



we just love coding

Brand Identity Guidelines

2025 Edition — wecode.ro

About wecode

wecode is a Romanian technology company founded in 2015, specialised in custom software development, cloud hosting infrastructure, and enterprise IT solutions. Trusted by businesses across Romania and Europe.

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Logo / Primary Mark



Main



Monochrome



Wordmark





Logo / Variations

Full colour — light bg



Wordmark — light bg



Mark only — light bg



Full colour — dark bg



Wordmark — dark bg



Mark only — dark bg



Color Palette

Brand Green
#8DC63F
Primary accent. CTAs, highlights, interactive elements, headings.

Brand Dark
#1A1A1A
Primary dark. Body text, dark backgrounds, overlays.

Brand Gray
#808285
Secondary. Captions, borders, subtext, icons.

White
#FFFFFF
Logo containers on dark bg, page backgrounds, cards.

Light Gray
#F4F5F7
Page backgrounds, light mode cards, section fills.

Brand Navy
#1A1F36
Dark section backgrounds, dark-mode surfaces, overlays.



Typography

Headings / Helvetica

wecode

Display / Hero • ExtraBold • 48pt

wecode

H1 • Bold • 32pt

wecode

H2 • Bold • 24pt

wecode

H3 • Bold • 18pt

Body & UI / Helvetica

Element	Size	Weight	Use For
Body / Paragraph	11pt	Regular	Descriptions, long-form text
Secondary / Meta	9pt	Regular	Notes, helper text, less-important info
Caption / Label	8pt	Medium	Stat labels, table headers, badges
Numeric Display	18pt	SemiBold	Stats, scores, metrics
Button / Tab text	10pt	SemiBold	UI actions, navigation, tabs

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Brand Voice & Applications

wecode.
wecare.

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Brand Applications

Website

wecode.ro — green CTAs, dark footer, white bg

Email Signature

200px logo on white, Helvetica Bold 12pt, green separator

Social Media

Square crop, white bg, logo centred, green accent frames

Favicon & App Icon

Simplified 'wc' lettermark on green, 512x512px master

Presentations

Dark cover slide, green headings, white content slides

Print / Stationery

Min 25mm logo, green footer bar 8mm, gray body text

EU Trademark

Always display (R) with logo — EUIPO No. 018778232



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