

WE BUILD CONSORTIUM

Wallet for Europe

# BRAND Guidelines

WE BUILD CONSORTIUM  
**BRAND BOOK**

July 2025



# Welcome

WE BUILD CONSORTIUM **BRAND BOOK**

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WE BUILD is a European consortium working together to create trusted digital identities for citizens and businesses. With so many partners, perspectives, and ambitions, a clear and recognisable identity is essential.



**This brand book offers guidance:** a shared visual compass that reflects who we are and how we build together.



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# Typography

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04.

The **Roboto font family** is used throughout all WE BUILD communications.

Roboto combines a modern, open look with excellent readability—both on screen and in print. The typeface reflects the international, accessible, and trustworthy identity that WE BUILD aims to convey.



# Primary Typeface

AaBb

Roboto Font Family

**Roboto Black**

**Roboto Semi Bold**

Roboto Light

**Roboto Medium**

*Roboto Light Italic*

Roboto regular

Titles

Headers

Body text

Body text - Bold

Body text - Italic

Body text - Hyperlinks



# Color

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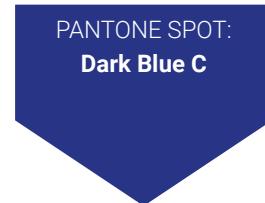
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The WE BUILD **colour palette** is inspired by the **European** blue and yellow. It enhances recognition, symbolises collaboration, and gives the consortium a clear and professional appearance. Consistent use of colour helps build trust, clarity, and unity across all communications.



# Primary color palette

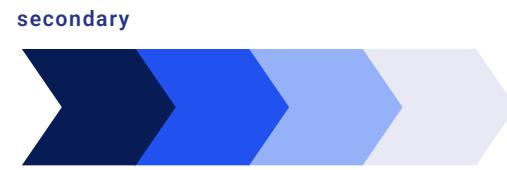


## Main blue

RGB: **0, 51, 153**

HEX: **003399**

CMYK: **100, 90, 6, 1**



blue-darker-20	blue-lighter-20	blue-lighter-40	blue-lighter-80
0, 29, 88	0, 83, 248	141, 179, 255	233, 234, 242
# 001D58	# 0053F8	# 8DB3FF	# E9EAF2



## Main yellow

RGB: **255, 204, 0**

HEX: **FFCC00**

CMYK: **0, 21, 93, 0**



yellow-darker-20	yellow-darker-10	yellow-lighter-40	yellow-lighter-80
214, 157, 0	241, 180, 13	255, 231, 136	255, 245, 206
# D69D00	# F1B40D	# FFE788	# FFF5CE



## Black

RGB: **58, 57, 65**

HEX: **3A3941**

CMYK: **25, 21, 2, 85**



dark-grey	mid-grey	Light-grey
81, 79, 89	215, 213, 217	236, 234, 238
# 514f59	# d7d5d9	# eceaeae



## White

RGB: **255, 255, 255**

HEX: **FFFFFF**

CMYK: **0, 0, 0, 0**



# Color

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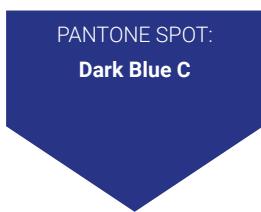
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## Primary colors



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RGB: 58, 57, 65

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CMYK: 25, 21, 2, 85



### White

RGB: 255, 255, 255

HEX: FFFFFF

CMYK: 0, 0, 0, 0

## Secondary colors



blue-darker-20	blue-lighter-20	blue-lighter-40	blue-lighter-80
0, 29, 88	0, 83, 248	141, 179, 255	233, 234, 242
# 001D58	# 0053F8	# 8DB3FF	# E9EAF2



dark-grey	mid-grey	Light-grey
81, 79, 89	215, 213, 217	236, 234, 238
#514f59	#d7d5d9	#eceae



yellow-darker-20	yellow-darker-10	yellow-lighter-40	yellow-lighter-80
214, 157, 0	241, 180, 13	255, 231, 136	255, 245, 206
# D69D00	# F1B40D	# FFE788	# FFF5CE



# Logo

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The visual language of WE BUILD is rooted in its logo: a stylised hexagon made of layered cards. This asymmetrical six-sided shape represents collaboration, connection, and data layering. It forms the foundation for all visual elements – from angles to icons – creating a distinctive and cohesive identity.



## Logo variants

Logo mark + Logo Type + sub Type | Light background



Logo mark + Logo type + sub Type | Dark background



Logo mark  
Light background



Logo mark  
Dark background



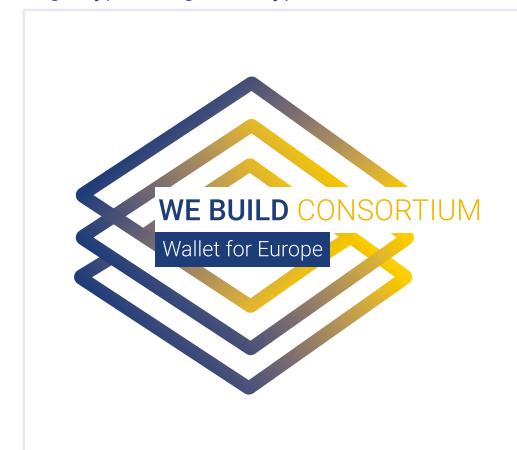
Logo mark + Logo Type | Light background



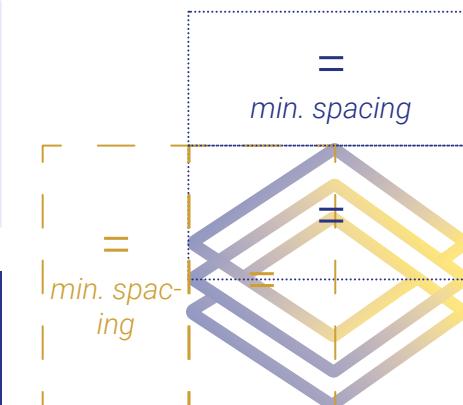
Logo mark + Logo Type | Dark background



Compact combined Logo mark +  
Logo Type + Logo sub Type



## Logo Spacing





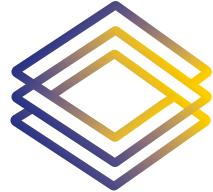
# Shapes & Images

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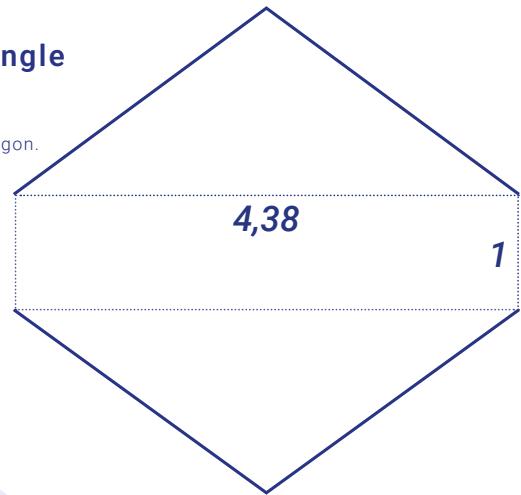


## Shapes

### Basis



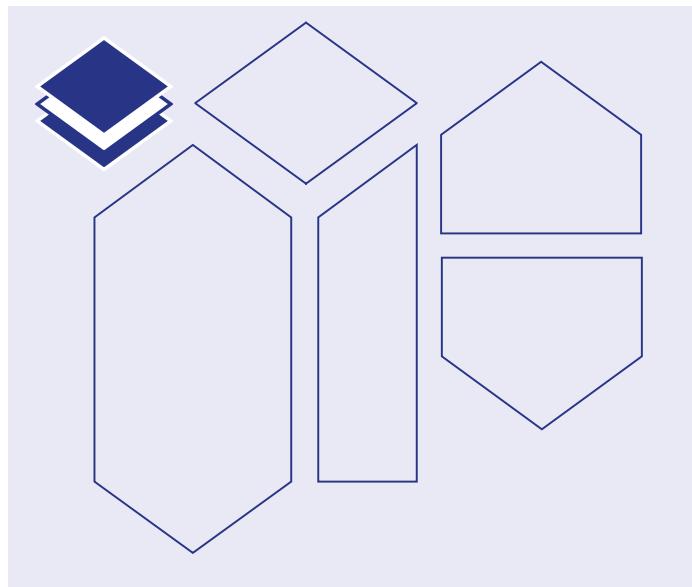
**Basic internal rectangle**  
**aspect ratio 4.38:1**  
defines shorter side edges  
of the distinct asymmetrical hexagon.



## Images



### Varieties





# Components

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12.

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## Tables

## Graphs