weavr
TECHNOLOGIES

BRAND GUIDELINES · VERSION 1 · 17 NOVEMBER 2026

How Weavr *looks* and sounds.

A short guide for anyone who makes something with our name on it.

WEAVR TECHNOLOGIES LTD

A weaver makes one cloth from many threads.

Weavr exists to weave concepts, ideas and dreams into reality. An idea is a loose thread. So is a need, a budget, a team, a piece of technology. Our work is to bring them together, in the right order, until they hold.

Everything in the brand comes from that picture: threads, a crossing, and cloth that grows row by row. The name is the word "weaver" with one letter dropped, written in lowercase because the work matters more than the maker.

Thread

One idea, one line. Our lines are solid, even and unbroken.

Crossing

Where two threads meet, one passes over. That gap is the heart of the mark.

Cloth

Rows build up into pattern. We use it for bands, edges and backgrounds.

TAGLINE

Ideas, woven into reality.

Two threads, one crossing.

The mark is a W made of two threads. The gold thread passes over the other. The wordmark is "weavr" in Fraunces, always lowercase.



Main logo, on light grounds.



Main logo, on dark grounds.



With descriptor. For first contact and formal papers.



Stacked. For square and narrow spaces.



Mark alone, once the name is known.



One colour, ink. For stamps and fax.



Ink on gold is allowed.

Give it room. Leave it alone.



Clear space: keep an area equal to half the height of the mark (x) free on every side.

Smallest sizes

Logo: 24 mm wide in print, 96 px on screen. Mark alone: 6 mm in print, 20 px on screen. Below 20 px use the app icon file, which is drawn for small sizes.

Which file

SVG for screens and print. PNG only where SVG is not accepted. Use the on-dark files on ink and on photographs that are dark enough.

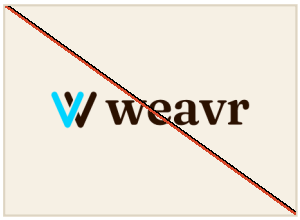
PLEASE DO NOT



Stretch or squash it.



Tilt it.



Change its colours.



Add shadows or effects.



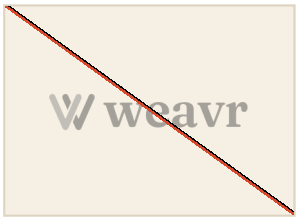
Place it on a busy pattern.



Place it where it is hard to read.



Crowd it with other text.



Fade it or make it see-through.

Ink and cotton, with three threads.

Most of any layout is ink or cotton. Gold leads. Ember and lagoon appear in small amounts, the way a coloured thread appears in cloth.

Ink
#11142A
Main dark. Backgrounds and text.

Ink 2
#1B1F3B
Raised surfaces on ink.

Cotton
#F6F0E4
Main light. The page ground.

Paper
#FBF8F1
Cards on cotton.

Gold
#E9A23B
The over thread. Highlights and buttons on ink.

Ember
#D8482B
Accent. Shapes only on light grounds.

Lagoon
#1F8A7A
Accent. Shapes only on light grounds.

Ember deep
#B23A20
Ember for small text on light.

Stone
#5C5B68
Secondary text on light.

Mist
#B9B7C9
Secondary text on ink.

Line
#DDD4C2
Hairlines on light.

TEXT CONTRAST (4.5 OR MORE IS NEEDED FOR BODY TEXT)

Ink on Cotton	16.0 : 1	Use for text
Gold on Ink	8.4 : 1	Use for text
Ink on Gold	8.4 : 1	Use for text
Mist on Ink	9.2 : 1	Use for text
Stone on Cotton	5.9 : 1	Use for text
Ember deep on Cotton	5.3 : 1	Use for text
Ember on Cotton	3.8 : 1	Shapes and large display only
Lagoon on Cotton	3.7 : 1	Shapes and large display only

05 · TYPE

Three typefaces, all free to use.

All three are published under the SIL Open Font License, so staff and partners can install them at no cost.

DISPLAY · FRAUNCES 400, 500, 600

Ideas, woven into reality.

Headlines and the wordmark. Set tight, sentence case, ending with a full stop when it is a sentence. Italic for one word of emphasis.

TEXT · INSTRUMENT SANS 400, 500, 600

Working software, early.

Body text, forms and buttons. 10 to 11 pt in print, 16 to 18 px on screen, with generous line spacing.

LABELS · JETBRAINS MONO 500

WVR-2611-AGQG4 · 01 · ACCRA

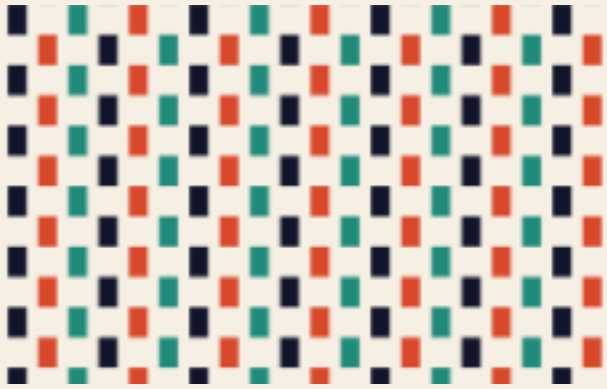
Small labels, numbers and reference codes. Uppercase with wide letter spacing for labels.

IF THE FONTS ARE MISSING

Use Georgia for Fraunces, the system sans-serif for Instrument Sans, and any monospace for JetBrains Mono.

The cloth and the band.

The weave pattern and the woven band come from strip-woven cloth, the craft our name points to. They are our own drawing and do not copy any named traditional pattern.



Weave, light. For covers and large quiet areas.



Weave, dark. Never behind body text.



The band. A thin edge at the top or bottom of a page, a card or a screen. One band per surface.

A thread for every message

Each enquiry sent through the website gets its own small woven strip, drawn from its reference number. No two are alike. It is our way of saying a person's message has a place on the loom.

Motion

Things arrive the way a row is added: steadily, from one side, then still. No bouncing. Motion stops for people who ask their device to reduce it.

07 · VOICE

How we write.

Plain

Short words and whole sentences. If a client would not say it, we do not write it.

Concrete

We name the thing, the date and the number. We leave out adjectives that only praise.

Honest

We say what we do not know and what could go wrong.

Warm

We write to one person. The weaving words are a seasoning, used lightly.

LIKE THIS

Yes

"You will see a working version in three weeks."

"We have not built this before. Here is how we would find out."

"Your message is on the loom. Reference WVR-2611-AGQG4."

No

"We leverage cutting-edge solutions to drive transformation."

"World-class, best-in-class, industry-leading."

"Weaving the woven tapestry of your woven future."

THE NAME

Write **Weavr** in running text and **Weavr Technologies Ltd** in legal papers. The lowercase form belongs to the logo only.

The brand at work.



Link preview, 1200 × 630.



LinkedIn banner, 1584 × 396.



Launch post, 1200 × 1200.



App icon and favicon.



Profile picture.

Also in the kit

Letterhead, business cards, invoice, company profile and an email signature, in the stationery folder. Colour and type values for developers are in the tokens folder.