white*press*®

Brand Guidelines

The WhitePress® platform supports all content marketing and influencer marketing activities.

The most important function of the WhitePress® platform is to act as an intermediary in article publishing.

https://www.whitepress.com

TABLE OF CONTENTS

The name **WhitePress®** is not accidental-it combines the most important premises of the platform. "Press" refers to the place where the articles are published. Meanwhile, "White" pertains to the notion of "white hat SEO," which means all the positioning techniques that are in sync with the Google Browser guidelines and that are approved by them, in contrast to "black hat SEO," which is viewed as deceitful and harmful.

LOGO AND USAGE

The logotype has to be displayed on
a high-contrast background.

The logotype consists of two fonts:
Lato Black "white" and Lato Italic "press".

Logotype on a dark background

white_press_®

Logotype on a light background

white_press_®

Logotype on a magenta background

white_press_®

LOGOTYPE
SAFESPACE

A safespace has to be maintained around the logotype. Its width has to match the width of the central element.

VERTICAL LOGOTYPE

It is allowed to use a vertical version of the logotype.

FORBIDDEN LOGOTYPE USAGE

It is advised to use the WhitePress® logotype on plain backgrounds. The contrast between the background and the logotype should be high, so the logo would be legible.

It is forbidden to:

- **Distort the proportions**
- **Change the horizontal orientation of the logotype**
- **Change the colors**
- **Add anything to the background, that may result in the logotype being illegible**

TYPOGRAPHY AND LETTERING

Poppins

The POPPINS font family is recommended for all marketing creations, including banners, brochures, and SoMe creations.

https://fonts.adobe.com/fonts/poppins

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

Lato

The LATO font is recommended as a web font for websites, landing pages, etc.

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

PRIMARY FONT

POPPINS ————

**ABCDEFGHI
JKLMNOPQRSTUVWXYZ**

abcdefghijkl
mnopqrstuvwxyz

123456789
[$%#)(}?>‹^&@":|\!~

Ab

Voluptam Repe Nusratem

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BOLD   MEDIUM   REGULAR   LIGHT

EXAMPLES OF USAGE IN GRAPHICS

Heading - Poppins Bold
Additional texts - Poppins Regular

In some particular cases, some flexibility in the usage of the Poppins font is allowed.

WEB FONT

LATO ———

ABCDEFGHI
JKLMNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

123456789
[$%#)(}?><^&@":|\!~

Voluptam Repe Nusratem

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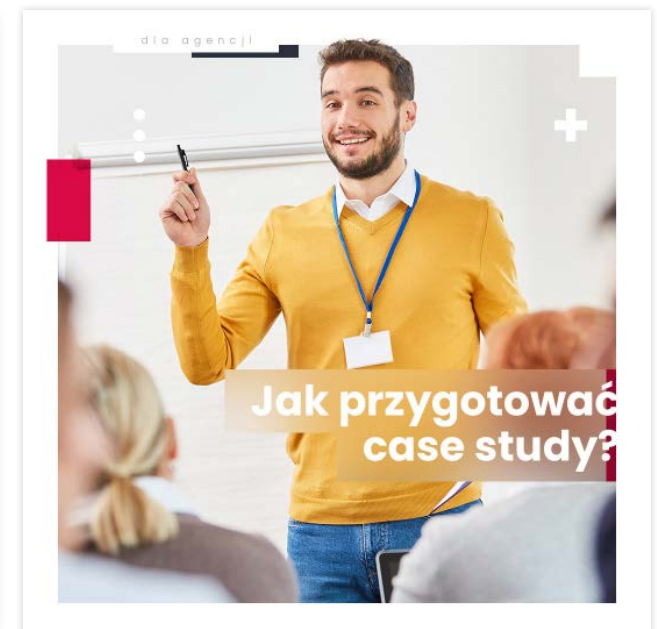
BOLD   MEDIUM   REGULAR   LIGHT

Ab

WEB FONT STYLE

H1 H1

font-size: 70px | font-family: "LatoBold",sans-serif; "LatoLight",sans-serif;

H2 H2

font-size: 48px | font-family: "LatoBold",sans-serif; "LatoLight",sans-serif;

H3

font-size: 22px | font-family: "LatoBold",sans-serif;

Description1

font-size: 20px | font-family: "LatoRegular",sans-serif;

Description2

font-size: 16px | font-family: "LatoRegular",sans-serif;
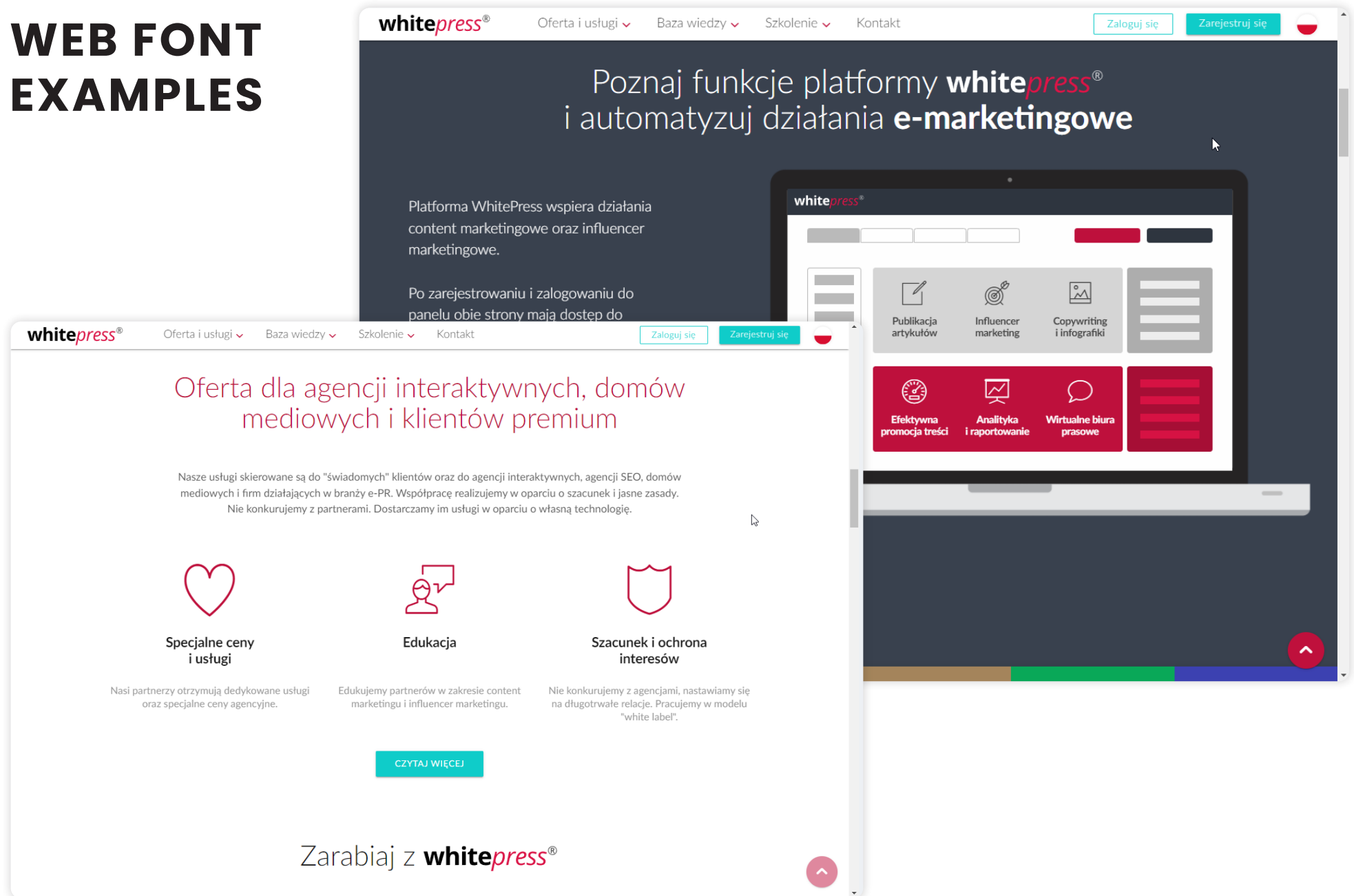
H 1

Headline 2

Headline 3

Hil mi, conecea dent, as ium harum utati idemperum simintia officidest.

Hil mi, conecea dent, as ium harum utati idemperum simintia volut fuga.

WEB FONT EXAMPLES

BRAND DESIGN
COLOR

PRIMARY COLORS

The primary WhitePress® color palette
consists of three colors described as:
magenta, light gray, and graphite.

The color described as mint is to be used
as a distinctive element, for example as
a CTA button.

magenta
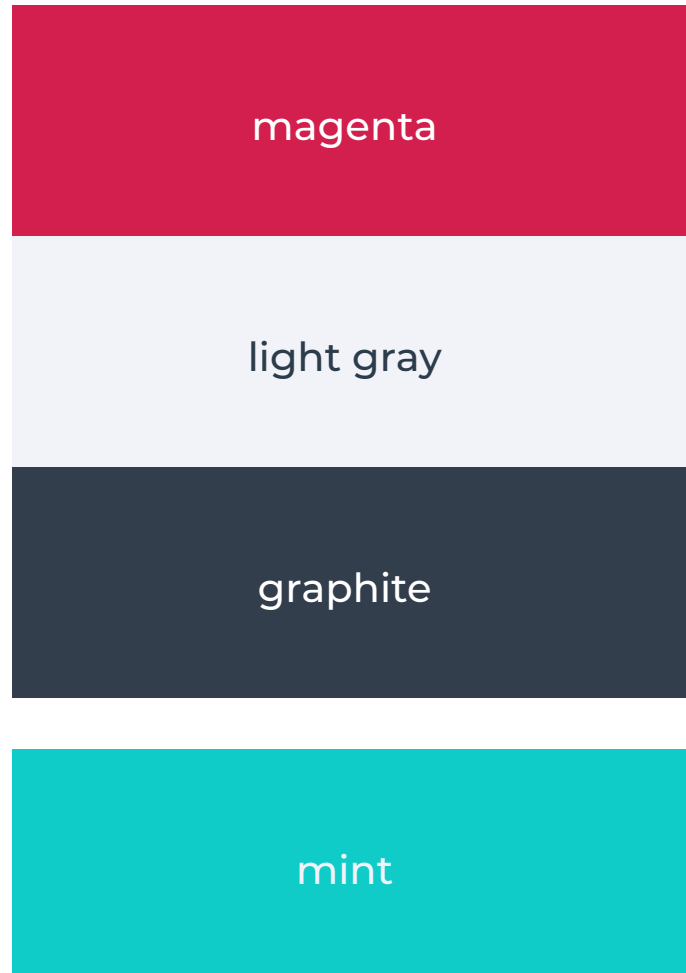
HEX	#BF103C
RGB	191,16, 60
CMYK	11, 99, 62, 3

light gray

HEX	#F2F3F8
RGB	242, 243, 248
CMYK	6, 4, 2, 0

graphite

HEX	#39414E
RGB	51, 63, 77
CMYK	77, 62, 46, 45

mint

HEX	#0FCCC9
RGB	15, 204, 201
CMYK	67, 0, 29, 0

PALETTE – CONTINUATION

Primary Colors: Saturation Division

While preparing illustrations and infographics, primary colors and their variations (for example, different saturation levels) can be used.

100	80	60	40	20
20	40	60	80	100
20	40	60	80	100
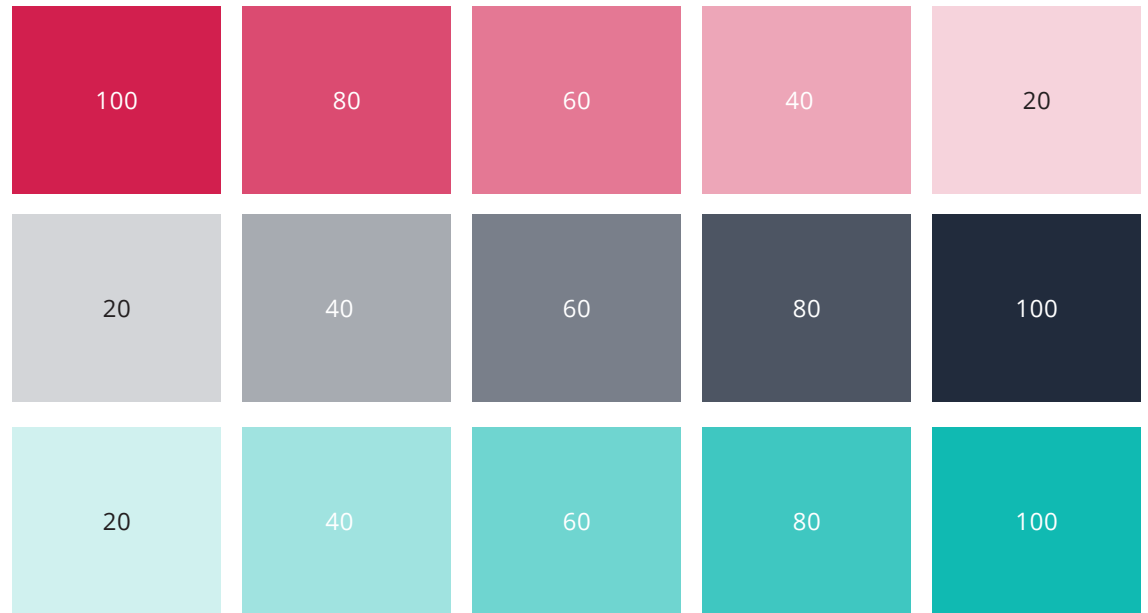
ADDITIONAL COLORS

green		
HEX		#09A858
RGB		9, 168, 88
CMYK		79, 0, 83, 0

indygo		
HEX		#3C41B1
RGB		60, 65, 177
CMYK		88, 77, 0, 0

purple		
HEX		#870058
RGB		135, 0, 88
CMYK		43, 100, 24, 23

gold		
HEX		#A4845B
RGB		164, 132, 91
CMYK		30, 41, 63, 20

orange		
HEX		#F07C16
RGB		240, 124, 22
CMYK		0, 65, 95, 0

black		
HEX		#00000
RGB		0, 0, 0
CMYK		0, 0, 0, 100

whitepress®

When the primary WhitePress® color palette is not enough, an additional palette can be used.

As it is shown in the example below, it can be used to distinguish elements from one another or to highlight separate sections of the offer.

KROK 1	KROK 2	KROK 3	KROK 4
Dodaj zlecenie	**Wybierz dziennikarza**	**Zamów treść**	**Oceń dziennikarza**
Określ tematykę, język, liczbę znaków, rodzaj treści i termin realizacji.	Znajdź autora dzięki inteligentnej wyszukiwarce lub opublikuj ofertę i poczekaj na zgłoszenia.	Dokonaj zbiorczej płatności online, my dopilnujemy terminów i zajmiemy się formalnościami.	Po otrzymaniu tekstu możesz zgłosić poprawki do wprowadzenia i wystawić ocenę za zlecenie.

Publikacja artykułów	Influencer marketing	Copywriting i infografiki	Efektywna promocja treści	Analityka i raportowanie	Wirtualne biura prasowe
Publikacja artykułów na popularnych portalach i blogach.	Współpraca z blogerami i vlogerami - prosto i efektywnie.	Opracowujemy wysokiej jakości artykuły, e-booki i infografiki.	Zakup wysokiej jakości ruchu w atrakcyjnej stawce CPC.	Statystyki popularności i zaangażowania czytelników.	Bezpłatne wirtualne biura prasowe i wysyłka notek prasowych.

100	80	60	40	20
100	80	60	40	20
100	80	60	40	20
100	80	60	40	20
100	80	60	40	20
100	80	60	40	20

IMAGES AND BLENDING

CORPORATE IMAGES

Photos used in creations are to be viewed as positive and professional.

People in the photos should be natural, without posing or forced smiles. Photos should depict people at work or during various activities, sponaneous rather than purposefully posed. The light should be natural.

CORPORATE IMAGES FILTERED

It is permitted to add filters such as the Gradient Map filter on photos, using primary and additional WhitePress® color palettes.

These photos, just like CORPORATE IMAGES, need to have a positive, natural, and professional vibe to them.

Cerovidus dellaute lab id expellist entio verro tem fuga. Nam restiae nossimin experita veliquae nonsequ aectaque explanda eaquid quiam venemodis archil.

BRANDING

The usage of the WhitePress® logotype in corporate materials

It is recommended to use the WhitePress® logotype in corporate materials on WHITE or BLACK background. In the next pages, we present some examples of how to use the logotype on various gadgets, clothing, etc.
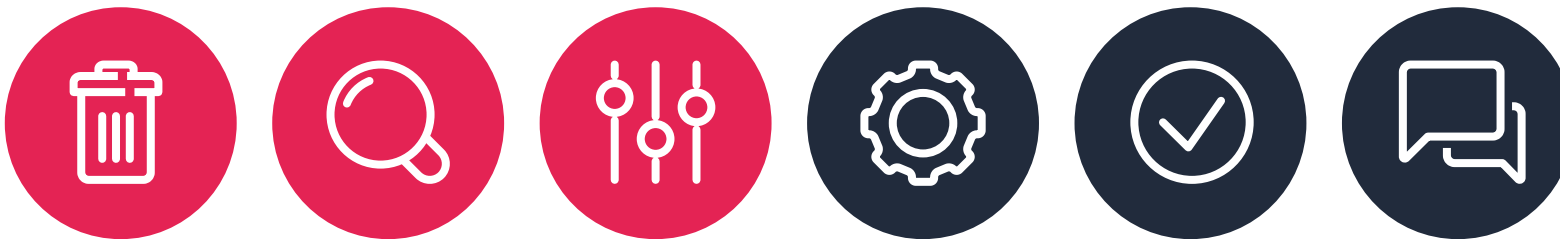
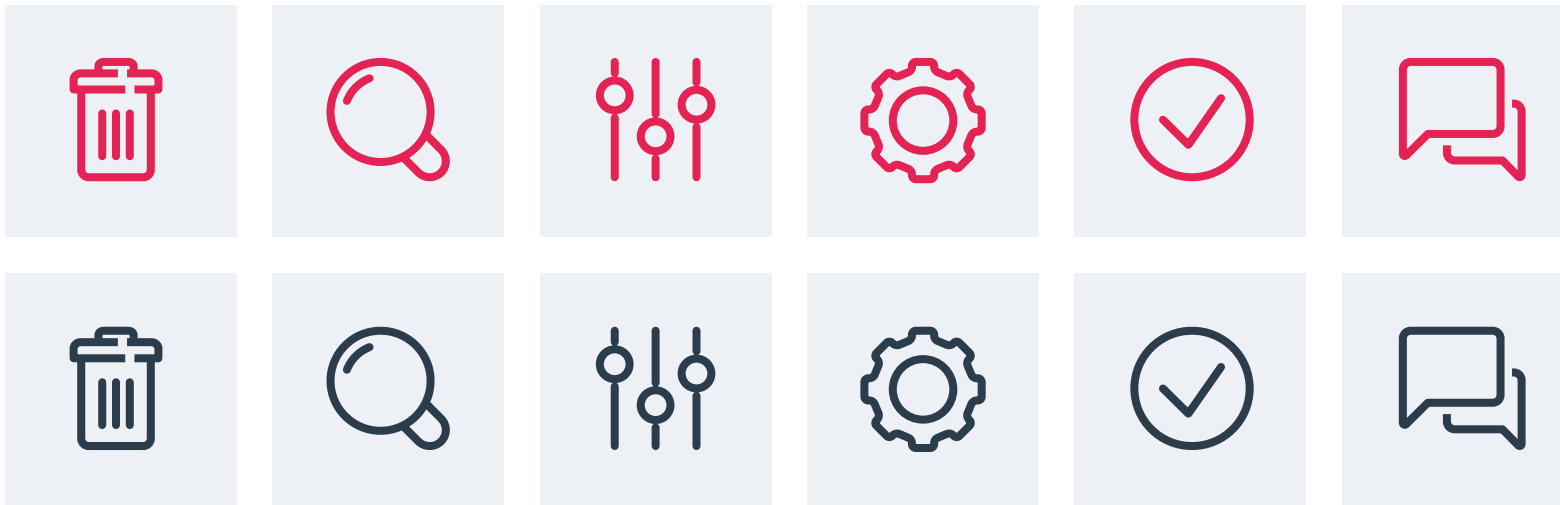# WHITEPRESS® CLOTHING
BLACK & WHITE

WHITEPRESS® GADGETS BLACK & WHITE

ICONS

Icons' Style

The icons used on our websites and graphics have to be legible and simple in form.
In order to achieve maximum consistency in the materials, we recommend using
the following set of icons: **https://stock.adobe.com/pl/contributor/201225870/artco**

TEXTURES

Additional elements in textures

In the WhitePress® graphics, additional elements can be used.

Dołącz do największej bazy wydawców w Polsce

*white*press®

Travel, SPA and Holidays portals

whitepress®