

01

Brand Guidelines

The background of the slide features a green-to-black gradient. In the center, there are silhouettes of two people, a man and a woman, standing back-to-back and facing opposite directions. The man is on the left, wearing glasses and a dark shirt. The woman is on the right, also wearing glasses and a dark turtleneck, with her hair tied back. The large white text 'Brand Guidelines' is overlaid on the left side of the image.

02

Wenix

Wenix is a creative technology studio.

We make the marketing, content, and campaigns brands actually need — designed by people, sharpened by the best tools available.

From strategy to execution, we build the systems that turn ideas into measurable growth, without the guesswork or the wait.

Mission

To give businesses an unfair advantage — pairing real creative judgment with automation that does the heavy lifting.

The taste, the direction, the final call stay human.

The speed comes from everything working behind the scenes.

Marketing, development, and production that's faster and sharper, and still looks like someone cared.

Vision

To become the go-to creative and production partner for ambitious brands proving that smart systems and great craft aren't opposites.

A future where the work that used to take a big team and a bigger budget is within reach of every business, not just the biggest.

03



04

Marketing today
isn't about doing
more — it's about
moving faster
and smarter.
Wenix pairs human
creativity with AI
systems so your
brand does both

IDEAS FROM
HUMANS.
GROWTH FROM
MACHINES.

Strategy meets speed — that's how brands grow now.



05



06

07

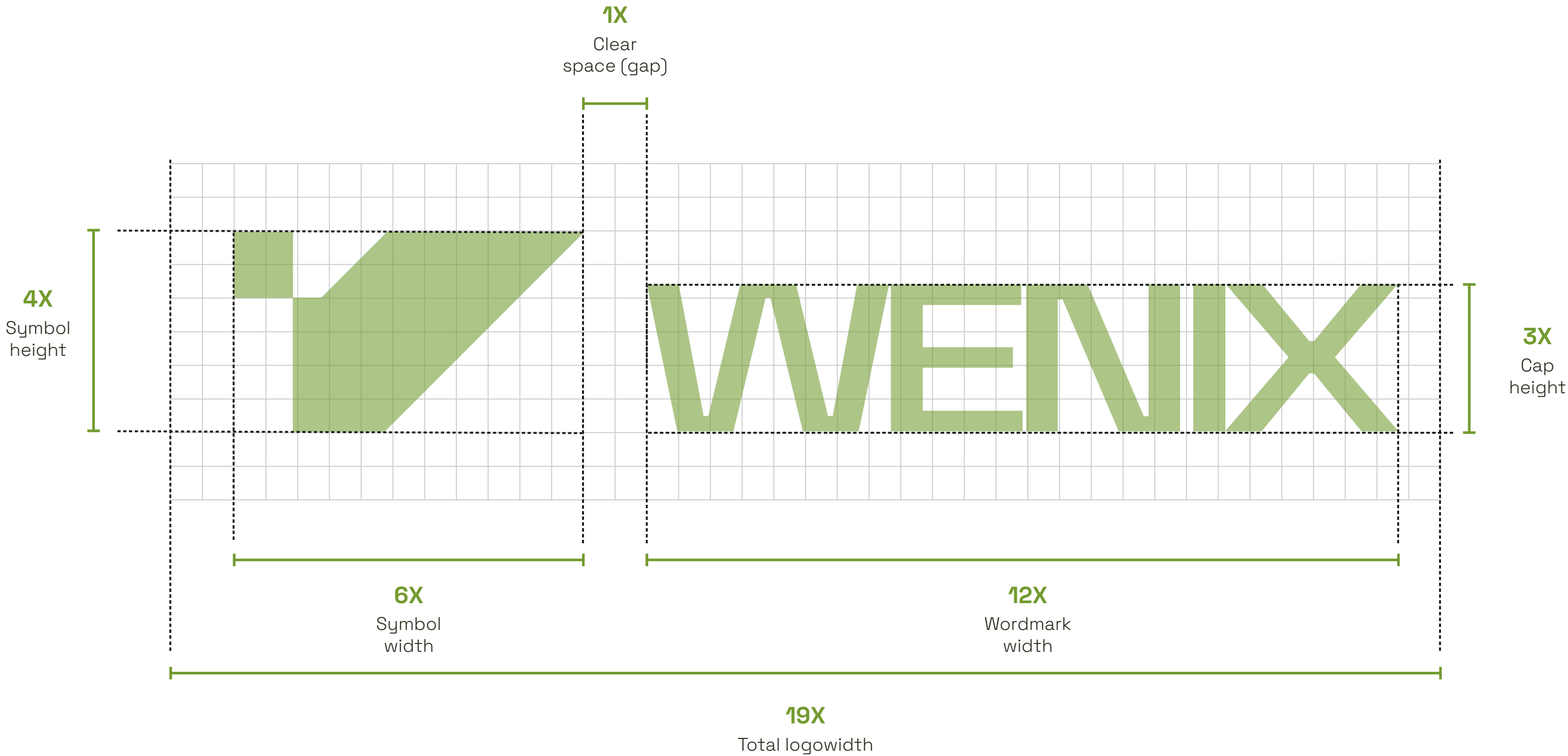
WENIX

CONSTRUCTION GRID

The WENIX logo is built on a precise unit grid. Use this construction as the only guide when recreating the logo.

1 UNIT (X)

The basic unit of measurement. All proportions are based on X.



1. UNIT GRID

The logo is constructed in a grid of equal units (X). All measurements are based on this unit.

2. SYMBOL

The symbol is 4X tall and 6X wide. Its diagonal is set at a 45° angle.

3. GAP

The clear space between the symbol and wordmark is 1X.

4. WORDMARK

The wordmark cap height is 3X. The wordmark is 12X wide.

5. ALIGNMENT

The top of the symbol aligns with the top of the wordmark cap height. The bottom aligns with the baseline.

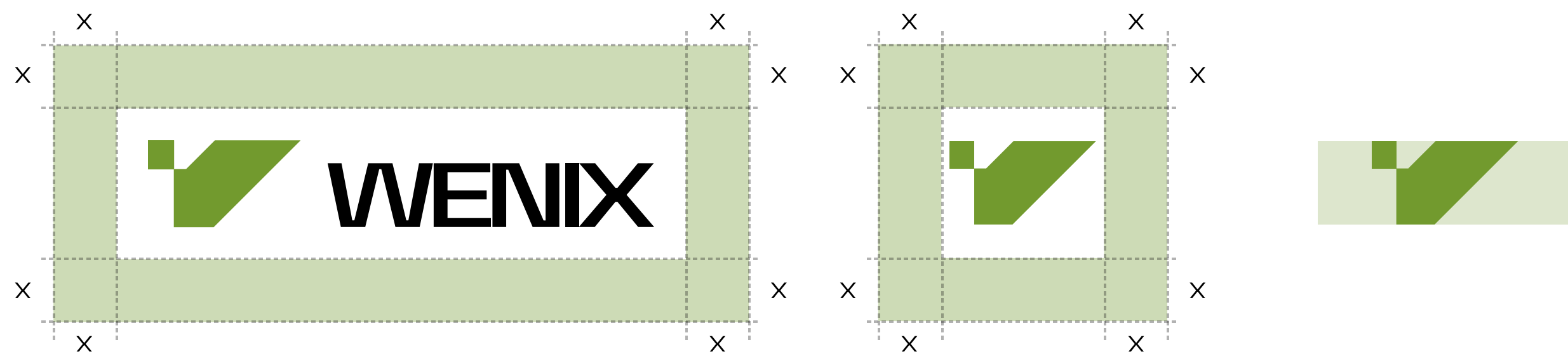
Brand Guidelines

Logo Use Guide

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CLEAR SPACE

Clear space ensures the logo has room to stand out and remain legible in all applications.

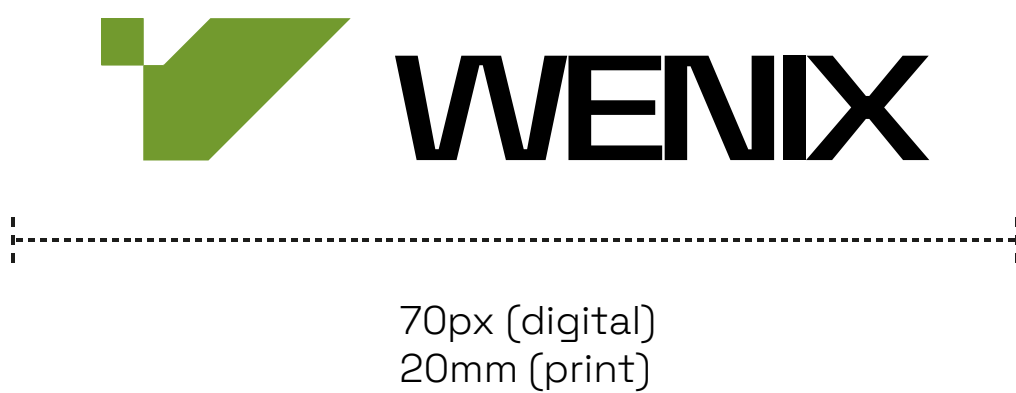


x = Height of the letter "X"

MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

LOGO LOCKUP



LOGO SYMBOL



Brand Guidelines

LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.



NO

Do not use the old stacked version of the logo.



NO

Do not rotate the logo.



NO

Do not distort or warp the logo.



NO

Do not apply a gradient to the icon or wordmark.



NO

Do not change the logo colour or tone outside of the approved green and black.



NO

Do not change the typeface.



NO

Do not use the wordmark or add any extra elements.



HORIZONTAL & ICON

Body paragraph 1

The Wenix logo pairs the wordmark with the icon in a single horizontal lockup. This is the primary configuration — use it as the default wherever space allows.

It carries the full brand in one clean read, and it should be your first choice in any first-touch or unfamiliar setting where the name needs to land.

Body paragraph 2

The icon may also stand on its own — as an app icon, favicon, social avatar, or graphic accent — but only where the brand is already established and audiences will recognize it. When the icon appears in a first-touch or unfamiliar context, pair it with the wordmark so Wenix reads clearly without extra explanation.



LOGO CLEAR SPACE

Clear space is the area surrounding the wordmark and the Wenix mark that must be kept free of other graphic elements. For the horizontal logo orientation, maintain a clear space equal to the width of the mark. For the vertical orientation, maintain a clear space equal to the width of one of the shapes within the mark.



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WENIX É UMA CONSULTORIA DE MARKETING E BRANDING FOCADA EM
TRANSFORMAR MARCAS E NEGÓCIOS ATRAVÉS DE ESTRATÉGIA,
DESIGN E INOVAÇÃO.



Wenix 2026

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Wenix 2026

The Five Traits

How we sound

01 Visionary

Speak in futures, not features. Lead with the world we're building — the Ascend.

02 Confident

Take a position. No hedging. Say it plainly, and once.

03 Provocative

Challenge the default — but always to serve the idea, never for edge's sake.

04 Crafted

Every word earns its frame. Short, deliberate, cinematic. One strong verb beats three weak ones.

05 Human

Bold, never cold. A real studio behind the work. "we" and "you," contractions, real talk.

The Mechanics

How we sound

Do

Short, declarative sentences. Fragments for impact.

Active voice, strong verbs render, build, move, ship, ascend.

Lead with the idea or outcome, not the deliverable.

Make one bold claim then prove it.

Don't

Corporate filler "solutions provider," "leverage synergies."

Hedging "we try," "hopefully," "sort of."

Over-explaining. Trust the reader.

Exclamation spam, or emoji in brand copy.

Brand Guidelines

Tone of Voice



Brand Guidelines

Tone of Voice

Everyone's still describing the future.
We already rendered it.

We Are / We're Not

Bold enough to say it. Sharp enough to back it.
Cinematic in the look, exact in the build.
We move fast and finish clean.

Every strength sits one step from its own failure. Bold slips into loud.
Confidence hardens into arrogance. Vision blurs into vague.
Walking that line is the whole craft — and staying on the right side of it is what sounds like us.

Loud is not bold. Arrogant is not confident. Buzzwords are not vision.
The second we cross over, we stop being Wenix.

Our Vernacula

Our words carry movement and craft: build, render, ship, ascend, world.
Verbs you can point at. Things we actually make.

The words we bury are the ones every agency hides behind — solutions, synergy, leverage, disrupt, full-service. If a line could sit on a competitor's site without changing a single meaning, it was never ours.

Brand Guidelines

Color Palette

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RGB : 114, 154, 46
CMYK : 26, 0, 70, 40
HEX : #729A2E

Primary green

RGB : 86, 108, 32
CMYK : 20, 0, 70, 58
HEX : #566C20

Dark olive

RGB : 242, 255, 210
CMYK : 5, 0, 18, 0
HEX : #F2FFD2

Primary green

RGB : 40, 44, 30
CMYK : 9, 0, 32, 83
HEX : #282C1E

Near-black

RGB : 255, 255, 255
CMYK : 0, 0, 0, 0
HEX : #FFFFFF

White

Typography for titles

Styles — Sans Serif

Space Grotesk

Space Grotesk embodies our design principles of simplicity, minimalism, and structural clarity. Its geometric forms and subtle technical character echo the hard angles of the Wenix mark, giving the brand a modern, engineered voice.

Typography for logo

Space Grotesk

We use Space Grotesk for the wordmark for its commanding presence and technical precision without sterility. The brand identity requires communication that's both visually rigorous and instantly accessible legible to audiences who need to understand the core message quickly.

Light

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Ll
Mm Nn OoPp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy
0123456789 & @ # % () . , ! ?

Regular

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Ll
Mm Nn OoPp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy
0123456789 & @ # % () . , ! ?

Medium

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Ll
Mm Nn OoPp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy
0123456789 & @ # % () . , ! ?

Bold

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Ll
Mm Nn OoPp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy
0123456789 & @ # % () . , ! ?

Brand Guidelines

Patterns



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 WENIX

Notification Center



Wenix

42 min ago

See what Wenix can build for your brand this week.

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THANK
YOU.

Now you don't just know what Wenix looks like.
You know what it sounds like.

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 WENIX