

BRAND GUIDELINES

Brand Assets.

Logo, typography, color, imagery and applications: everything needed to present Wabsar consistently.

INSIDE

Contents

01

Logo

Logo mark · Primary logo · Clearspace

03

Color

Color palette

05

Social media

Profile and posts · Page banners

07

Visual symbolism

What the mark and motifs stand for

02

Typography

Primary typeface · Typeface font

04

Imagery

Brand image · Graphic patterns

06

Brand mockups

Billboard · Badge · Business card · Stationery · Signage

Logo mark



The W mark is the core of the Wabsar identity: two rising strokes meeting in one clean form.

Use the mark on its own where the full logo will not fit: profile pictures, favicons, app icons, stamps, embossing and small formats.



On navy



On light



On blue

Primary logo

WABSAR

I D E A S T O I M P A C T

WABSAR

On navy

WABSAR

On blue

WABSAR

On mist

The wordmark is the primary logo. Always use the supplied artwork; never retype, redraw or modify it.

Logo clearspace



Keep a clear zone around the logo equal to x, the height of the wordmark. No text, images or edges may enter this area.

MINIMUM SIZE



Print: 25 mm wide



Screen: 96 px wide

DON'T

- Stretch or squash
- Recolor outside palette
- Add shadows or effects

Primary typeface



Aa

Inter

Ideas to Impact

Inter is Wabsar's single brand typeface for headlines, body text and interfaces.

Clear on screen

Designed for digital reading, from phone to billboard.

Modern and neutral

Lets the message lead while staying confident.

Complete family

Five weights cover every level of hierarchy.

Free and open source

Licensed under the SIL Open Font License; easy to use anywhere.

Fallback: Arial or system sans-serif

02 · TYPOGRAPHY

Typeface font

WEIGHTS

Light	Ideas to Impact
Regular	Ideas to Impact
Medium	Ideas to Impact
SemiBold	Ideas to Impact
Bold	Ideas to Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HIERARCHY

Display	Ideas to Impact	Inter Bold · 56+
Headline	Bigger ideas	Inter Bold · 28–36
Subhead	A brighter tomorrow	Inter SemiBold · 16–20
Body	Tailored solutions built around how you operate.	Inter Regular · 10–12
Overline		Inter SemiBold · 7–9, tracked +200

WHAT WE DO

Color palette

Wabsar Navy

#0B1320

RGB 11 19 32

CMYK ≈ 66 41 0 87

Backgrounds, logo, headlines

Slate

#1F2937

RGB 31 41 55

CMYK ≈ 44 25 0 78

Cards, body text on light

Stone

#6B7280

RGB 107 114 128

CMYK ≈ 16 11 0 50

Secondary text, captions

Mist

#E5E7EB

RGB 229 231 235

CMYK ≈ 3 2 0 8

Lines, dividers, panels

Pure

#FAFAFA

RGB 250 250 250

CMYK ≈ 0 0 0 2

Primary page background

Wabsar Blue

#3B82F6

RGB 59 130 246

CMYK ≈ 76 47 0 4

Accent: links, highlights, calls to action

PROPORTION



Tints for use on dark backgrounds: #60A5FA #93C5FD

Brand image



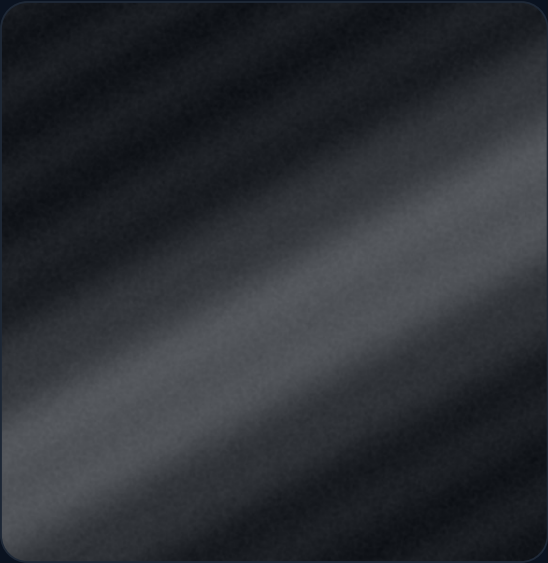
Landscape and scale

Cool navy and grey tones with a single point of focus.



Horizon and light

Generous negative space so text and logo stay clear.



Texture and depth

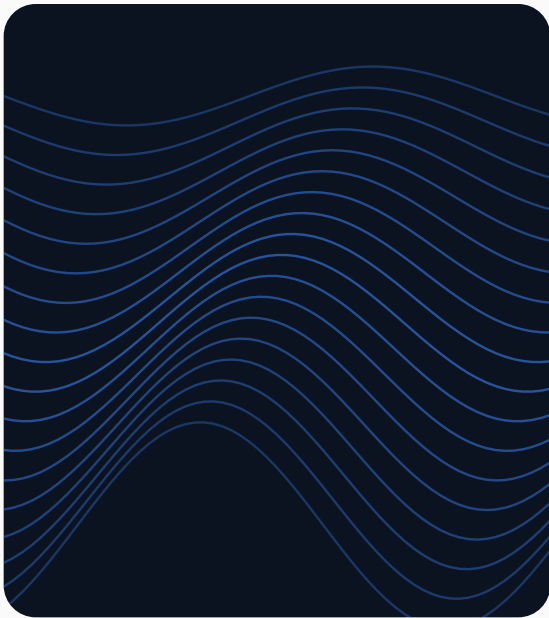
Small figures against large scenes show ambition.



Flow and energy

Use Wabsar Blue sparingly as the light in the scene.

Graphic patterns



Flow lines

Layered waves for covers, banners and backgrounds.



W repeat

The mark tiled at low opacity for packaging and wraps.



Dot grid

A quiet technical texture for documents and slides.



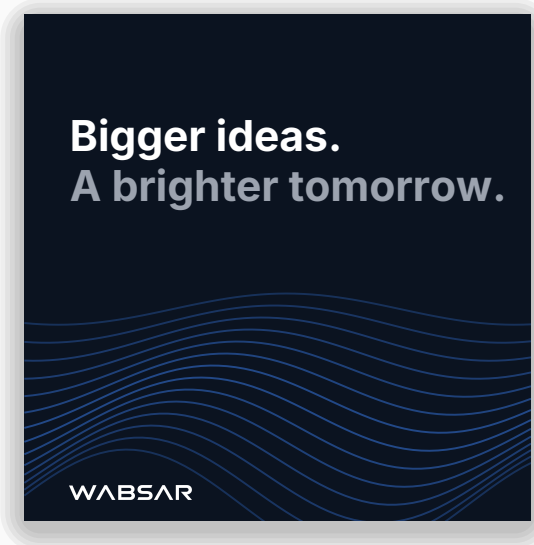
Peaks

Layered ridges echoing the brand landscape imagery.

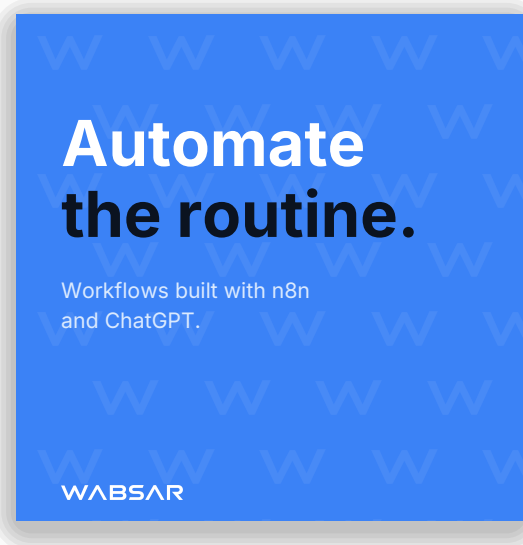
Social media



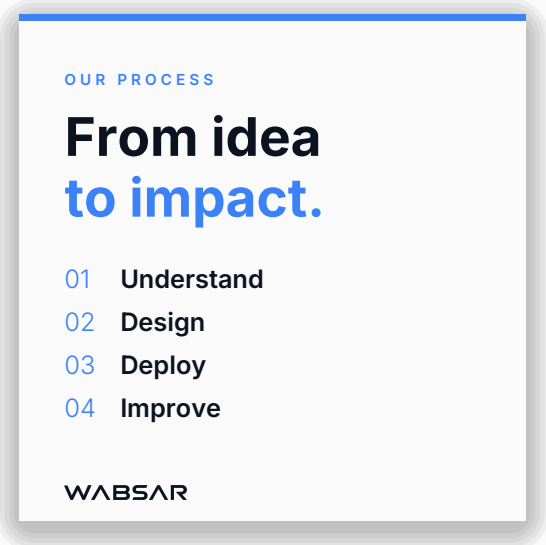
Profile picture
The W mark on navy with flow lines.
Keep the mark inside the centre 60%
so circular crops stay clean.



Brand statement
Navy · flow lines



Announcement
Blue · tiled mark



Process
Light · numbered steps

Square 1080 × 1080 px. One message per post, set in Inter Bold, with the wordmark bottom-left. Handle: @wabsar.ai

Social media page banner

WABSAR
Ideas to Impact.

LinkedIn cover · 1584 × 396 px

WABSAR
Ideas to Impact.

AI · SOFTWARE · E-COMMERCE · CREATIVE

X header · 1500 × 500 px



YouTube banner · 2560 × 1440 px

Dashed line marks the safe area visible on every device. Keep logo and text inside it.

06 · APPLICATIONS

Brand mockups.

- 01 Brand billboard
- 02 Badge design
- 03 Business card
- 04 Stationery design
- 05 Signage design

06 · BRAND MOCKUPS

Brand billboard

Large formats lead with one line and one logo. Navy field, flow lines and the wordmark carry the brand from far away.



Badge design



Seal



Sticker



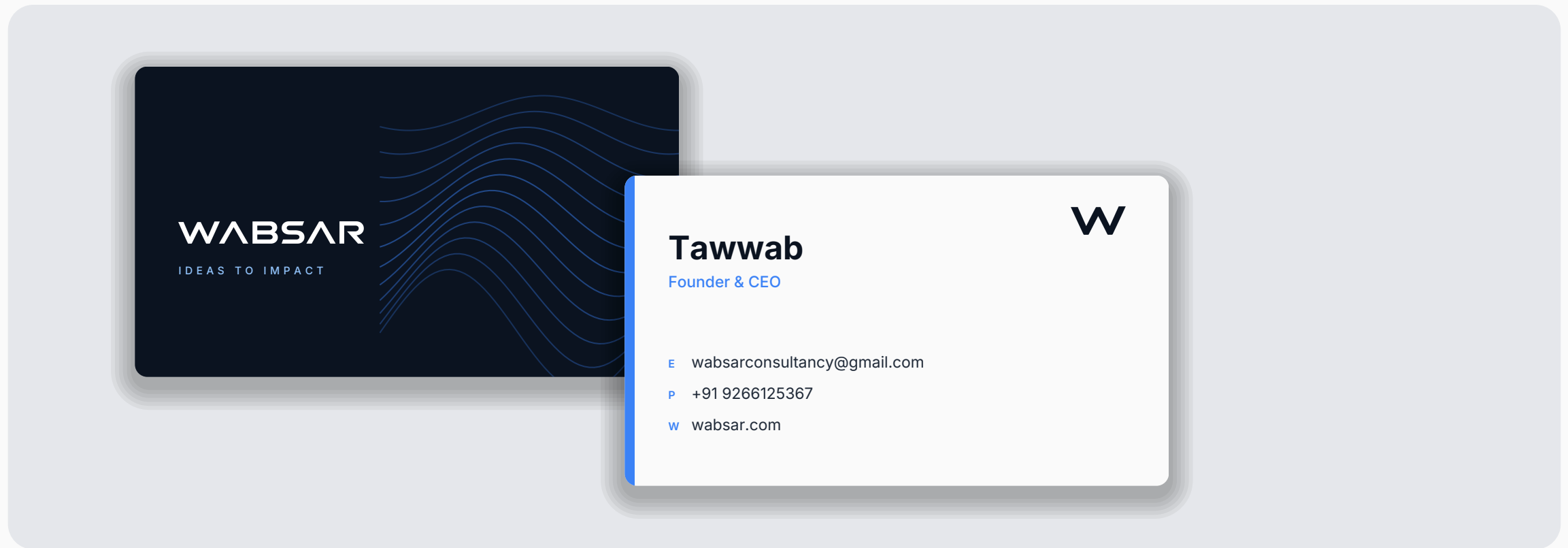
Shield



Product badges

Badges close or sign off Wabsar work: products, packaging, certificates and websites. Use the mark and wordmark only, in navy, white or blue. 'Est. 2026' appears on the shield only.

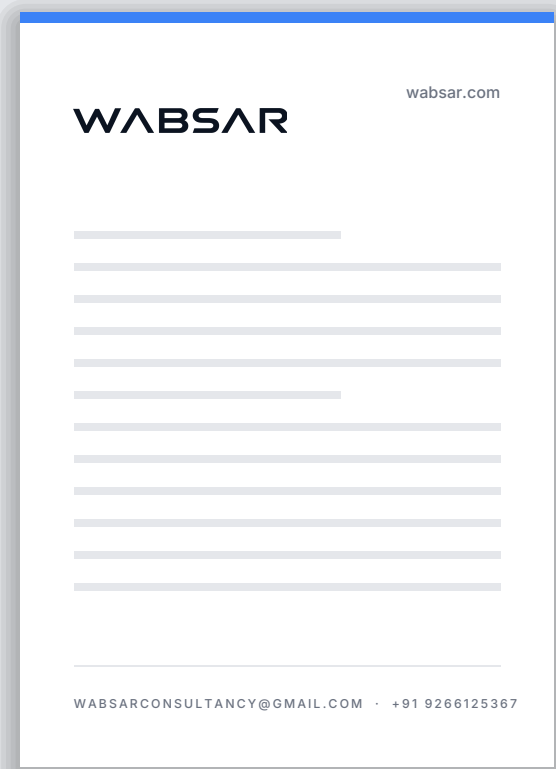
Business card



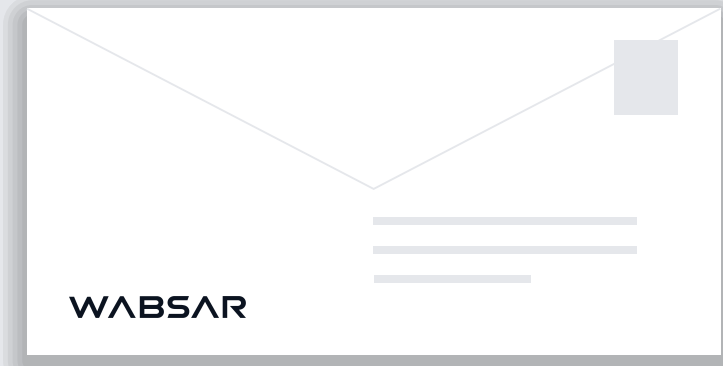
SPECIFICATION

90 × 50 mm · 400 gsm matte · Navy front, Pure back · Spot gloss on the wordmark

Stationery design



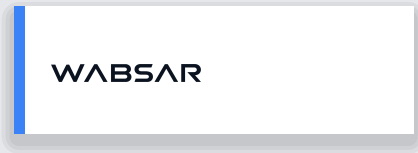
Letterhead · A4



Envelope · DL



Notebook · A5



Compliment slip

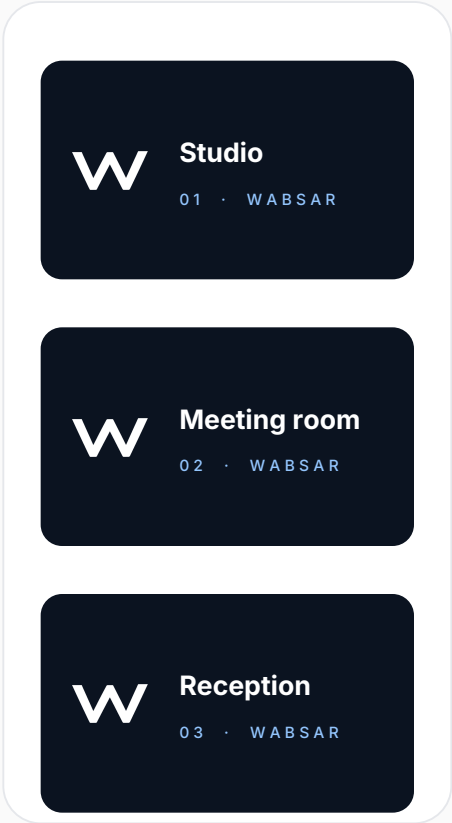
Signage design



Storefront fascia · backlit white letters on navy

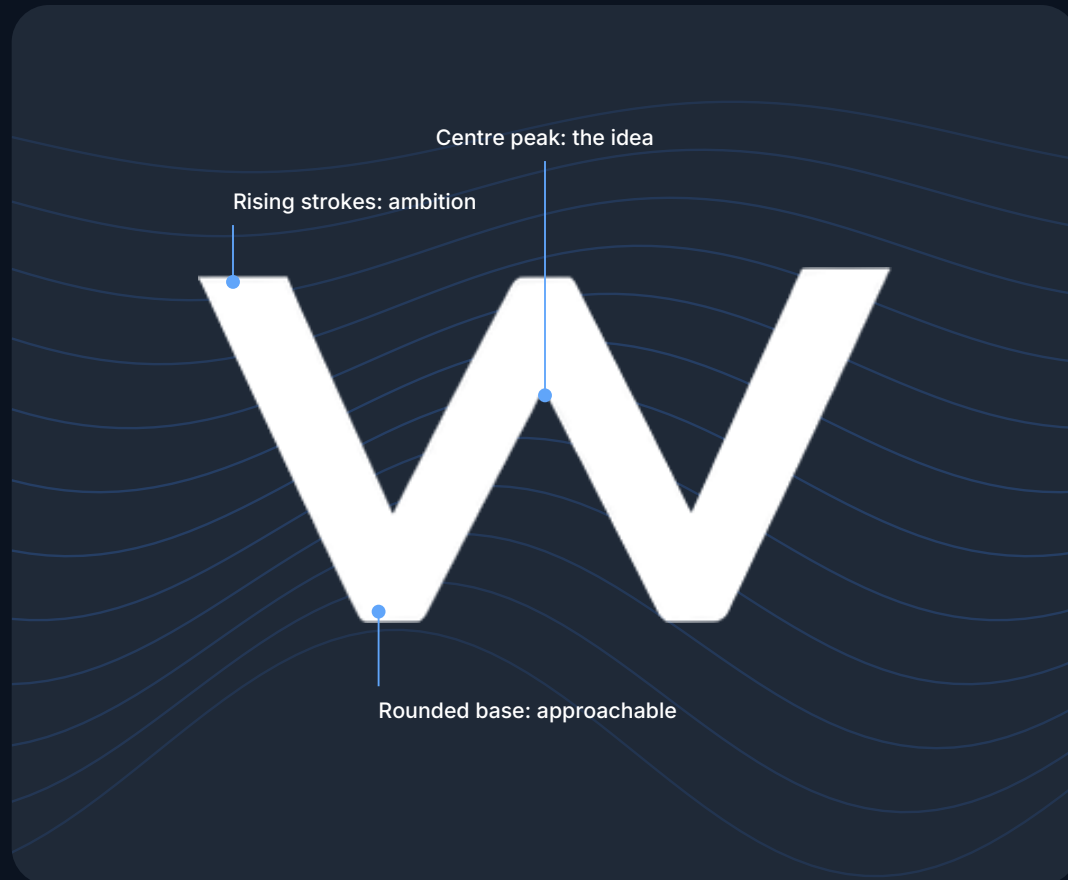


Reception wall · mark and wordmark



Wayfinding plates

Visual symbolism



Peaks

Ambition and scale

The W and the mountain imagery show big ideas rising.



Horizon arc

A brighter tomorrow

Light on the horizon stands for what is next.



Flow lines

Automation and motion

Smooth, connected lines show work moving without friction.



Blue spark

Intelligence and trust

One accent colour signals technology and clarity.



NEED FILES OR HELP?

Ideas to Impact.

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