideline" will be published as soon as possible



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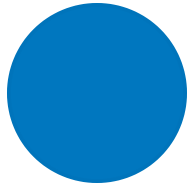
Déclinaison d'entreprises et d'activités



Wimbi Fishing Logo

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Colors



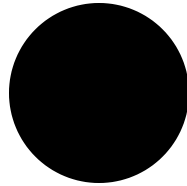
Lochmara

#0077BF
0, 119, 191



White

#FFFFFF
255, 255, 255



Black

#000000
0, 0, 0

	Lochmara	HEX #0077BF	RGB 0, 119, 191
	White	HEX #FFFFFF	RGB 255, 255, 255
	Black @46%	HEX #000000	RGBA 0, 0, 0, 0.46



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Typography

Font

New Detroit Regular DESKTOP

aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?!\$&*)

New Detroit Regular

Weight: 400

Style: normal

Usage

HTML	
1	

CSS	

Styles



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Icons

fontello



Icon Web Font

for use in websites and apps



icon-cloud

Character: \e801



icon-pencil

Character: \e804



icon-trash

Character: \e803



icon-download

Character: \e805



icon-search

Character: \e800



icon-upload

Character: \e806



icon-mail

Character: \e802




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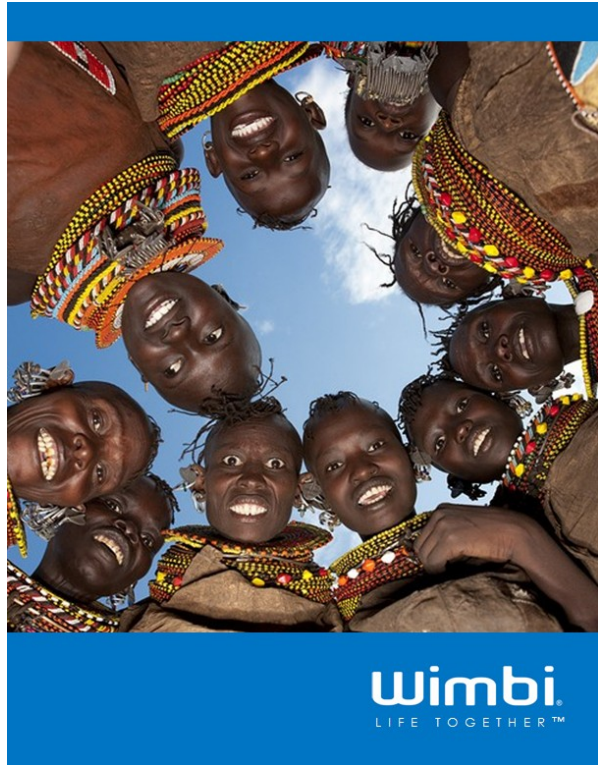
Images



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Inspiration



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Countries



Wimbi IT Italia Logo



Wimbi MA Maroc Logo



Wimbi NL Nederland Logo



Wimbi CN China Logo



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Wimbi AT Austria Logo



Wimbi TH Thailand Logo



Wimbi SE Sweden Logo



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Wimbi RU Russia Logo



Wimbi Japan Logo



Wimbi Australia Logo



Wimbi Greece Logo

Using Wimbi in general

The usage of the Wimbi name must use the correct casing of the letters forming the name. « Wimbi » is being used correctly where « WIM BI », « Wimbi », and « Wimby » are incorrect.

The usage of the Wimbi name is not allowed to be used in conjunction with product names and service titles different of Wimbi Patent Policy.



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