

Brand Identity Guidelines

V2.0 2026



01 Logos



Logos

Primary Logo

The Wayve logo is modern, approachable and tech focused. The icon takes inspiration from the two elements of the heart of Wayve - the road and the Waves - in a seamless loop. Our wordmark is a custom sans-serif typeface with details on the 'a' and 'e' that mirror the wave from the icon, creating a cohesive and dynamic logo.

Logos

Secondary Logos

The Wayve logo is designed to be flexible. For most use cases we use the full landscape logo, either in the top, middle or bottom left of the layout. The portrait version of the logo works best on portrait layouts with content that is centered on the page.

There are also multiple instances where using the icon and wordmark individually creates the best result. Both the icon and wordmark are designed to be ownable if used individually.

Our logo should appear just once on any layout, so if you use the icon or wordmark individually, don't also use the full logo in the same application.

Primary Logo Landscape
For most use cases



Primary Logo Portrait
For portrait use cases



Icon



Wordmark



Logos Spacing & Sizing

To make sure Wayve’s logos are always legible and represented in the best way possible please ensure that the minimum clearspace is always maintained around the logo, icon and wordmark. This is calculated using the ‘a’ from the wordmark and ensuring nothing encroaches into this space.

It’s also important to ensure we never show any logos smaller than the minimum size, as shown in the guide to the right. Any smaller than these and the logos become difficult to read.

Primary Logo Spacing



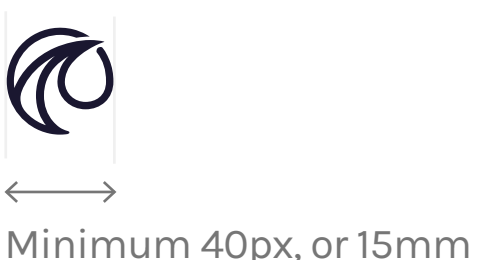
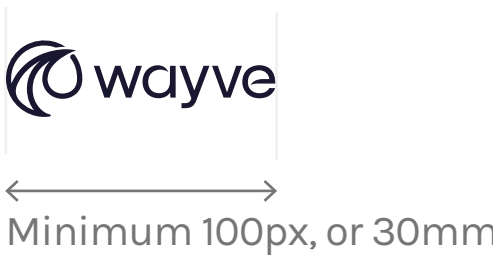
Icon Spacing



Wordmark Spacing



Minimum Sizing



Logos

Usage to avoid

Our logo is the symbol for our brand and should therefore be treated with respect. It should generally be used in a straightforward and simple way. Don't add effects or use bright colours. Use the rest of the brand guidelines to create interesting layouts and designs. Keep the logo as a consistent, quality element that's featured across all of Wayve's applications.



DON'T
Use the logo at an angle.



DON'T
Change positions of the icon and wordmark.



DON'T
Use unapproved colours for the logo.



DON'T
Alter the proportions of the icon and wordmark.



DON'T
Use the icon with the headline typeface.



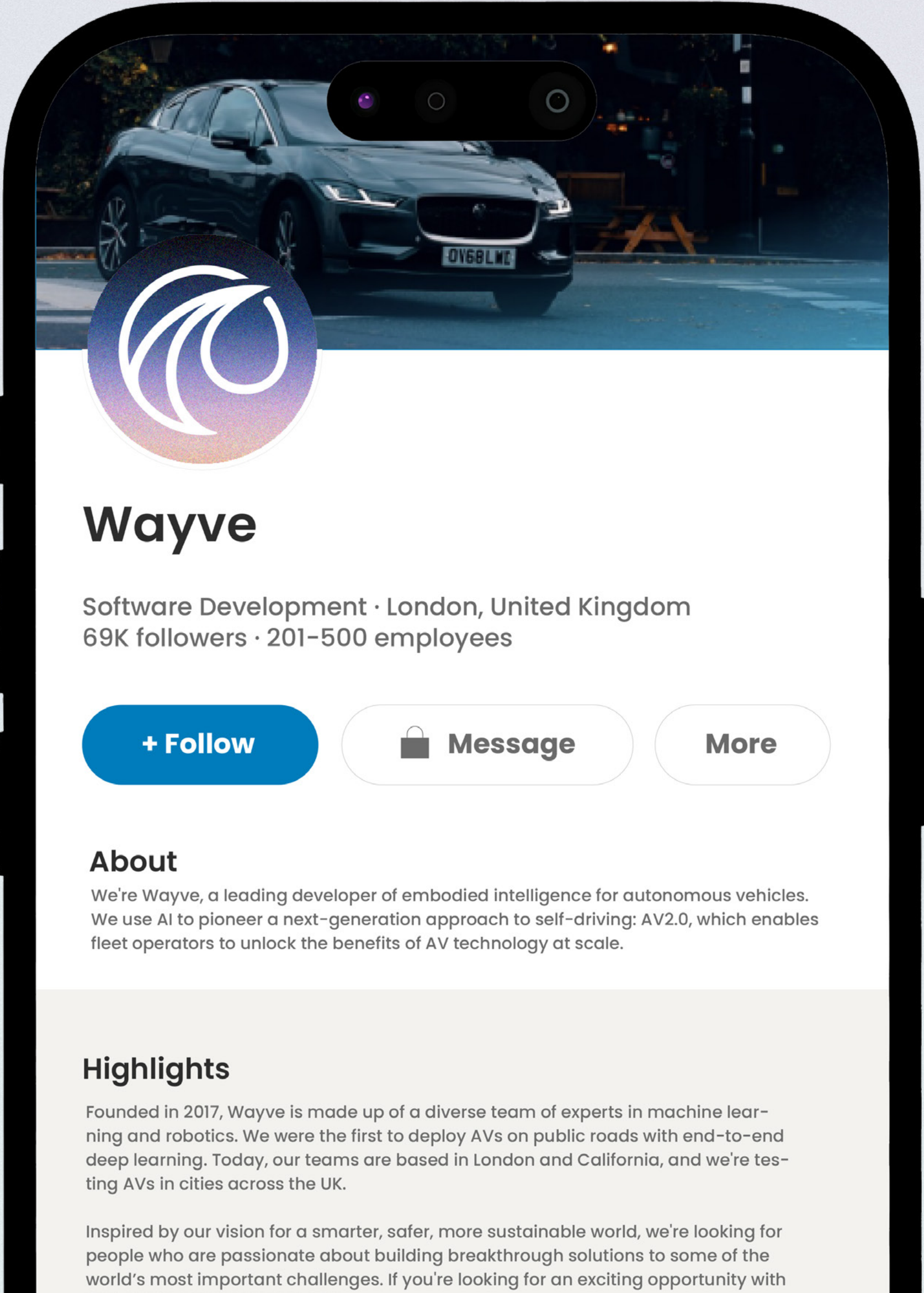
DON'T
Use gradients applied across the whole logo.



Logos

Social Icon

For use on social media platforms we recommend using the icon on a gradient background. This shows two of the most recognisable aspects at the same time and creates a visually interesting symbol for the brand.



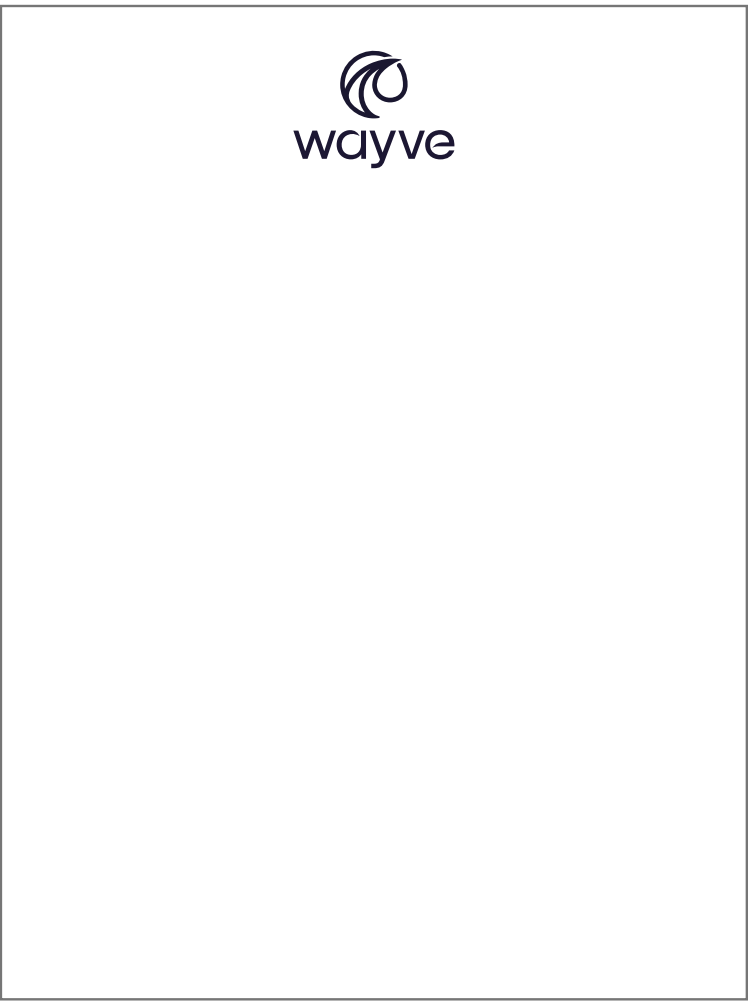
Logo Colours



Logo usage in layouts



Landscape layout, Landscape Logo aligned left.



Portrait layout, Portrait logo aligned centre.



Vehicle applications, using wordmark only.

Logos

Suggested Colours & Usage

Our logo should always appear in Navy or White depending on the background. Use your judgement to ensure there is always enough contrast between the background colour and the logo, particularly with Rich Gradients. Using the Navy version of the logo tends to be most effective on the widest range of gradient backgrounds.

The logo can be used flexbily across a range of layouts. The landscape version of the logo is our default and should be used on almost all applications. The portrait version of the logo works best for portrait layouts where the logo is centered. In certain applications, using the wordmark or icon independently creates the best result.

02 Colours

Colours

Primary Palette

Our primary palette of blues and whites creates a feeling of trust and intelligence. These colours are inspired by the ocean that is a central theme to Wayve’s brand.

Pure White and Deep Navy are our dominant colours, used for most headlines, highlights and graphics.

Steel Grey, Ocean Blue and Off White provide a restrained range of additional colours to add clarity and depth to layouts.

The primary palette is deliberately restrained, allowing photography and our gradients to take centre stage.

Pure White

HEX	#FFFFFF
RGB	0 / 0 / 0
CMYK	0 / 0 / 0 / 0
PMS	PAPER

Deep Navy

HEX	#1A1730
RGB	26 / 23 / 48
CMYK	98 / 93 / 46 / 63
PMS	276 C

Steel Grey

HEX	#535353
RGB	83 / 83 / 83
CMYK	61 / 51 / 49 / 44
PMS	Cool Gray 11 C

Ocean Blue

HEX	#03B5D1
RGB	3 / 181 / 209
CMYK	72 / 1 / 17 / 0
PMS	312 C

Off White

HEX	#F6F6F2
RGB	246 / 246 / 242
CMYK	5 / 3 / 6 / 0
PMS	-

Colours

Secondary Palette

Our secondary palette features our brighter colour range. These colours should be used sparingly to direct attention around layouts and to provide additional colours for data and graphs.

They should never be used as background colours and should only appear alongside colours of the primary palette.

Dusk Purple

HEX

#453975

RGB

69 / 57 / 117

CMYK

87 / 86 / 22 / 08

PMS

7680 C

Sunrise Orange

HEX

#EB5C24

RGB

231 / 108 / 40

CMYK

04 / 68 / 90 / 0

PMS

7578 C

Stop Red

HEX

#E52929

RGB

229 / 41 / 41

CMYK

01 / 41 / 81 / 0

PMS

179 C

Go Green

HEX

#12922D

RGB

18 / 146 / 45

CMYK

83 / 14 / 100 / 0

PMS

355 C

03 Gradients

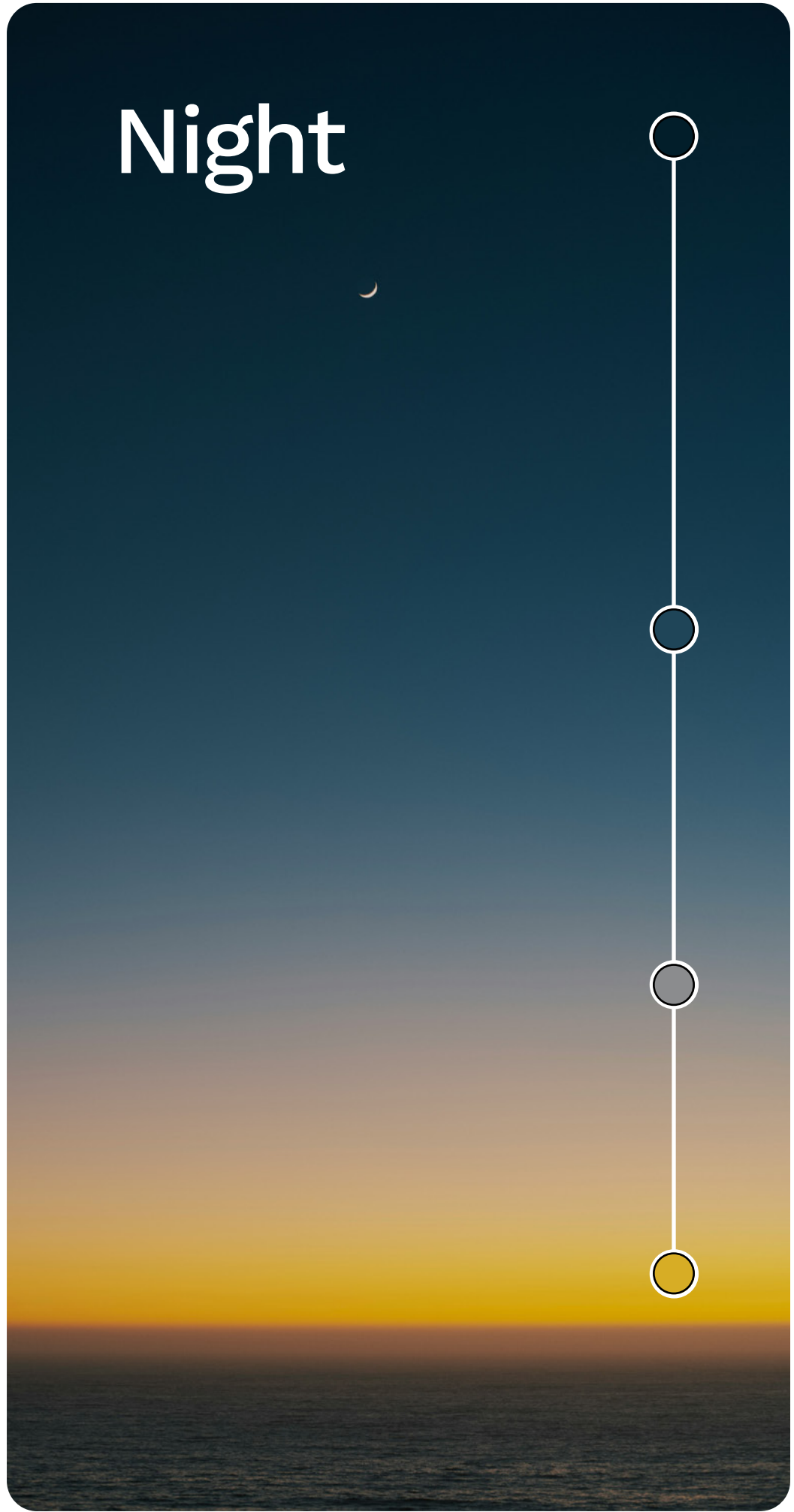
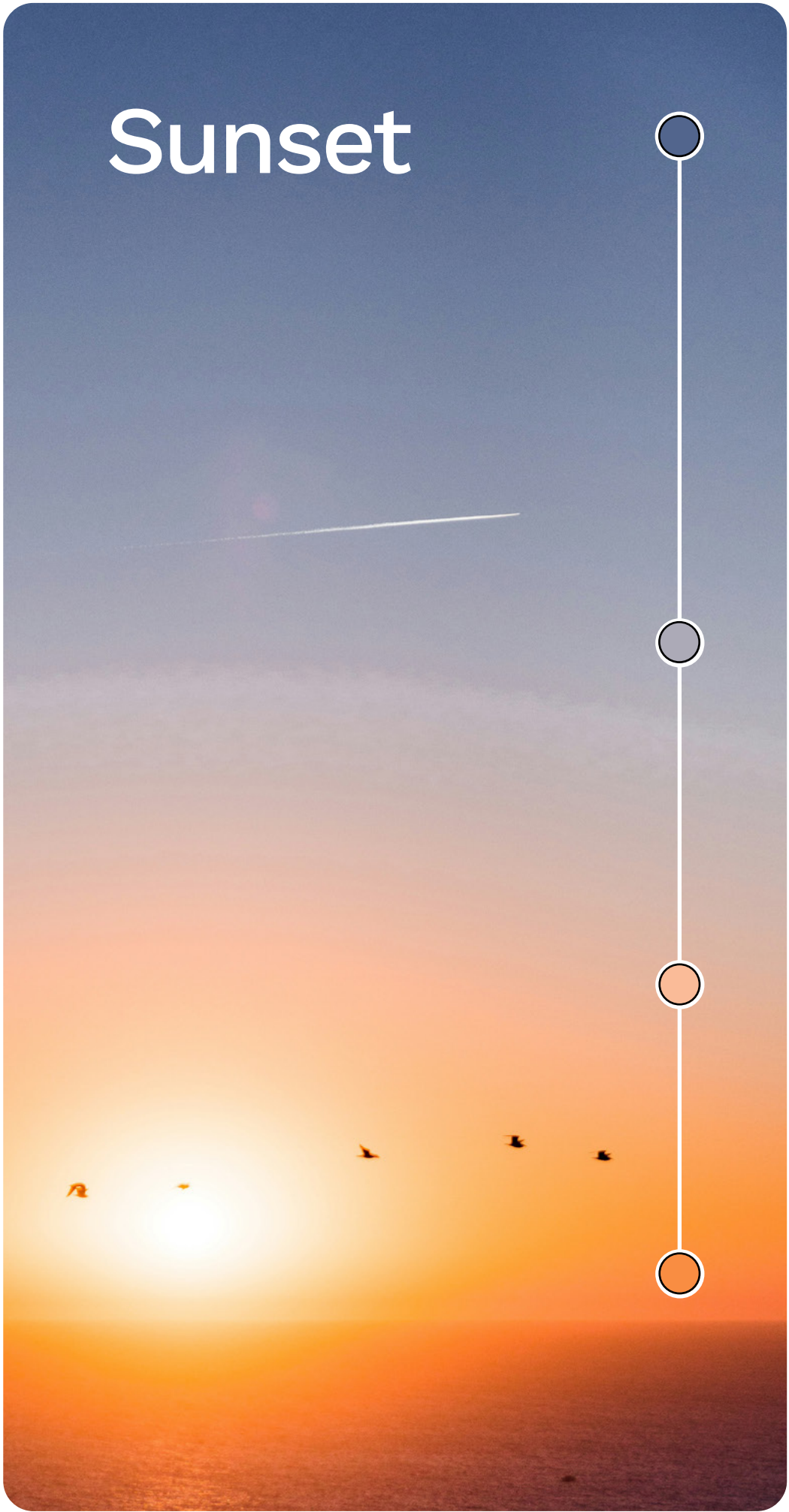
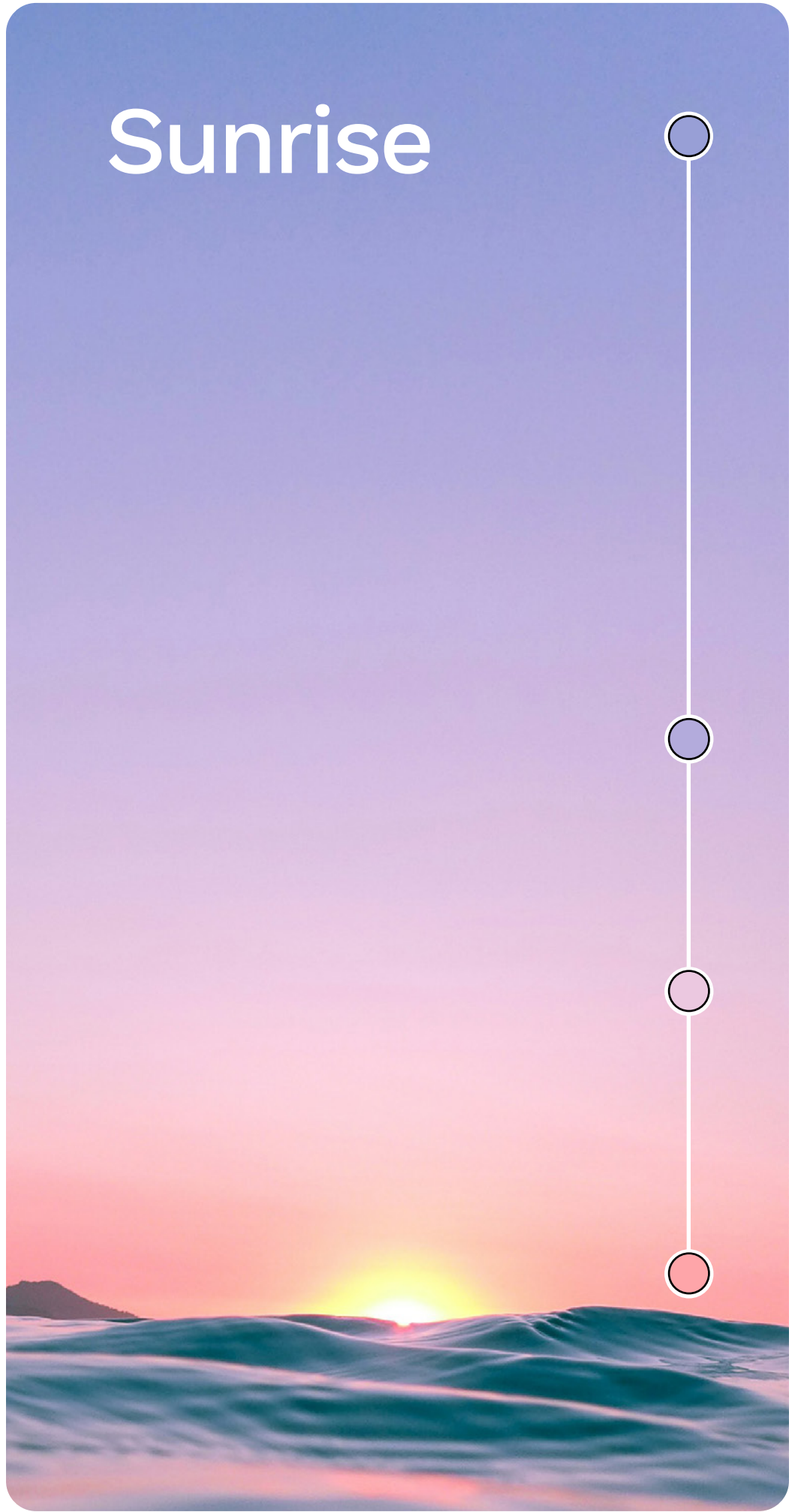
Gradients are our most distinctive visual asset. They represent who we are – our optimism, our ambition, and our drive to innovate at scale.

Gradients Inspiration

Wayve’s visual identity uses gradients of light inspired by the world itself. Always showing the light on the horizon, a brighter way forward.

The gradients are the backbone of the Wayve brand identity and should be used to create interest and represent the brand wherever possible.

Each range of gradients is inspired by the sky at different times of day. They should always feel natural and have a source of light or glow. Avoid the usage of unrealistic, over bright gradients. Each of the brand gradients should feel like it could be a photograph of the sky.



Gradients

Full Colour

Our full colour gradients are strong and impactful colours based on photographs of the sky at various times of day. They are best used for headlines and backgrounds to important graphics to direct attention.

Avoid using full colour gradients as backgrounds to layouts with lots of information, as the range in the colour palette makes it difficult to ensure enough contrast between type and the background.



Gradients

Light Colour

Light colour gradients are tints based from the full colour gradients. They provide a more subtle and flexible background to overlay information and create branded applications.

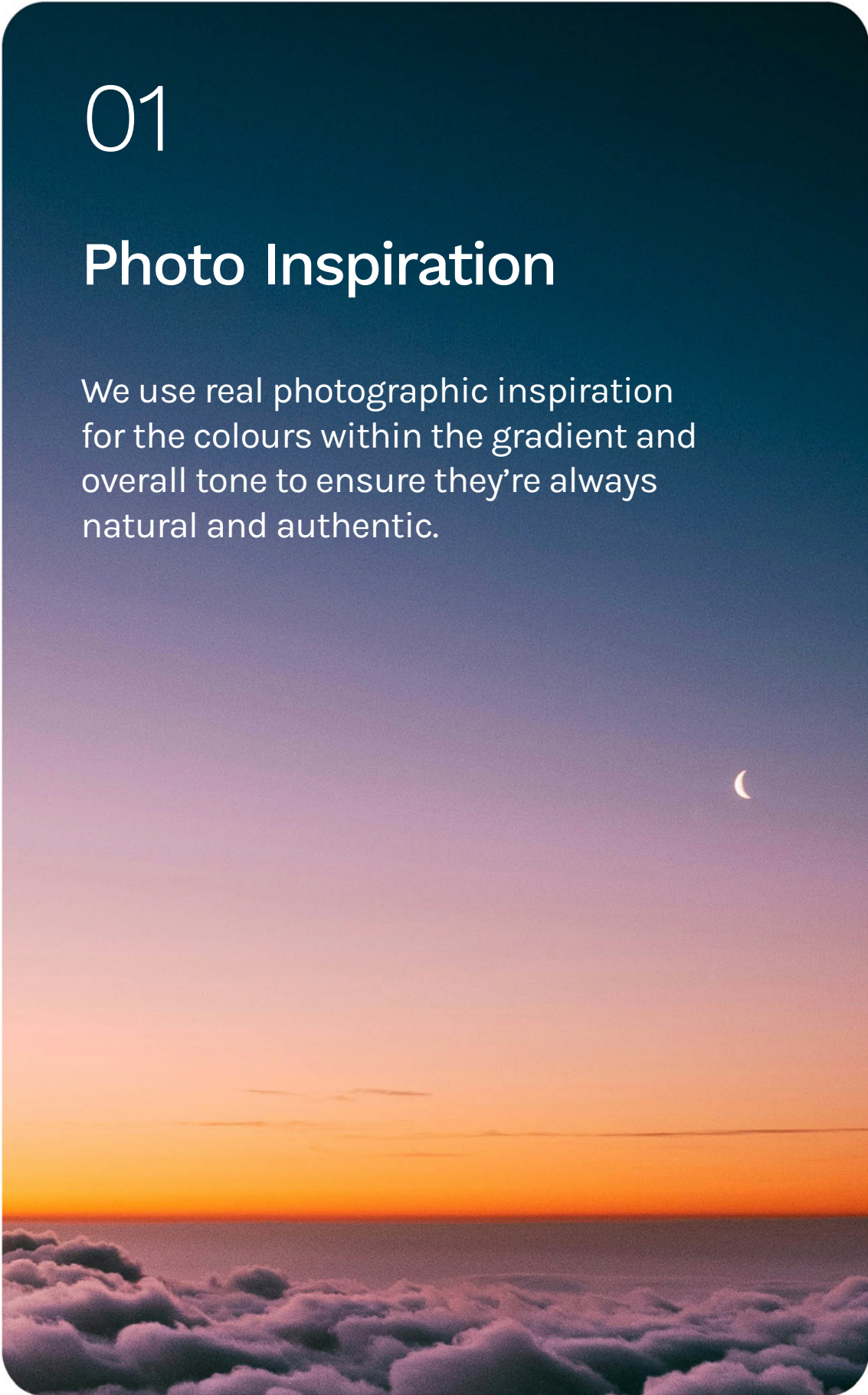
Light colour gradients are useful as backgrounds and boxes to overlay information on and draw attention to certain elements. They are more useful for layouts that require a lot of text or information.



01

Photo Inspiration

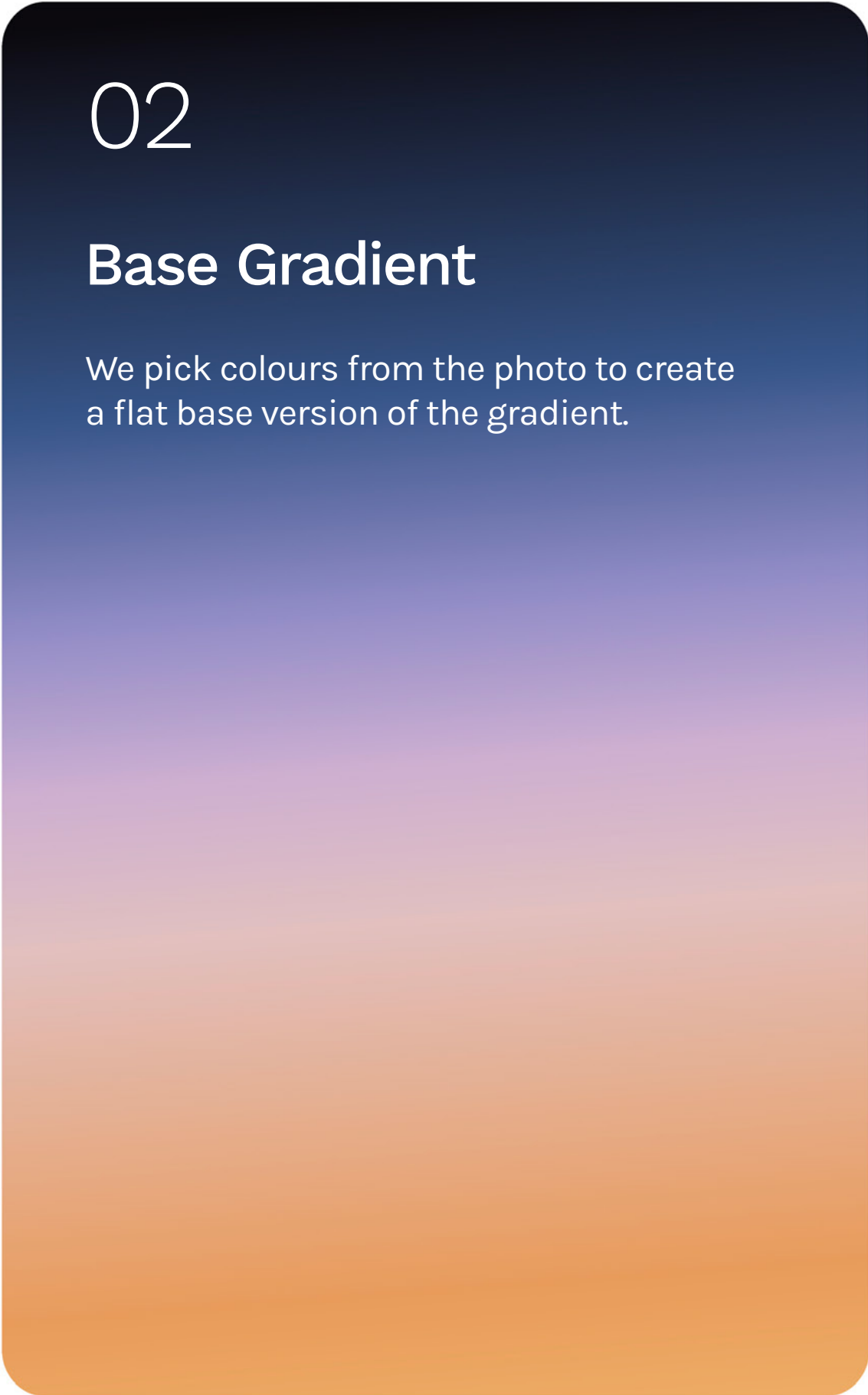
We use real photographic inspiration for the colours within the gradient and overall tone to ensure they're always natural and authentic.



02

Base Gradient

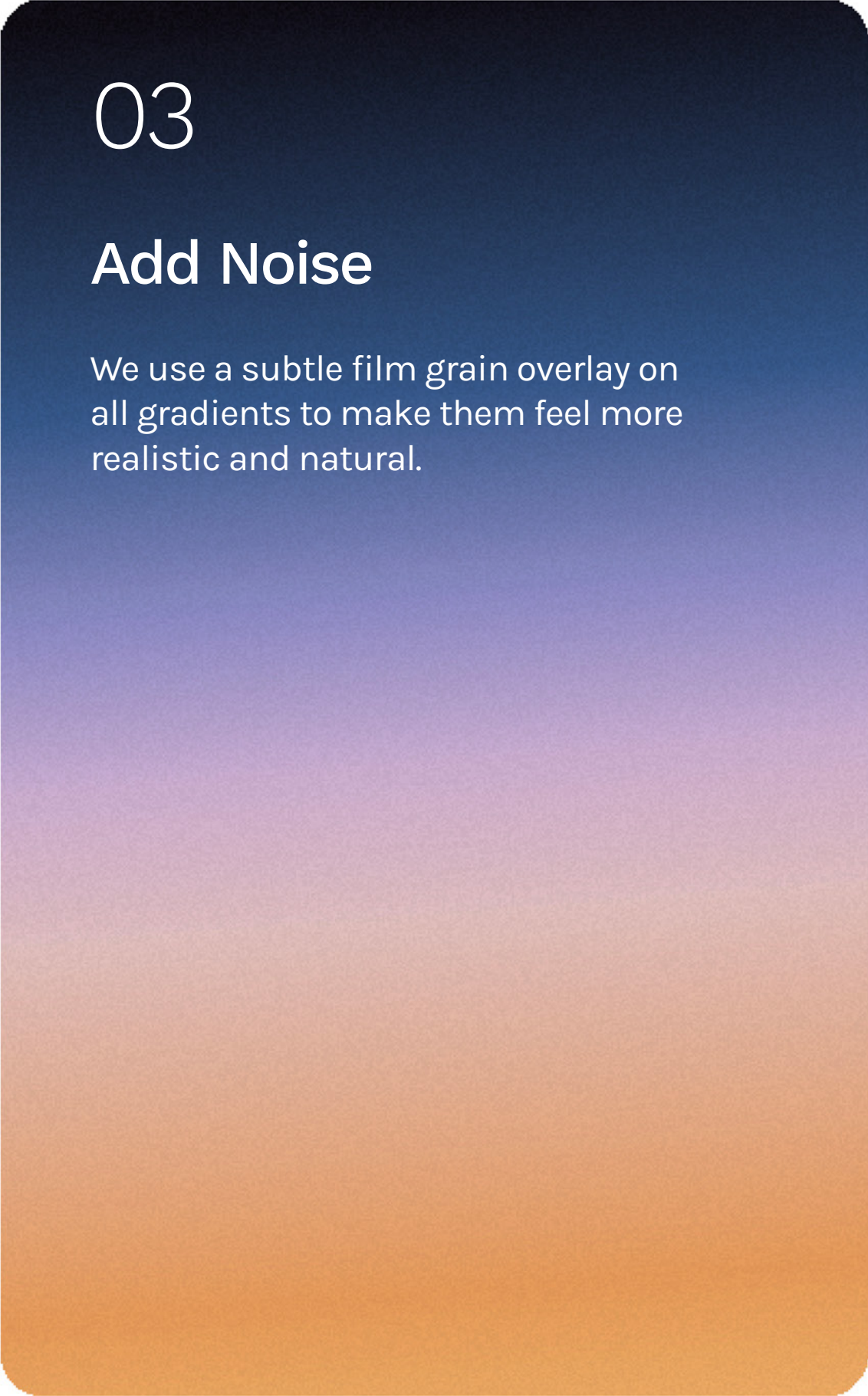
We pick colours from the photo to create a flat base version of the gradient.



03

Add Noise

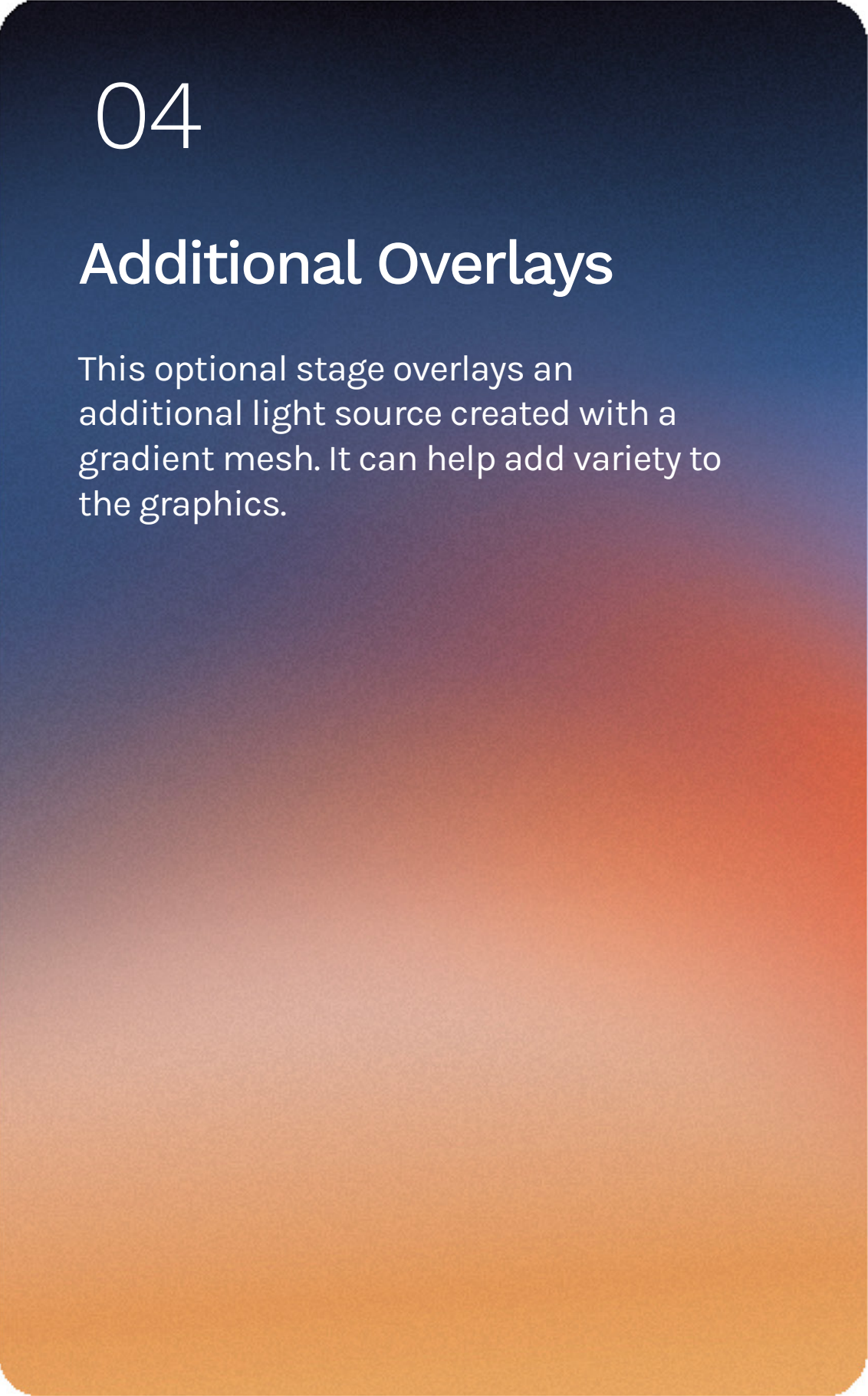
We use a subtle film grain overlay on all gradients to make them feel more realistic and natural.



04

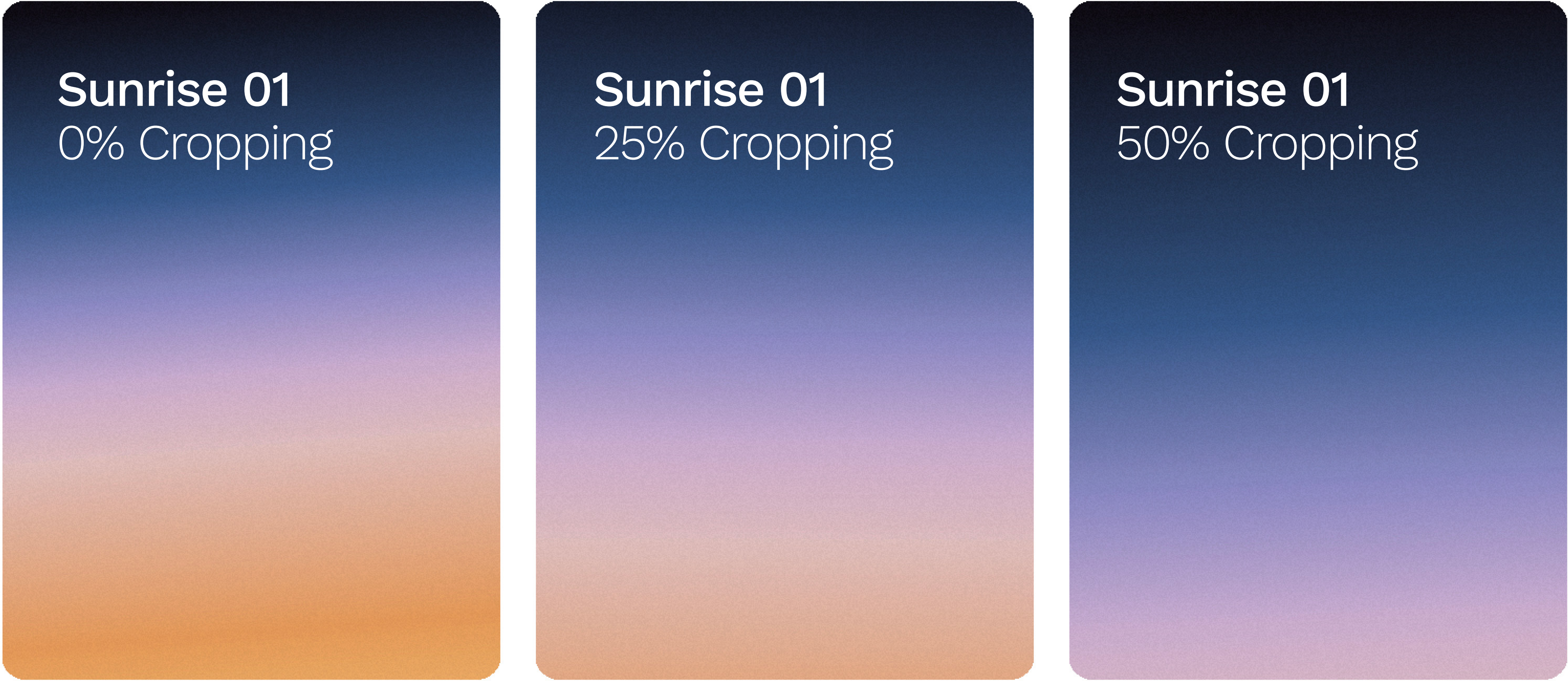
Additional Overlays

This optional stage overlays an additional light source created with a gradient mesh. It can help add variety to the graphics.



Gradients
Creation

From time to time new gradients outside of our original range may need to be created. The above shows the full process to create gradients for use with the Wayve brand. Any newly created gradients will need to be approved before usage.



Gradients

Gradient Cropping

Each gradient can be cropped to provide a range of different styles that can completely change the way a layout looks and the legibility of the content. This example above shows the same gradient cropped at 3 different levels, giving a completely different effect. This is achieved by just changing how much of the gradient is visible.

Hero

Light Source Overlay

Used for large background elements and key visuals, this is our hero gradient style. It can be used sparingly for callouts within layouts. Just make sure the content overlaid is very clean and simple.

Callouts

Full Colour

Used for background elements and as callouts within layouts. This style is useful to direct attention around layouts and to highlight significant information. It can be used as a background if the content is clean and simple.

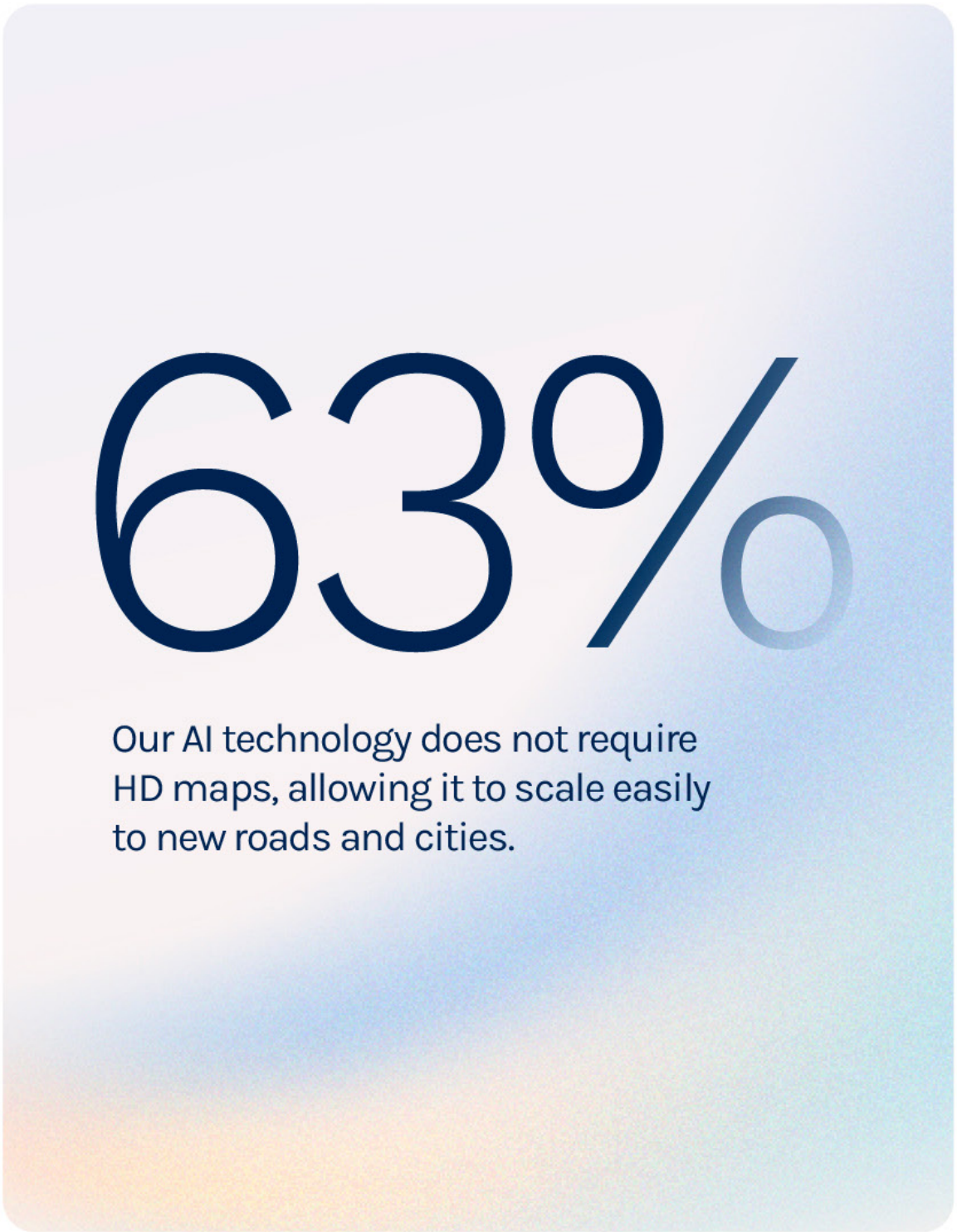
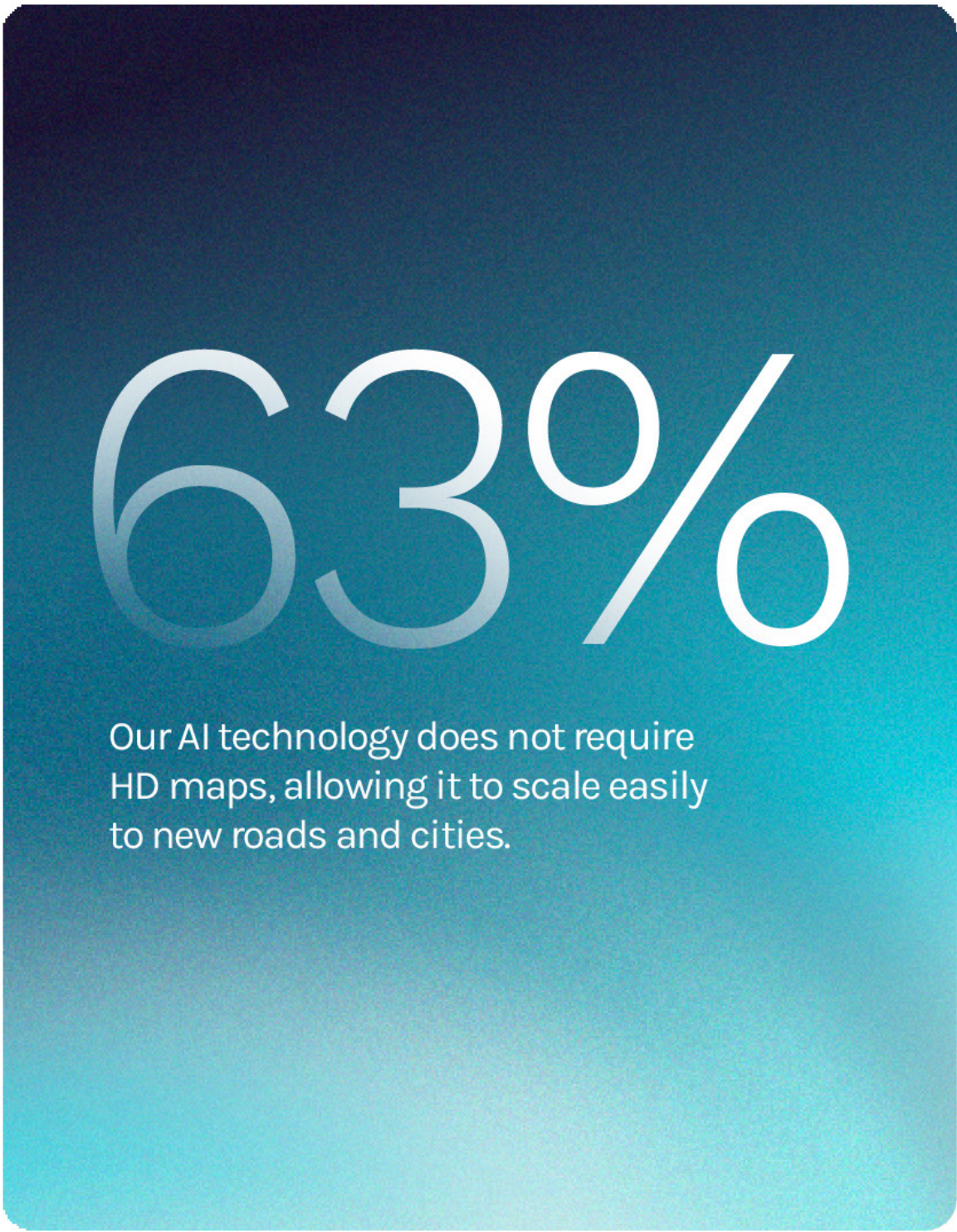
Backgrounds

Light Colour

Used primarily as backgrounds to contain information. These are most useful on text heavy layouts and to create a hierarchy of information.

Gradients Usage

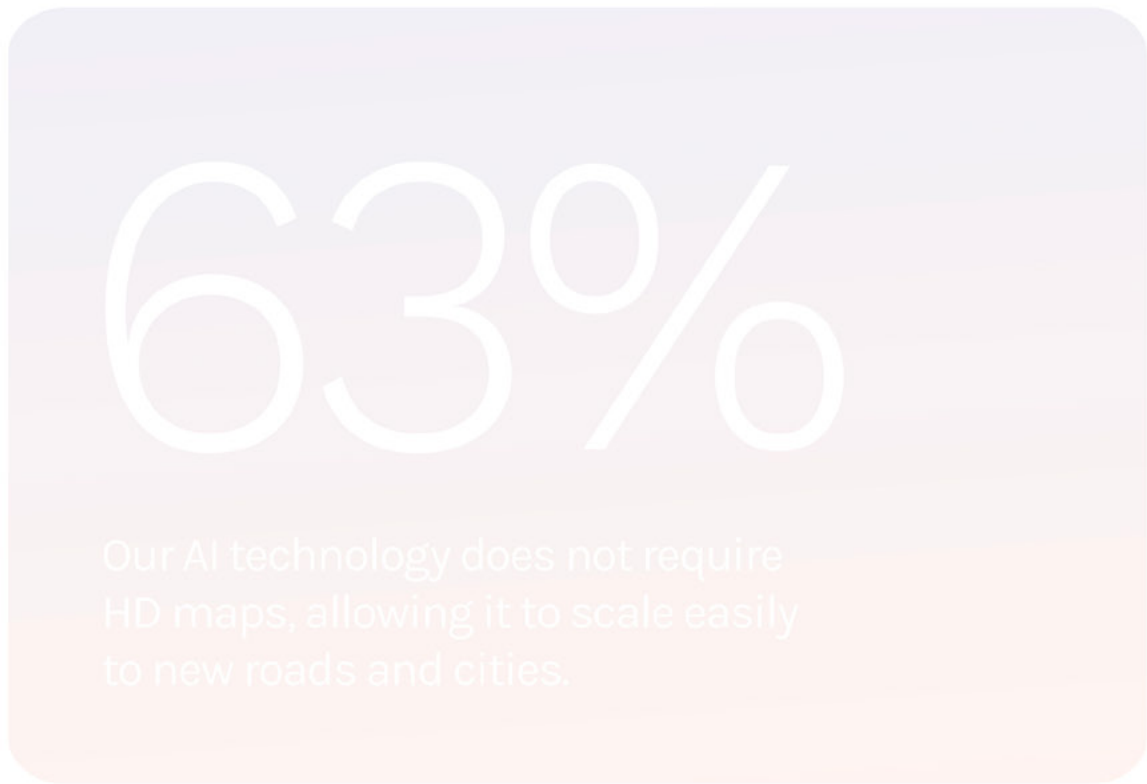
The guidelines above show how we should be using our three core gradient styles and which formats they work best for. Exceptions can be made but always prioritise creating engaging and legible layouts over the use of a specific gradient style.



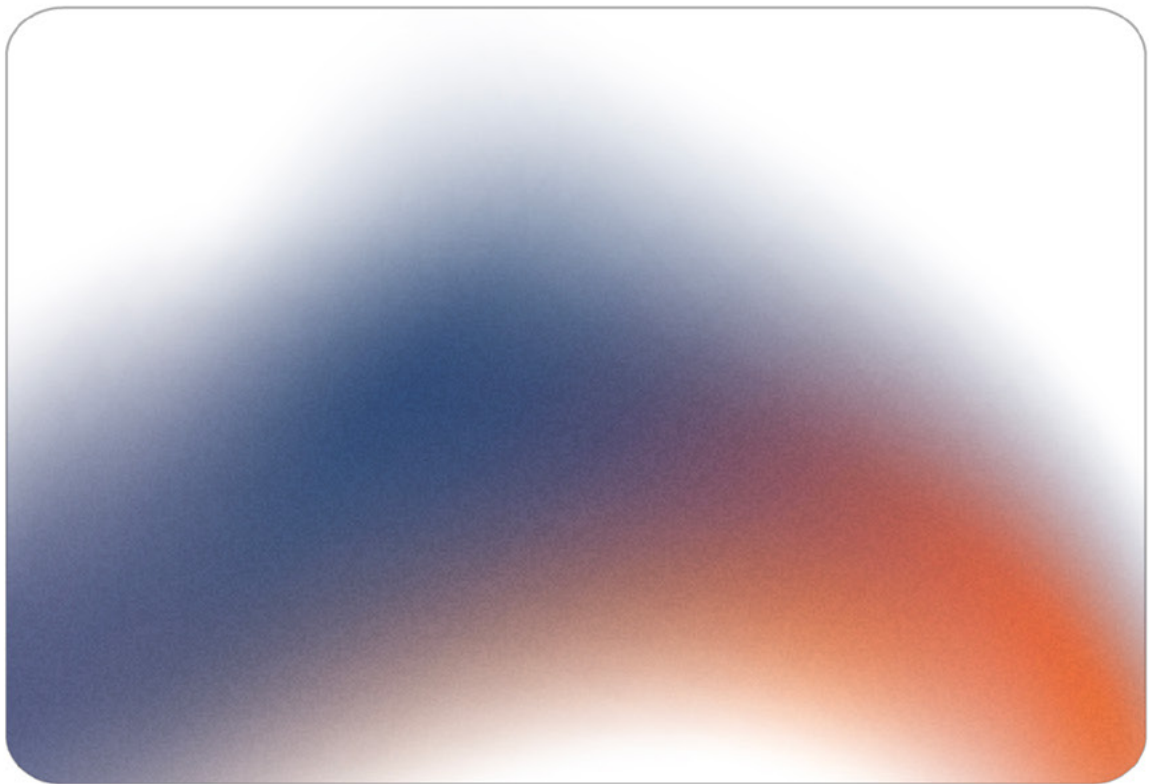
Gradients

Light source overlay

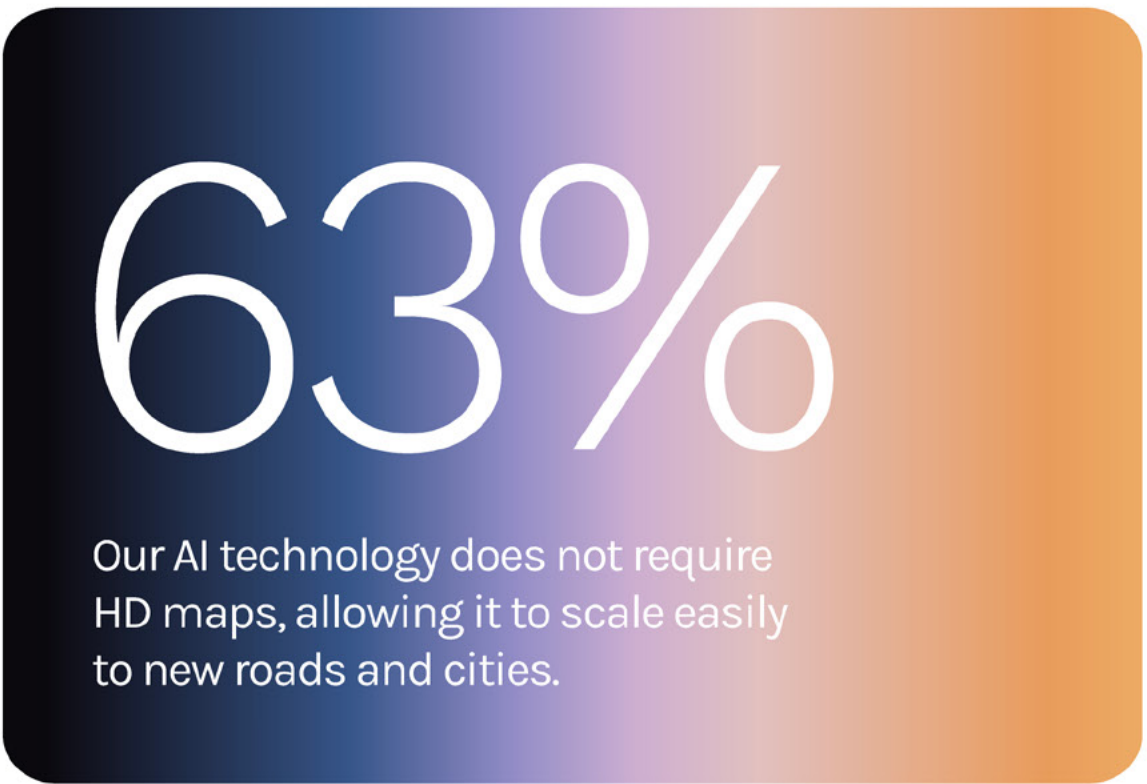
For key visuals, large background areas and overlaying onto images, our gradient palette has a range of additional soft gradient shapes that can be overlaid. These should be used to add interest to large background blocks and create additional light sources. These shapes can be overlaid onto typography or photography to create additional visual interest.



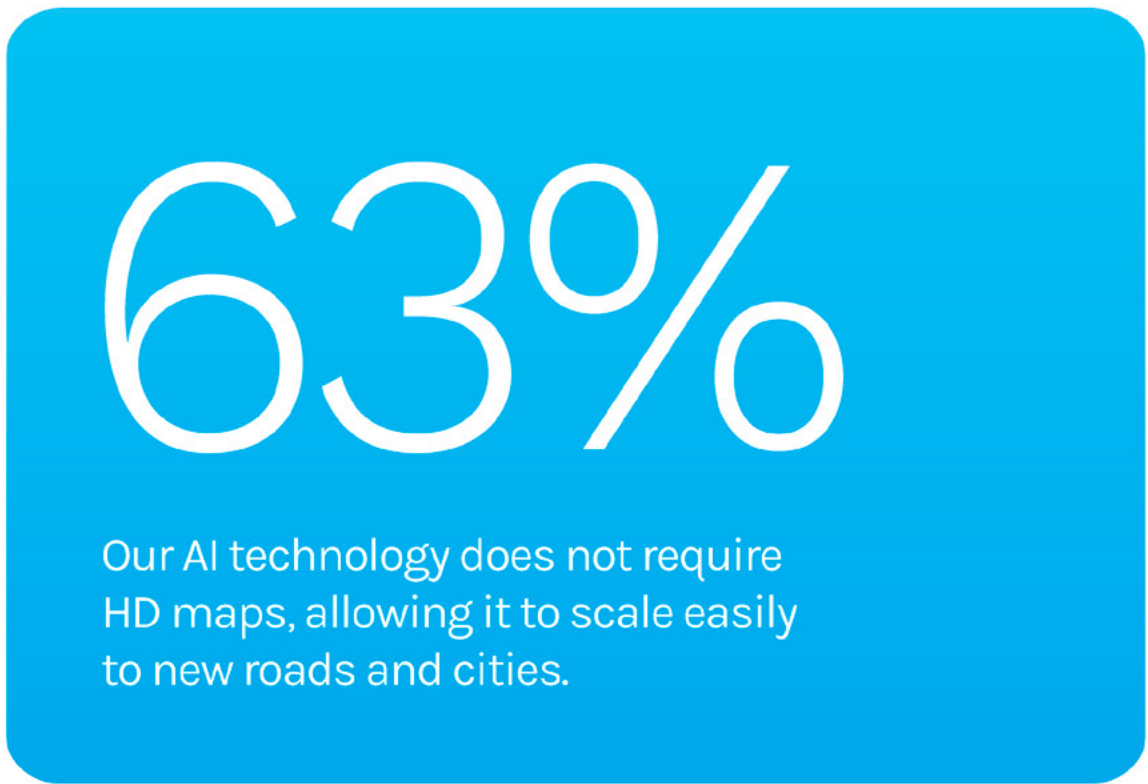
✗ **Don't** use low contrast type on the gradient. Ensure all typography is readable.



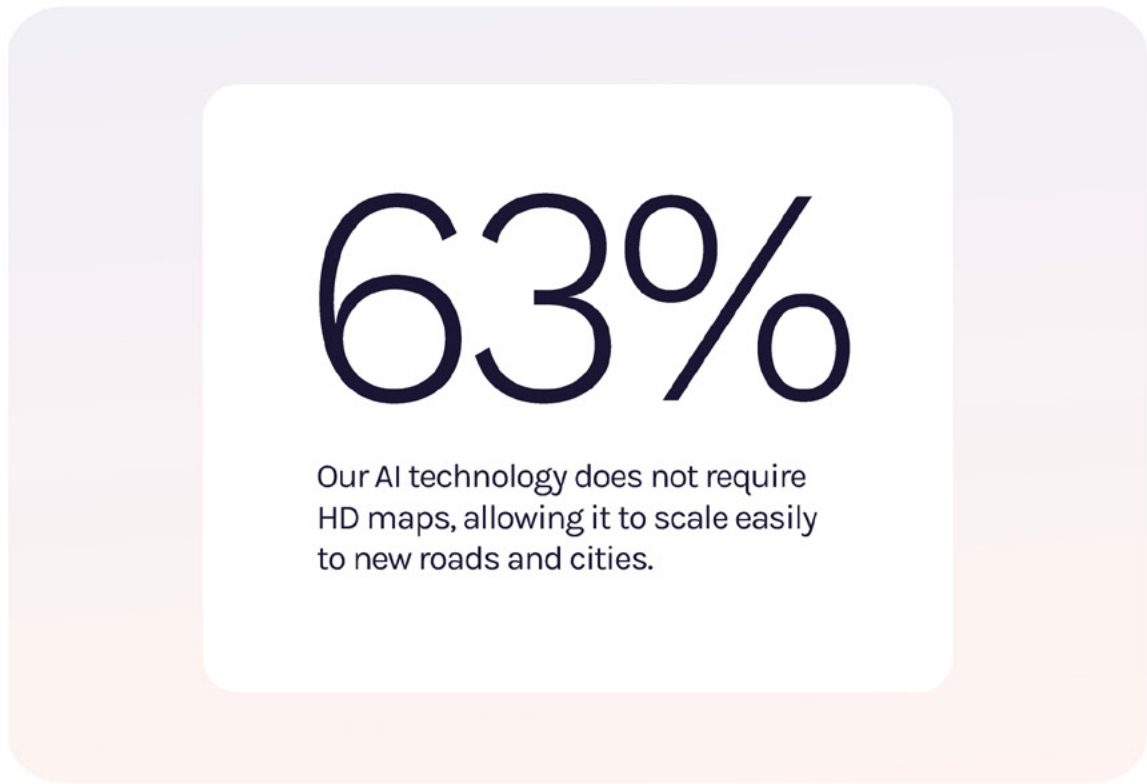
✗ **Don't** use gradient overlays in isolation without a gradient background.



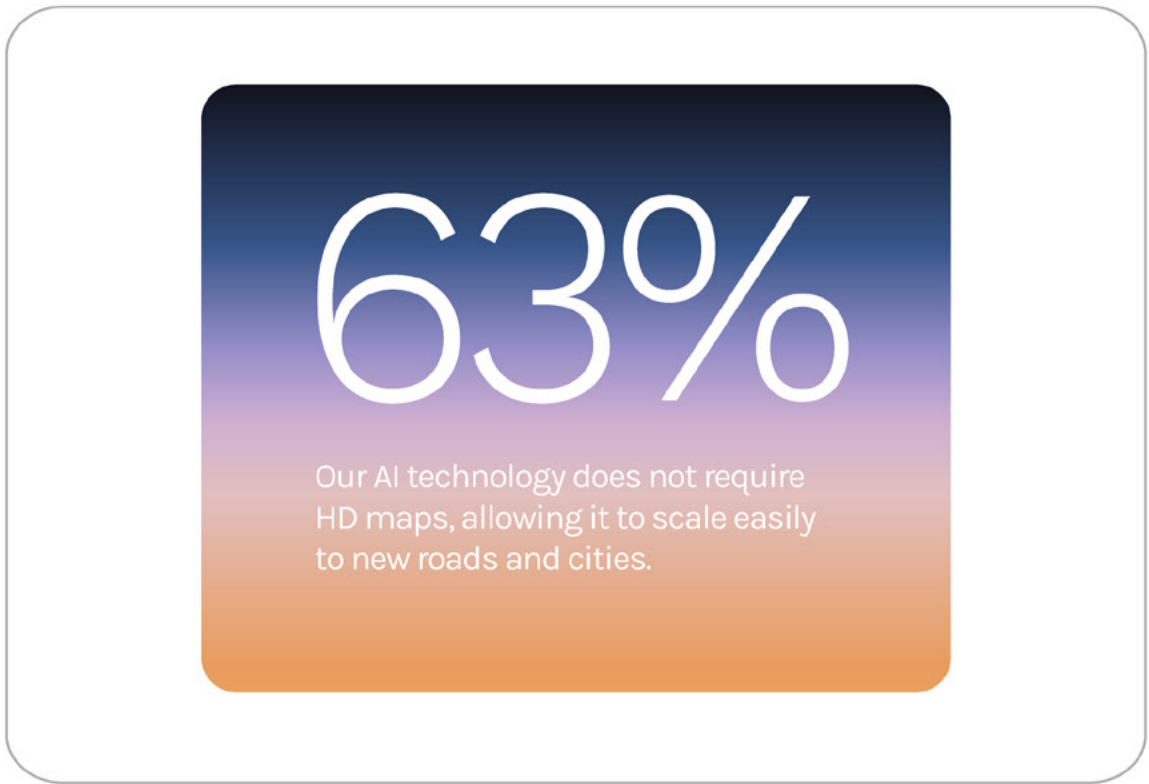
✗ **Don't** rotate the direction of gradients. They should always be realistic to real life scenarios.



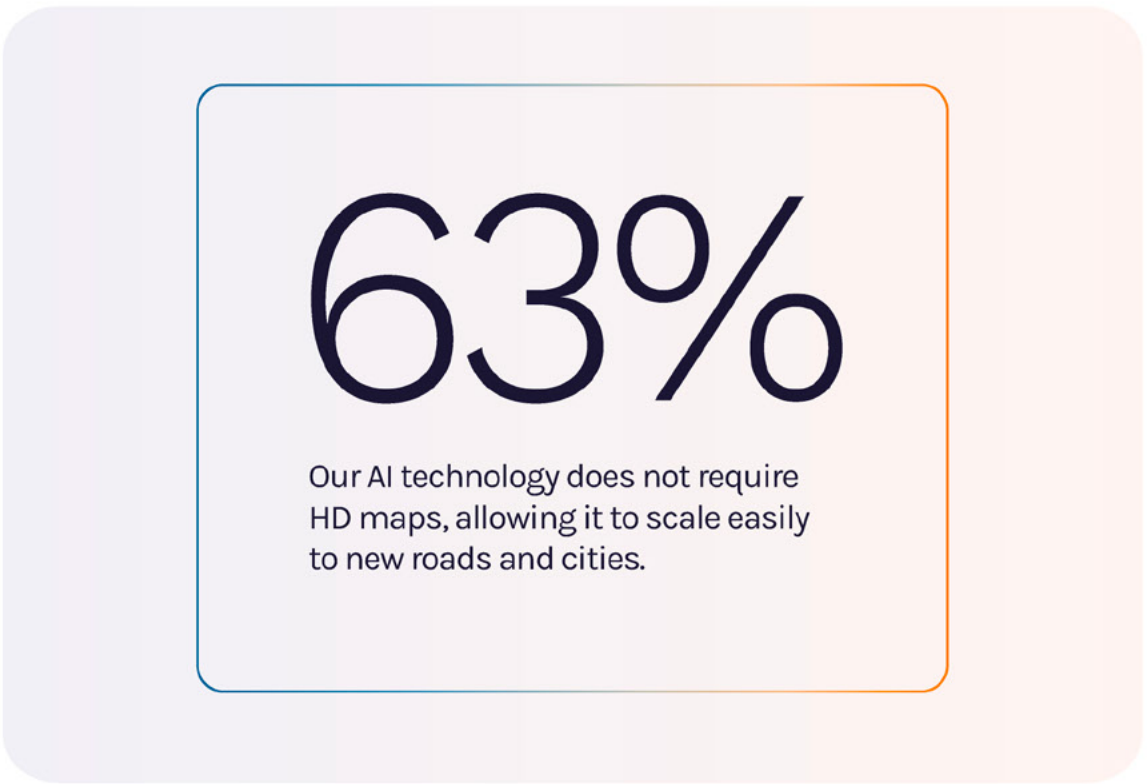
✗ **Don't** use gradients outside of the approved range.



✓ **Do** use gradients as backgrounds to full pages and compositions.



✓ **Do** use full colour gradients to create visual interest and draw attention to callouts.



✓ **Do** use gradients as strokes around boxes to create variation in layouts and styles.



✓ **Do** use the gradient palette to extend into the art direction of photography and other brand assets.

Gradients Do's and Dont's

04 Typography

Aa

Work Sans

Our typeface for headlines.

Work Sans is a Google font and is available for free. This font should be used across all applications in both digital and print. It is used for all headlines and call to actions. The dominant weight we use is Medium, with Light and Semibold being used for subheadings and buttons.

Download Work Sans

Light
Medium
Semibold

Tracking: -50 Kerning: Optical

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Karla

Our typeface for body copy.

Karla is also a Google font which is available for free. We use Karla for all instances of body copy and small type as it is highly readable and spacious. A range of weights can be used, with regular being the default for most applications.

Download Karla

Light
Regular
Semibold

Tracking: -50 Kerning: Optical

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography Hierarchy

It's important to consider the hierarchy of the typography in every application we create. The example to the right gives a good baseline for the structure of a block of text and which typefaces to use for the elements.

The general rules of strong typesetting should always still be followed, ensuring line lengths aren't too long and readability is always maintained.

Subheadline
Work Sans Medium
Accent Colour

Headline
Work Sans Medium
Navy or White

Copy Headline
Karla Medium
Navy or White

Body Copy
Karla Regular
Grey or White

Button
Karla Regular
1pt Stroke

Wayve AI Driver

Delivering unmatched driving performance.

Empowering vehicles with Embodied AI
Discover Wayve's revolutionary AI Driver, transforming driving automation for OEMs. Our mapless, hardware-agnostic solution enables efficient software upgrades, unlocking advanced levels of automation from L2+ to L4 as Wayve's core AI model evolves.

Product →

Wayve is building
a general-purpose
driving intelligence
that learns from data
and scales across
vehicles, geographies,
and applications.

Gradient Headlines

Where blocks of copy need to have a strong visual impact, gradients can be used across the block of text. Always consider the legibility of text, and apply the gradient in it's default vertical orientation.

Autonomy
for any vehicle,
anywhere.

Large scale headlines

For big impact moments in advertising or digital applications, the use of very large typography is permitted. Please keep the layout simple and restrained to ensure the headline has maximum impact.

Typography
Headlines

We allow some flexibility in the guidelines for typography so that designs have impact and interest. These are 2 examples of treatments for important headlines. Playing with scale or using gradients overlaid onto the type itself can create real impact whilst still feeling on-brand.

Thank you.

