

whitepress[®]

Brand Guidelines



The WhitePress® platform supports all content marketing and influencer marketing (Poland only).

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

<https://www.whitepress.com>

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white*press*®

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



Logotype on a light background



Logotype on a magenta background



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.



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press®



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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**



IMPORTANT!

The company name written in the text is always!!!!: WhitePress®. Always as a one word (no space in between the “White” and “Press”)
The second part of the company name is written with a capital letter + always ends with the ® symbol.

Keyboard shortcut for ®: ALT+0+1+7+4



WhitePress®

“Ak s platformou WhitePress® iba začínate ako vydavateľ”



TYPOGRAPHY AND LETTERING

Poppins

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

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

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

Lato

The LATO font is recommended as a web font
Cyrilic and Arabic text version.

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

PRIMARY FONT DIGITAL + WEB

POPPINS

**ABCDEFGHI
JKLMNOPQRSTUVWXYZ**

abcdefghijkl
mnopqrstuvwxyz

123456789

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

A b

Voluptam Repe Nusratem

Int, sapera il essimi, sitius, officietus erunt.
Ut quaturis non pero te premosapic tem ea
quam haribus dition porita consequi iassum
voles aci di ditin nihilique impeditatur

BOLD MEDIUM REGULAR LIGHT

WEB FONT STYLE

H1 H1

font-size: 50px | font-family: "Poppins Bold,sans-serif; "Poppins Regular",sans-serif;

H2 H2

font-size: 40px | font-family: "Poppins Bold,sans-serif; "Poppins Regular",sans-serif;

H3

font-size: 30px | font-family: "Poppins Bold,sans-serif;

Regular Text

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

Small Text

font-size: 18px | font-family:"Poppins Regular",sans-serif;

Extra Small Text

font-size: 16px | font-family:"Poppins Regular",sans-serif;

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H 1

Headline 2

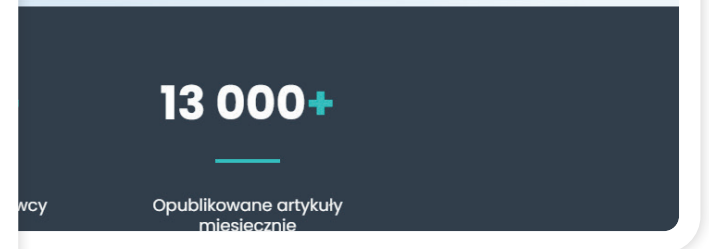
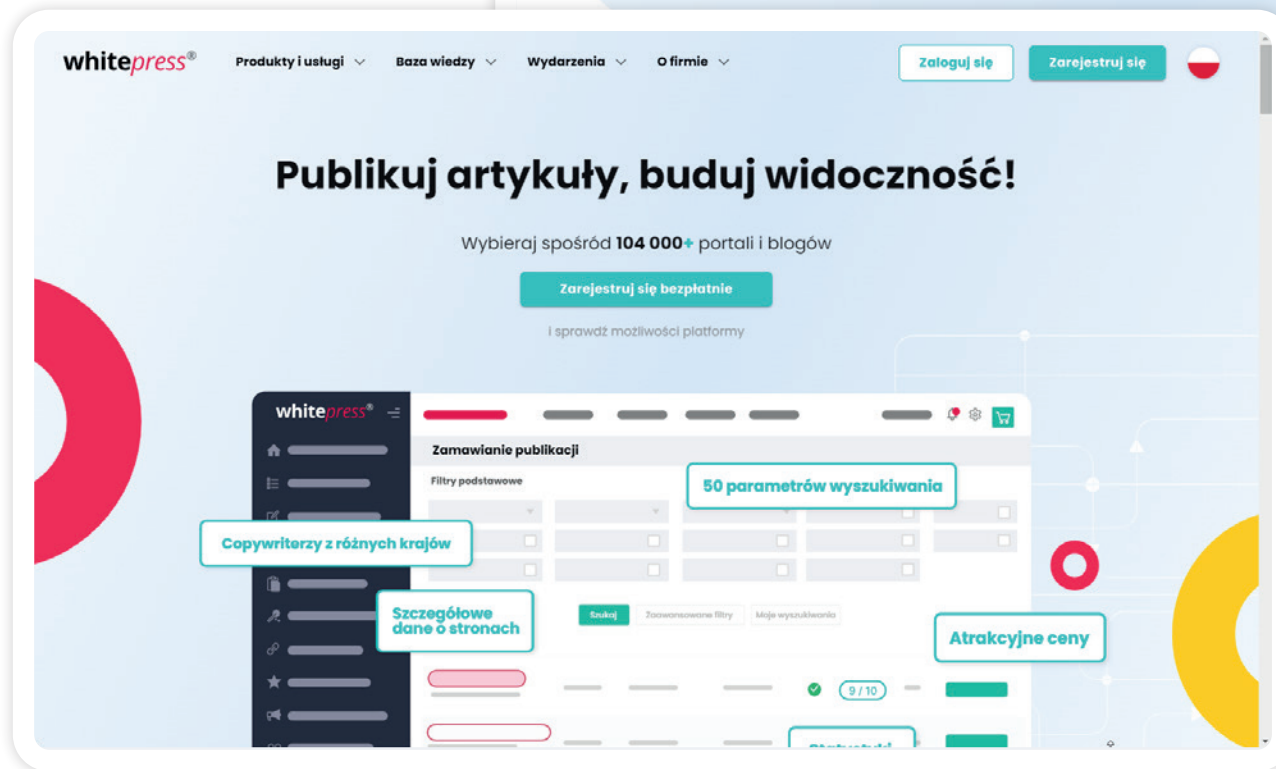
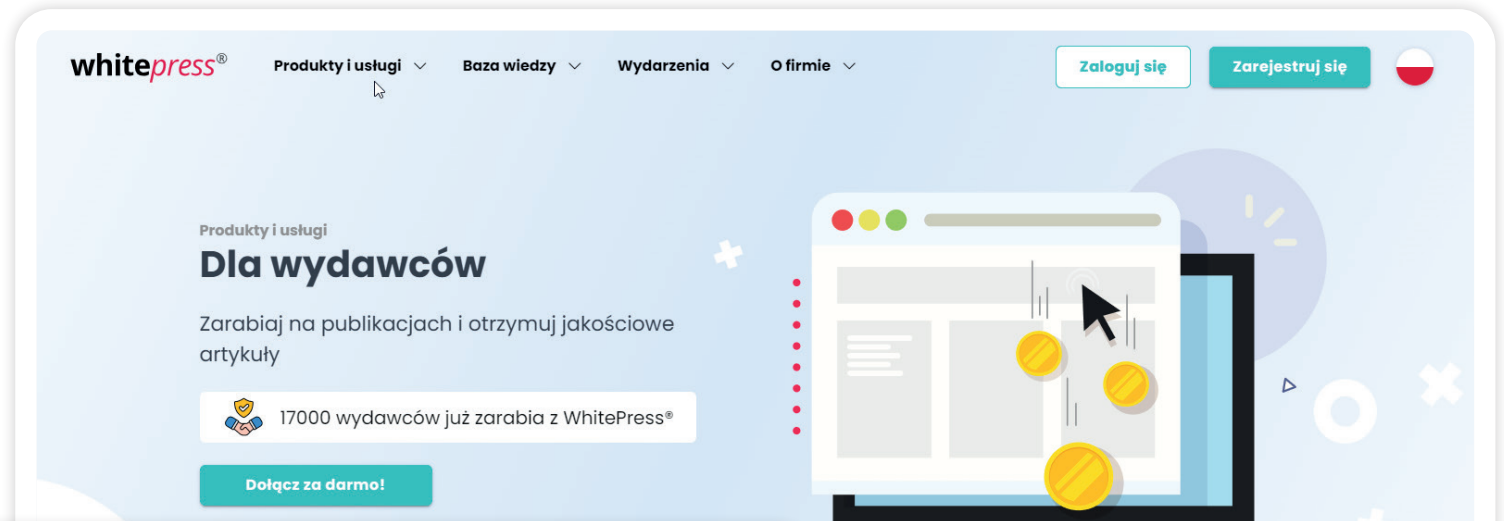
Headline 3

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

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

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

WEB FONT EXAMPLES



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.



SECONDARY WEB FONT FOR CYRILIC, ARABIC

LATO



ABCDEFGHI
JKLMNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

123456789
[\$%#)({}?><^&@”:|\!~

A b

Voluptam Repe Nusratem

Int, sapera il essimi, sitius, officietus erunt.
Ut quaturis non pero te premosapic tem ea
quam haribus dition porita consequi iassum voles
aci di ditin nihilique impeditatur

BOLD MEDIUM REGULAR LIGHT

BRAND DESIGN
COLOR

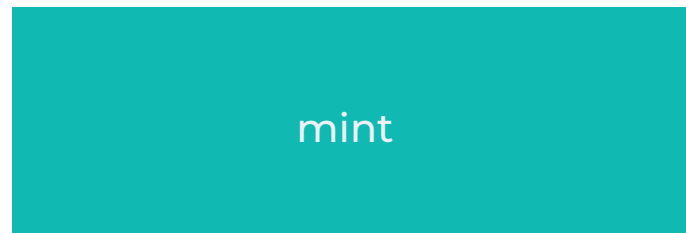
PRIMARY COLORS

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

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

PRINT

DIGITAL



DIGITAL

HEX #ff1047

RGB 255, 16, 81

PRINT

HEX #BF103C

RGB 191, 16, 60

CMYK 11, 99, 62, 3

HEX #F2F3F8

RGB 242, 243, 248

CMYK 6, 4, 2, 0

HEX #39414E

RGB 51, 63, 77

CMYK 77, 62, 46, 45

HEX #0FCCC9

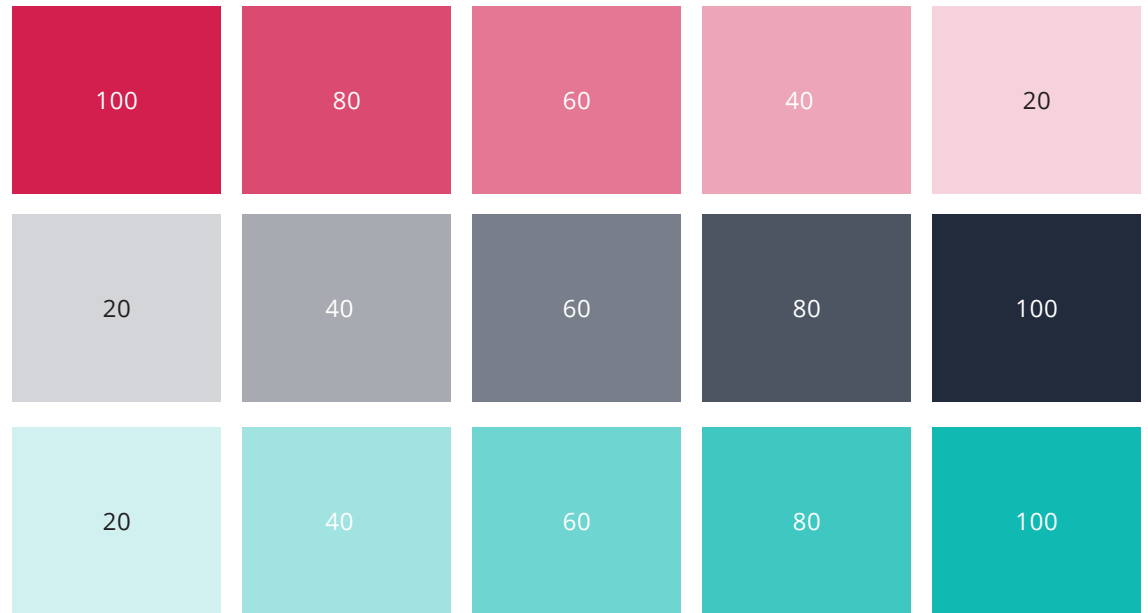
RGB 15, 204, 201

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.



ADDITIONAL COLORS FIRST CHOICE



HEX #F6AE17
RGB 246,174,23
CMYK 2,36, 93, 0

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

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

ADDITIONAL COLORS SECOND CHOICE



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

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

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

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.

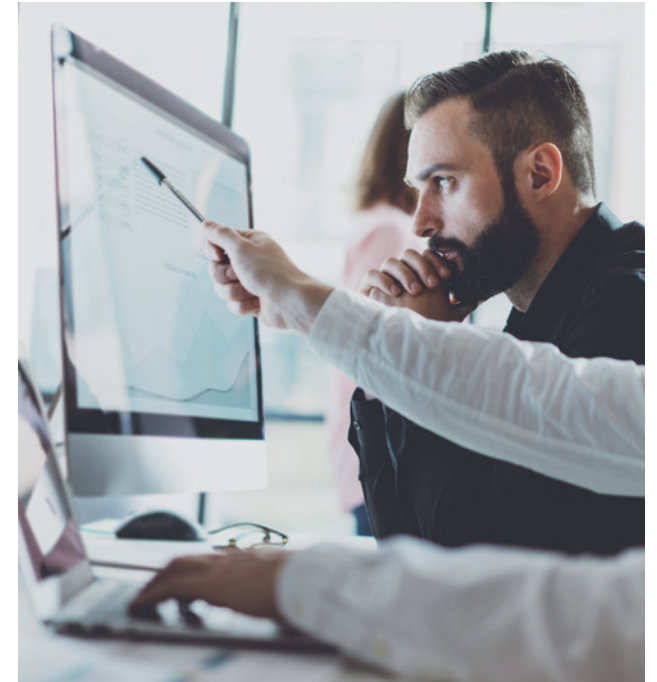


IMAGES

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.



BRANDING

The usage of the WhitePress® logotype in corporate materials

It is recommended to use the WhitePress® logotype in corporate materials on WHITE (light) 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



WHITEPRESS® FAIR AD WALLS

whitepress®

Get links internationally

SEO • Link building • Content • Reports

- no monthly retainers
- post payment methods
- outreach team
- full transparency
- the biggest database of websites

whitepress.com

whitepress®

Simplify your link building

Publish articles on top websites via an automated and data-based tool

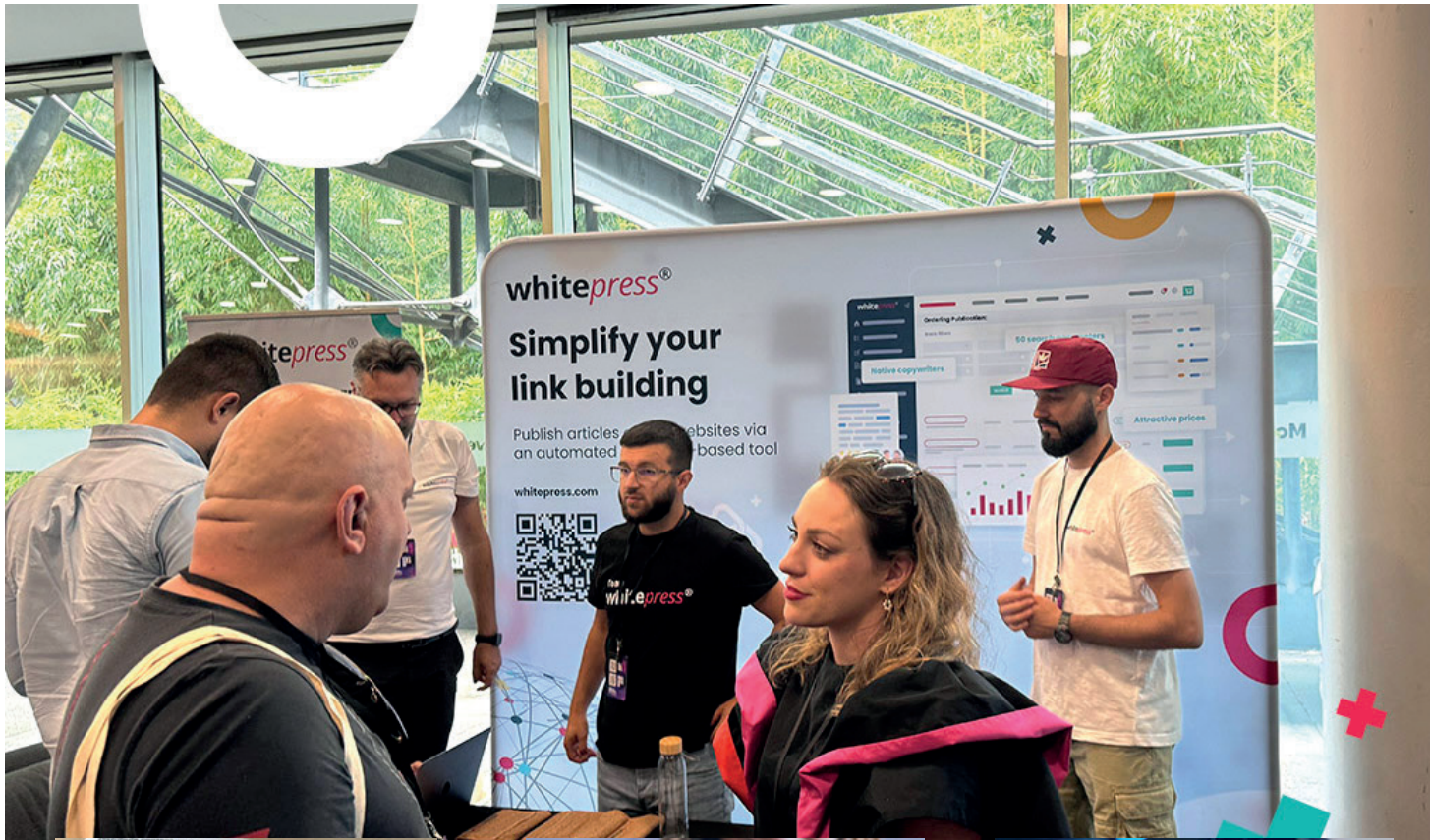
whitepress.com

whitepress®

Try advanced features to boost your SEO

- Multitude of websites
- Advanced website search engine
- Fast indexing and publication
- 36-month guarantee for publications

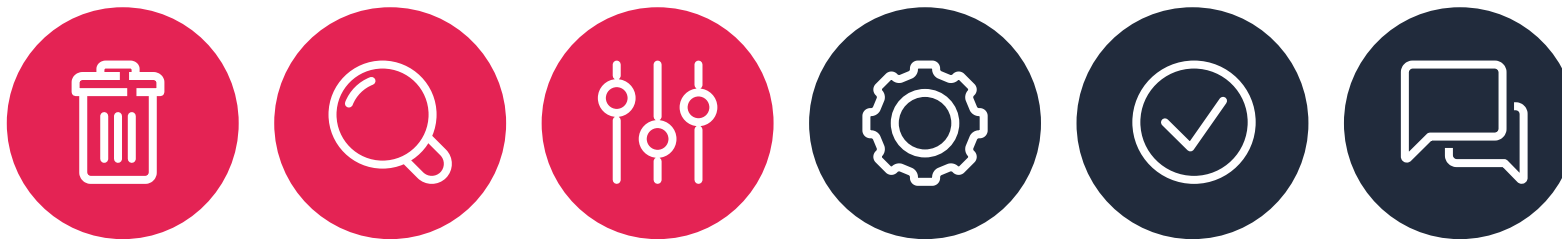
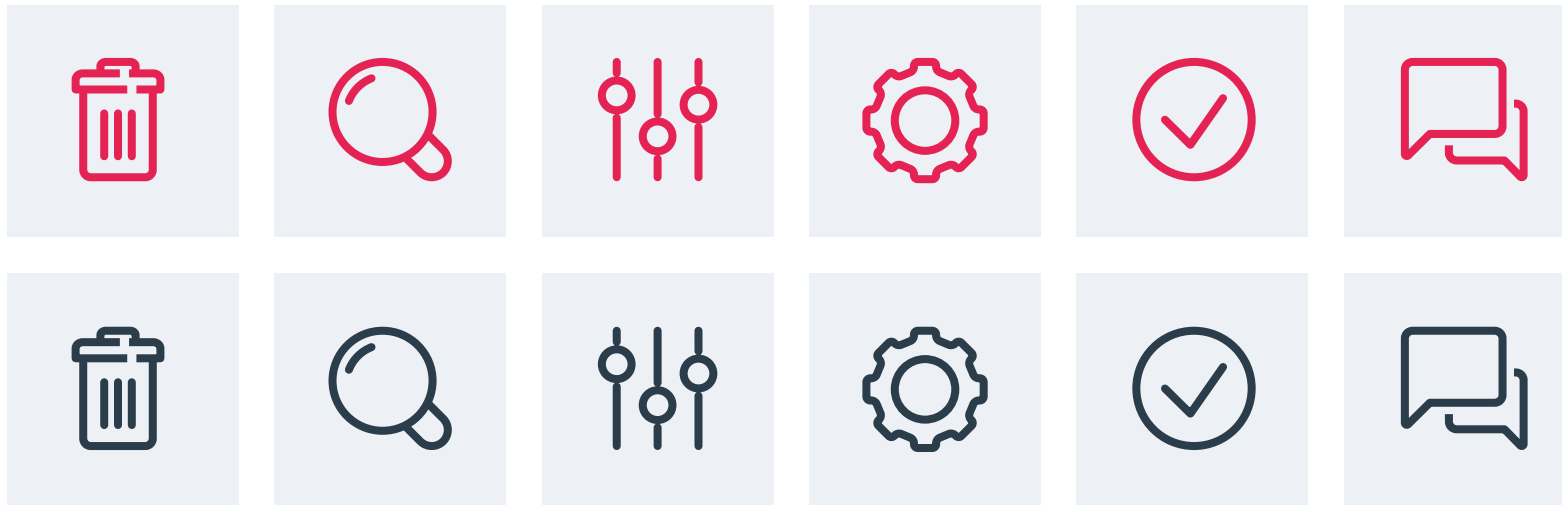
whitepress.com



ICONS

Icons' Style

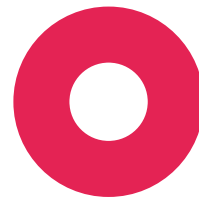
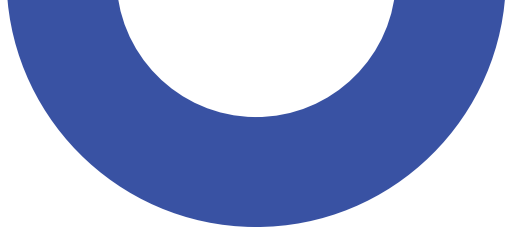
The icons used on our websites and graphics have to be legible and simple in form. In order to achieve maximum consistency in the materials, we recommend using the following set of icons: <https://stock.adobe.com/pl/contributor/201225870/artco>



TEXTURES

Additional elements in textures

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



NOWOŚĆ W PLATFORMIE WHITEPRESS®

Outreach. Buduj linki tam, gdzie inni nie mogą



webinar

High Quality Content Scaling mit KI



26. September
11:00 Uhr

Gast: Timon Hartung
Moderatorin: Alicja Wajs

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