



Logo Guidelines

Version 2.1



Logo

The main logo for Tweakwise is a wordmark in the typeface Adelle.

The letter 'e' has a gauge made of four dashes with a pointer. This stylized, gauged button symbolizes the ability of the e-commerce manager to 'tweak' Tweakwise himself, which is the core aspect of Tweakwise.

Tweakwise

Tweakwise

Tweakwise

Logo safespace

The spacing around the logo should be maintained to be able to communicate the logo proportions in a correct way.

When placing the logo, the white space around it should equal the 'e' width and height.

Large logo



Small logo



Logo usages guidelines

Main usage:

- The default color of the Tweakwise logo is blue (#028eca) on white backgrounds, and white (#ffffff) on colored backgrounds:



Allowed variation

- ✓ For contrast, on a yellow background (#dddd19), the Tweakwise logo is placed in dark blue color (#00163d):



Not allowed

- ✗ The Tweakwise logo is never placed in colors other than white (#ffffff), blue (#028eca) and dark blue (#00163d).

Some examples which are not allowed:



Tweakwise

The all-in-one suite for personalized search & discovery



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