
Brand Guidelines

v.01 - 2021

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01 Brand Definition



About WalkMe

WalkMe maximizes and accelerates the impact of your digital transformation strategy by driving user adoption of your digital assets. Leverage WalkMe’s Digital Adoption Platform to constantly identify gaps and problem areas, and drive users to success, codelessly, and without changes to your underlying platforms.

- **Making an impact**

We believe in a meritocracy, where every member of the team is encouraged to show up, speak up, and amplify the voices of those around them. Every employee has a powerful and personal impact on the future of the business.

- **Creating opportunity**

We take pride in our product, our people, and the impact we’re able to have on the world. At WalkMe, we foster a culture of diversity, equity, inclusion and belonging (DEIB).

- **Our leadership team**

We believe that culture starts at the top. Our leadership team is composed of individuals who inherently embody the culture of WalkMe, and have committed to value-driven decision making.

Our values



Empowering Progress

We believe in the potential of technology to continue changing how humans interact with the world and in the opportunities for people to fuel that progress.



Communicate with Empathy and Intent

Whoever we work with, we aim to actively listen, receive feedback with an open mind, and respond with humility. We deliver feedback with an intent to educate, inform and persuade through reason.



Customer Centricity

We work with a hands-on commitment to deliver strategic value to our external and internal customers through an internal coordinated effort that prioritizes the success of our customer.



Leading from Eye Level

We celebrate each other's wins and believe in the power of ideas and innovation, not the power of rank. Everyone at WalkMe rolls up their sleeves and works together to turn problems into opportunities!



Can-Do Attitude

We are excited about our global, category defining company. We take proactive action within and outside of our roles through thoughtful collaboration across departments. We believe in our individual abilities to make an impact.

Brand Personality

- **Strategic**

A trusted leader and advisor, driving individuals and businesses to success, while shaping and leading an industry.

- **Inventive**

Always ahead of the curve by being agile and resilient in a constantly changing reality.

- **Visionary**

A forward thinking change maker, unafraid of challenging the status quo.

- **Impactful**

Empowering and cultivating an environment where change is seamless and people thrive.

Tone of Voice

- **Direct, bold**

Get the message out loud and clear by being straightforward and sharp.

- **Personal, authentic**

Identify with the audience by being humble and empathetic to their challenges and needs.

- **Trusted, insightful**

Speak as a trusted and knowledgeable advisor; stimulate and educate with facts, numbers, and values that rest upon expertise and knowledge.

- **Vivid, lively**

Create rich experiences that touch the human spirit.

- **Epic, thought leader**

From creating a category to establishing industry best practices – we are driving massive change and making a major impact on our customers and the industry.

02

Core Design Elements

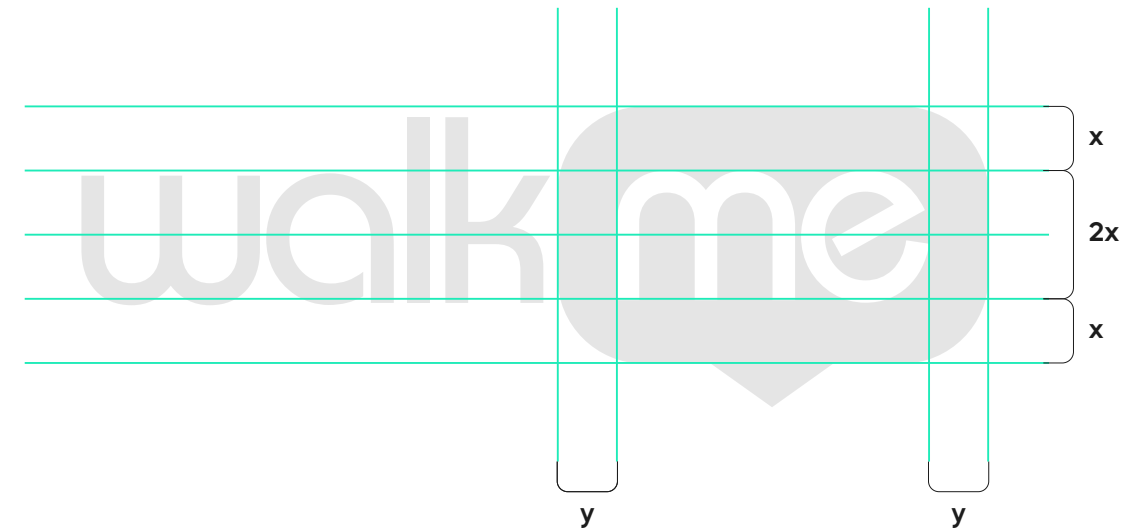


WalkMe Logo

The WalkMe logo is composed of the “WalkMe” logotype and a speech bubble with “Me” in it.

Made of a simple, geometric shape typeface, the logotype has a modern and techy feel.

Always use the logo files provided. Do not re-create.



WalkMe Logo | Spacing

It is important to protect the integrity of the logo. To maintain legibility, the padding on all sides should be at least equal to the height of the lowercase letters of the logo.

Same padding should be applied to the logo with tagline.



WalkMe Logo | Sizing

There is a specific minimum size of the WalkMe logo:
75px wide for digital or 20mm wide for print.

For the minimum logo with tagline version:
113px wide for digital or 30mm wide for print.



WalkMe Logo | Backgrounds

Full-color logo should be used on a white background, and white-text logo on brand dark blue. The all-white logo should be used on brand light blue colored background.

Avoid using full-color logo on photographs unless the logo sits on a dark or white area of the image.



WalkMe Logo | Misuse

- Do not change the transparency of the logo
- Do not distort the logo
- Do not rotate any parts of the logo
- Do not use different colors
- Do not use drop shadows or any other effects
- Do not crop the logo
- Do not change the size or position of any parts of the logo
- Do not outline logo

1.



2.



3.



4.



5.



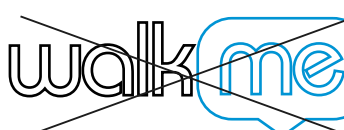
6.



7.



8.

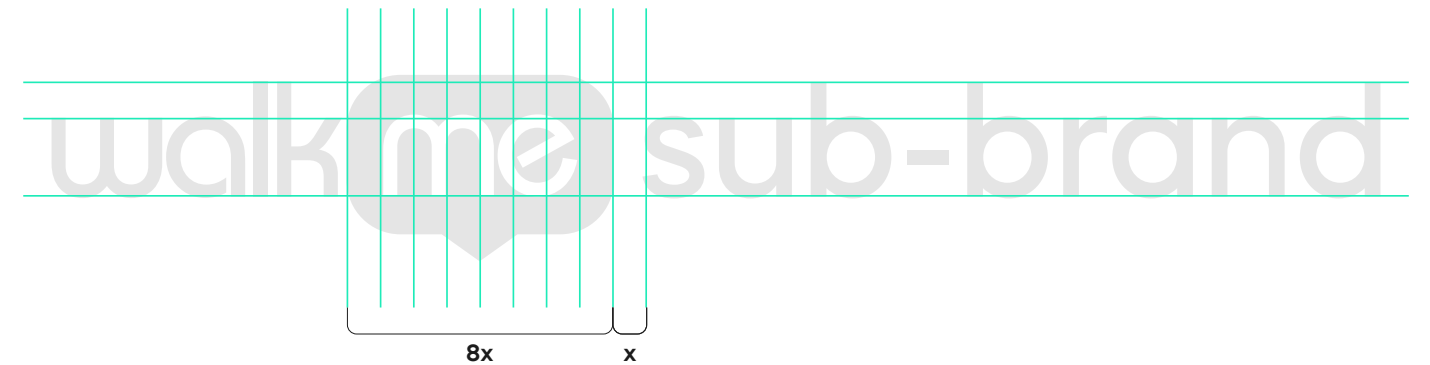


WalkMe Logo | Sub-brands

To use the logo with a sub-brand, position sub-brand text to the right of the logo.

Use font typeset in Mazzard H (Medium), optical kerning, to the right of the logo, separated by a distance equal to 1/8 width of the speech bubble.

Text height should be the same as logotype height using only lowercase letters.



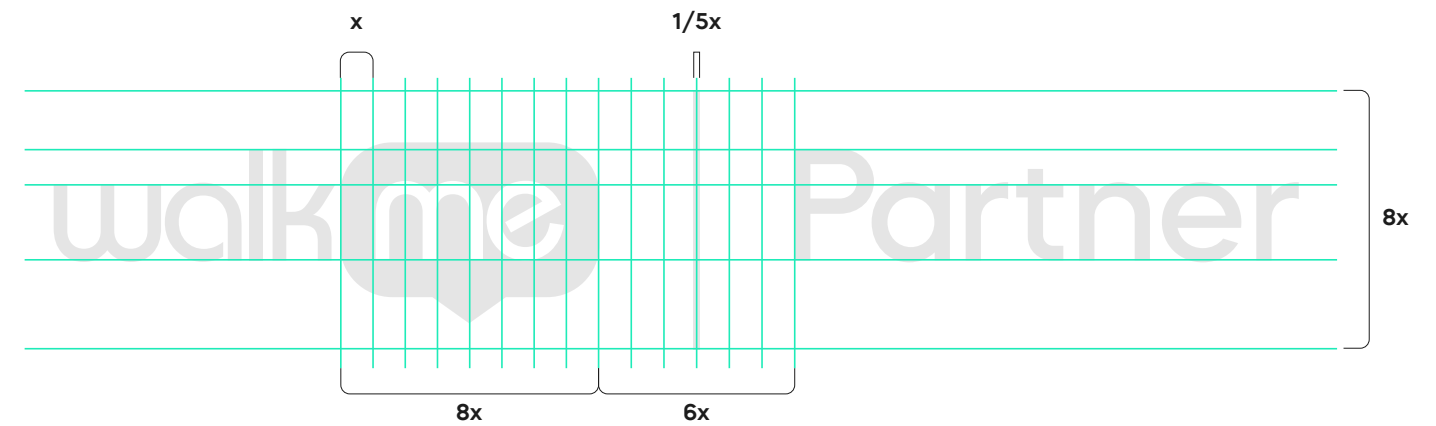
walk  elevate

WalkMe Logo | Partnerships

For partnership showcase, place the WalkMe logo inline with the partner logo (WalkMe should appear first, on the left hand side).

Partner logo should be separated by a distance equal to $\frac{3}{4}$ width of the speech bubble, and divided in the middle (between the logos) by a vertical line.

Partner logo height shall be determined according to the height of WalkMe's logotype upper case letters. This might vary depending on the partner logo visual.



Colors

Primary colors are brand main colors, used for brand identity. Dark blue shall be used as dark background and take up a large percentage in darkmode designs. Light blue, indigo and neon green shall be used for identity and highlight.

Primary colors have some additional lighter shades. These shades are supportive colors to make the design deeper and less monotone. Shades can be used in Illustrations or any design that needs more colors than just the primary ones.

Secondary colors are supportive colors. White should be used for background and text color in darkmode. Light grey should be used for support and additional background. Dark grey and Medium grey should be used as text color on white.

Color code usage: HEX and RGB for digital, Pantone and CMYK for print.

Primary colors

HEX #0A0A3F

RGB 9 11 62

Pantone 282C

CMYK 100 97 39 52

HEX #1EEBB8

RGB 30 235 184

Pantone 3255C

CMYK 59 0 44 0

HEX #3C40FD

RGB 60 64 253

Pantone 2726C

CMYK 80 73 0 0

HEX #008EFF

RGB 0 142 255

Pantone 2925C

CMYK 73 42 0 0

Secondary colors

HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

HEX #F4F8FB

RGB 244 248 251

CMYK 3 1 0 0

HEX #999999

RGB 153 153 153

CMYK 0 0 0 48

HEX #333132

RGB 51 49 50

CMYK 0 0 0 95

Primary
Dark Blue

HEX #0A0A3F
RGB 9 11 62

Pantone 282C
CMYK 100 97 39 52

HEX #3B3B65

HEX #6C6C8C

HEX #9D9DB2

HEX #CECED9

WalkMe
Neon Green

HEX #1EEBB8
RGB 30 235 184

Pantone 3255C
CMYK 59 0 44 0

HEX #4BEFC6

HEX #78F3D4

HEX #A5F7E3

HEX #D2FBF1

Business
Indigo

HEX #3C40FD
RGB 60 64 253

Pantone 2726C
CMYK 80 73 0 0

HEX #6366FD

HEX #8A8CFE

HEX #B1B3FE

HEX #D8D9FF

Casual
Light Blue

HEX #008EFF
RGB 0 142 255

Pantone 2925C
CMYK 73 42 0 0

HEX #33A5FF

HEX #66BBFF

HEX #99D2FF

HEX #CCE8FF

Typography

Mazzard H is WalkMe’s primary typeface and should be used in titles, subtitles and quotes. Whole font family can be used depending on specific case, but Semi Bold is the default font. We can use Mazzard H Semi Bold and Regular as titles and sub-titles.

Primary typeface

Mazzard H

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789()’?’”!”%#@/&<-+=>:;.,

Regular
Semi Bold

Titles 60px | SubTitles 35px | Quotes
Won’t be used in Google Slides presentations

Typography

Poppins is WalkMe’s secondary typeface and should be used as running text and system font. Whole font family can be used depending on specific case, but as running text, Regular is more commonly used.

Poppins can be used for all text on Web platforms when Mazzard H is not available (Google Docs, Slides, etc.).

Secondary typeface

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789()’?’”!”%#@/&<-+=>:;.,

Regular
Semi Bold

Running Text 17–21px | System Fonts | Buttons
Web-safe font to use on all text when Mazzard H are not available (Google Docs, Slides, etc.)

Color & text combinations

Accessible color combinations have to pass the contrast standards.
See examples on the right.

Content can be highlighted in two different ways. Either color specific words or elements, or use color blocks.

Dark Grey on White

Dark Grey and Indigo on White

Dark Grey and Light Blue on White

Dark Grey and on Neon Green White

Dark Grey and on Indigo White

Dark Grey and on Light Blue White

White on Dark Blue

White and Neon Green on Dark Blue

White and Neon Green on Dark Blue

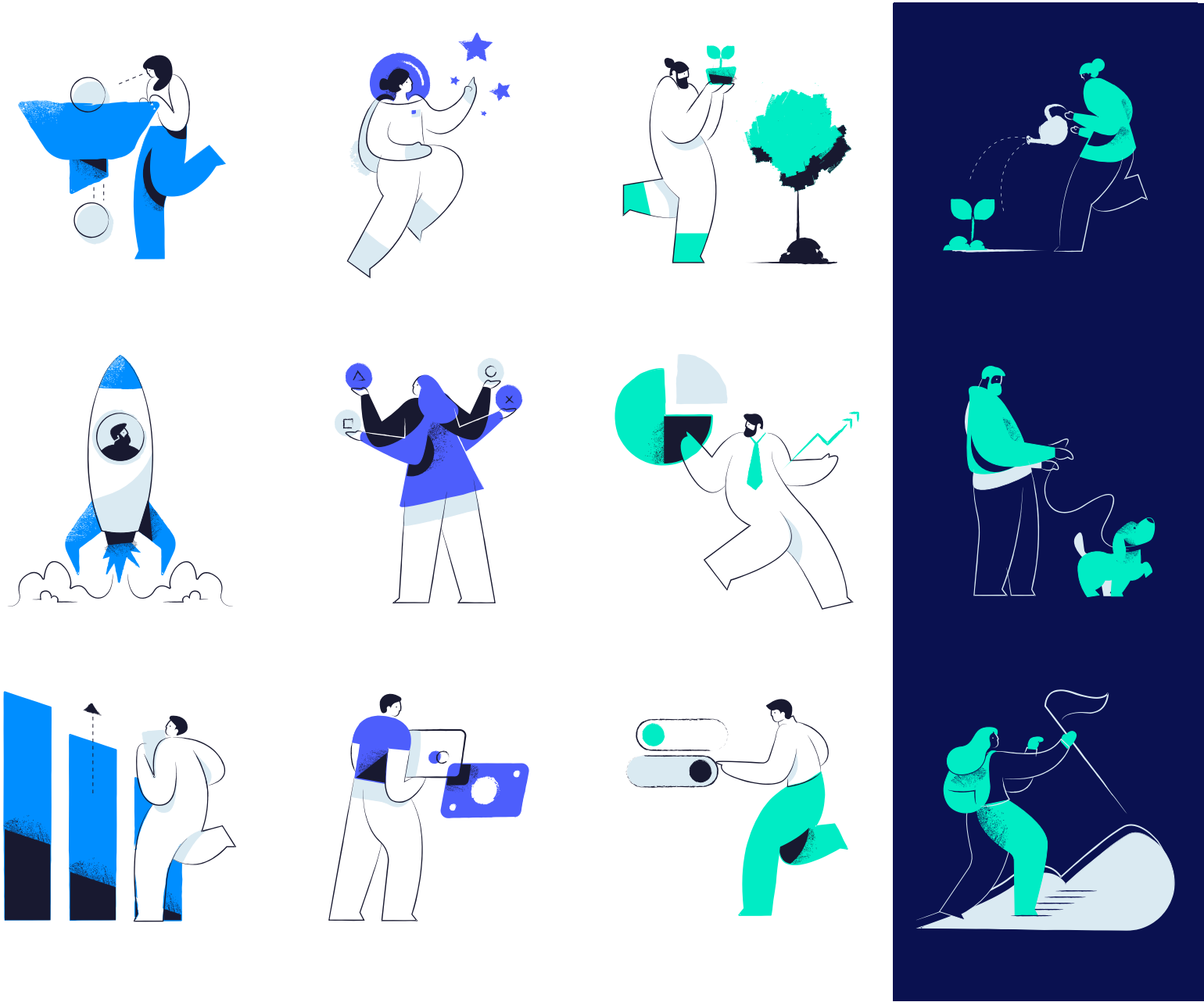
Dark Grey on Neon Green

White on Indigo

White on Light Blue

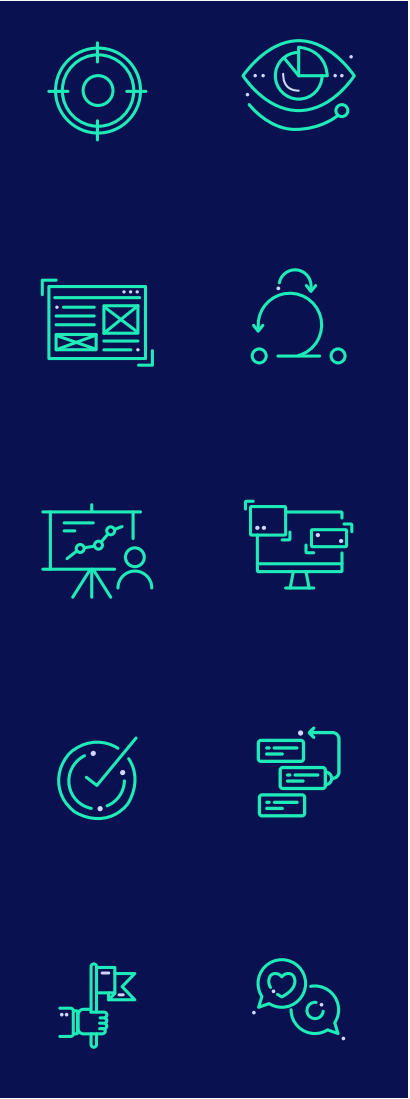
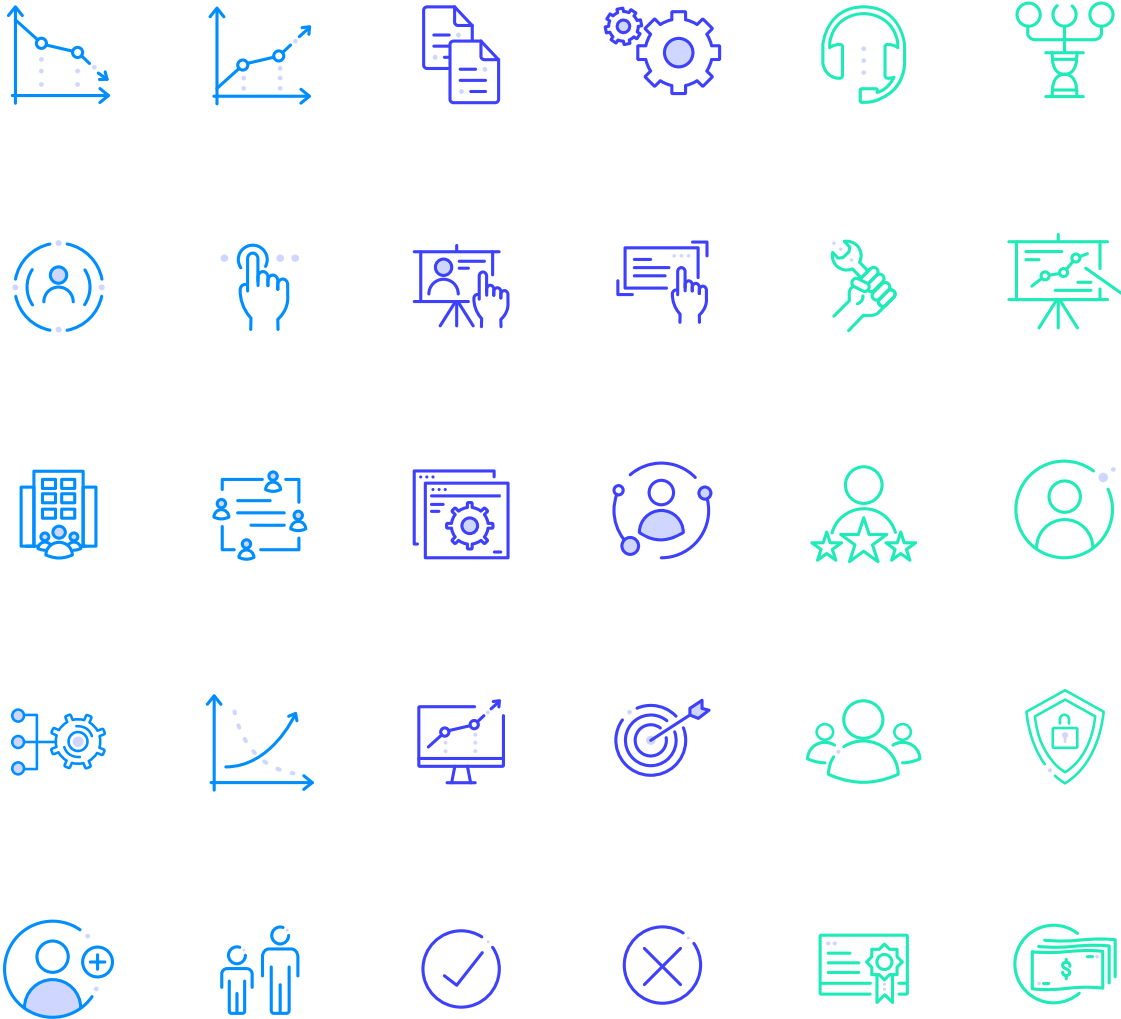
Illustrations

Illustrations can be used as supportive elements, to make the design appear more lively. The style is Alegria - easy to adapt, approachable and friendly. Illustration colors can change depending on different content themes.



Icons

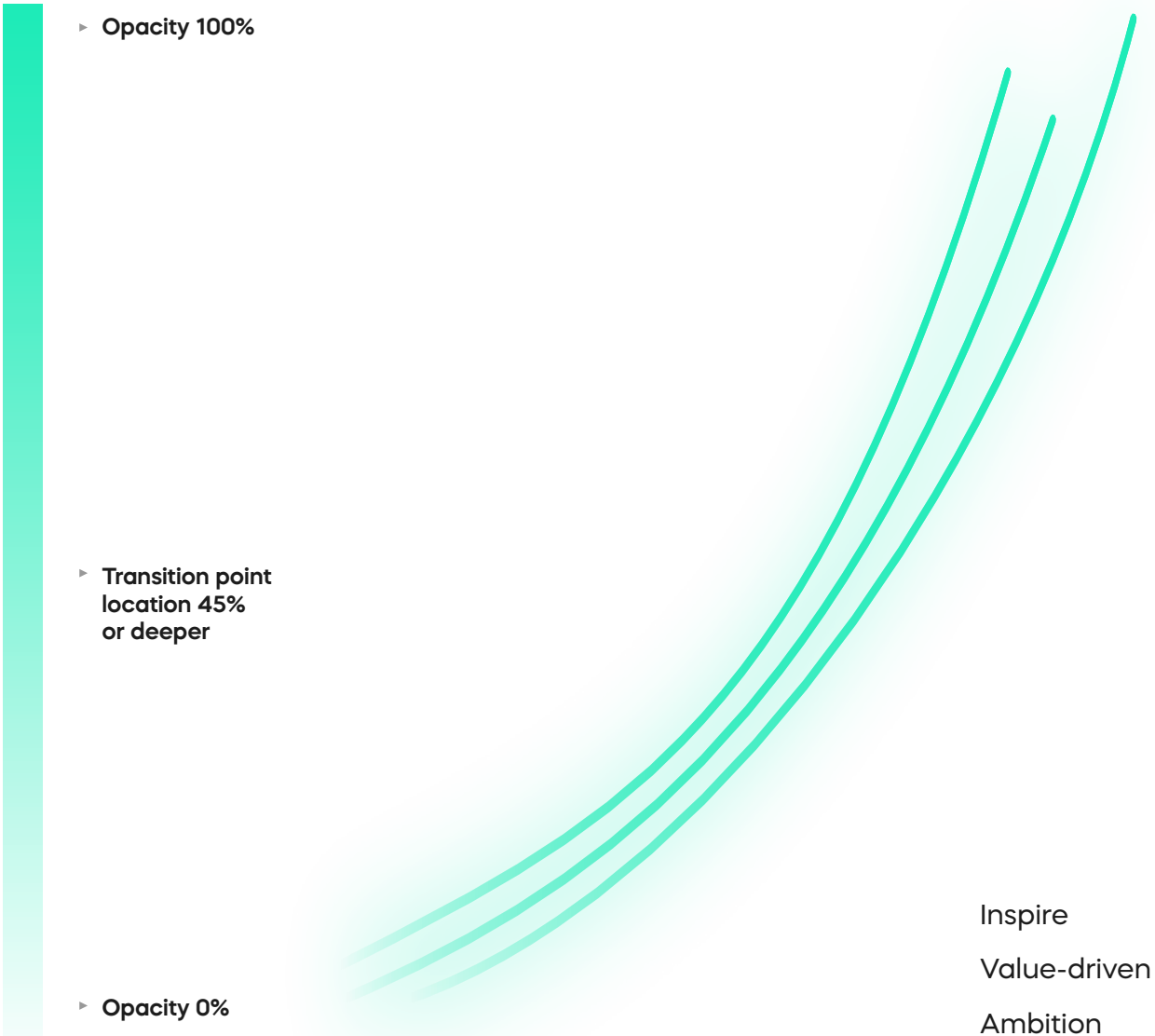
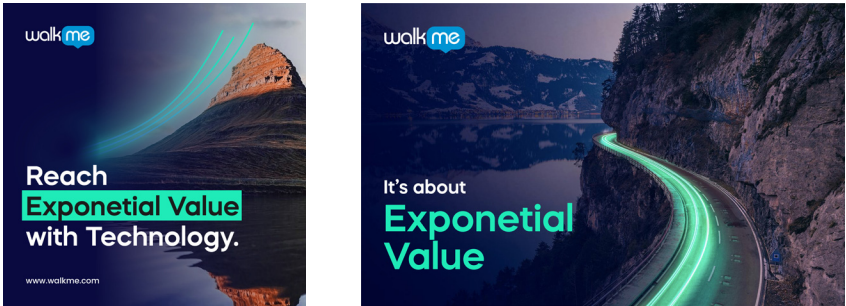
Icons can be used as supportive elements. Icons are used for providing symbolism, conceptual clarity, and visual interest in shapes and forms. Icon colors can change depending on different content themes.



Exponential lines

Exponential lines are used to support thought leadership messaging. The lines need to work well with the image, showing growth. The angle can be flexible with an upward motion. The lines use gradient with Outer glow effect.

Example

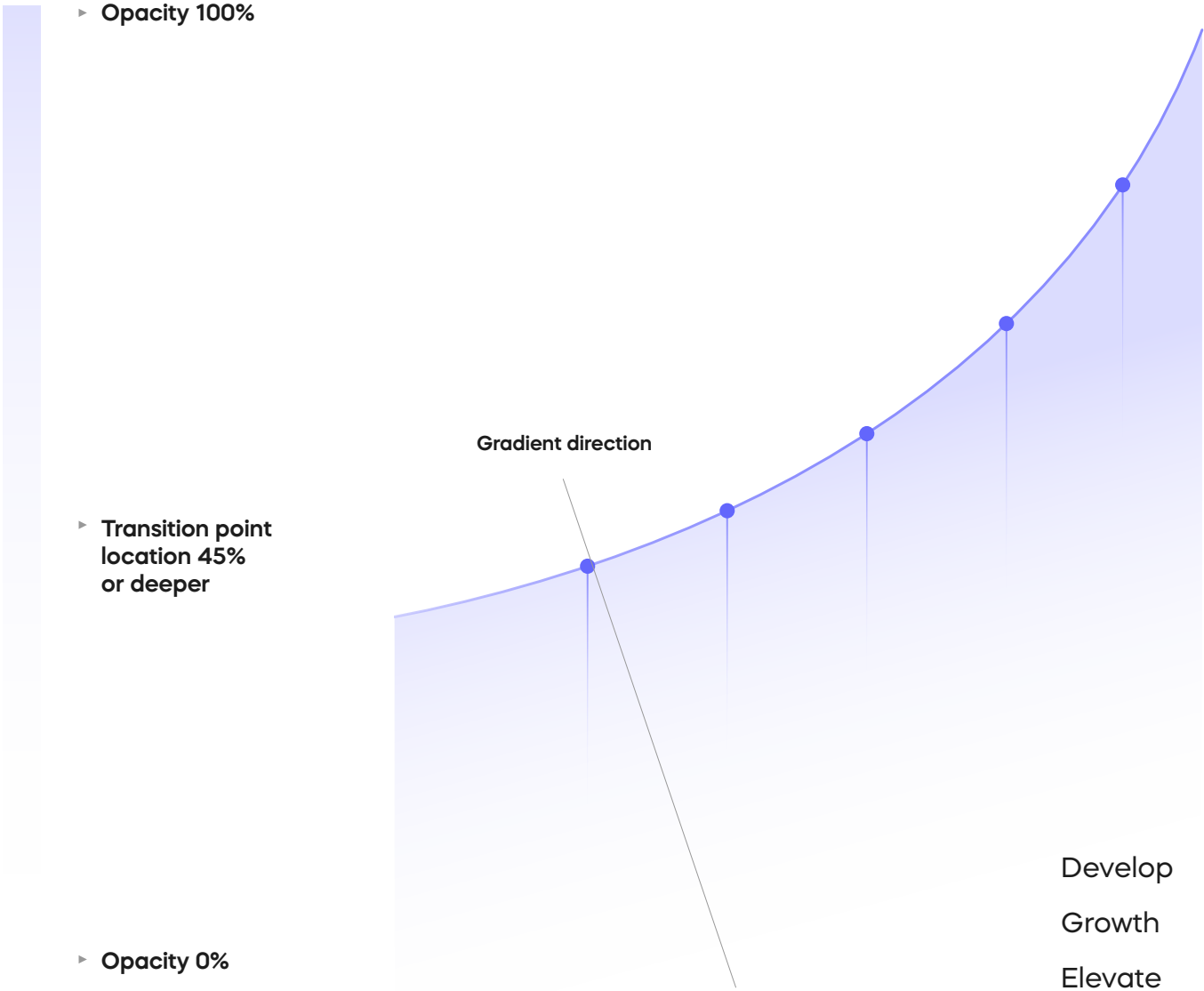
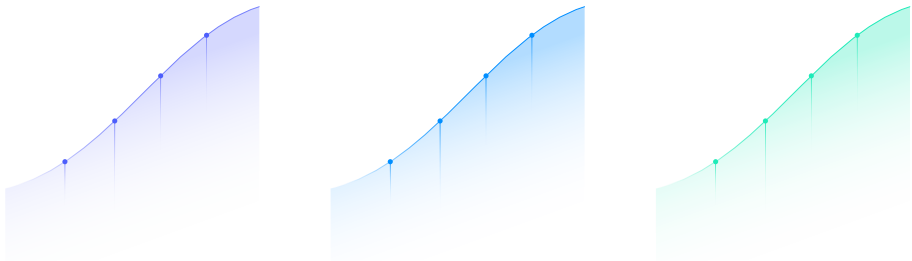


Exponential lines

Charts are used as an additional element to support business related images. The chart movement can be flexible to work well with different images.

Chart angle should be upward, showing development and elevating growth of the business. Lines have a gradient with a fade out part and some dots to make it resemble a real chart, separated with the exponential lines. Gradient colors can be flexible depending on different content themes.

Example



Gradient-based visuals

Brand primary colors can be used in gradients for backgrounds and other graphic elements.

The gradient overlay has 3 color variations: Indigo and Light Blue for Light mode designs; Dark Blue for Dark mode designs. Layout should follow the order of layers (as seen on the right).

Gradient background coverage ratio can be flexible depending on a specific case.

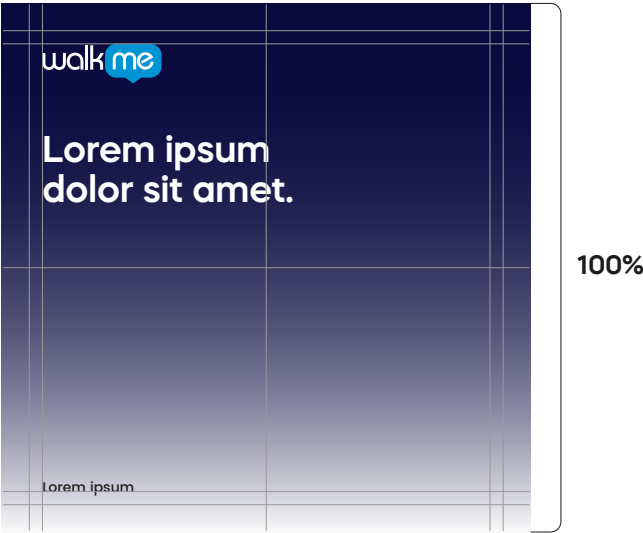
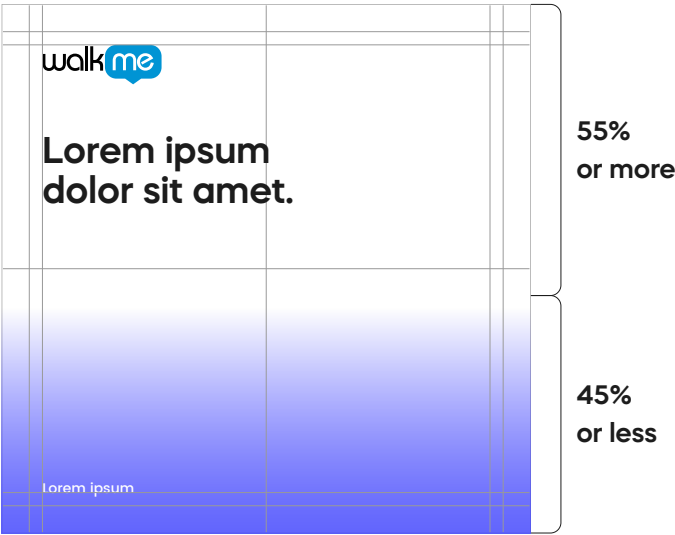
Images need to separate human subject with background to follow the order of layers (as seen on the right). **Background** needs to be retouched (ex: lower opacity, blur, gradient color tone) depending on a specific cases.

Example

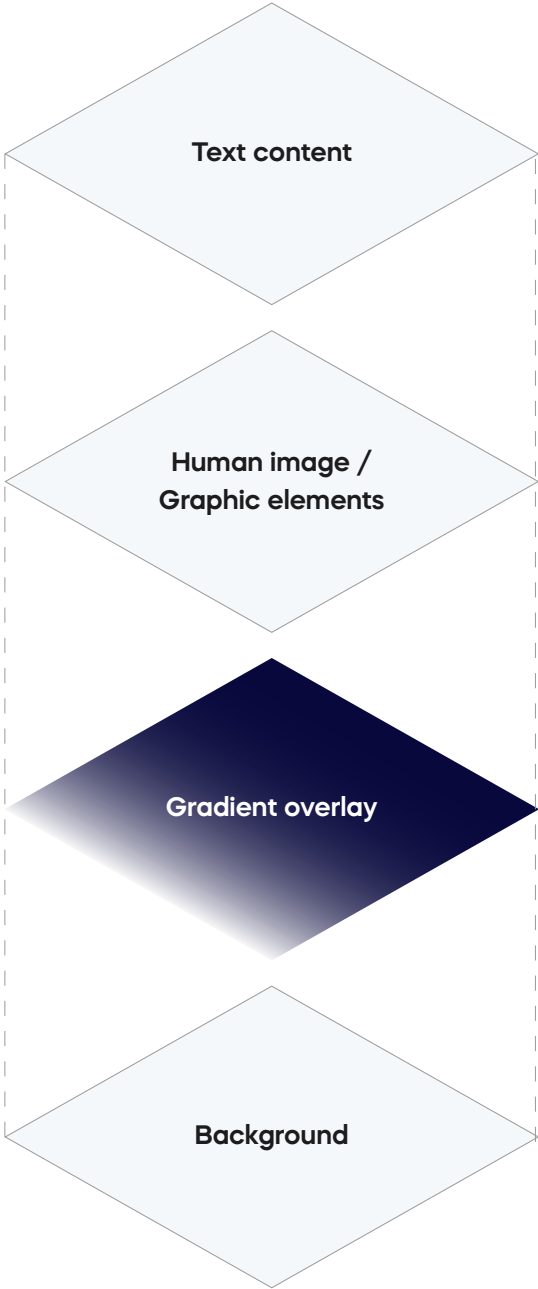


Layout sample

Gradient overlay Coverage ratio: %



Layout layers



Graphic elements

There are some extra graphic elements that can be used to support layout designs in general.

Bullet points for bulleted content.

Light grey background block for some special paragraphs/highlighted content.

Square or circle image frames around avatars.

“Zoom-in” circles to highlight special images/screens.

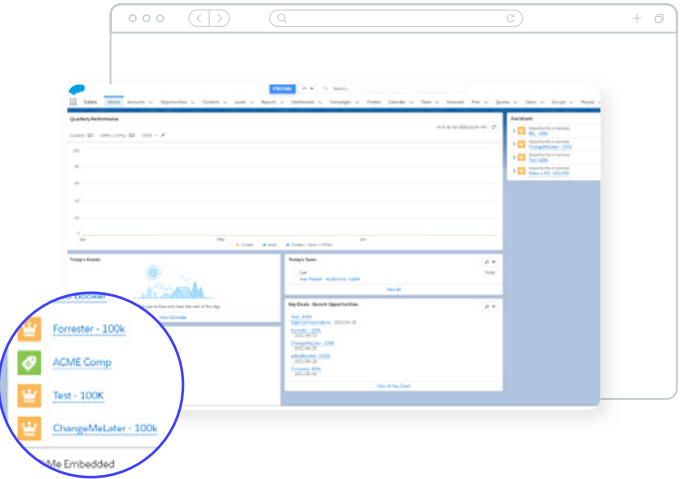
Frame



Bullet points

- **Lorem ipsum dolor sit amet consectetur**
- **Sed do eiusmod tempor incididunt labore**
- **At vero eos et accusamus et iusto odio**
- **Ut enim ad minima veniam quis nostrum**

Zoom in screen



Paragraph background

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa.

Data & Charts | Bar charts

A bar chart has three visual styles, which can be used flexibly depending on the background.

Bar colors can be changed to match different content themes.

The distance between bars can vary from x to 2x (maximum) (x = column width)

Example



Chart types

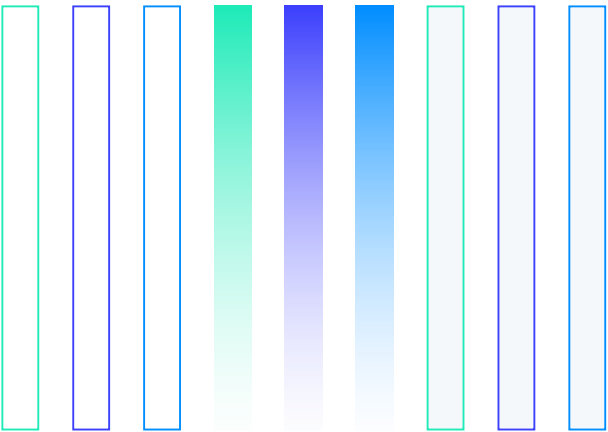


Chart sample

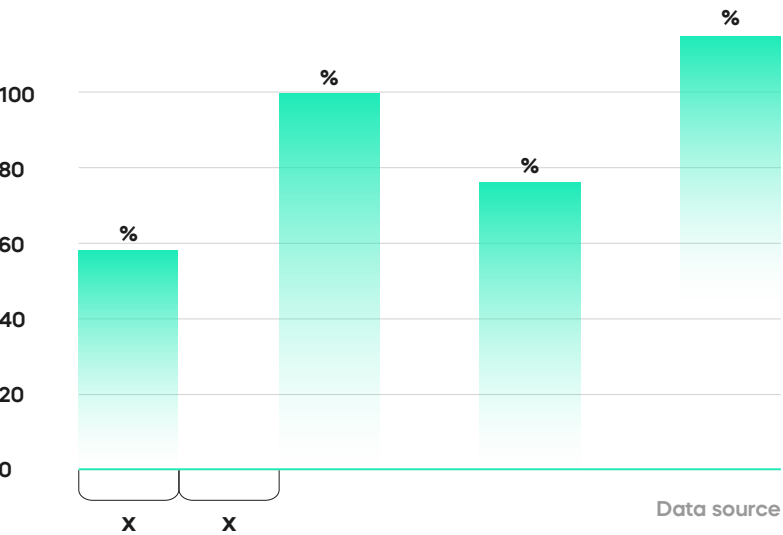
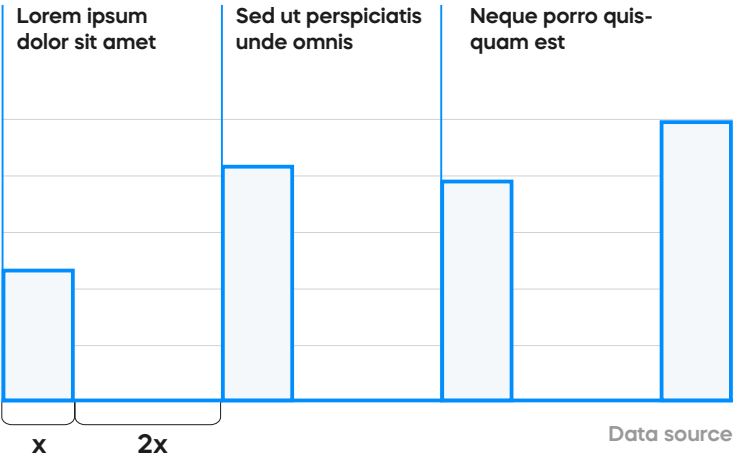
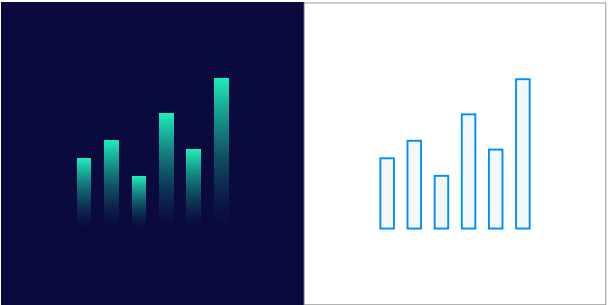


Chart types on backgrounds



Data & Charts | Pie chart

A pie chart has three visual styles which can be used flexibly depending on the background. There are also three types of pie charts for different kinds of data, and each type has a corresponding visual style.

Pie colors can be changed to match different content themes.

Example

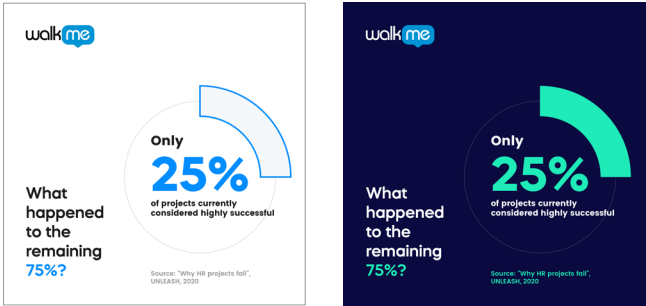


Chart types

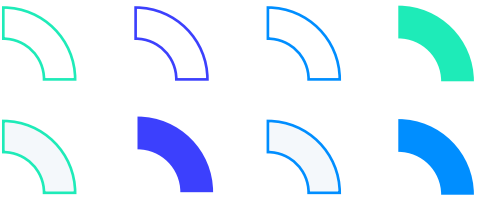


Chart types on Backgrounds

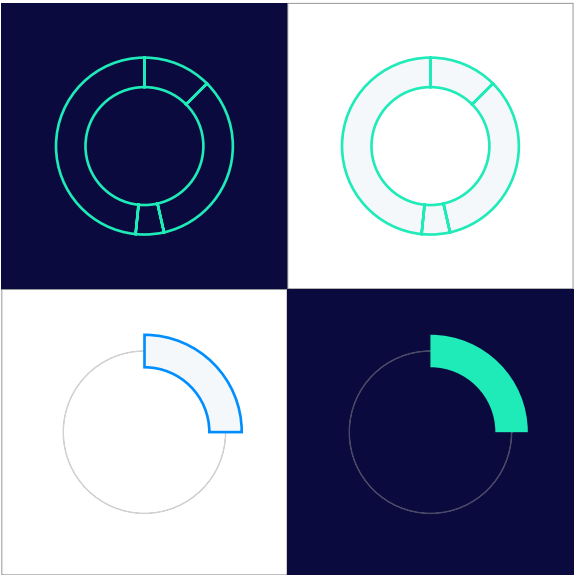
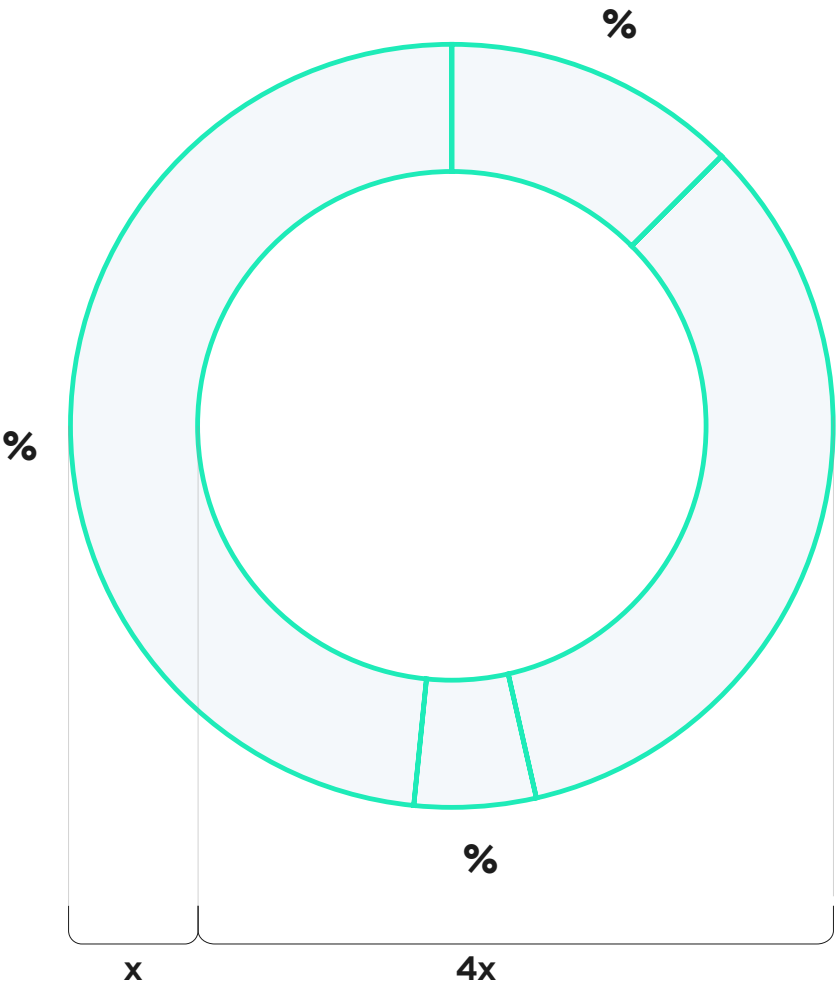
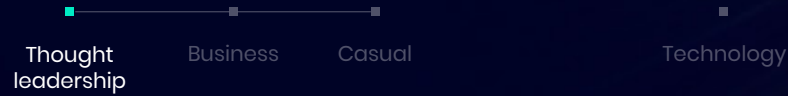


Chart sample



03 Dynamic Style



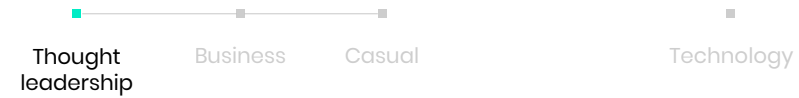


Thought leadership

Value-driven stories for leading tech executives.

Target audience: C-level tech executives

Uncovering the value of DAP as an enterprise-ready solution that drives strategic business goals through visibility into the tech stack and user experiences.

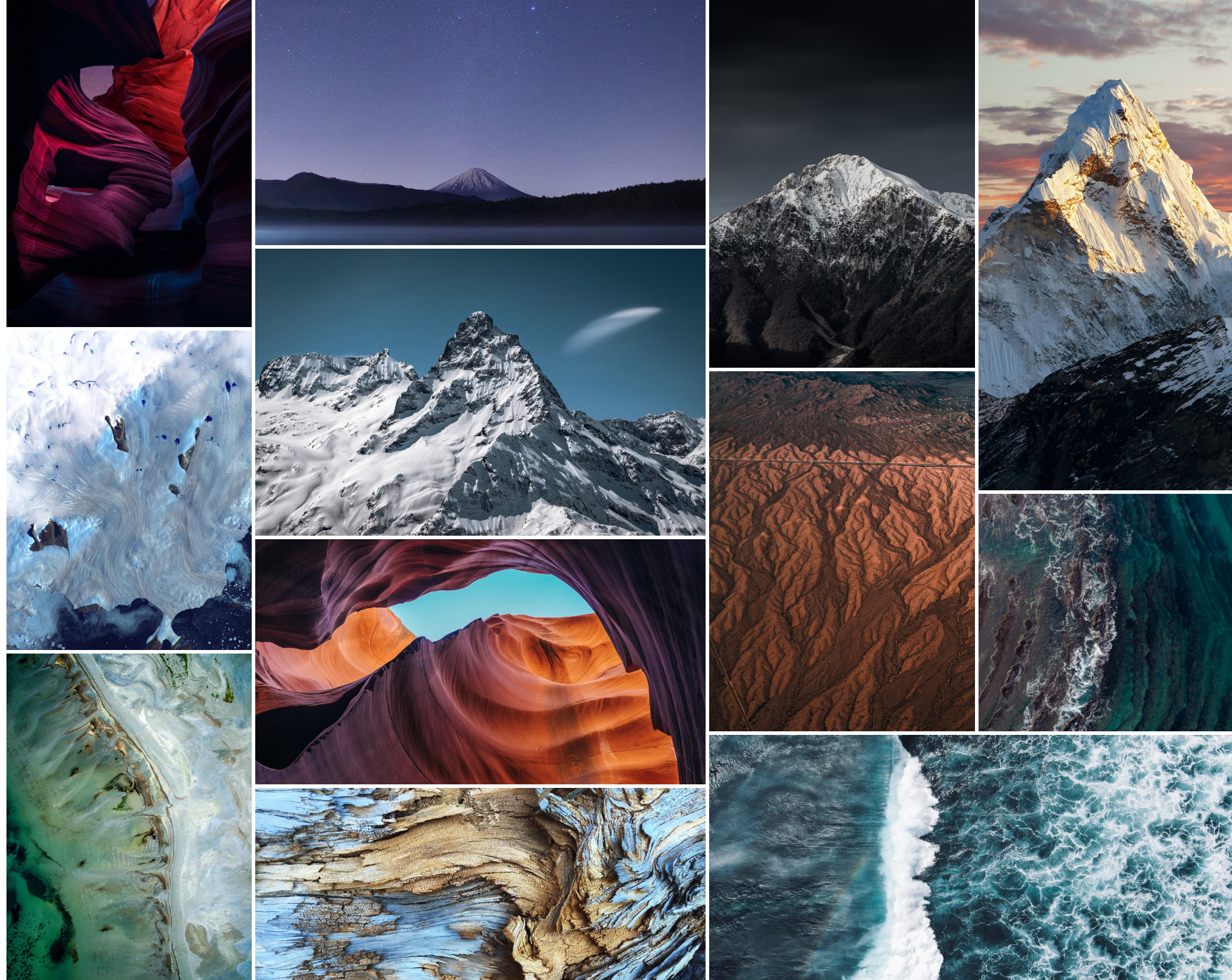


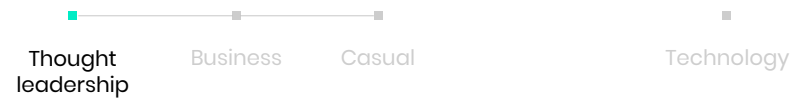
Thought leadership | Photography

Thought leadership needs inspirational images for the Value-driven stories. The images should convey a certain feeling for its target audience and inspire them. They should also help clarify and strengthen the messaging.

Select nature images which portray our brand vision, our ambition, and potential. Themes include mountains, nature from a bird's eye perspective, and epic images.

Image samples are part of the moodboard/direction and not necessarily the exact photos to use.



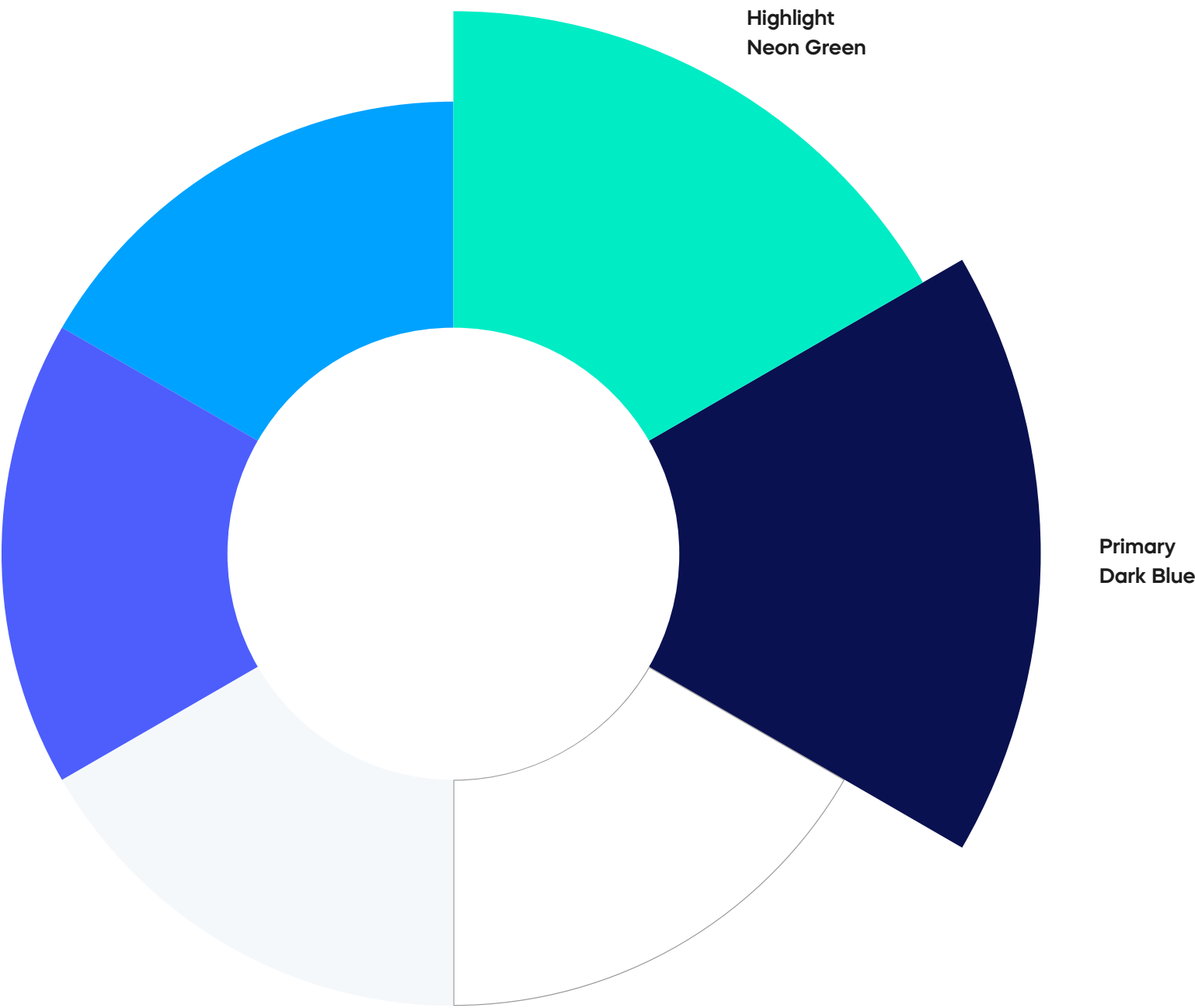
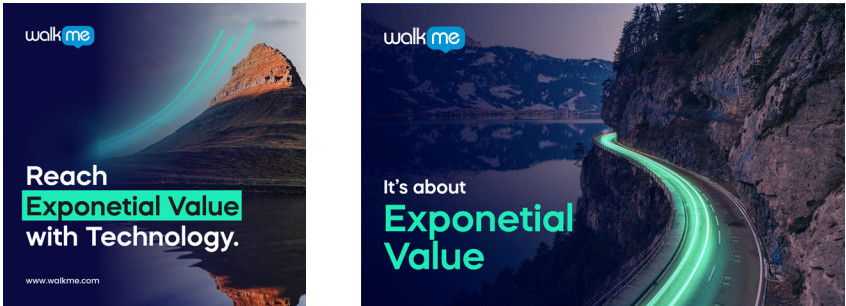


Thought leadership | Color palette

The color palette for thought leadership content has all of the brand’s main colors. However, thought leadership uses dark mode as main theme, so designs should include dark blue as a primary color and neon green as a highlight.

Other colors can also be used depending on the need.

Example

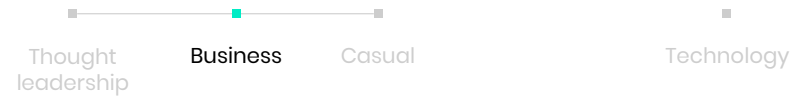


Business

Defining success across the organization.

When everything is changing, digitalization takes front row. Yet what was once so well defined and mature, suddenly became elusive. And with so much happening around us, there needs to be a clear way for every business leader to define success.





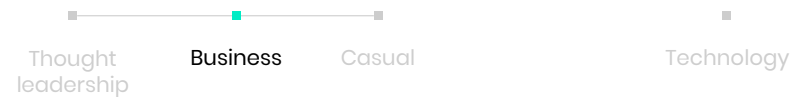
Business | Photography

Business images focusing on active business people.

Images need to have a professional vibe with one or more people working/ talking/ meeting in a work environment. The people should look as natural as possible, not posing, with cheerful expressions.

Image samples are part of the moodboard/direction and not necessarily the exact photos to use.





Business | Color palette

The Business color palette includes of the brand’s main colors.
Business design themes can be both dark mode and light mode.

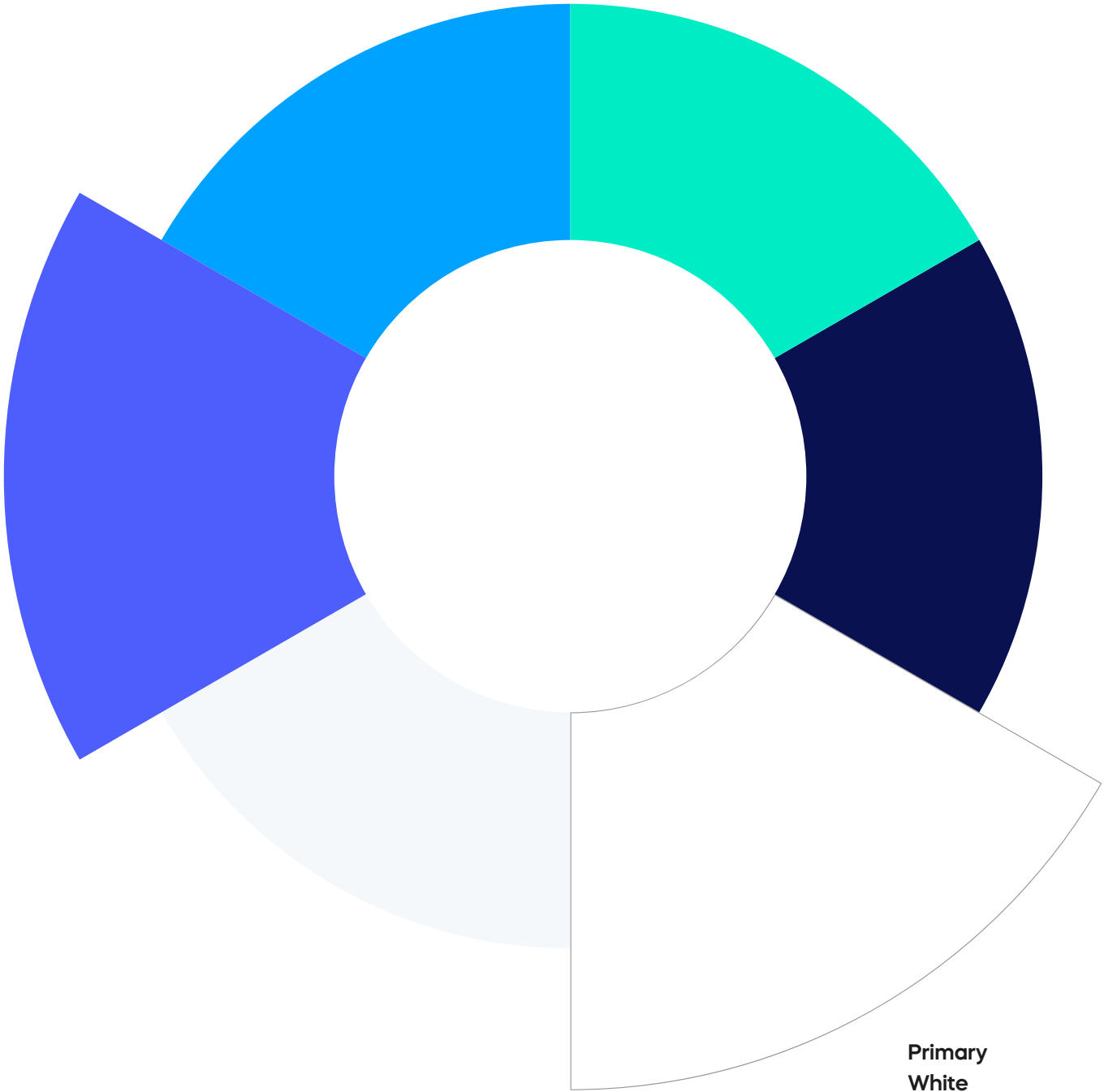
The light mode theme should use white as its primary color and indigo as a highlight. The dark mode theme should use dark blue as its primary color and neon green as a highlight.

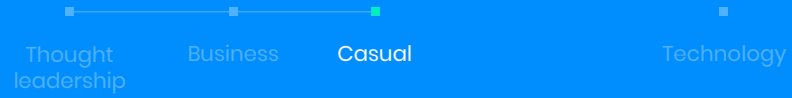
Other colors can also be used depending on different cases.

Example



Highlight
Indigo

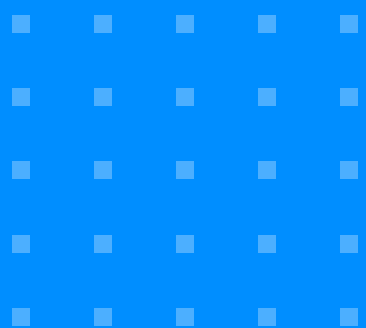
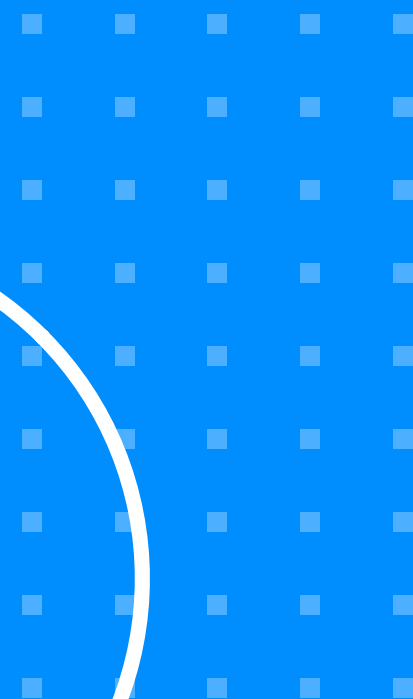
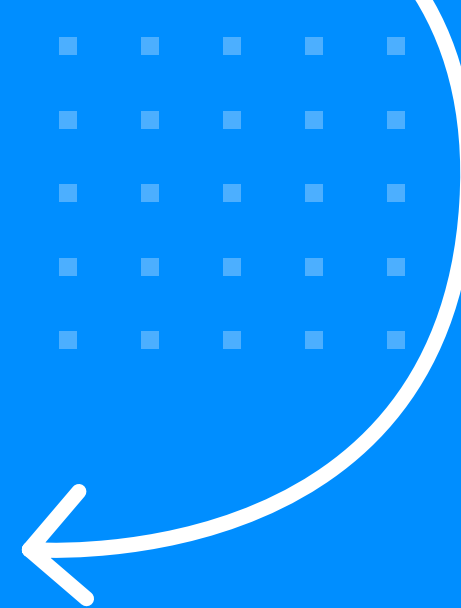
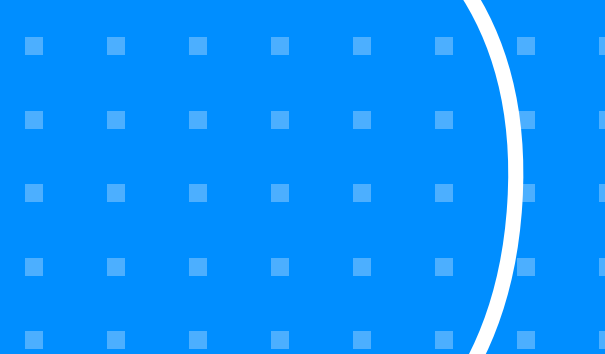




Casual

Everything social, engaging, promotional, and fun about WalkMe and its community.

Exposing a lighter side to WalkMe, inviting followers to learn about what we do, join our events and community, and engage with us.



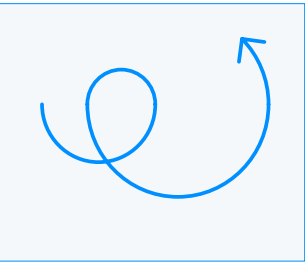
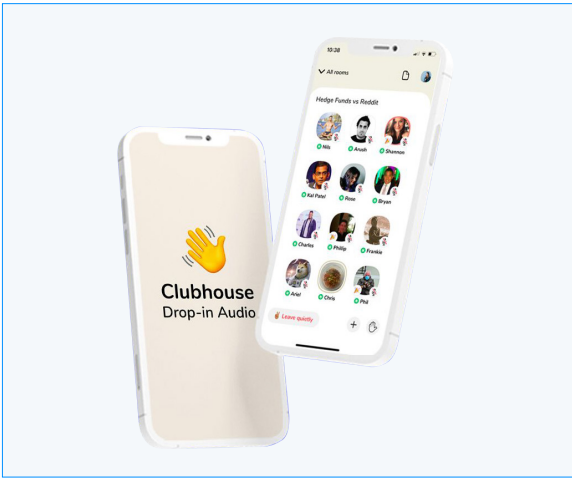
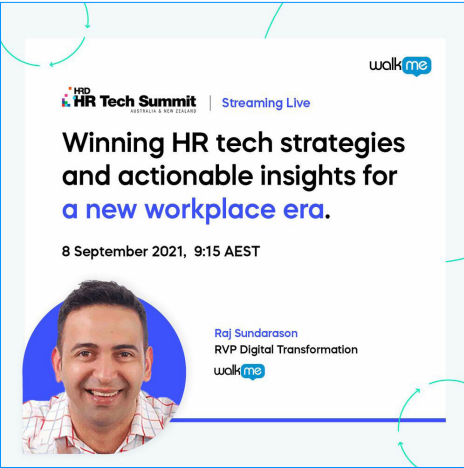
Thought leadership Business **Casual** Technology

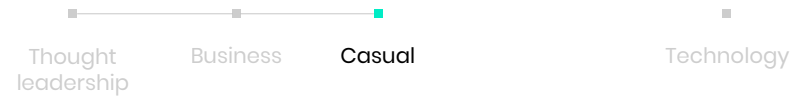
Casual | Images & graphic elements

Casual images and visuals should be used based on the context and purpose. Avatars should be used for DAP professionals, guests, mentors, or partners, showing them at work or in a business-casual setting.

Emojis, illustrations, icons, mockups can also be used to support the design for different types of content.

Image samples are part of the moodboard/direction and not necessarily the exact photos to use.





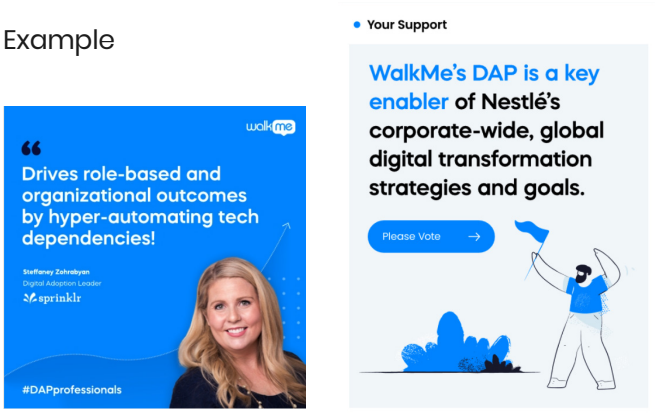
Casual | Color palette

The color palette for casual content includes all of the brand’s main colors. Casual design themes can be both dark mode and light mode.

The light mode theme should use white as its primary color and light blue as a highlight color. Dark mode designs should use dark blue as its primary color and neon green as a highlight.

Other colors can also be used depending on different cases.

Example



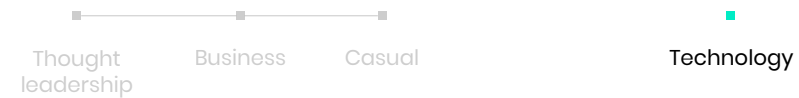


Thought leadership Business Casual Technology

Technology

The technology that's shaping an industry.

From creating a new science to extracting data, WalkMe has the most robust solution in the market.

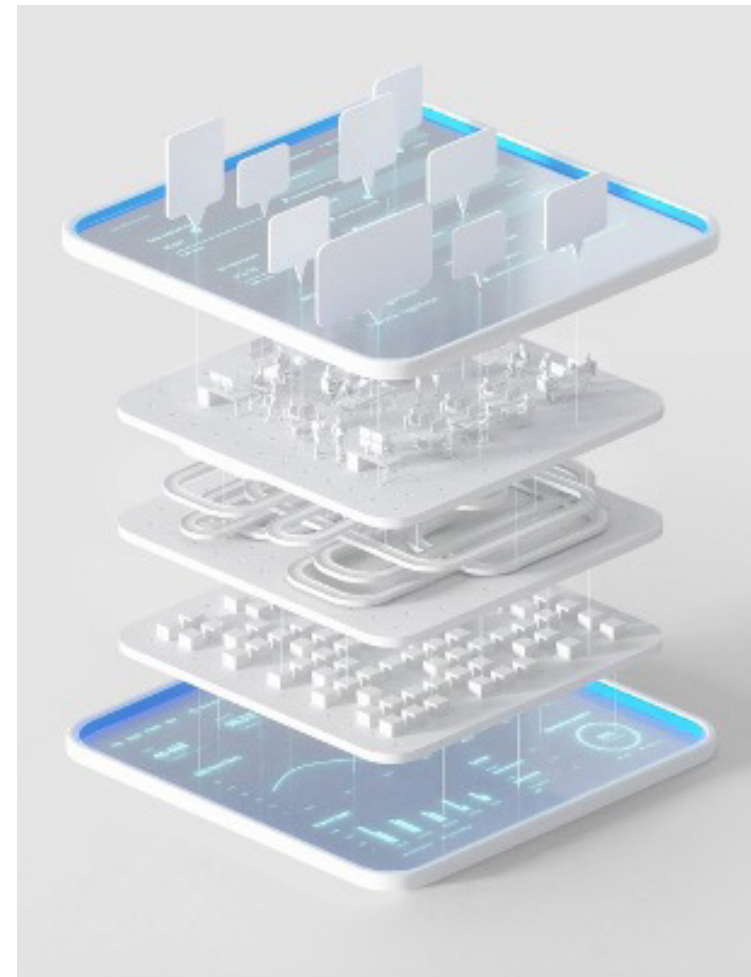


Technology | 3D elements

3D elements and layers are used to depict WalkMe's technology. The content should inspire the audiences, be innovative and hi-tech.

The 3D elements should use neutral colors like white and grey shades to create a futuristic feel.

The brand's main colors should also be used to highlight the layers. The layers represent the Digital Adoption Platform, with each layer representing a part of the platform.

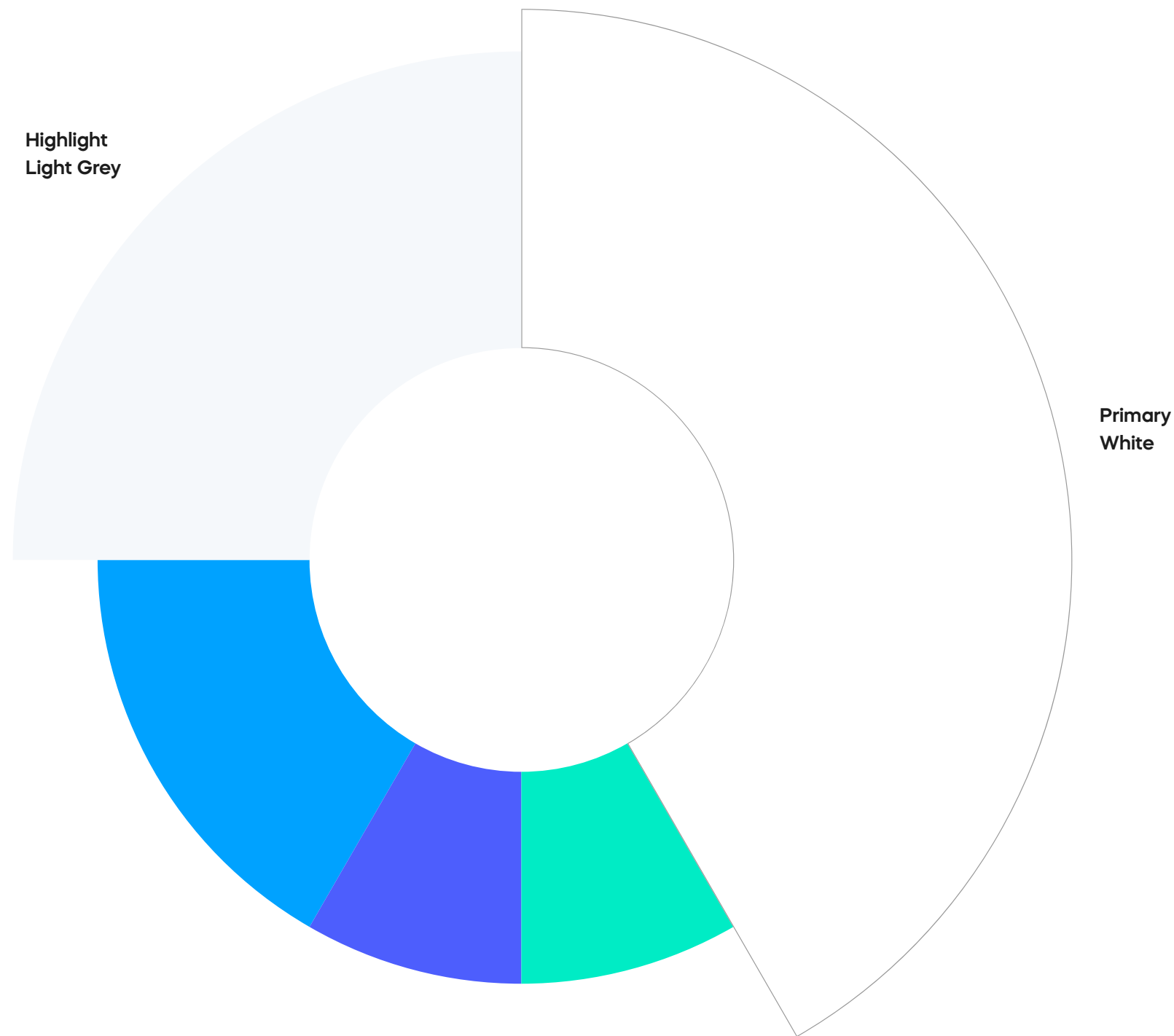


Technology | Color palette

The color palette for technology includes all of the brand’s main colors. The main theme should incorporate white as its primary color, with light grey as the highlight and light blue as a supportive color, to create a futuristic feel.

Other colors can also be used depending on different cases.

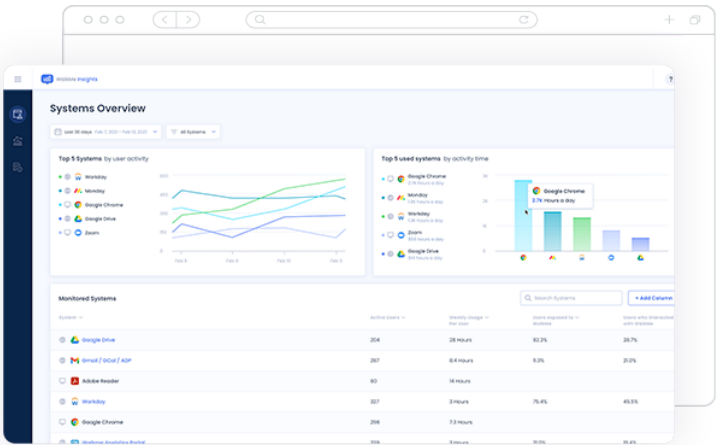
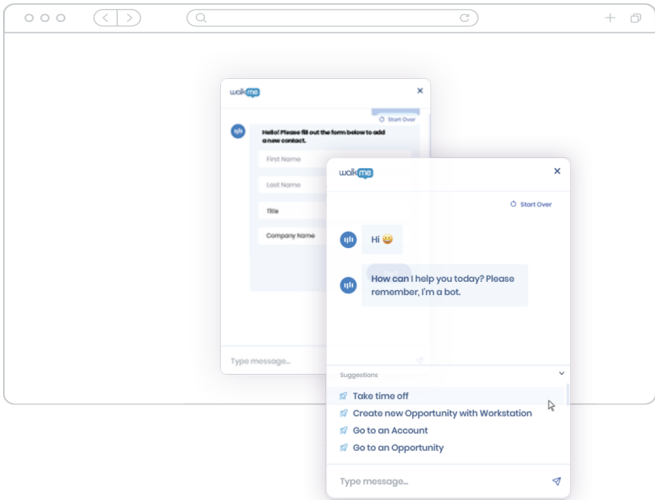
Example



Technology | Screen mockup

Additional design elements for technology include layered screen mockups and clay laptop mockups. Screen visuals and graphic elements used in the mockups should incorporate the technology color palette with a futuristic feel.

Screen layers



Clay laptops



Thank you.