workstreams.ai

Brand Guidelines

v 2.2

April, 2023

about our brand personality

Our purpose

To empower teams with a focused and clear workflow management platform

We aim to enable individuals and teams to focus on their priorities, collaborate and accomplish their goals. Our brand needs to reflect the realities that modern teams face every day, which means sharpening their ideas, converting them into actionable tasks, executing them, and gaining valuable insight and data along the way. Additionally, we hope to inspire remarkable achievement and optimize work/life balance.

We value time and healthy relationships.

Our vision of the future

Work-life balance for everyone

Our mission

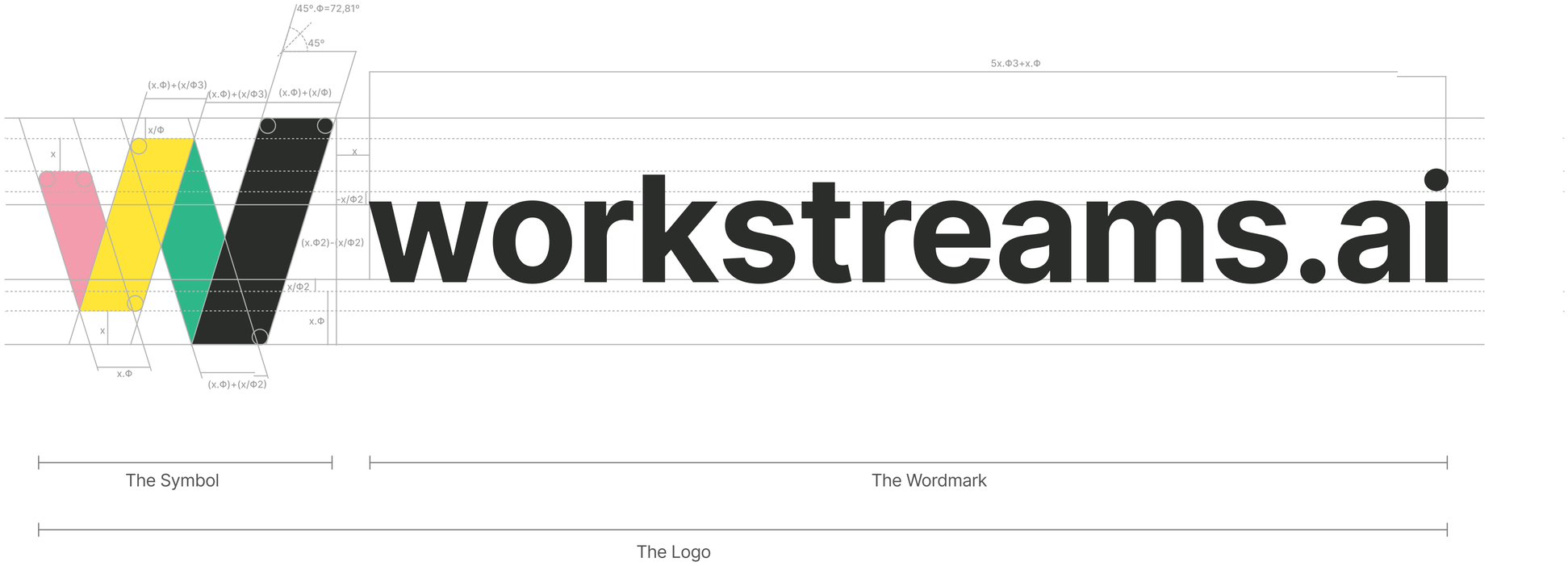
Making efficient work a reality

our logo

LOGO

Construct grid

Fibonacci Φ=1,618



LOGO

Light mode

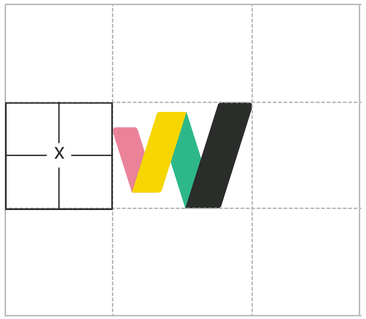
Dark mode

LOGO

monochromatic

Icon only

Safe area



Minimum size

Digital

16px

24px workstreams.ai

24px

24px workstreams.ai

Printed media

2.8mm

4mm workstreams.ai

4mm

4mm workstreams.ai

Logo misuse

For a long term health and maturity of workstreams.ai brand and products, we appreciate everyone's effort for keeping a consistent use of our logo, respecting the building grid. Below, there are some examples of logo misuse. In case of emergency, contact our design team.

Do not change the placement of the icon or wordmark.

Do not change the typeface or manipulate the wordmark or the icon.

Do not add effects like shadows and gradients to the logo.

Do not rotate any part of the logo.

Do not change the colors of the icon or wordmark.

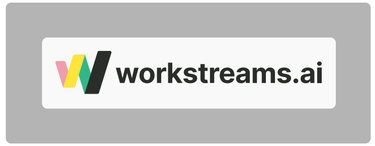
Do not distort or warp the logo in any way.

Do not use the wordmark without the icon.

Do not reflect the icon

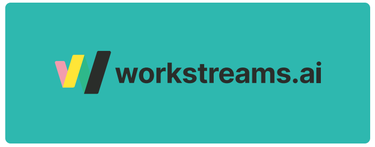
Logo misuse

Considering background usage.



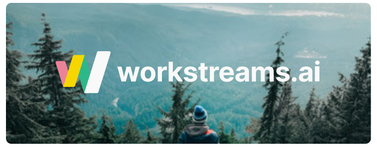
Do not place the logo in an inappropriate shape without enough space

Respect the light and dark theme variations and proper contrast ratio



Be careful when placing the logo on colored backgrounds. Check if there's enough contrast and the background color is part of brand palette.

When placing the logo on images, be sure to use the right light or dark mode and look for clean areas of the image.



colors

COLORS

Main palette

COLORS

Shades

Text 17pt and above with light background (3.2 contrast ratio)

Text 17pt and below with light background (4.5 contrast ratio)

typography

TYPOGRAPHY

Primary Typeface

Inter is a typeface carefully crafted & designed for computer screens and features a tall x-height to aid in readability of mixed-case and lower-case text.

Besides the logo wordmark, Inter variations are used for subtitles, body, captions, overlines as any other UI situation is needed. We aim to keep a more neutral and clean design.

Inter

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

Auxiliary Typeface

Its humanist aspects of simple letterforms and open apertures keep it crisp and legible, while its geometric approach of rounded letters with partially-straightened sides delivers a friendly but precise tone.

For marketing materials, like website, social media or video production, Encode Sans family is the best choice for headlines.

Encode Sans

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

ABCDEFGHIJKLMNOPQRSTUWVXYZ
abcdefghijklmnopqrstuwvxyz
0123456789!@#$%&()?

TYPOGRAPHY

Text styles hierachy

A clear visual hierarchy guides the eye to the most important elements on the page. It can be created through variations in color and contrast, scale, and grouping. example was created for workstreams.ai website.

OVERLINE

Collaborate with trust & transparency

Time allocation, calendar views, Kanban boards. One innovative workflow management platform

As much control as you need. Assign ownership on worfklows and in specific steps of your process. Whatever you need to ensure success.

As much control as you need. Assign ownership on worfklows and in specific steps of your process. Whatever you need to ensure success.

link

Label

Button label

Generous free plan & feature-rich PRO mode available

Overline | Inter Medium - 13px

Display | Encode Sans Semi Expanded Black - 44px

Headline | Inter Semi Bold - 28px

Text | Inter Regular - 16px

Link | Inter Semibold - 16px

Label | Inter Semibold - 16px

Caption | Encode Sans Extra Bold - 20px

imagery

IMAGERY

Photography

As our logotype is very colourful we are going to use calm, medium contrasted black and white photography. This will assure well balanced compositions.

Textures

We created a brush pack and background textures that allows us to bring more life and even more human signs to the brand imagery.

IMAGERY

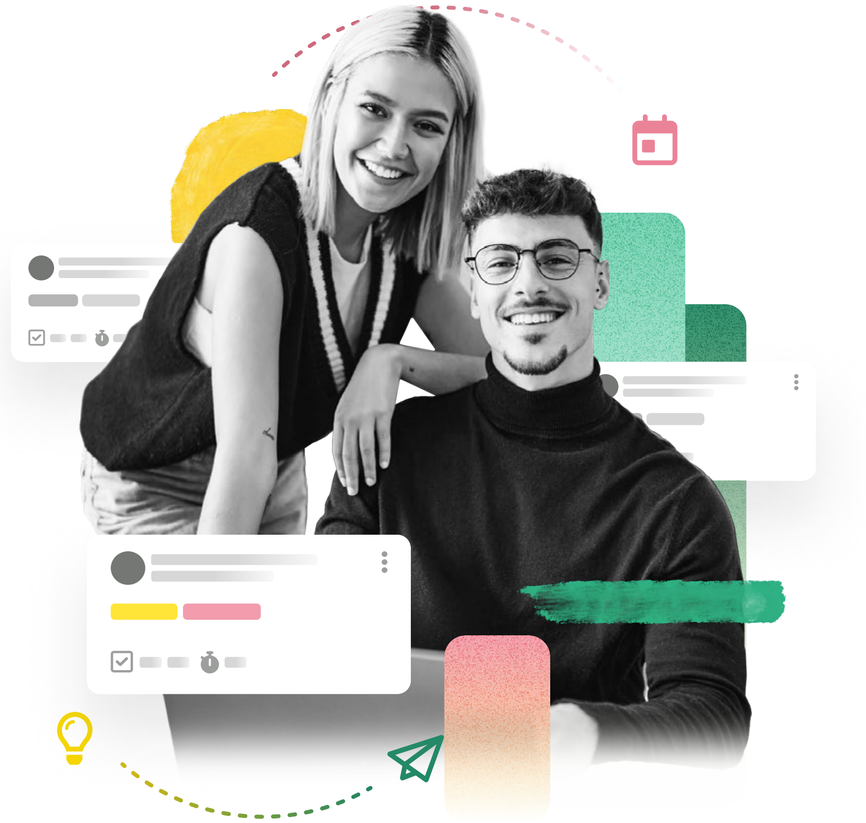
Gradients

Sometimes, when we need a more “virtual” digital atmosphere, we can use gradients as background. They shall be very diffuse, with brand colors only and a subtle grain texture.

IMAGERY

Illustrations

Illustrations are cool for adding some joy to the imagery or sometimes to represent abstract concepts, mostly when we need some iconic representation of a theme. Workstreams style is a collage of b&w photography, ui elements, brush strokes and flat shapes with an ellegant grain texture.



Thanks for caring about our brand.

v 2.2

Proudly presented by workstreams.ai design team.
Made with guts and love, from all around the world.