Wayve
Brand Guidelines
V1.0 - January 2023

The Logo

The Logo
Icon

The shape of the logo icon takes inspiration from two core elements at the heart of Wayve; the road, and the waves.

The seamless nature of the lines are a subtle nod to the continuous learning used to develop AV2.0 and drive Wayve forward. The logo icon may be used on its own when in a context clearly related to Wayve - for example when applied within the Wayve offices, on internal merch, or on social media platforms.

LOGO ICON

The Logo
Lockups

The logo lockups are used to enhance brand recognition, and should be the primary logos for external facing uses - for example, on adverts or presentations. The horizontal and vertical stacked formats may be used interchangeably, selecting the most appropriate format for the application.

Exceptions

In exceptional circumstances, such as on vehicles, the logo and wordmark may be separated. This is acceptable as long as both elements are clearly visible. These uses should be approved on a case-by-case basis.

WAYVE

STACKED LOCKUP

WAYVE

HORIZONTAL LOCKUP

The Logo
Colourways

There are a range of different colour variants of the logo that may be used.

The icon may be used in either flat colour or as a container for a gradient. When the icon is locked up with the Wayve wordmark only flat colours should be used.

WAYVE

WAYVE

WAYVE

The Logo
Spacing

The Wayve logo should always sit in clear space without being crowded.

The clear space should be calculated using the height of the icon. The logo should always sit this distance from any other object or edge, with the exception of oversize applications such as on a vehicle.

The Logo
Don'ts

To the right are examples of unacceptable logo treatments.

Please ensure the logo is always unaltered, legible and in an appropriate colourway for the application.

DON'T skew or rotate the logo

DON'T alter the proportions of the logo

DON'T use gradient logos on top of gradient backgrounds

DON'T place logos on backgrounds that lack contrast

The Logo
Social Icons

This is the approved
logo to be used for small
applications and on social
media platforms.
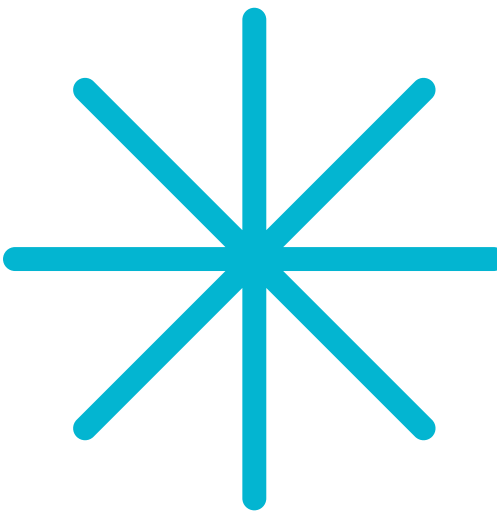
Colour Palette

Colour Palette
Flats

When using flat colour, the Wayve palette is kept predominantly white, off white, light blue and dark blue. Dark blue is most frequently used for typography, although light blue and orange can be used as headlines on darker backgrounds, or to add interest. Purple and yellow are mainly seen in gradients, although they may also be used in icons and diagrams alongside the rest of the palette.
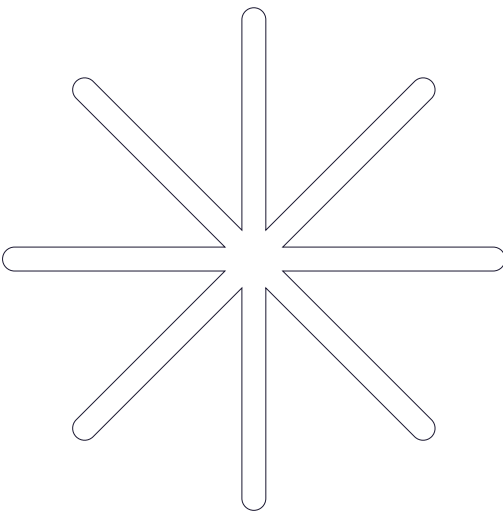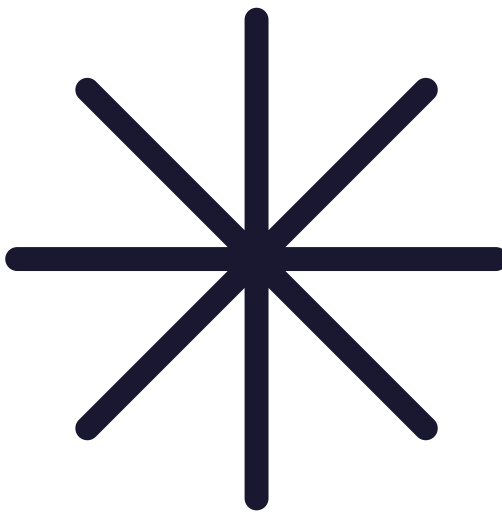
C: 0 M: 0 Y: 0 K: 0
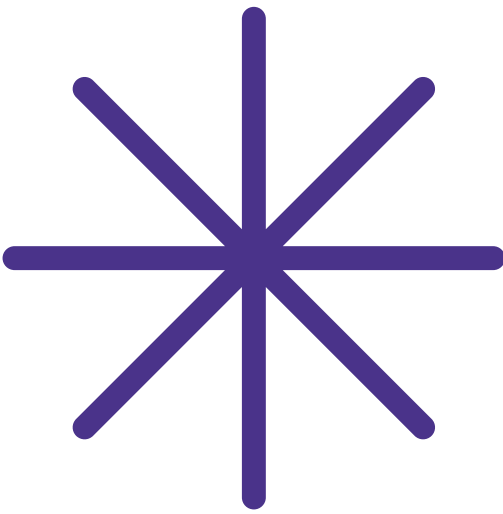R: 255 G: 255 B: 255
#ffffff
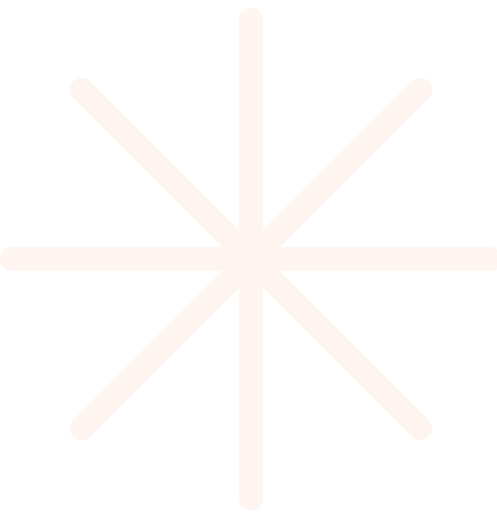
C: 00 M: 06 Y: 06 K: 00
R: 255 G: 245 B: 240
#fff5f0

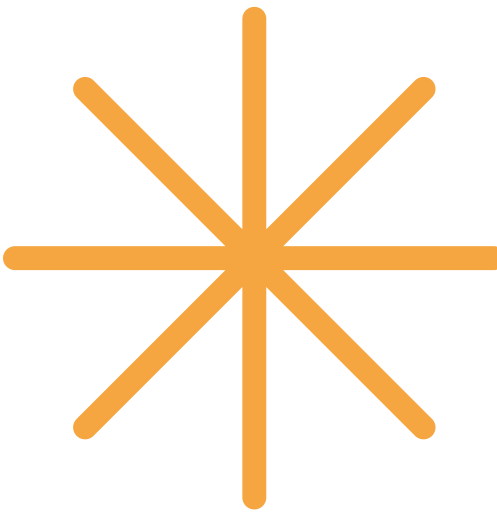C: 72 M: 01 Y: 17 K: 00
R: 3 G: 181 B: 209
#03b5d1
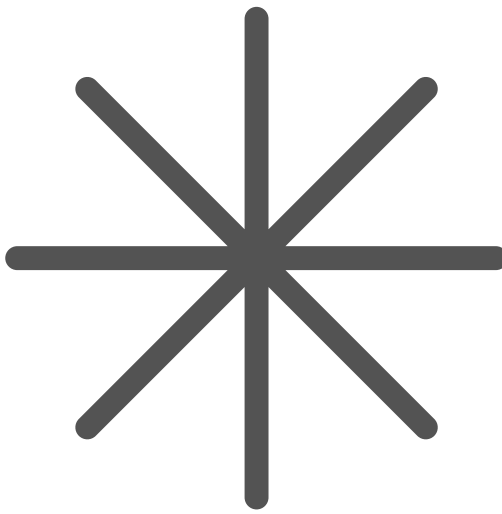
C: 98 M: 93 Y: 46 K: 63
R: 26 G: 23 B: 48
#1a1730

C: 87 M: 91 Y: 00 K: 0
R: 74 G: 51 B: 138
#4a338a

C: 00 M: 75 Y: 91 K: 00
R: 235 G: 92 B: 36
#eb5c24

C: 01 M: 41 Y: 81 K: 00
R: 245 G: 166 B: 64
#f5a640

C: 61 M: 51 Y: 49 K: 44
R: 83 G: 83 B: 83
#535353
for body copy only

Colour Palette
Gradients

The flat colour palette is also the basis of the palette for the gradient blends.

The gradients mimic those seen in the sky at different times of day. To ensure natural blends are created, the progression of colours are always informed by the gradient to the right. For example, transitioning from the bright yellow to dark blue through purple creates a sunset palette, or focusing on the white to dark blue section forms a night sky palette. Ensure gradients always feel natural and dynamic. Gradient overlays used to integrate photography may use a single colour to transparency.

C: 00 M: 75 Y: 91 K: 00
R: 235 G: 92 B: 36
#eb5c24

C: 01 M: 41 Y: 81 K: 00
R: 245 G: 166 B: 64
#f5a640

C: 87 M: 91 Y: 00 K: 0
R: 74 G: 51 B: 138
#4a338a

C: 00 M: 06 Y: 06 K: 00
R: 255 G: 245 B: 240
#fff5f0

C: 98 M: 93 Y: 46 K: 63
R: 26 G: 23 B: 48
#1a1730

C: 00 M: 06 Y: 06 K: 00
R: 255 G: 245 B: 240
#03b5d1

Typography

Typography
Headlines

The Wayve brand uses
Work Sans Regular as the
headline font.

This clean and crisp typeface contrasts
the fluidity of the gradient backgrounds.
It should be used for all key titles and
headlines, and has a significant role in
creating the look and feel of the overall
Wayve brand.

This is a free typeface available at
fonts.google.com

TRACKING: -25
LEADING: 1.2x point size
KERNING: Optical

Work Sans Regular may
be used for subheadings.

Work Sans Light Lower Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.,/&%()

Typography
Body Copy

For body copy, subheadings, page headers and notations we use Karla.

Karla is available in a range of widths or as a variable font for full flexibility. We recommend Light for body copy and subheadings, and Medium for page headers and notations.

This is a free typeface available at fonts.google.com

When using Microsoft Word, Bierstadt can be used as an alternative font if Karla is unavailable.

TRACKING: - 10
LEADING: 1.1 x point size

Karla Light

Karla Light - Copy & Subheadings
Karla Medium - Page Headers & Notations

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.,/&%()

Thank you