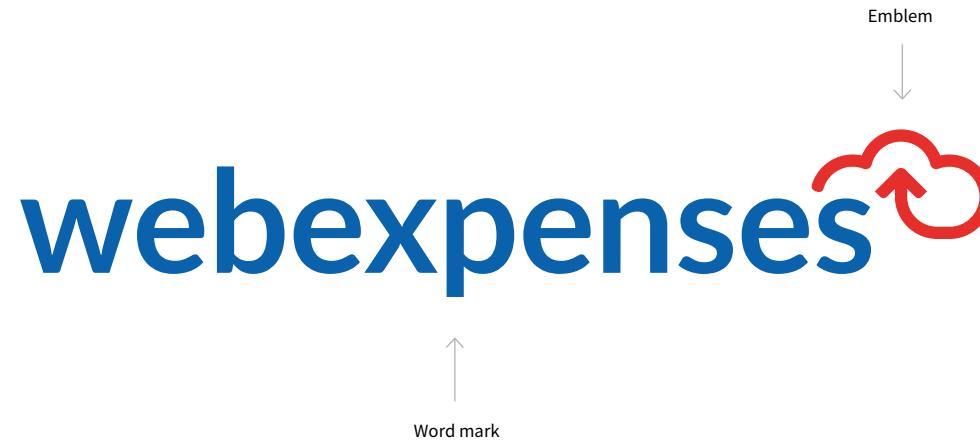# Webexpenses brand guidelines

(Last updated June 2023)

The master logo

Word mark

This is our new Webexpenses master logo. It consists of a workmark and an emblem. Both having been designed to compliment each other. The thickness of the emblem has been designed to match the word mark font and the end points have been sculpted to match the letter design. The configuration of the emblem to the word mark must never been changed. Careful consideration has been give to the arrangement and positioning of both elements of the logo. The image to the right helps explain the composition.

Showing the alignment of the emblem in relation to the word mark.
This arrangement should never be altered.

Logo variations

Stacked variation

We have a stacked version of our logo which should be used at smaller sizes, in narrow environments where vertical space is more readily available.

Example of the stacked logo on our mobile app

Avatars and favicons

We also have a avatar and favicon set which should be used across our social media platforms. See the avatars and favicons in use section to see how these are used in practice.
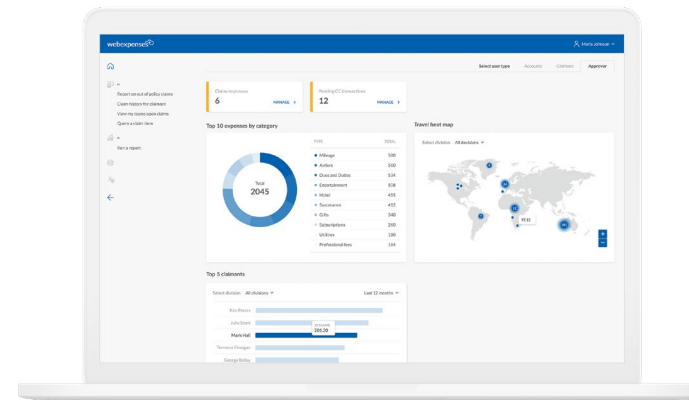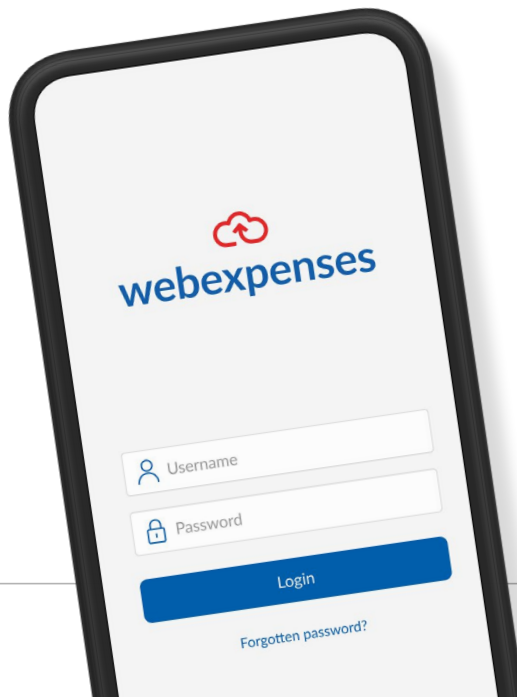
Example of our master logo in use

Logo colourways

webexpenses

Full colour master logo

webexpenses

Single colour white master logo

webexpenses

Full colour stacked

webexpenses

Single colour black stacked logo

Full colour

Our full two colour logo versions should be used wherever possible. Primarily these versions should be used over white backgrounds. Select the most appropriate logo for placement based on the general rules outlined in our brand guidelines document.

Single colour

In certain situations you may require a solid colour logo. The single colour black version may be useful on internal documents that may be printed such as invoices or purchase ledgers. Our white logo can be used over darker colours and images.

Spacing and sizing
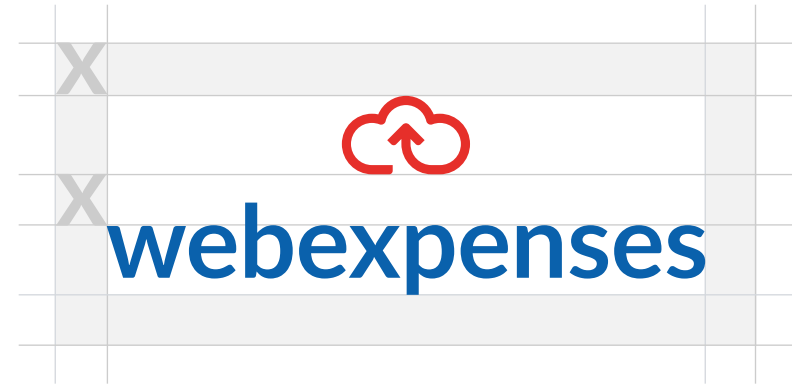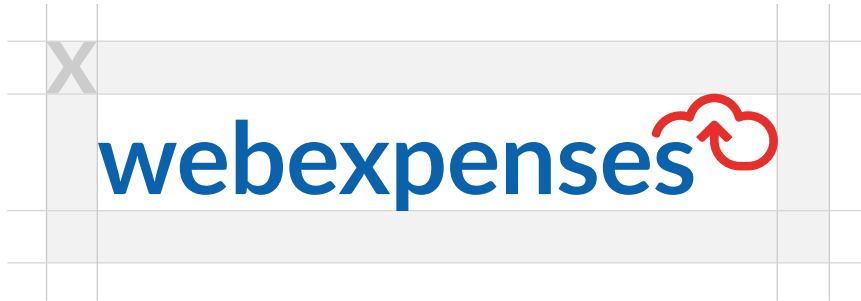
Clear space

It's very important to ensure our master logo has sufficient clear space. The 'x' of Webexpenses is used as the tool to indicate the clear zones around the logo.

The same spacing rules apply to the stacked version. The emblem on our stacked version is positioned centred and spaced an 'x' in height away from the word mark as indicated above.

Master logo
40mm / 250px

Stacked logo
35mm / 200px

Stacked
40px
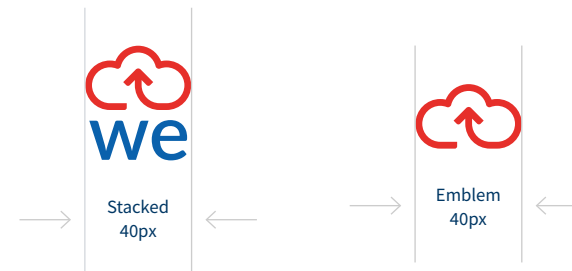
Emblem
40px

Full logo minimum width

The above guidance shows the minimum widths allowed when using our logos across print and digital environments.

Emblem minimum width

Where there's the need for our logo to be used in narrower configurations you should use the abbreviated stack or emblem only versions.

Avatars and favicons in use

Emblem only

In the majority of cases across social media applications, our standalone 'emblem only' avatar should be used. It's simple and effective at conveying our company name and has been designed to create immediate recognition with the Webexpenses brand. We have two versions. The dark version and the light. Wherever possible we should use the dark version. In certain circumstances this may not be possible. For example, over dark backgrounds or where the lighter version is simply more appropriate. Choose the avatar type carefully. If you have any doubts consult a brand guardian.
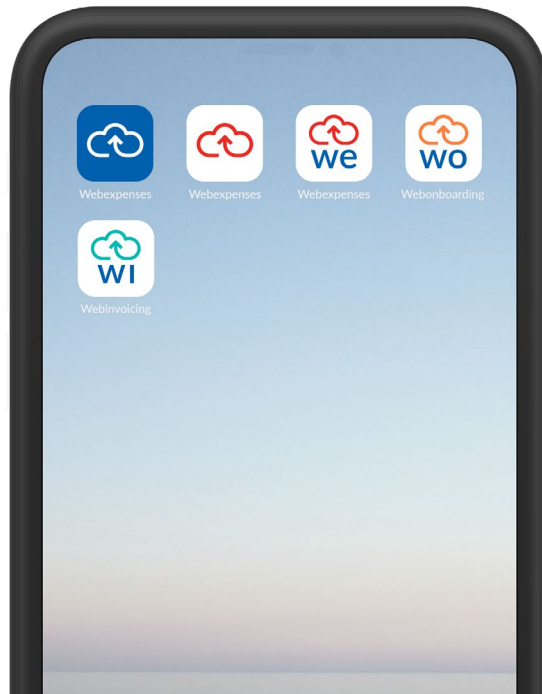
Stacked

In rare circumstances there may be the requirement for our abbreviated stack avatar. The Webexpenses stacked avatar allows differentiation between our sub-brands when viewed together.

Colourways

Primary colour palette

Our master brand colour set covers the colour palette used on our new logo. Expanding on the use of our primary colours in our logo, the red is used for calls to actions and to draw attention to sales orientated areas on our website and printed collateral. Our primary blue is used for headlines and for links in text.
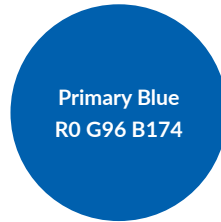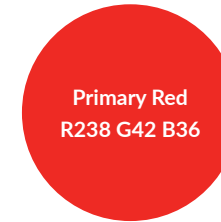
Primary Blue
R0 G96 B174

C96 M66 Y0 K0
#0060AE

80%
#3380BE

60%
#66A0CE

40%
#99BFDF

20%
#CCDFEF

5%
#F2F7FB
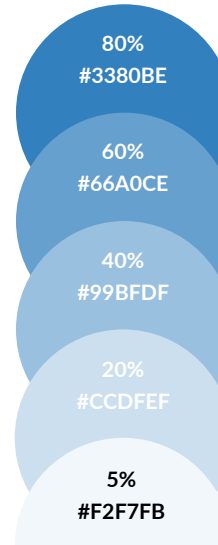
Tints of primary blue

Primary Red
R238 G42 B36

C0 M97 Y100 K0
#EE2A24

Secondary colour palette

Our complementary colour set has been devised for online use. Specifically for system alerts across our native and web applications. This colour palette should be used sparingly and only for digital use.

The exception is our silver foil which we have introduced exclusively for printed collateral. See colour usage for examples.
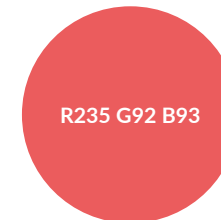
R128 G188 B0

#80BC00

R245 G179 B53

#F5B335

R235 G92 B93

#EB5C5D

Simulated Silver Foil
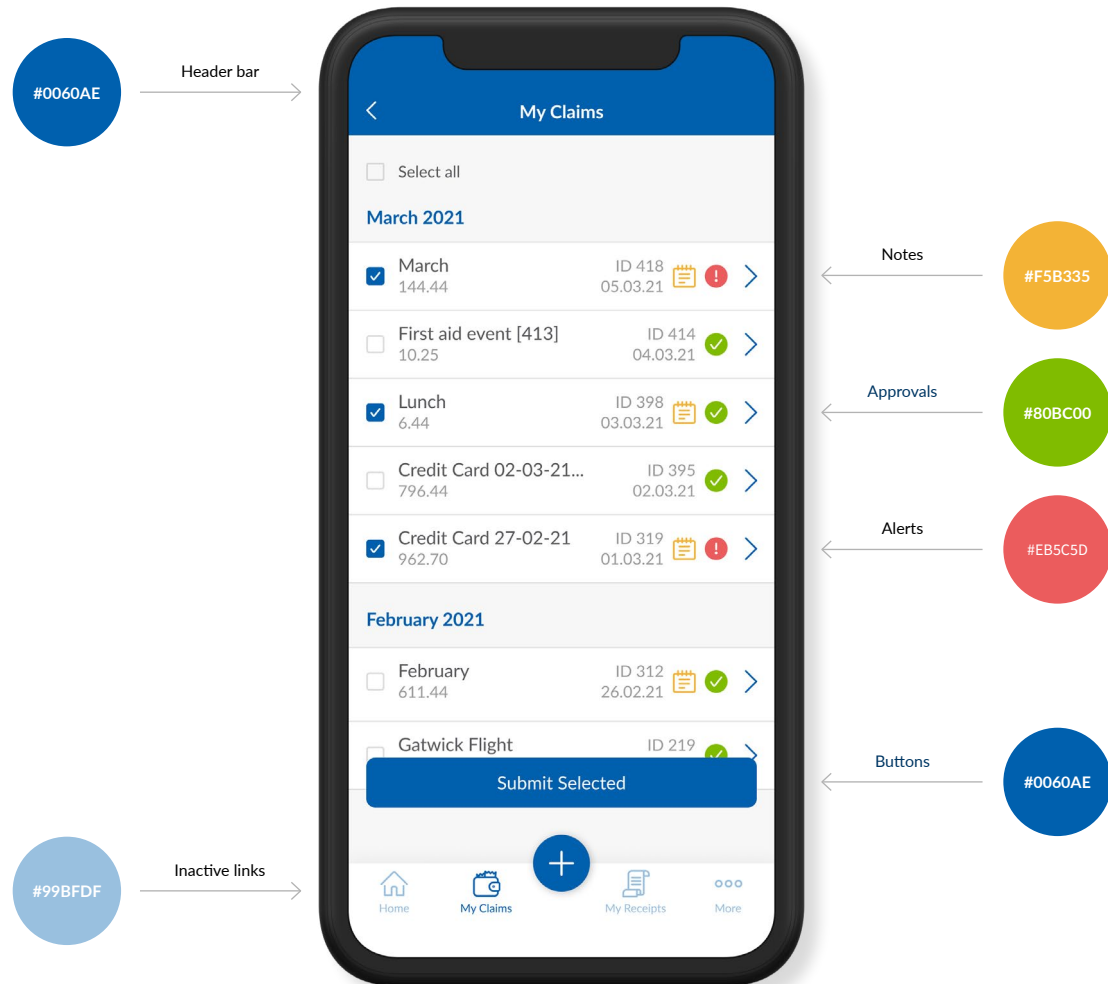
Silver Foil
(PRINT USE ONLY)

Colours in use

General rules

Care should be taken when using our brand colours. We have kept the colour palette simple, only allowing a limited number of colours. Our primary colour palette consists of three colours, whilst also allowing for tints of our primary blue.

Our secondary colour palette consists of three complementary colours for digital use and top be used exclusively within our software. The secondary colour palette should be thought of as a traffic light system.

The example to the right demonstrates the application of our colour palette through our native app. From the example you are able to see our primary palette is the dominant palette. This is intentional and allows us retain a consistent brand image. The secondary palette is used for user alerts and notifications only.

#0060AE — Header bar

#99BFDF — Inactive links

#F5B335 — Notes

#80BC00 — Approvals

#EB5C5D — Alerts

#0060AE — Buttons

My Claims

Select all

March 2021

| March | ID 418 |
| 144.44 | 05.03.21 |

| First aid event [413] | ID 414 |
| 10.25 | 04.03.21 |

| Lunch | ID 398 |
| 6.44 | 03.03.21 |

| Credit Card 02-03-21... | ID 395 |
| 796.44 | 02.03.21 |

| Credit Card 27-02-21 | ID 319 |
| 962.70 | 01.03.21 |

February 2021

| February | ID 312 |
| 611.44 | 26.02.21 |

| Gatwick Flight | ID 219 |

Submit Selected

Home   My Claims   My Receipts   More

Colours in use

The silver exception

Occasionally the need may arise to create collateral to achieve a highly premium effect. For example, invitations to an event or for office signage. For these occasions we have the option of using a silver foil. The silver logo is exclusively for use on printed collateral.

Example of use on the reverse of our business cards.

Our silver foil exception allows for other logo adaptations. For example chrome or brushed steel office signage.

Silver foiling should only be used on our logo. And only ever alongside our dark blue colour on printed collateral. Use the effect sparingly to create impact and instill a sense of prestige towards the Webexpenses brand.

Typography

Lato

Lato is the font used in our logo. It is also used for headings and sub headings. In addition to the visual appearance of Lato, we've chosen the font due to it's accessibility (being available from Google Fonts), legibility at smaller sizes and the large range of weights and styles available.

As a general rule we advise Lato Semi Bold or Bold for headlines and sub headlines, coloured in our primary blue or grey depending on the application. At larger sizes there may be the requirement to use Lato Semi Bold, however, this needs to be applied at the users discretion. If in doubt consult your brand guardian. Our new headline font can be downloaded from the following link:

https://fonts.google.com/specimen/Lato

Source Sans Pro

Source Sans Pro has been chosen as our new body font.

We use three font weights. Source Sans Pro Regular, Source Sans Pro Semi Bold and Source Sans Pro Bold. In combination with the italic versions of each when required. Body text is coloured using our grey text colour or tints of it depending on the application. Links are coloured using our primary blue. Source Sans Pro can be downloaded from Google fonts on the following link:

https://fonts.google.com/specimen/Source+Sans+Pro

STYLES AND USE	PRINT (Guidance only)	WEB (Guidance only)	COLOUR
Headline	24pt	28px	
Headline medium	17pt	24px	
Headline small	14pt	18px	

STYLE AND USE	PRINT (Guidance only)	WEB (Guidance only)	COLOUR
Regular / **Semi Bold** / **Bold**	6pt / 8pt / 10pt	10px / 13px / 17px	
Regular Italic / ***Semi Bold Italic*** / ***Bold Italic***	6pt / 8pt / 10pt	10px / 13px / 17px	
Links and URLs	6pt / 8pt / 10pt	10px / 13px / 17px	

Correct usage

Use the whiteout versions of our logos over dark colours.

Where possible use the full colour master logo over white.

Do not convert the logo to the emblem colour

Our silver foil exception can be used with care.

Use our stacked logo in narrower applications and / or where other content requires centre alignment.

Never alter the arrangement of our logo word mark and emblem. Never change the logo colours or alter the tints.

Use our solid logo versions over light colours and tints.

Never apply effects to our logo.

Ensure our logos are always applied at the correct aspect ratio.