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Brand Guideline

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Table of Content

About WebAble

Tonality

The logo

Logo Details

Logo Do’s and Dont’s

Color Palettes

Typography

Grid System

Stationeries

Mock Ups

About WebAble

The story of WebAble starts in one of the founder's houses, in a little corner office in Lalmatia back in 2013. Long before the idea took shape of a company, WebAble was simply a conversation between three bright young individuals who shared one common vision - transform the digital communication space for brands. We have come a long way since, as we work with some of the best brands in Bangladesh out of a bright & happy office at the heart of Gulshan today.

We started out by working very closely with a handful of private clients, internalizing their projects and bringing them alive on the digital space. Among the first few projects, we were able to raise sponsorships for the education of 200+ underprivileged children, followed by selling out 3800 laptops for DELL solely online! This set the course for WebAble to work on impactful projects that contributed to the bottomline meaningfully.

Seven years into the journey of creating impactful communication, we have worked with many amazing clients across numerous industries. Some projects have been brave, some were quirky, some were even critical for the community - And we take immense pride in them all!

Tonality

WebAble Digital has a friendly, energetic & reliable tone across all it's communication. This reflects on the company's online/offline communication with all stakeholders including the clients & the employees.

We do not believe in over-promising or setting unattainable expectations. We will tell you things exactly as it is, and work on realistic solutions together. We can be unconventional in our own ways too, but with discipline and a sense of direction. We are unconventionally realistic, and realistically unconventional - Like that friend you can call up at 3 AM for an emergency and expect to show up to the rescue - No seriously, that has happened!

Diversity

Creative field attracts a wide diversity of talents. We attract everyone from suave engineers to ruthless business developers. This patterns can be traced back to our co-founders themselves. On one end the spectrum there are the smart and ambitious, while on the other end there are the calm and calculated.

To address this diversity, and to highlight our underlying passion for digital marketing, we came up with this concept to incorporate somewhat awkwardly large spectacles in our logo. All of the Directors at WebAble happen to be spectacle clad rebels riding the digital revolution.

The Logo

Ambition

As the rebel of the digital industry, everyone in our team is an underdog trying to proce a point. This is signified in the stark contrast in our logo's colors.

Geek Within

Our logo represents a character of passion and great diligence, and of course, the geek within. The glasses take the shape of the letter W, while a tiny gap between the pair of glasses take shape of the letter A. Hence, symbolizing "WA", representing the company's initials. The wordmark uses Museo 700 because it closely resemble the symbol's shape and appearance.

Conversation Starter

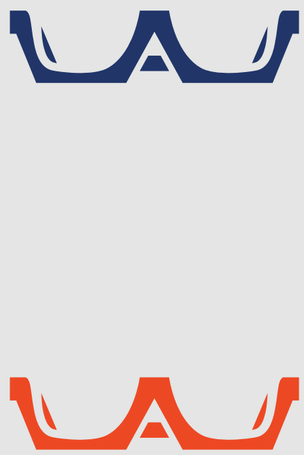
We love people with a wild imagination and it's okay if you did not get our concept right away. We intentionally left it open for the 'Oh I see that!' moments. The logo should make one squint to look fir something that one might find in their own iinterpretation of the symbol. Any 'kinky' interprtaion gets a cheeky smile and nod.

Logo Details

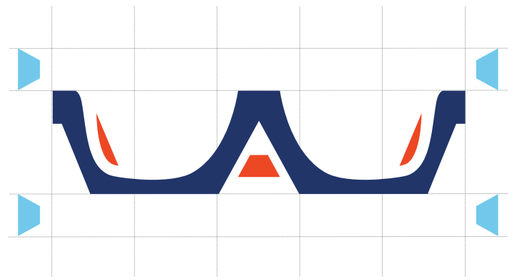
Symbol

Wordmark

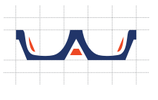
Logo
Variation, Proportion, Size



Clear Space Requirements



0.875”



0.875”

Logo
Do’s & Dont’s

the original logo can be used on appropriate background

the symbol can be used without the wordmark for particular cases

if required, the logo can be black on white background and vice versa

don’t use any color fill apart from the ones assigned for the logo

don’t use any color fill apart from the ones assigned for the logo

don’t use the wordmark on it’s own

don’t squish/pinch/squeexe/ compress the logo

don’t pull/bloat/expand/extend the logo

do not outline the logo in any form

Logo
Do’s & Dont’s

don’t use the logo/wordmark in a sentence

WebAble experts

don’t use wordmark and logo side by side

don’t use the wrong logos for the wrong backgrounds. proper or darker logo against lighter and lighter logo against darker backgrounds

Color Palettes

Our primary colour palette contains two colours that pull each other in opposite direction creating a fine balance. This tug of war between the primary palette stretches the brand in sync with WebAble's energy & ambition.

This palette is followed by a burst of colours in our secondary brand colours - An absolute mood lifter. Our secondary palette is happy and inviting; open to a world of new possibilities.

Our secondary palette of brand colours range from blue to purple, like a burst of life on a Friday morning! The palette also reflects the diversity and inclusiveness in WebAble. From the tech geek to the videographers, writers to the singers, planners to the executioners, we have them all under one roof. The colours also stand for our service pillars which range from social media marketing to product development fuctions, all in house.

Primary Color
Palettes

#0d316b	#ec4724	#091848
01.	02.	03.
#416db4	#f58b76	#3e56a5
#aac3e5	#f9cfc8	#a3b2da
#d5e0f2	#fee8e1	#d0d8ed

Secondary Color
Palettes

01.	02.	03.	04.	05.
#1cabe2	#3fc0c0	#ea0a8c	#fec70b	#652d7f
#71c9eb	#7eced6	#e55ea1	#fcdc61	#9966ab
#c5e8f5	#c4e7eb	#f3bad4	#fff1c1	#d9bfdc
#e4f4fb	#e0f2f5	#fadce9	#fff7e1	#ebdfed

06.	07.	08.	09.
#a87ab6	#1b1b1b	#939598	#e8ecec
#cbaad1	#717373	#bcbcbe	#f2f2f3
#ebdcec	#c6c5c4	#e4e5e4	#f9fcfe
#f5edf5	#e3e2e2	#f2f2f3	#fdfeff

Primary Font
Poppins

Characters

A B C D E F G H I J K L M N O P Q R S T U V W 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 z

1 2 3 4 5 6 7 8 9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / &

< - + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

Styles

Regular	**Bold**
Regular Italic	***Bold Italic***
Medium	**Extra Bold**
Medium Italic	***Extra Bold Italic***
Semi Bold	**Black**
Semi Bold Italic	***Black Italic***

Secondary Font

IBM Plex Serif

Characters

A B C D E F G H I J K L M N O P Q R S T U V W 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 z

1 2 3 4 5 6 7 8 9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / &

< - + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

Styles

Thin

Thin Italic

ExtraLight

Extralight Italic

Light

Light Italic

Regular

Italic

Medium

SemiBold

Bold

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Bangla Font

Kongsho MJ

Characters

অ আ ই ঈ উ ঊ ঋ এ ঐ ও ঔ

ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ ড ঢ ণ ত থ দ ধ ন প ফ ব ভ

ম য র ল শ ষ স হ ড় ঢ় য় ৎ ং ঃ ঁ

০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

া ি ী ু ূ ৃ ে ৈ ো ৌ ্

Styles

Regular

Italic

Bold

Bold Italic

Grid System

Our guidelines root from a grid system to help define and provide guidelines for each of our brand elements. The grid helps us maintain consistency with our layout, ensuring beautiful, compatible designs – whether it be stationary, posters, or marketing materials.

Logotype Grid
The logotype grid can be placed either in the top or bottom right corner for most materials. It can be placed in the mid-center or bottom center for covers.

Imagery Grid
The imagery grid can be used in multiple ways as long as the imagery is kept within a box shape keeping bleed vs. margins, symmetry vs. asymmetry, and image sizes/percentages in different formats into consideration.

TEXT
"LEFT" aligned!

Always triple-check for alignment.

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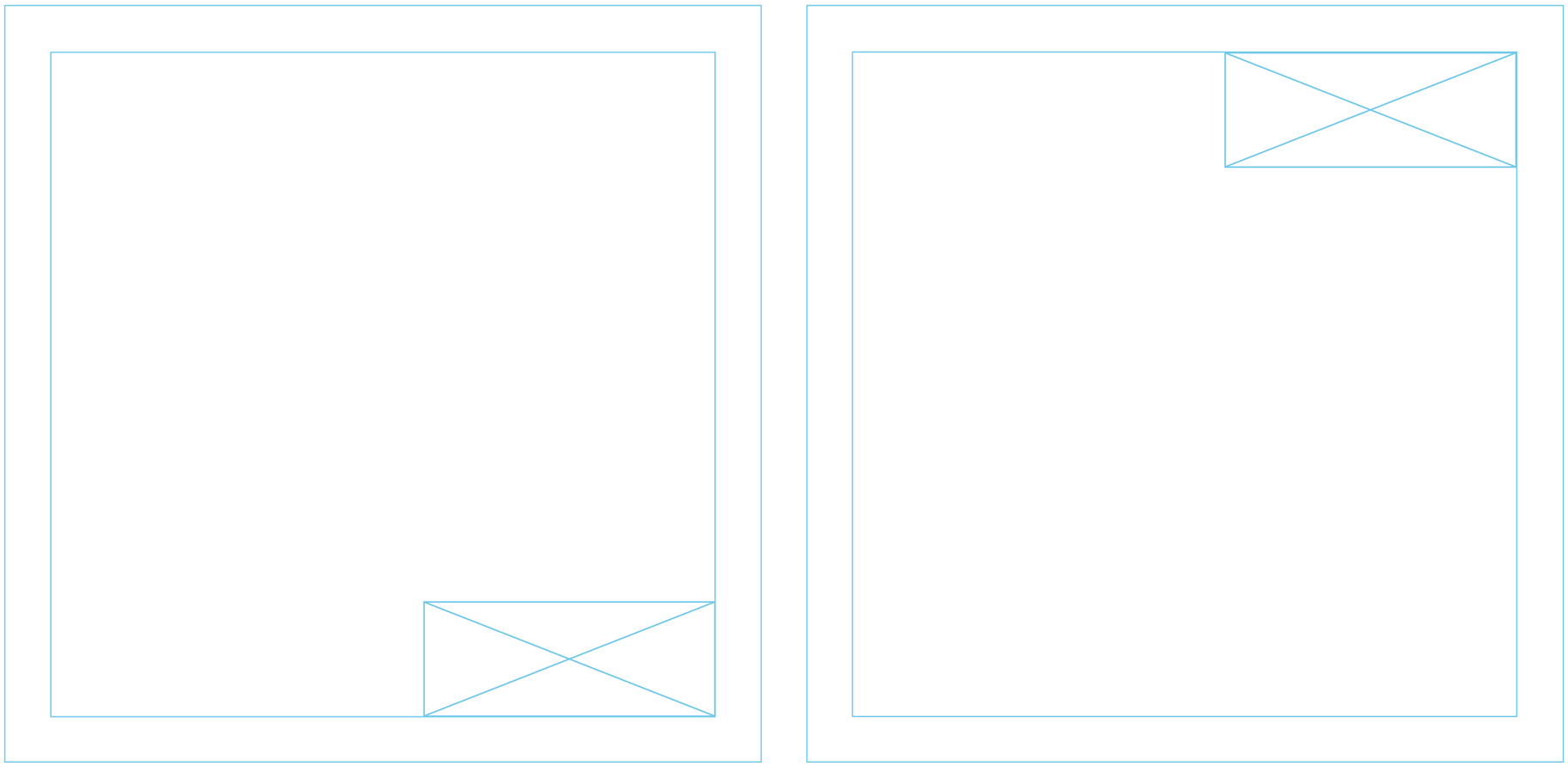
Grid System
Social Media Platform

1600 X 1600 px



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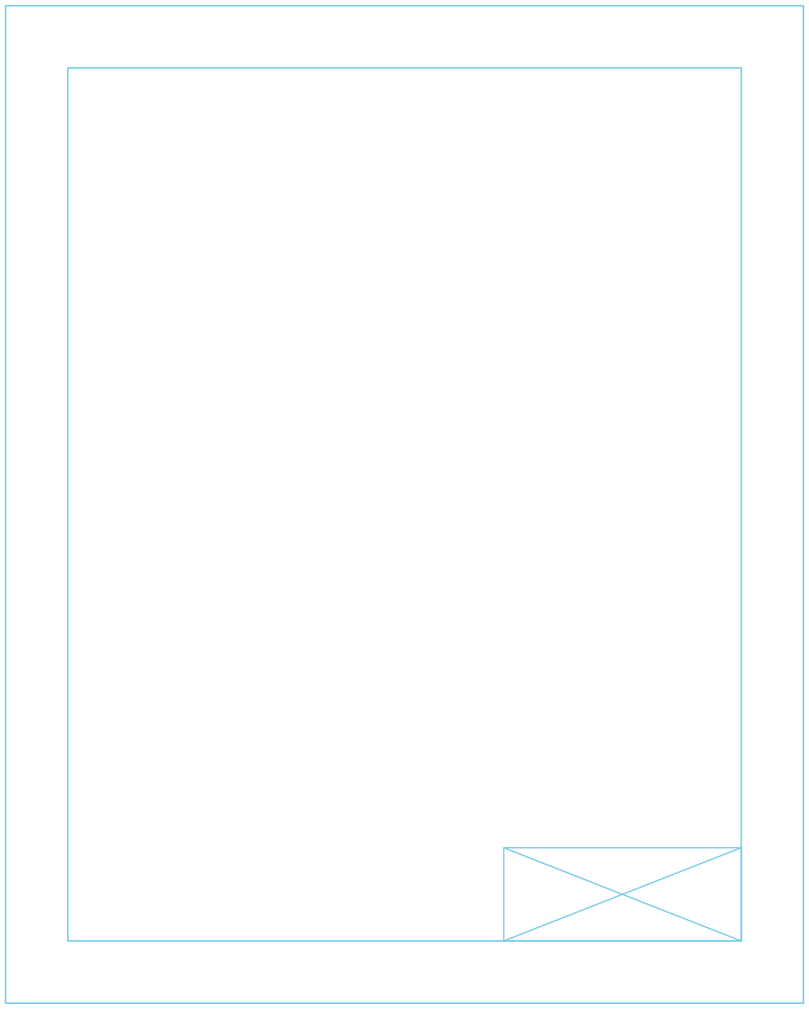
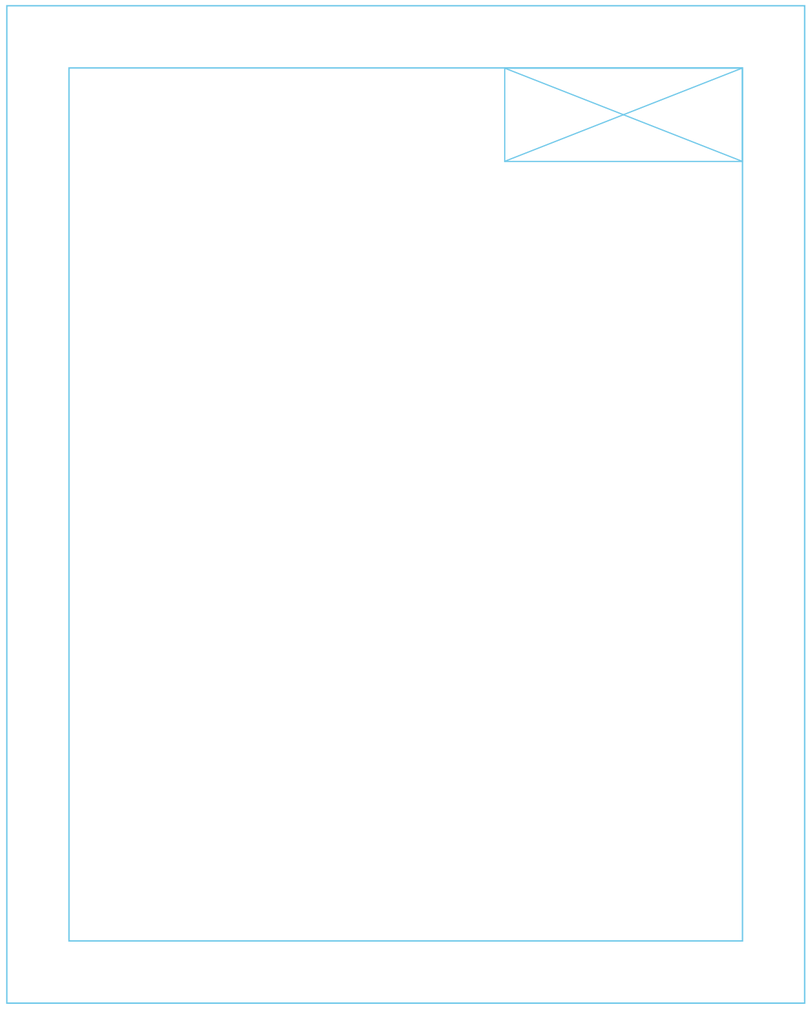
1440 X 1800 px





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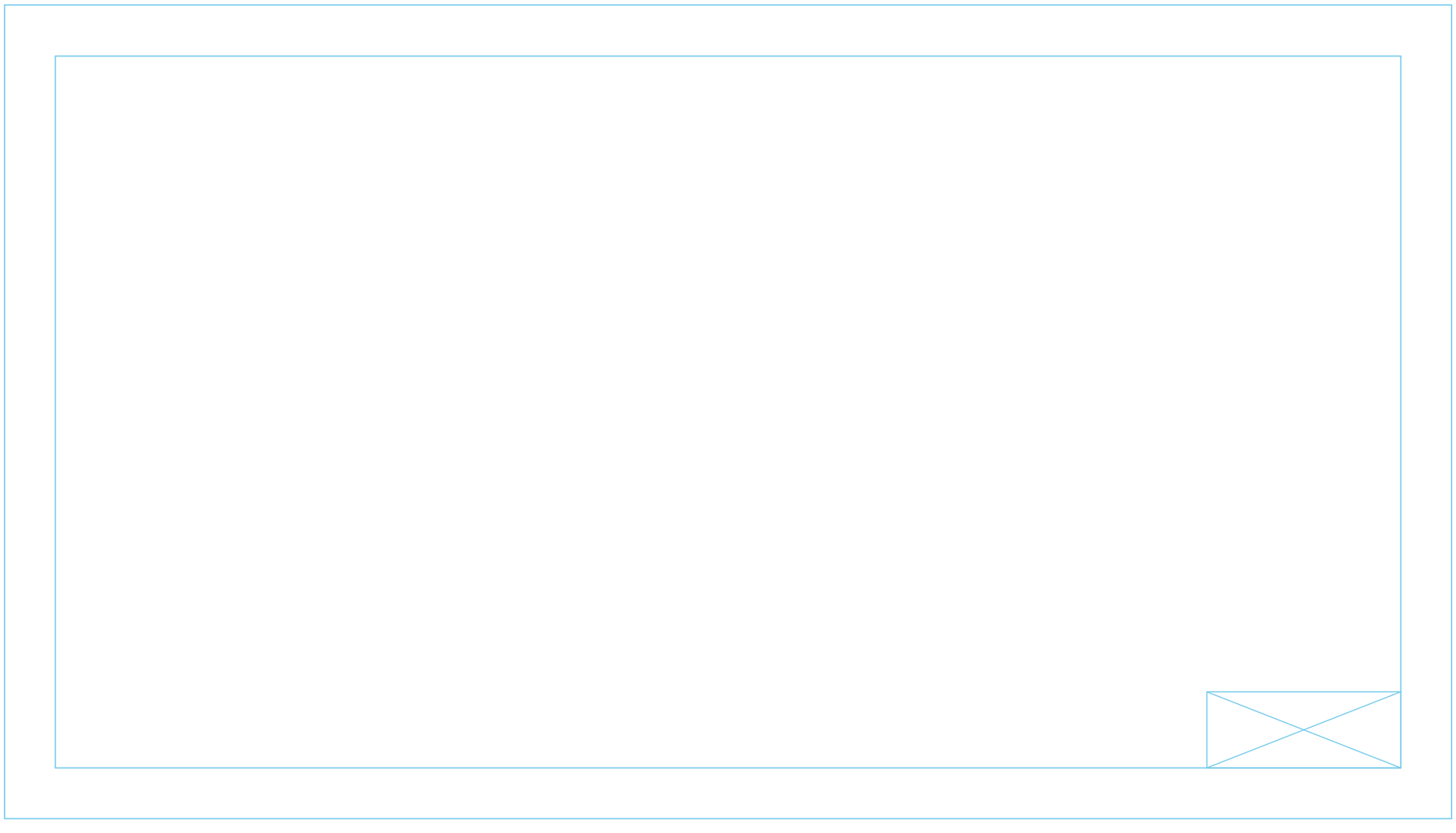
1920 X 1080 px



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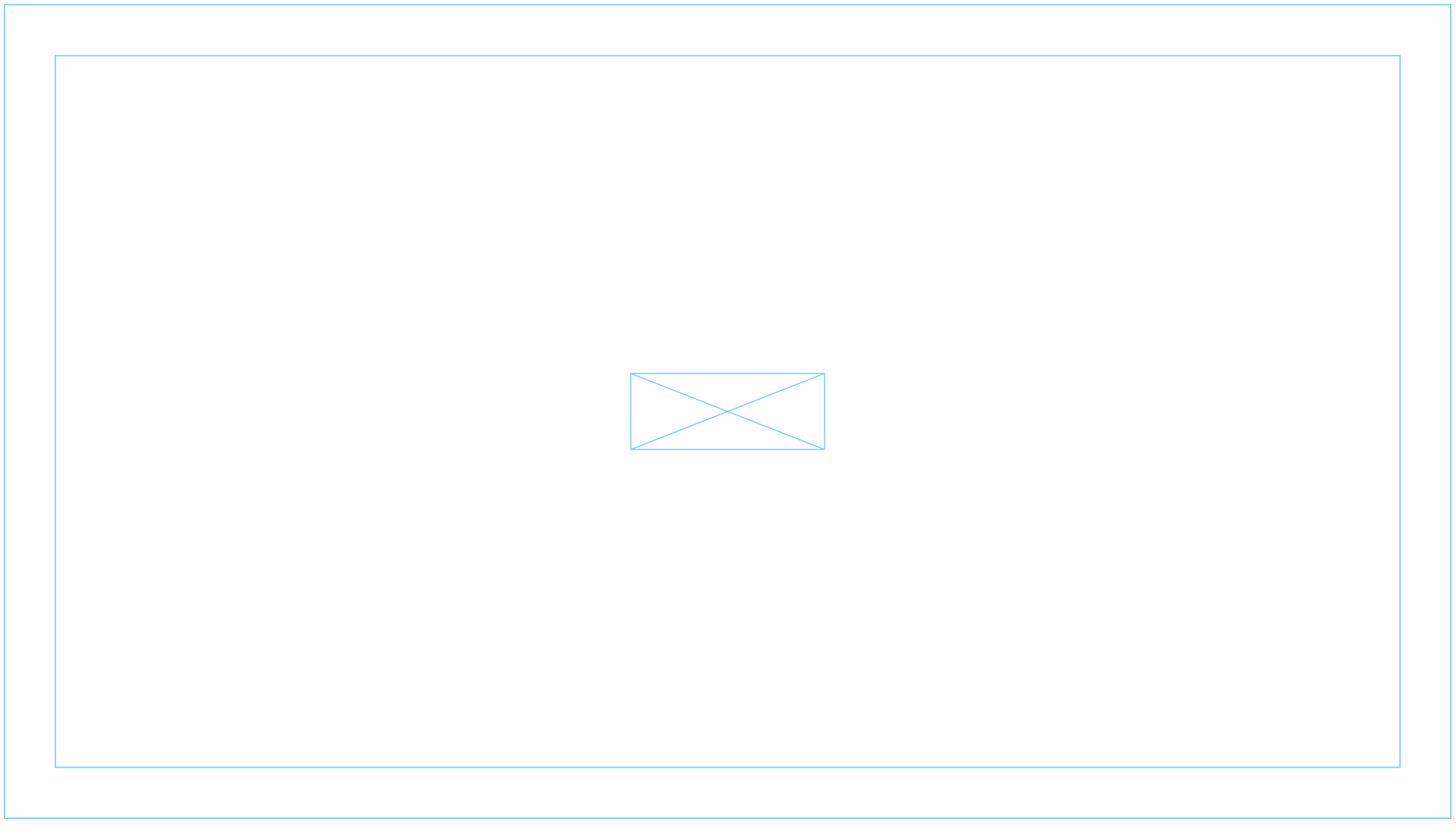
Grid System
Video-End card

1920 X 1080 px



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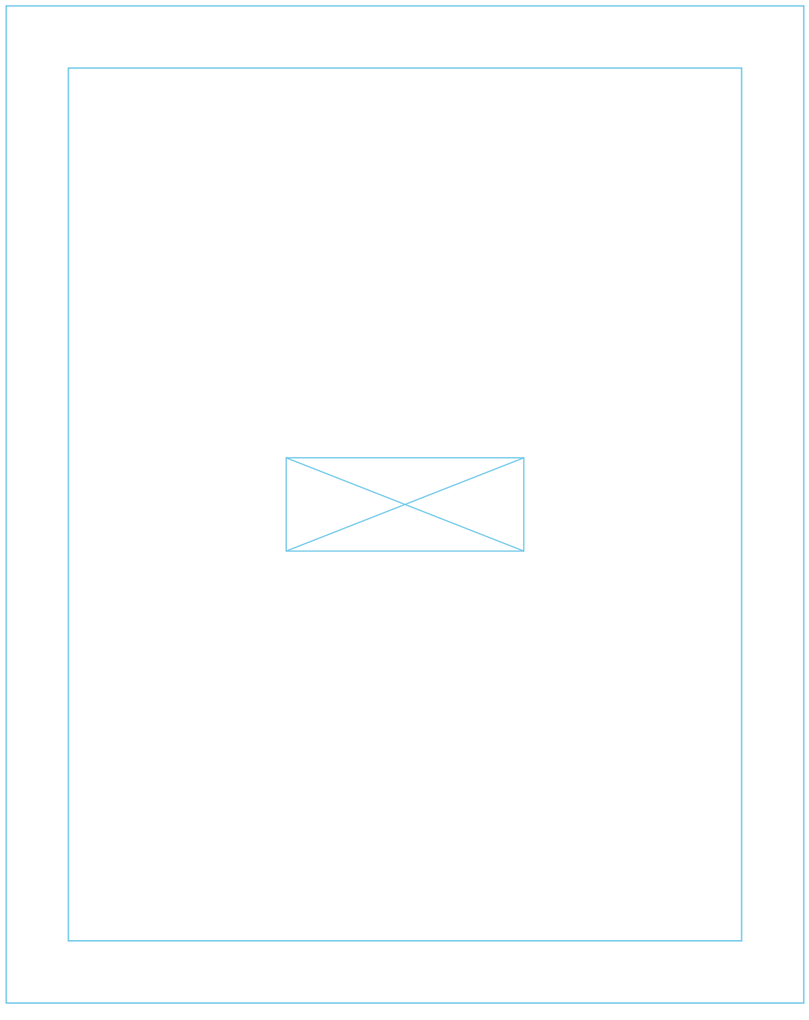
1080 X 1350 px



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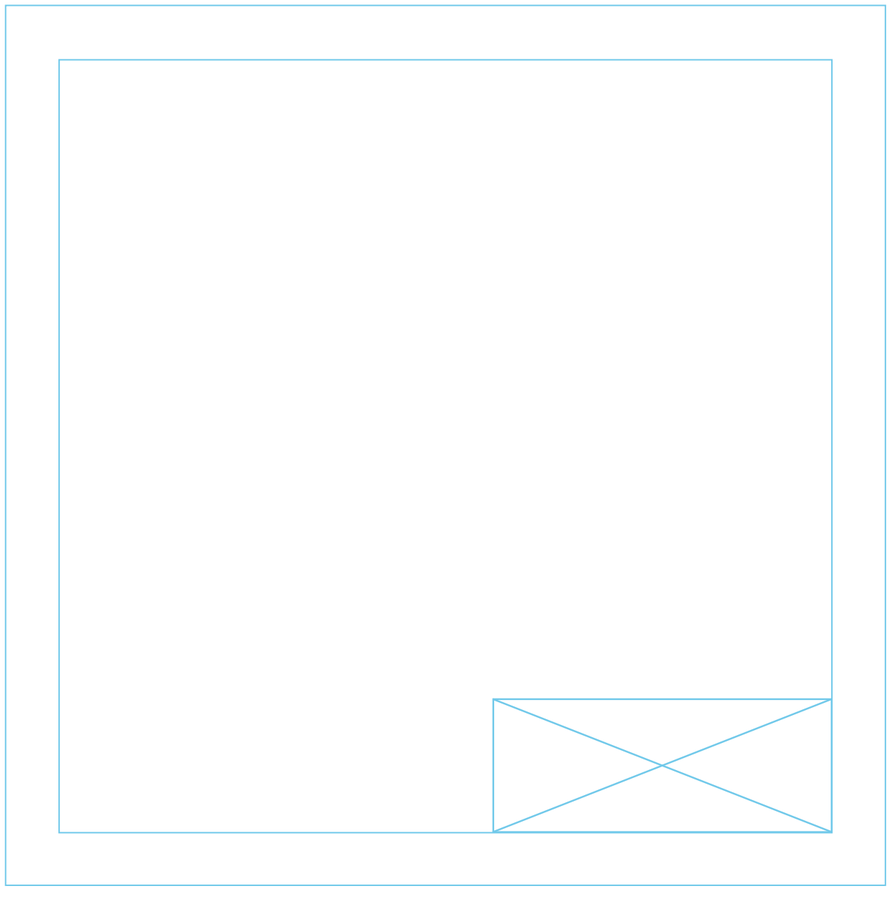
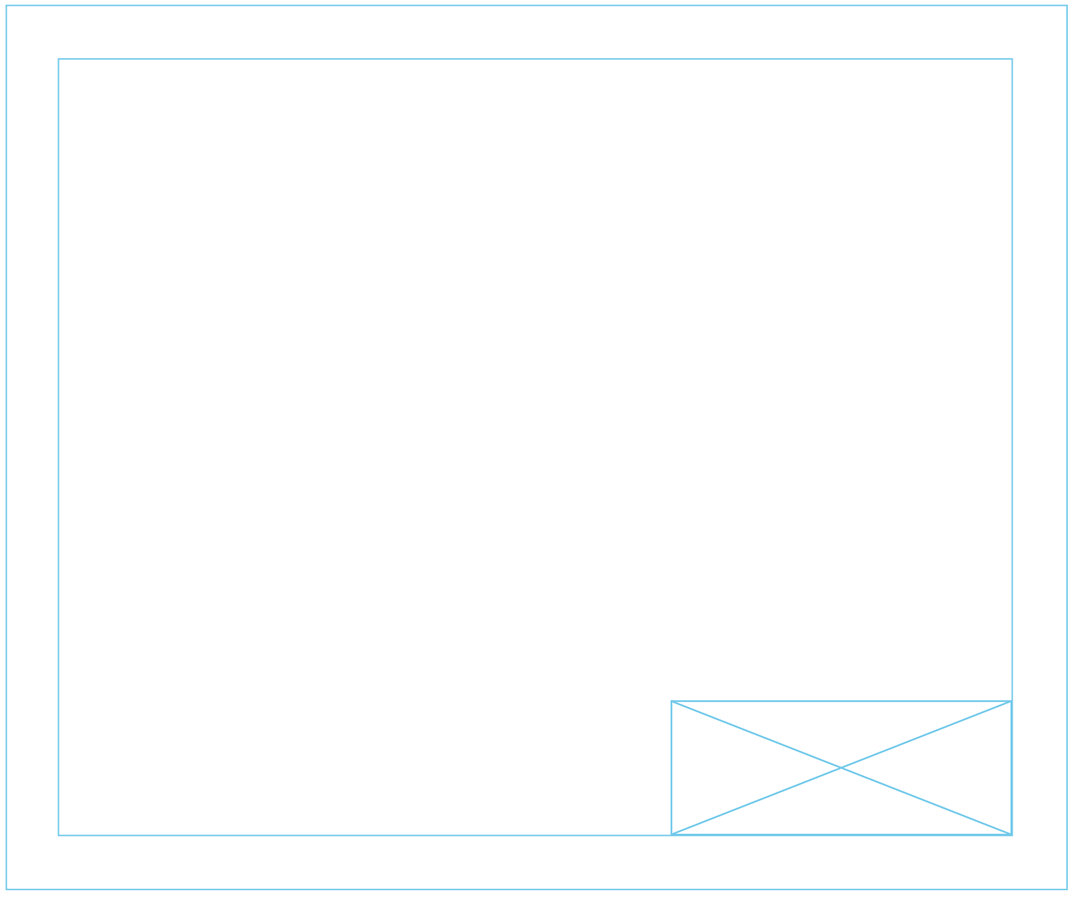
Grid System
Digital Banner

250 X 250 px



350 X 250 px



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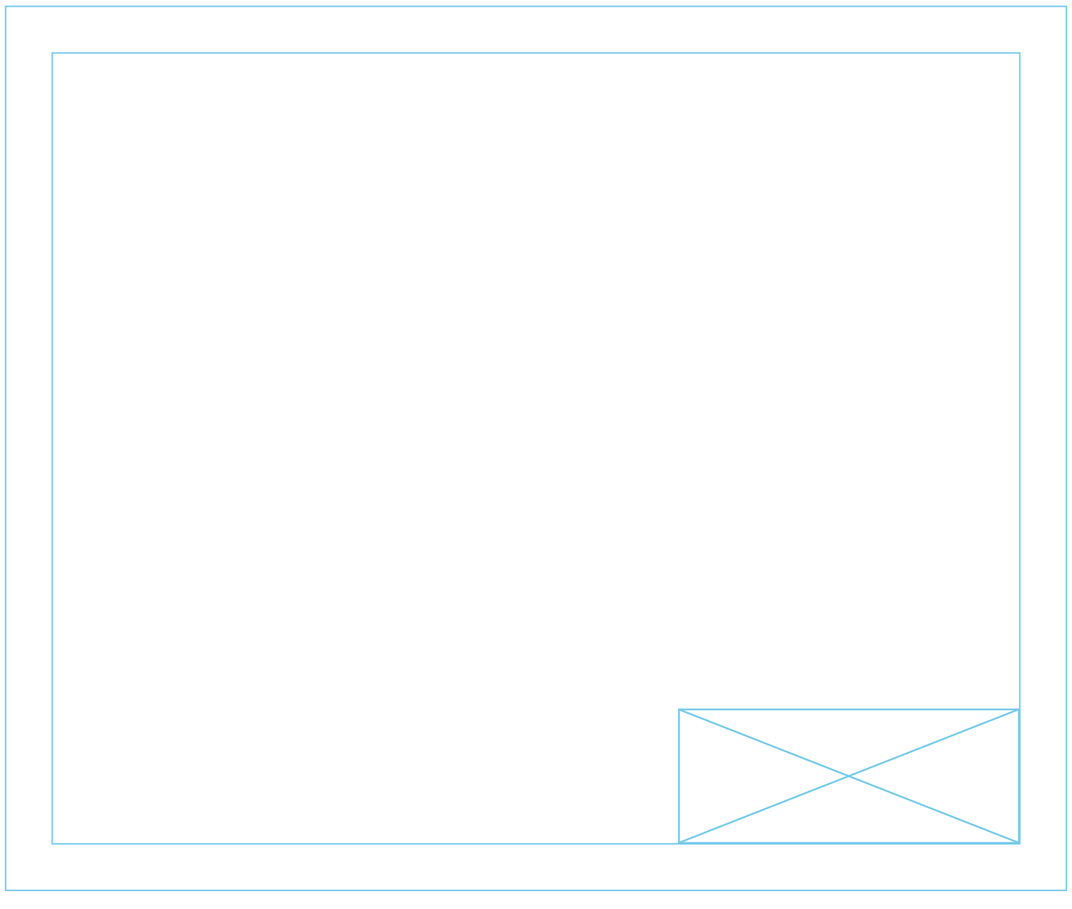
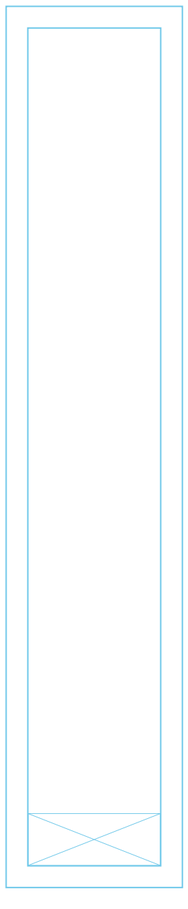
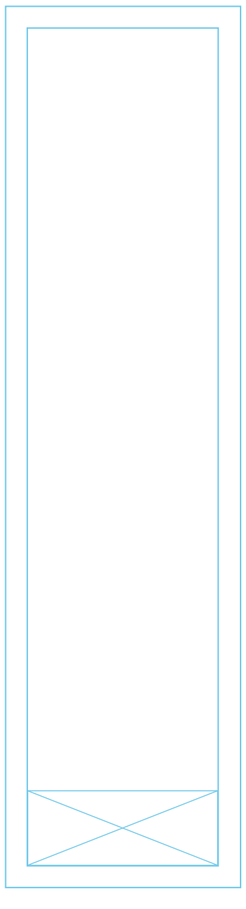
336 X 280 px



120 X 600 px



160 X 600 px



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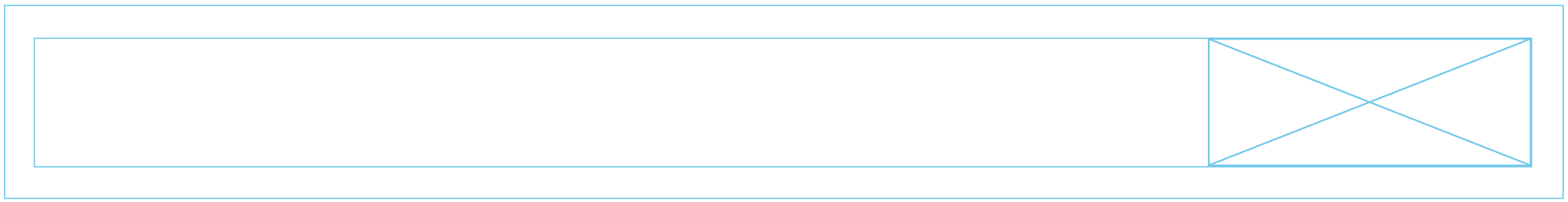
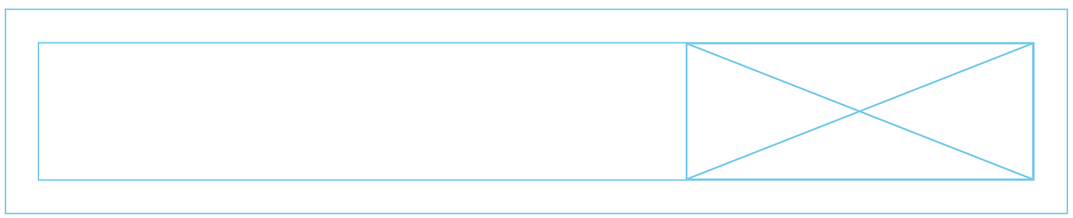
728 X 90 px



468 X 90 px



Stationeries
Letterhead

Size
210 x 297 mm

Paper
120 GSM Offset

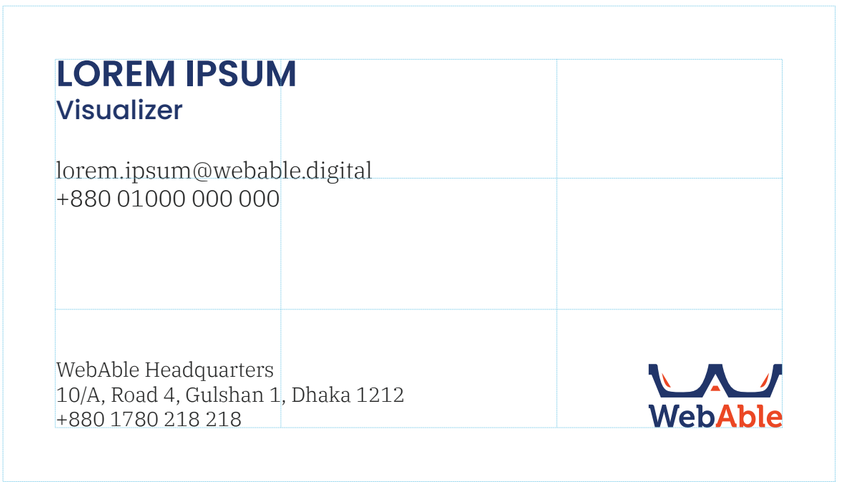
Finished
Matt

Stationeries
Business card

Size
94.8 x 56.8 mm

Paper
300 GSM Art card

Finished
Matt



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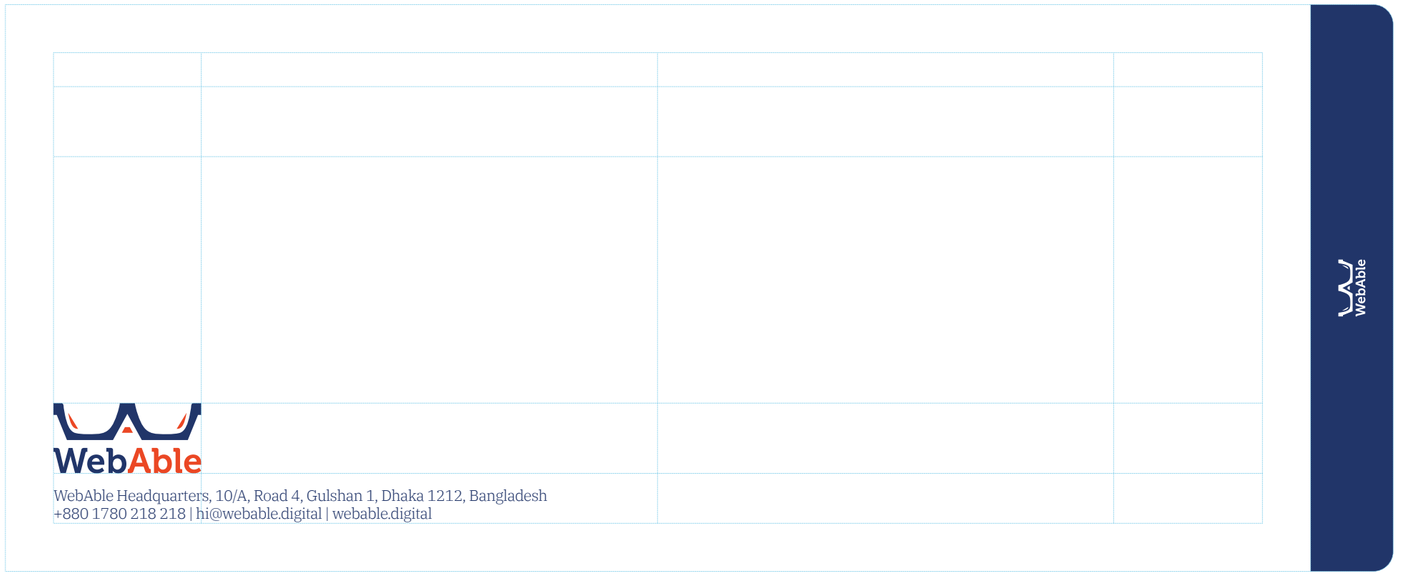
Stationeries
Envelope

Size
256.54 x 104.75 mm

Paper
120 GSM Offset

Finished
Matt



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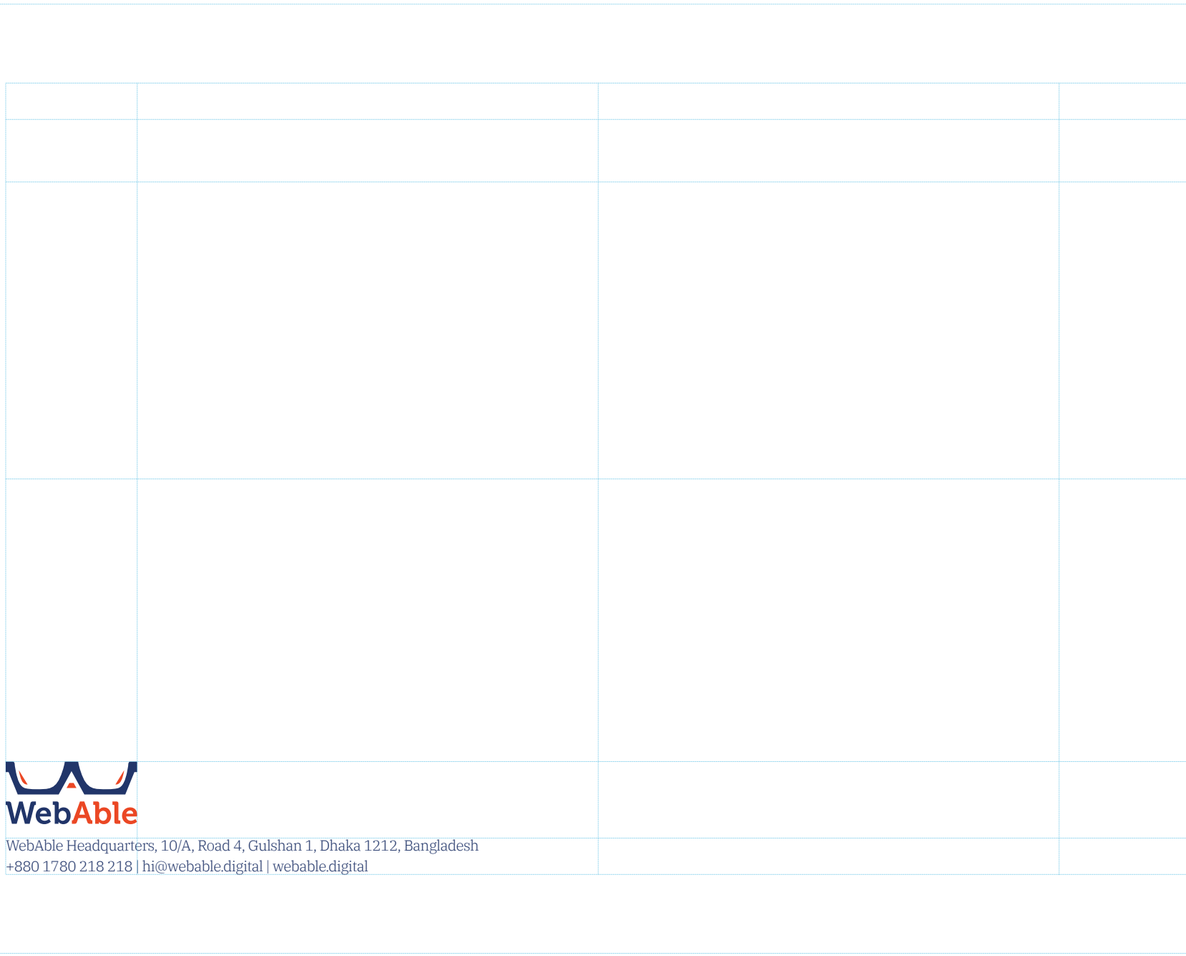
Stationeries
Envelope

Size
12.75 x 9 inch

Paper
120 GSM Offset

Finished
Matt



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Stationeries
Envelope

Size
14 X 8.5 inch

Paper
120 GSM Offset

Finished
Matt

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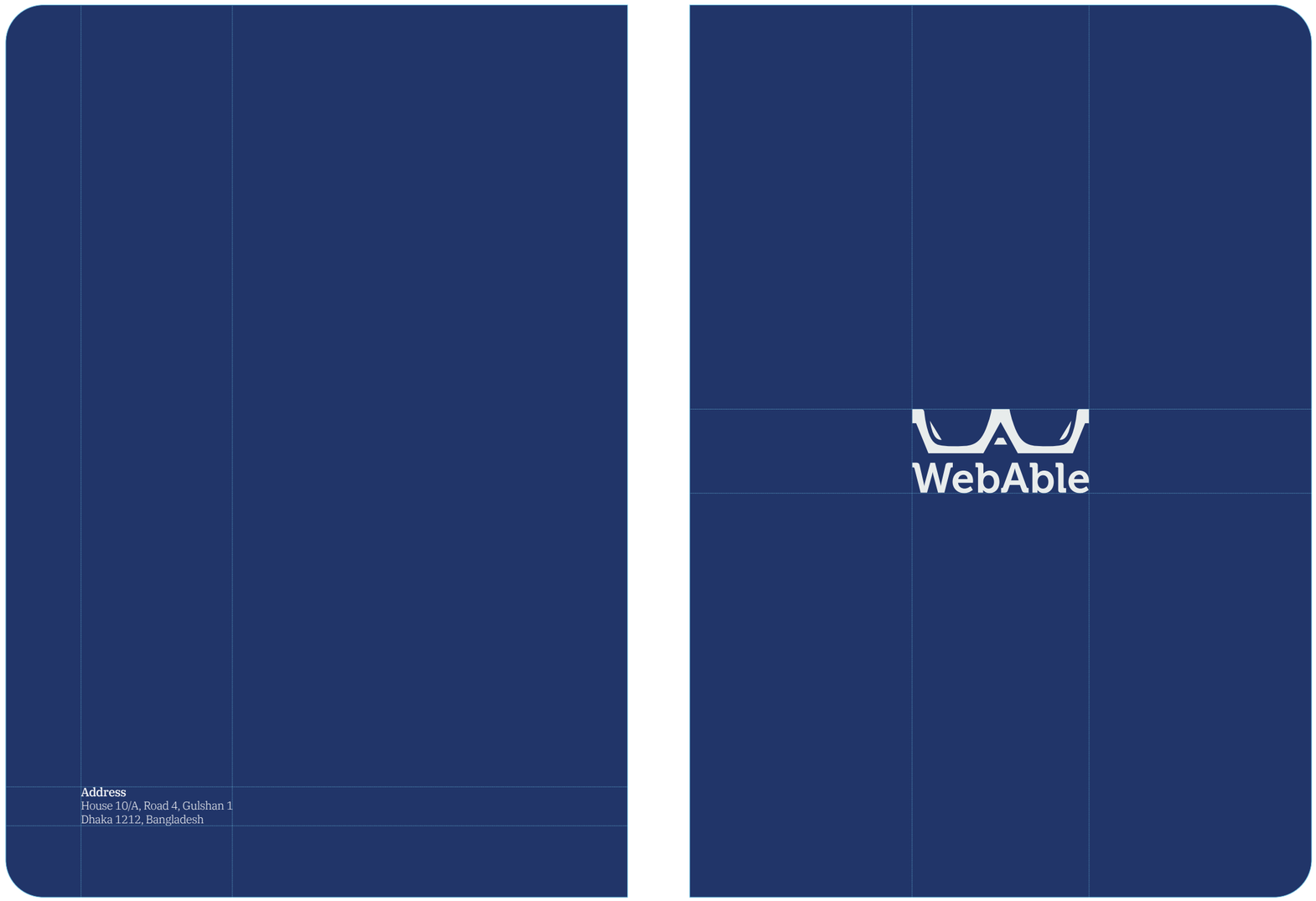
Stationeries
Notebook

Size
110 x 157 mm

Paper
300 GSM Art card

Finished
Matt, Embrossed



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Mock Ups

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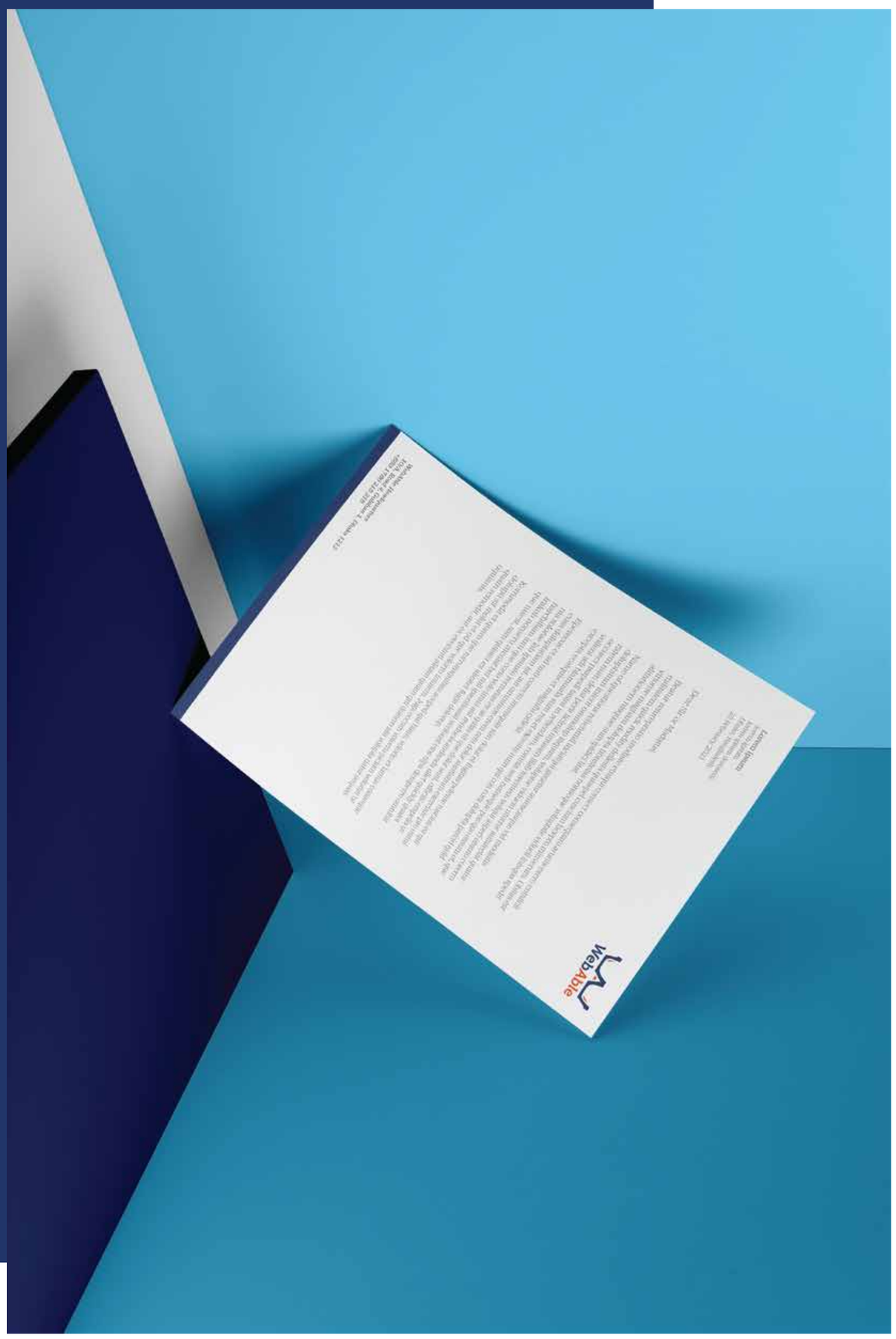

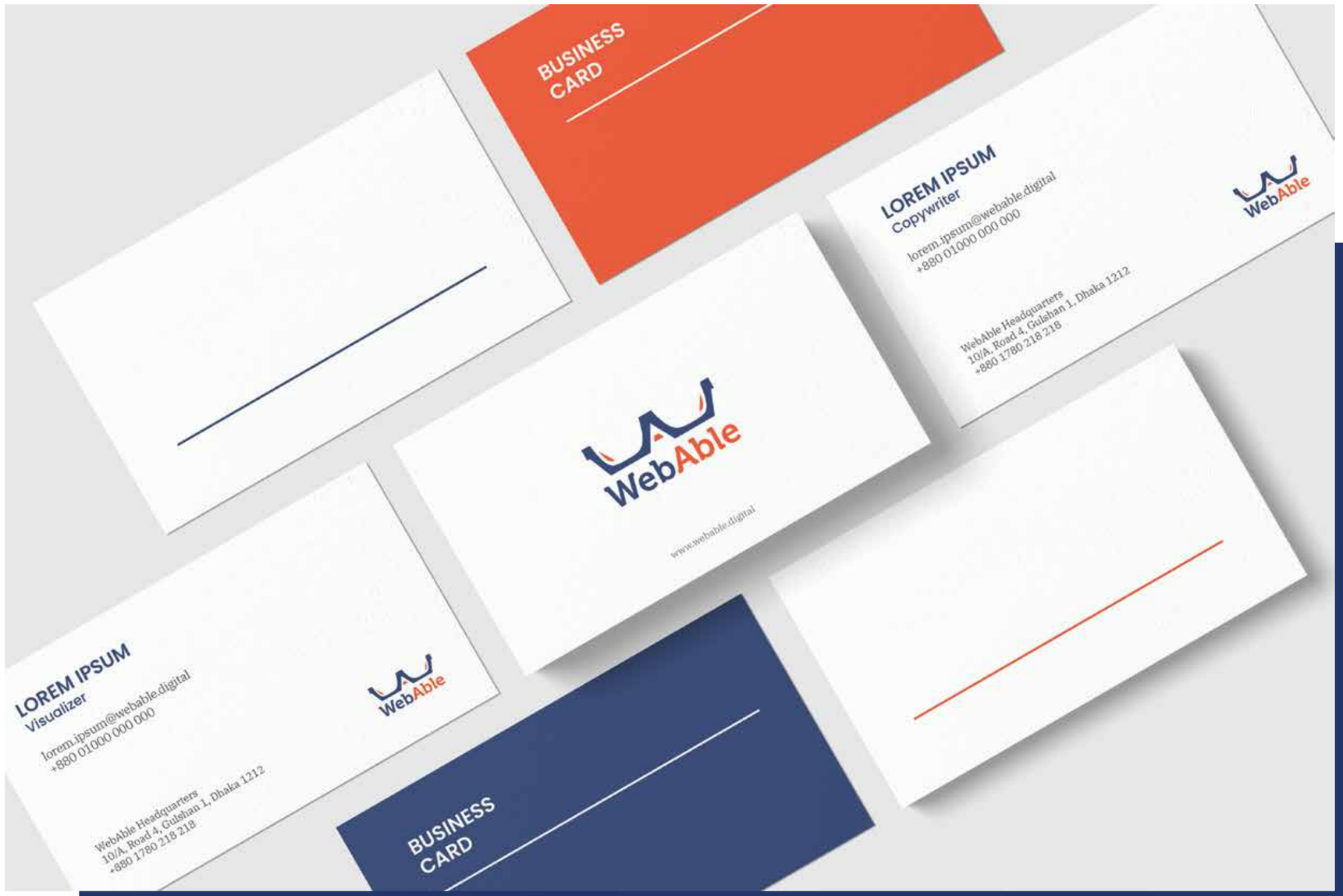
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