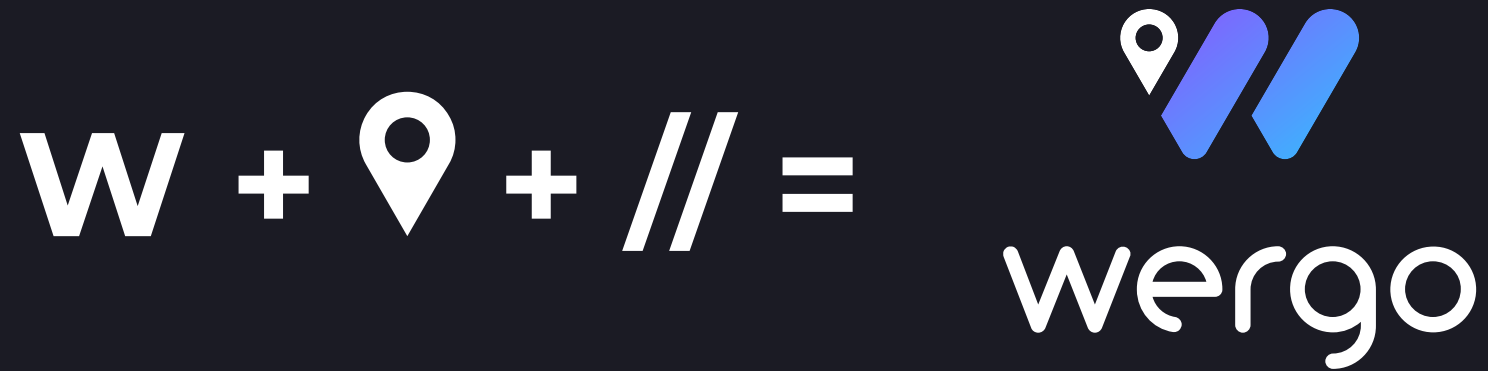




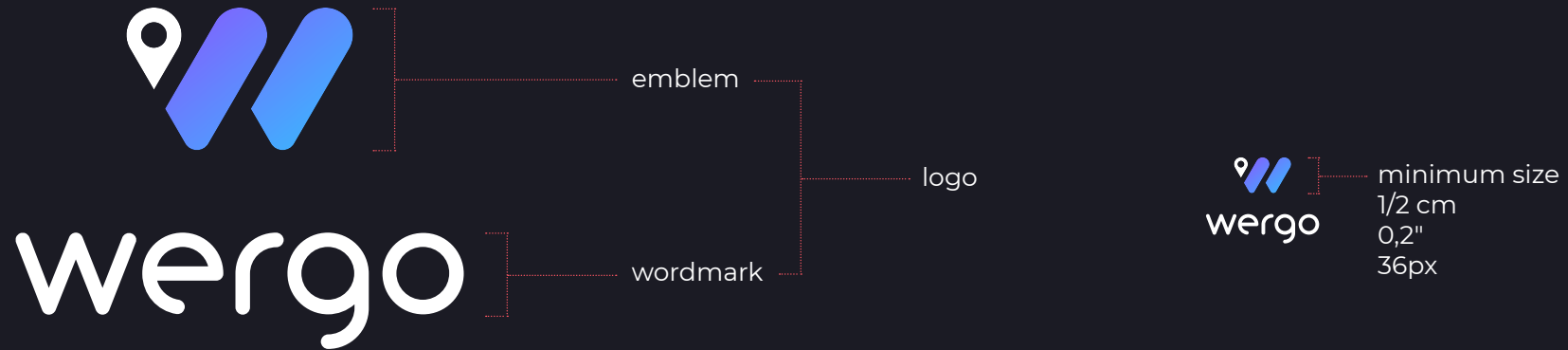
# Brand Guidelines

**Nightlife is  
meeting people.  
Anywhere.**

\_logo



## \_logo



If possible, the logo should be used on a dark background.

When reproducing the wergo logo, be conscious of its size and legibility. Use common sense - a signature that is too small ceases to serve any useful communication function. Generally, the wergo emblem should never appear less than 1/2 cm or 0,2" tall in printed materials, and no less than 36 px tall in the digital realm.



Exclusion zone: To ensure impact, the logo should appear in an area of clear space. The exclusion zone is the **minimum area of free space** around the logo.

## \_logo\_versions

If possible, the **negative version** of the logo should be used on a dark background.



The **stacked logo** is the preferred version of the wergo logo.



The alternative **horizontal logo** should be considered only as a secondary option when the stacked version does not fit the particular layout.



The **word mark** or the emblem can be used separately, but only when the full logo does not fit the particular layout



The word mark or the **emblem** can be used separately, but only when the full logo does not fit the particular layout

## \_logo\_versions

If possible, the negative version of the logo should be used on a dark background.  
However: if the logo has to appear on a lighter background, **positive versions** are available.



The **stacked logo** is the preferred version of the wergo logo.



The alternative **horizontal logo** should be considered only as a secondary option when the stacked version does not fit the particular layout.



The **word mark** or the emblem can be used separately, but only when the full logo does not fit the particular layout



The word mark or the **emblem** can be used separately, but only when the full logo does not fit the particular layout

## \_logo\_versions

### **Solid white**

Use the solid white version against a blueish photo or background when there is insufficient contrast between the blue of the emblem and the background.



The **stacked logo** is the preferred version of the wergo logo.



The alternative **horizontal logo** should be considered only as a secondary option when the stacked version does not fit the particular layout.



The **word mark** or the emblem can be used separately, but only when the full logo does not fit the particular layout



The word mark or the **emblem** can be used separately, but only when the full logo does not fit the particular layout

## \_logo\_versions

### **Solid black**

Used only in black and white printing. Not approved for web.



The **stacked logo** is the preferred version of the wergo logo.



The alternative **horizontal logo** should be considered only as a secondary option when the stacked version does not fit the particular layout.



The **word mark** or the emblem can be used separately, but only when the full logo does not fit the particular layout



The word mark or the **emblem** can be used separately, but only when the full logo does not fit the particular layout



# \_color palette

## Primary colors



### White

RGB: 255 - 255 - 255  
HEX: #ffffff  
CMYK: 0 - 0 - 0 - 0



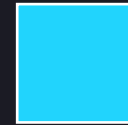
### Dark Background

RGB: 27 - 27 - 36  
HEX: #1b1b24  
CMYK: 80 - 70 - 57 - 72



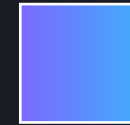
### Electric Purple

RGB: 183 - 33 - 255  
HEX: #b721ff  
CMYK: 50 - 80 - 0 - 0



### Bright Light Blue

RGB: 33 - 212 - 253  
HEX: #21d4fd  
CMYK: 75 - 6 - 0 - 0



### Nightlife Gradient

RGB: 122 - 106 - 254  
to 66 - 172 - 253  
HEX: #7a6afe  
to #42acfd  
CMYK: 58 - 50 - 0 - 0  
to 68 - 13 - 0 - 0

## Secondary colors



### Soft Blue

RGB: 78 - 158 - 254  
HEX: #4e9efe  
CMYK: 65 - 30 - 0 - 0



### Greyblue

RGB: 102 - 195 - 187  
HEX: #66c3bb  
CMYK: 58 - 0 - 30 - 0



### TealishGreen

RGB: 17 - 221 - 118  
HEX: #11dd76  
CMYK: 66 - 0 - 86 - 0



### Light Gold

RGB: 250 - 217 - 97  
HEX: #fad961  
CMYK: 2 - 12 - 75 - 0



### Maize

RGB: 253 - 201 - 75  
HEX: #fdc94b  
CMYK: 0 - 22 - 80 - 0



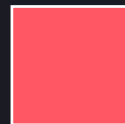
### Orange

RGB: 247 - 107 - 28  
HEX: #f76b1c  
CMYK: 0 - 70 - 100 - 0



### Melon

RGB: 255 - 124 - 81  
HEX: #ff7c51  
CMYK: 0 - 65 - 70 - 0



### Coral Pink

RGB: 255 - 88 - 100  
HEX: #ff5864  
CMYK: 0 - 80 - 70 - 0



### Sunset Gradient

RGB: 250 - 217 - 97  
to 247 - 107 - 28  
HEX: #fad961  
to #f76b1c  
CMYK: 2 - 12 - 75 - 0  
to 0 - 70 - 100 - 0

## \_typography

### Montserrat

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired this typeface. The letters have work, dedication, care, color, contrast, light and life, day and night!

#### Montserrat Regular

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ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

#### Montserrat Medium

---

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

#### Montserrat Bold

---

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**