

# WASK INC.

**Brand Kit 2026**



# Logo

Our wordmark is minimal, friendly and bold.



Aqua Green on Midnight is our primary expression.

## WORDMARK

## ICON

## SYMBOL

AQUA GREEN

**Wask**



WHITE

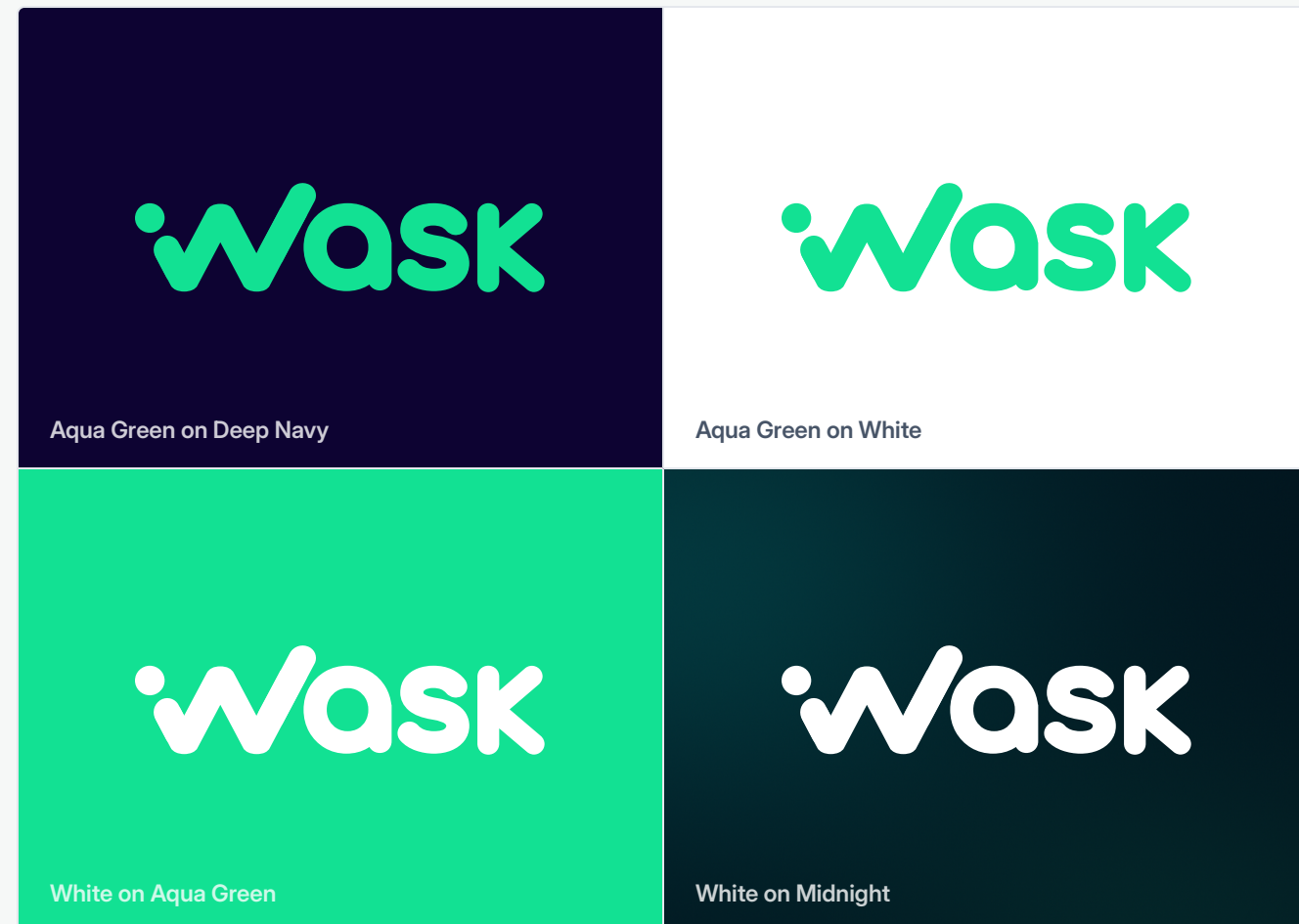


The logo is used only in Aqua Green or White. Grey and black versions are no longer in use.

### Using the logo on different backgrounds

The logo cannot be used in any colors other than its originals: Aqua Green or White. It cannot be deformed or have its proportions altered for any reason.

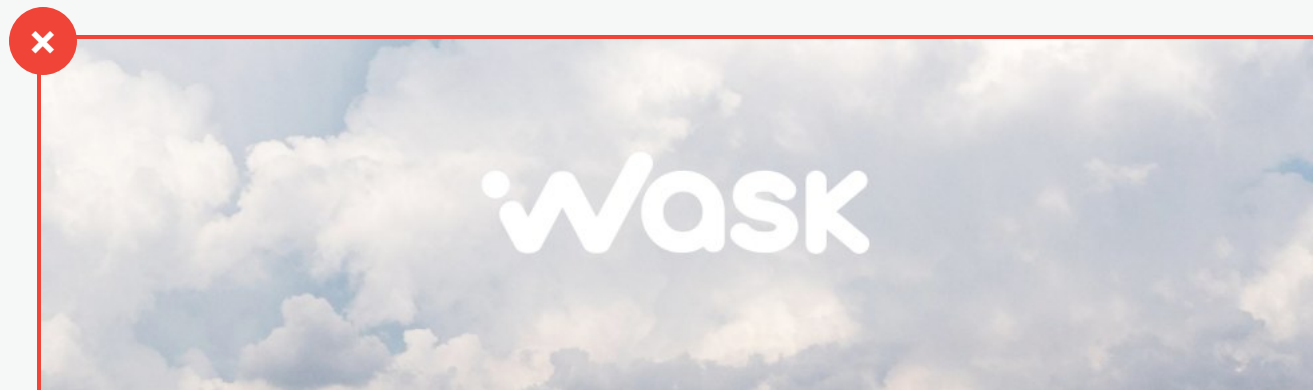
It cannot be used in any form other than those shown on this page. The first choice should always be Aqua Green.



## Incorrect Uses on Backgrounds

### Low contrast on photos

When using WASK on a photographic background, always choose the version that creates the greatest contrast with the background. Care should be taken not to use it as shown here.



Aqua Green on green foliage · White on bright sky



Primary



Monochrome



In circular avatars

The correct Wask logo, featuring a green dot followed by the word "Wask" in a green, rounded, sans-serif font.

Don't distort the logo in any way

The Wask logo with a dark drop shadow, which is incorrect.

Don't add drop shadow

The Wask logo in red, which is incorrect.

Don't use with any other color

The Wask logo with wide letter spacing, which is incorrect.

Don't change letter spacing

The Wask logo with a horizontal gradient from blue to red, which is incorrect.

Don't add any kind of gradients;  
use only colors from the palette

The Wask logo where the 'w' is inside a green circle, which is incorrect.

Don't use it apart

# Typography

Our main typeface is **Inter** for product, web and presentations.

# Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*()

Thin

Extra Light

Light

Regular

Medium

**Semibold**

**Bold**

**Extra Bold**

**Black**

|             |                 |                                        |
|-------------|-----------------|----------------------------------------|
| Display 2xl | Manage your ads | 72px · Line height 90px · Tracking -2% |
| Display xl  | Manage your ads | 60px · Line height 72px · Tracking -2% |
| Display lg  | Manage your ads | 48px · Line height 60px · Tracking -2% |
| Display md  | Manage your ads | 36px · Line height 44px · Tracking -2% |
| Display sm  | Manage your ads | 30px · Line height 38px · Tracking 0%  |
| Display xs  | Manage your ads | 24px · Line height 32px · Tracking 0%  |
| Text xl     | Manage your ads | 20px · Line height 30px · Tracking 0%  |
| Text lg     | Manage your ads | 18px · Line height 28px · Tracking 0%  |
| Text md     | Manage your ads | 16px · Line height 24px · Tracking 0%  |
| Text sm     | Manage your ads | 14px · Line height 20px · Tracking 0%  |
| Text xs     | Manage your ads | 12px · Line height 18px · Tracking 0%  |

# Tagline

Our tagline is always set in **Inter Extra Bold** when used as a headline.

# Manage Your Digital Ads Like Professionals

Inter · Extra Bold · Tracking –4%

# Color

Our corporate color codes are as follows.



Wise Ads  
Solution Key

## Brand Colors



### Aqua Green

PRIMARY · LOGO

Hex

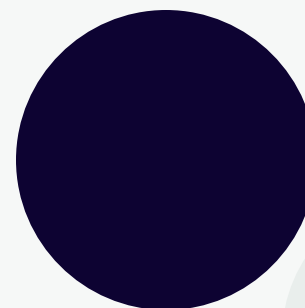
**#12E193**

RGB

**18, 225, 147**

CMYK

**92%, 0%, 35%, 12%**



### Deep Navy

SECONDARY

Hex

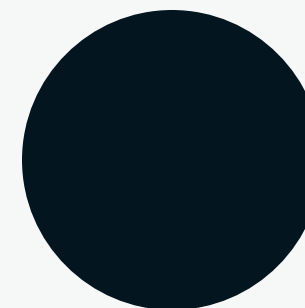
**#0D0332**

RGB

**13, 3, 50**

CMYK

**74%, 94%, 0%, 80%**



### Midnight

BACKGROUND

Hex

**#03161F**

RGB

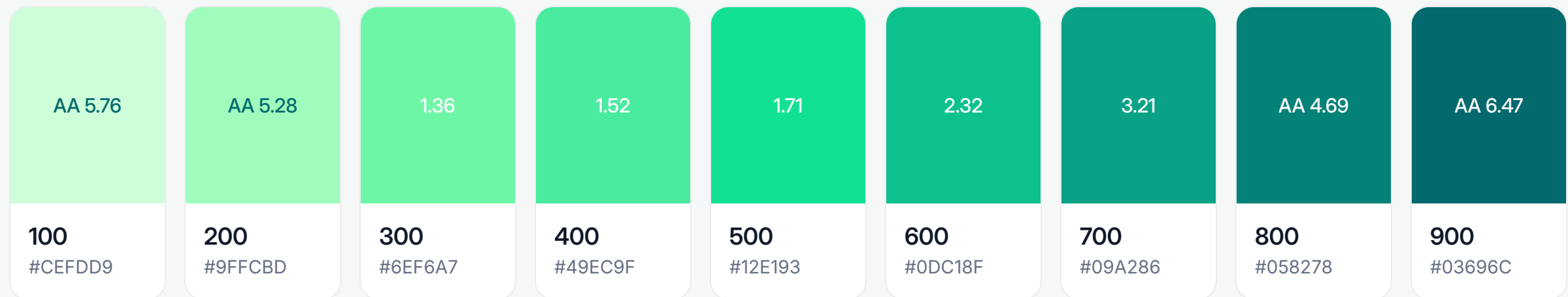
**3, 22, 31**

CMYK

**90%, 29%, 0%, 88%**

## Aqua Green

The primary color is our brand color. It is used across all interactive elements such as buttons, links and inputs, and defines the overall feel of the brand. Labels show WCAG contrast against white text.

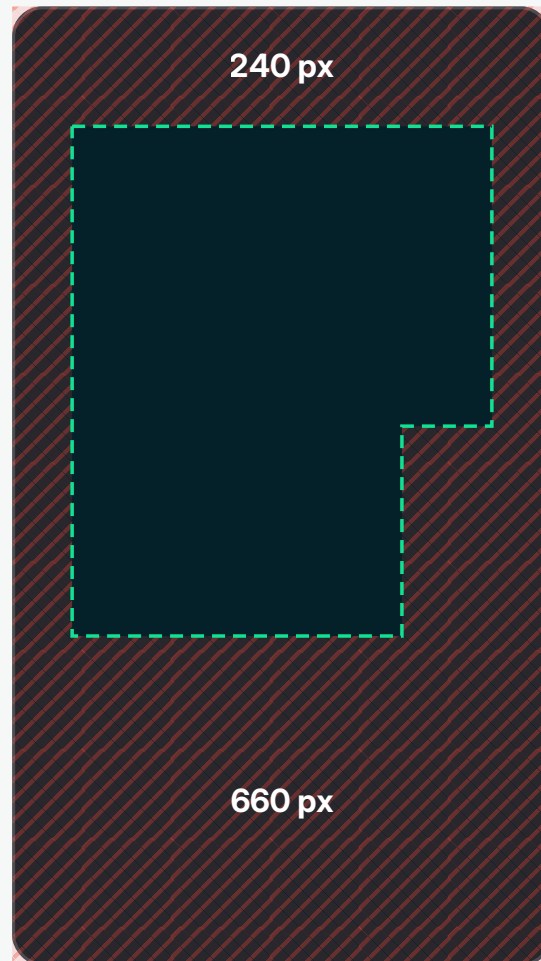


# Social Media

Safe zones, subtitles and logo placement for every platform.

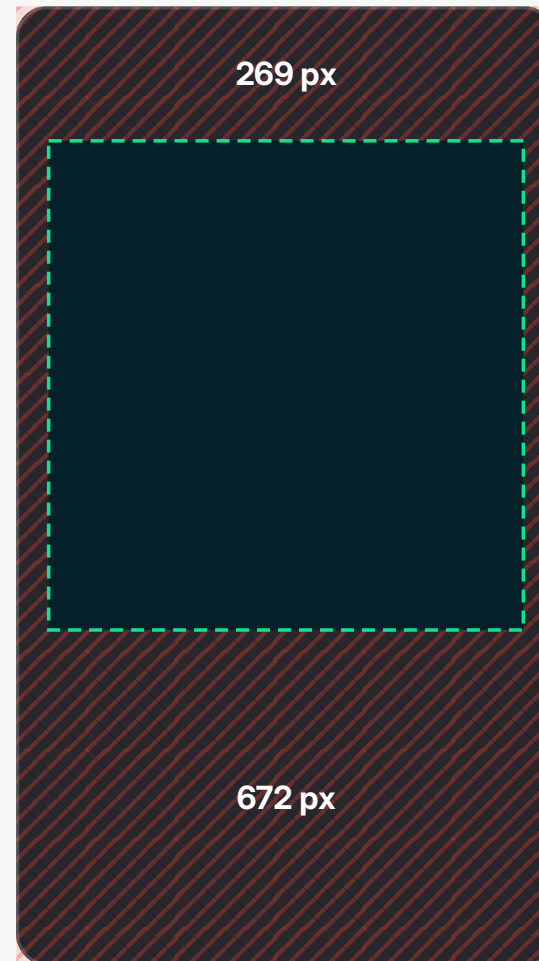
## Safe Zones by Platform

### TikTok



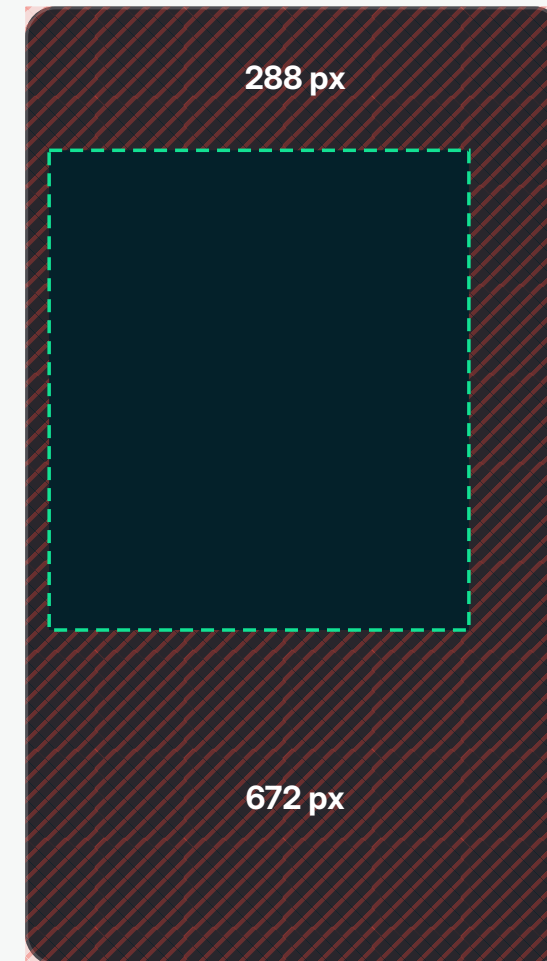
Sides 120 px · Action buttons 300 px wide from  
y 840

### Instagram Reels

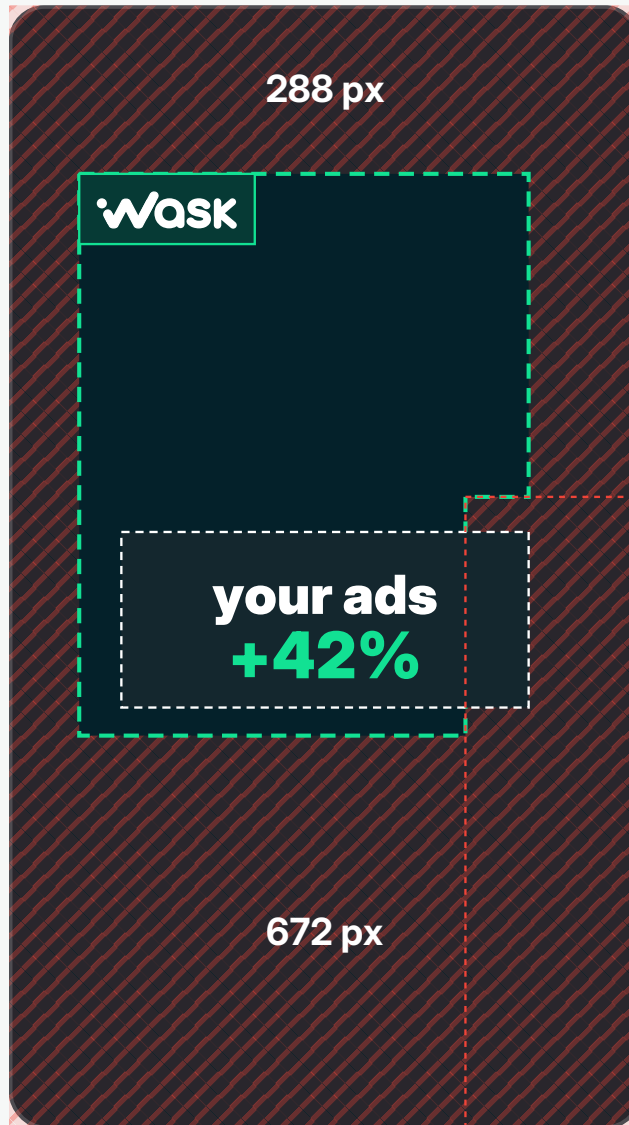


Sides 65 px · Meta: 14% top, 35% bottom, 6%  
sides

### YouTube Shorts



Left 48 px · Right 192 px



## One frame that works everywhere

All vertical videos are produced at 1080×1920. The WASK safe zone combines the strictest margins of TikTok, Instagram Reels and YouTube Shorts, so a single export is safe on all three.

### SAFE AREA

x 120–888 px  
y 288–1248 px  
Top 288 · Bottom 672  
Left 120 · Right 192

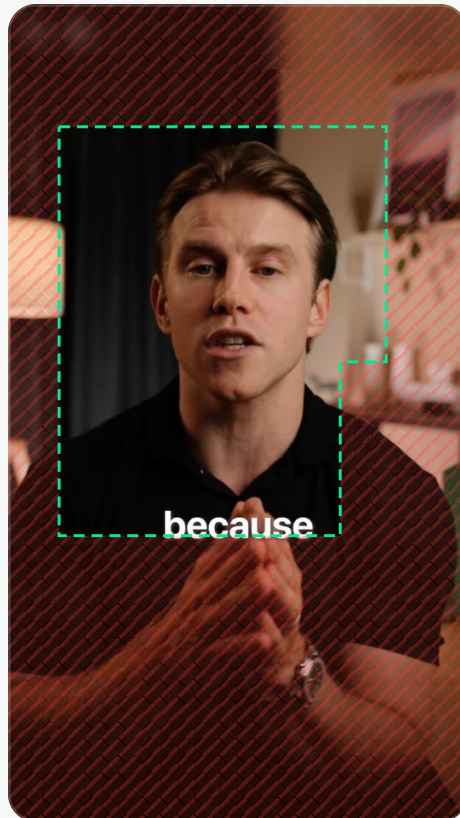
### LOGO & ICONS

Logo top-left at x 120, y 288, max 240 px wide. Badges, icons and CTAs always inside the safe area, never in the bottom 672 px or the right rail.

### SUBTITLES

Centered, x 192–888, y 900–1248. TikTok buttons cover  $x \geq 780$  from y 840 (red dashed): keep lines short.

Values are taken from TikTok, Meta and Google ad safe-zone templates (October 2026). Platforms update their interfaces; check the latest templates before large campaigns.



### Subtitle style

Subtitles follow the rhythm of speech: one to three words at a time, never more than two lines, always inside the WASK safe zone.

#### FONT

Inter Extra Bold / Black

Body words 72–96 px (at 1080 w)

#### COLOR

White for regular words

Aqua Green for keywords

#### EMPHASIS

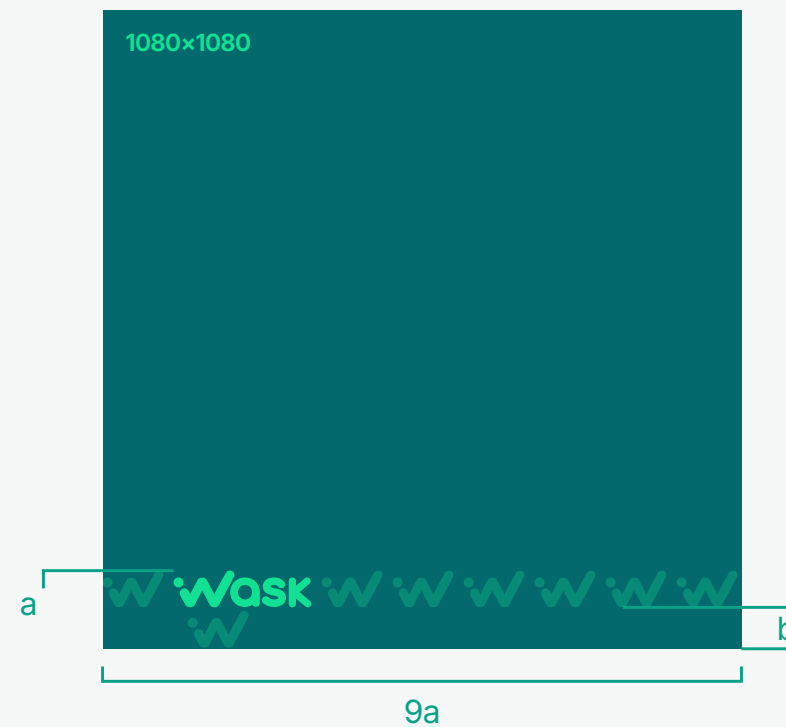
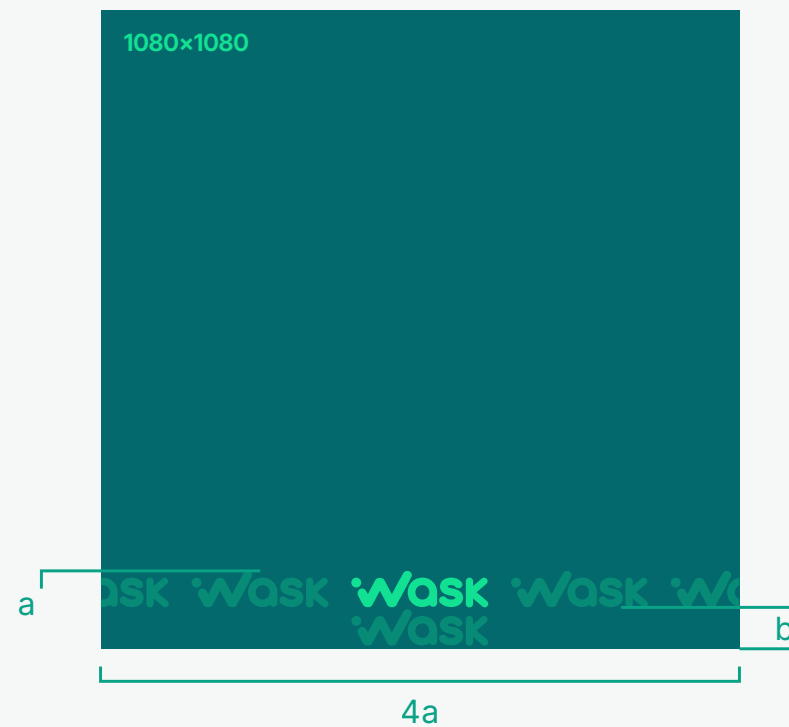
Numbers and results up to 180 px in Aqua Green. Lead-in words may be italic.

#### LEGIBILITY

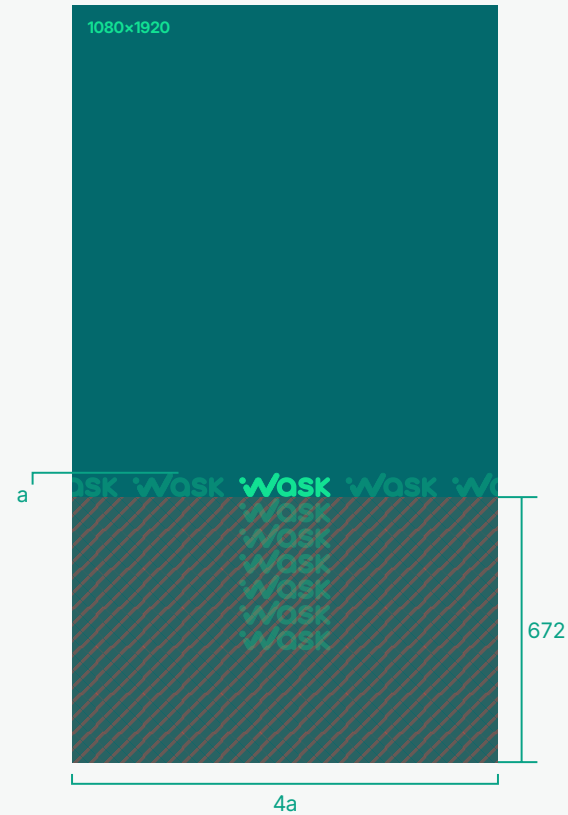
Soft dark shadow behind text  
(0 4 16 px, black 50%)

**our quarterly  
revenue  
\$1.2M**

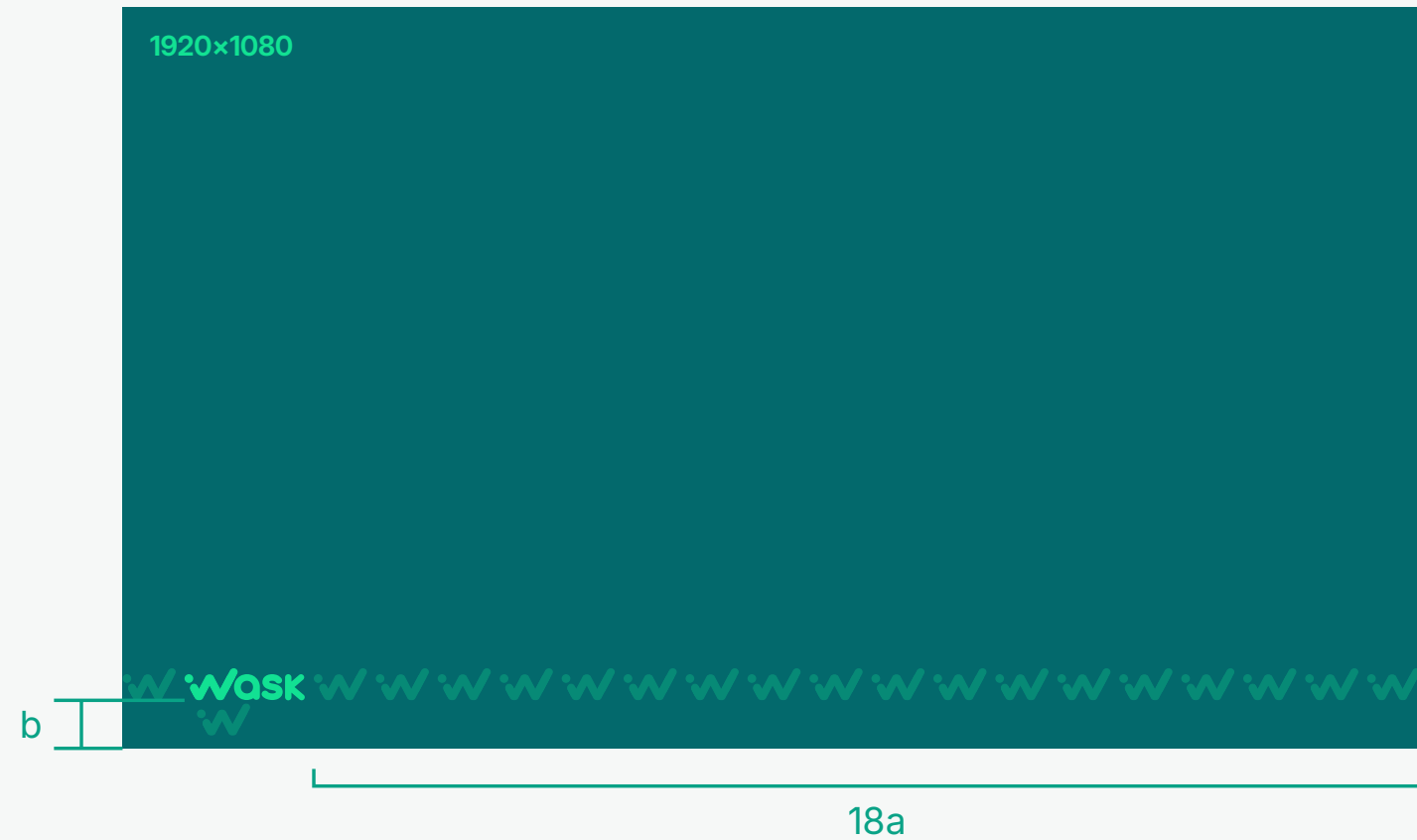
For 1:1 social posts, the logo sits in a band at the bottom of the frame. **a** is the width of one slot; the band repeats the wordmark (4a) or the symbol (9a) in Aqua Green at 28% opacity, with the main logo at full color. **b** is the bottom margin.



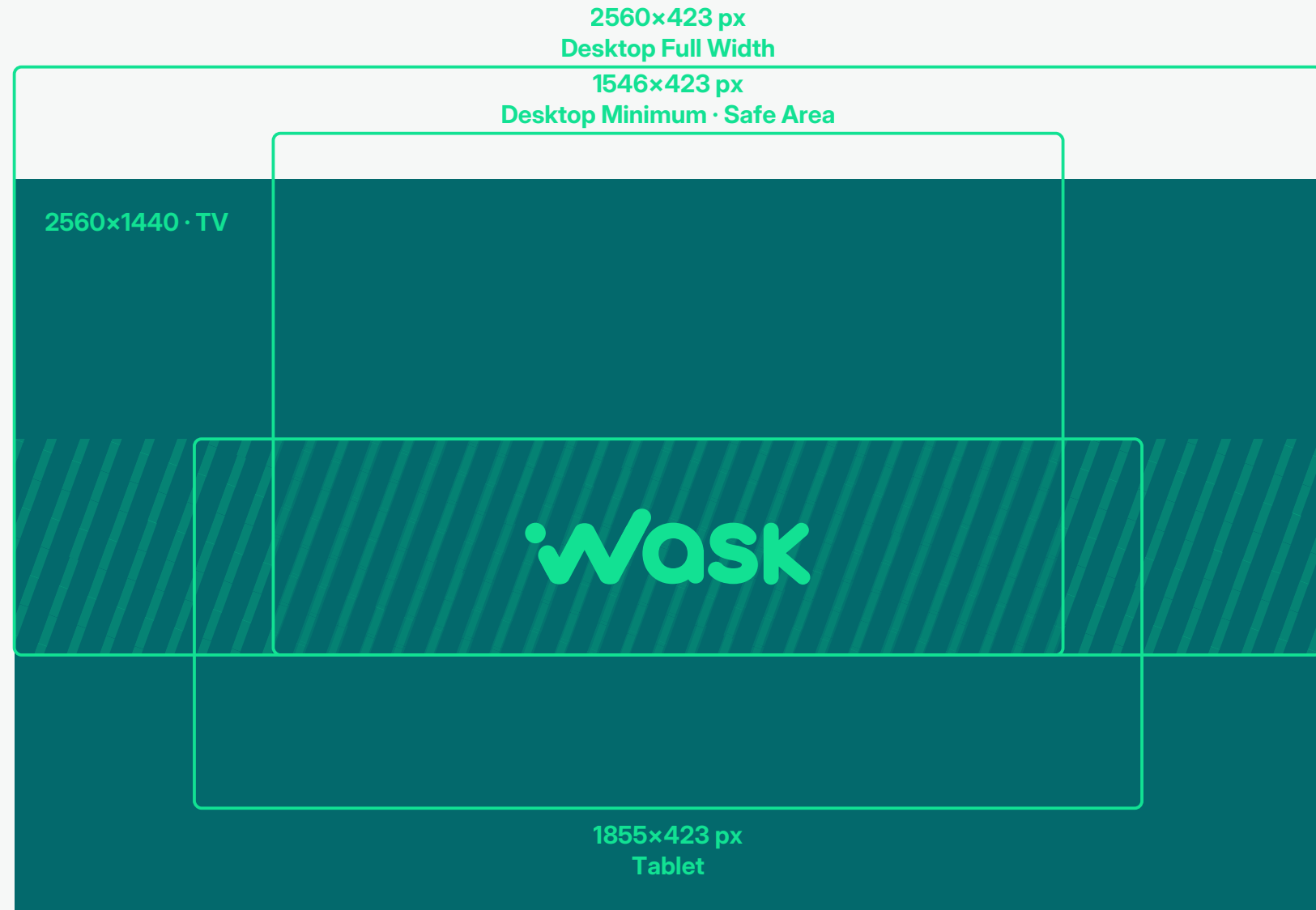
## Logo Placement • Vertical & Wide



For 9:16 content the main logo sits on the safe-zone line, 672 px above the bottom edge; the stacked pattern below it is decorative and may be covered by the interface. For 16:9 content the main logo sits at the bottom left, followed by the symbol pattern across 18a.

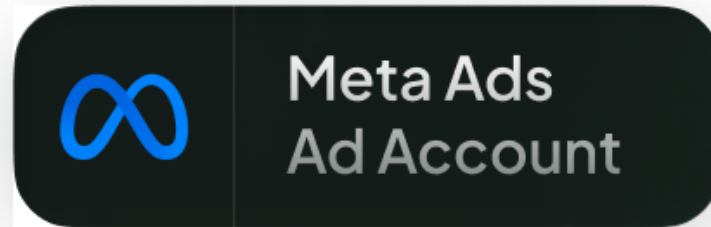


Upload the banner at 2560×1440. Only the central 1546×423 area is visible on every device, so the logo and any text must stay inside it. The striped band shows what desktop and tablet reveal.



# UI Elements

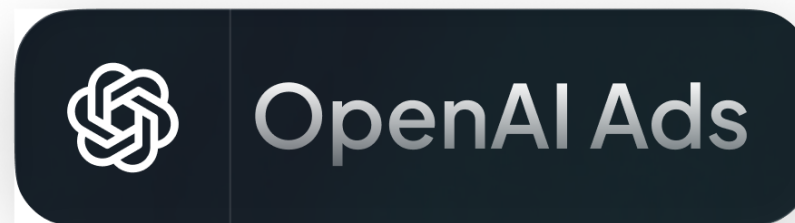
Glass effect badges for our ad platform integrations.



Meta Ads



Google Ads



OpenAI Ads

In videos, badges and icons are placed only inside the WASK safe zone.



Wise Ads  
Solution Key

# Thank You

**WASK INC.**

1401 Pennsylvania Ave. Unit 105i, Wilmington,  
Delaware 19806, County of New Castle

