

WE BUILD CONSORTIUM

Wallet for Europe

BRAND Guidelines

WE BUILD CONSORTIUM
BRAND BOOK
July 2025



Welcome

WE BUILD CONSORTIUM **BRAND BOOK**



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

WE BUILD CONSORTIUM **BRAND BOOK**

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

Titles

Roboto Black

Headers

Roboto Semi Bold

Body text

Roboto Light

Body text - Bold

Roboto Medium

Body text - Italic

Roboto Light Italic

Body text - Hyperlinks

Roboto regular Underline



Color

WE BUILD CONSORTIUM **BRAND BOOK**



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

secondary

PANTONE SPOT:
Dark Blue C

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 |
| 100, 91, 39, 35 | 87, 67, 0, 0 | 45, 26, 0, 0 | 10, 8, 0, 0 |

secondary

PANTONE SPOT:
Yellow C

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 |
| 18, 36, 86, 6 | 10, 29, 82, 1 | 4, 6, 52, 0 | 2, 3, 24, 0 |

secondary

PANTONE SPOT:
Charcoal Art

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 | #eceaee |
| 68, 60, 47, 35 | 18, 12, 14, 0 | 9, 6, 7, 0 |

White

RGB: 255, 255, 255
HEX: FFFFFFFF
CMYK: 0, 0, 0, 0



Color

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Charcoal Art

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HEX: **3A3941**
CMYK: **25, 21, 2, 85**



White

RGB: 255, 255; 255
HEX: FFFFFFFF
CMYK: 0, 0, 0, 0

Secondary colors



blue-darker-20

0, 29, 88
001D58
100,91,39,35

blue-lighter-20

0, 83, 248
0053F8
87, 67, 0, 0

blue-lighter-40

141,179,255
8DB3FF
45, 26, 0, 0

blue-lighter-80

233,234,242
E9EAF2
10, 8, 0, 0



dark-grey

81, 79, 89
#514f59
68,60,47,35

mid-grey

215,213,217
#d7d5d9
18, 12, 14, 0

Light-grey

236,234,238
#eceaee
9, 6, 7, 0



yellow-darker-20

214, 157, 0
D69D00
18, 36, 86, 6

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241, 180, 13
F1B40D
10, 29, 82, 1

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255,231,136
FFE788
4, 6, 52, 0

yellow-lighter-80

255,245,206
FFF5CE
2, 3, 24, 0



Logo

WE BUILD CONSORTIUM **BRAND BOOK**



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



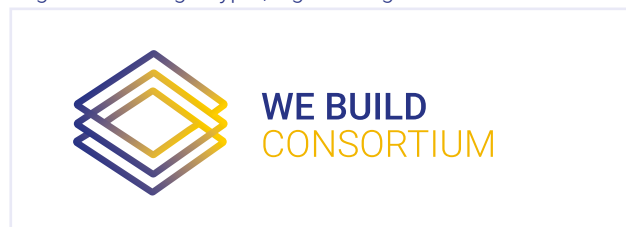
Logo mark
Light background



Logo mark
Dark background



Logo mark + Logo Type | Light background



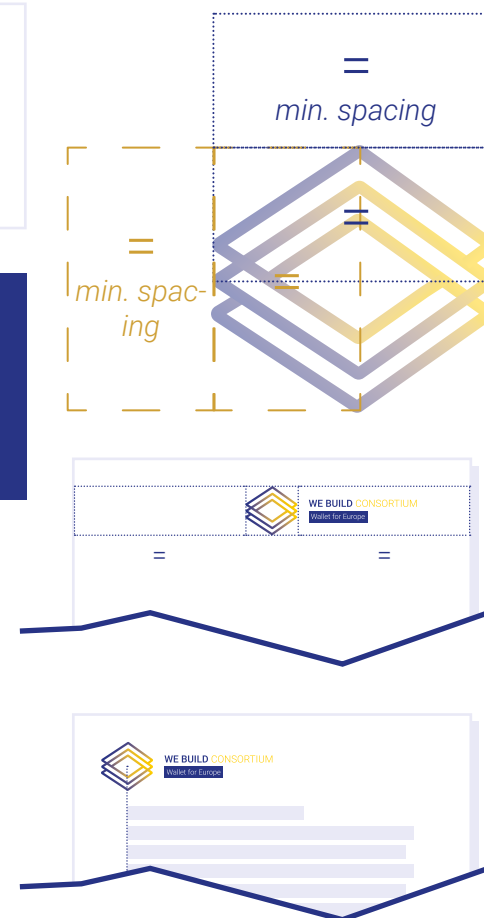
Logo mark + Logo Type | Dark background



Compact combined Logo mark +
Logo Type + Logo sub Type



Logo Spacing





Shapes & Images

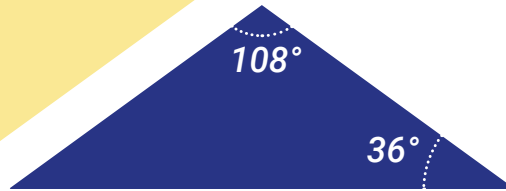
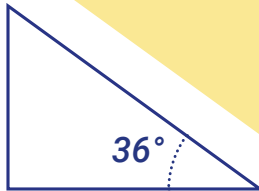
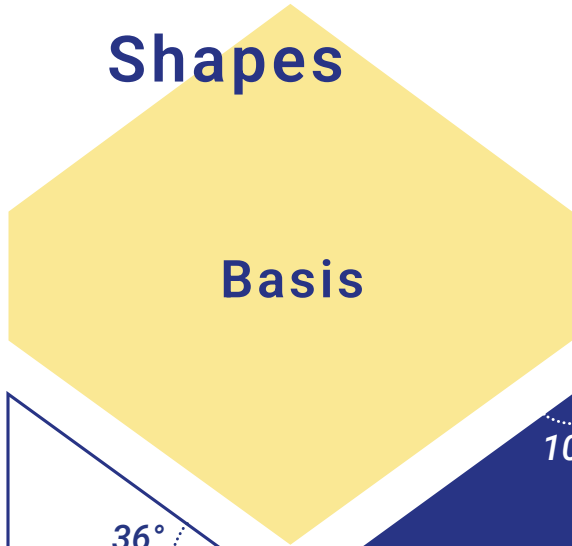
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10.

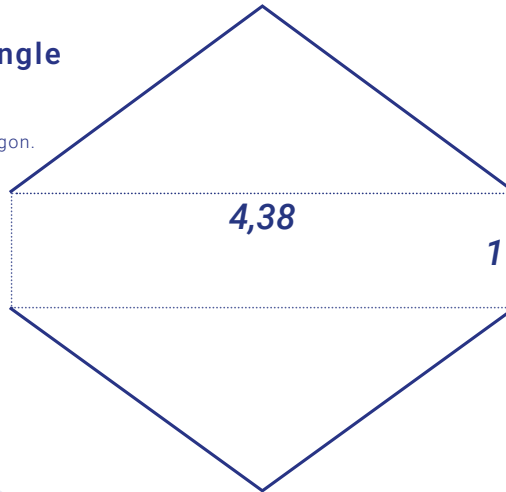
The visual language of WE BUILD is rooted in its logo: a stylised hexagon made of layered cards. This asymmetrical six-sided shape represents collaboration, connection, and data layering. It forms the foundation for all visual elements – from angles to icons – creating a distinctive and cohesive identity.



Shapes



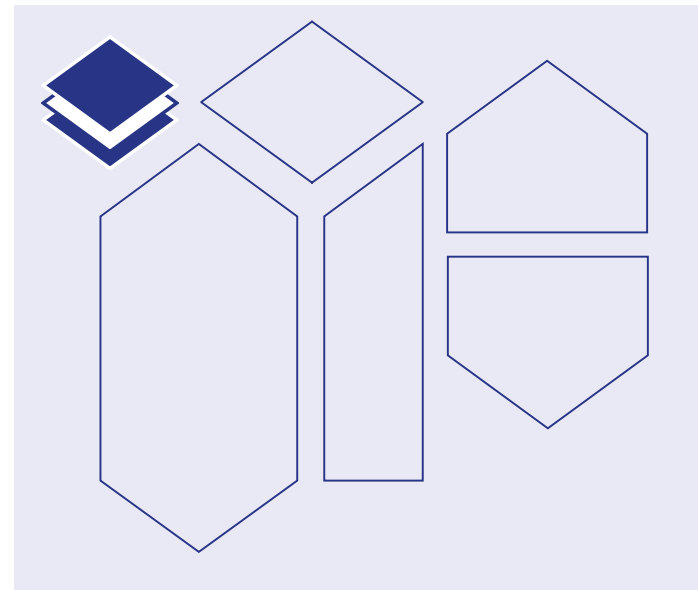
Basic internal rectangle
aspect ratio 4.38:1
defines shorter side edges
of the distinct asymmetrical hexagon.



Images



Varieties





Components

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12.

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Tables

Graphs