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# Brand Identity Guidelines

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# WebLink Brand Identity

## 1.1 The Logo

The default WebLink logo should be used on white or very light backgrounds. Alternatively, the negative logo version can be used on dark backgrounds.

Default logo with gradient on light background



Negative logo on dark background



# WebLink Brand Identity

## 1.2 Clear Space

The WebLink logo and adjoining elements follow simple rules to allow their integrity to be respected in all situations.

As a general rule, the height of the logo is the minimum protection area allowed on each side of the mark.

It is perfectly acceptable to use a greater amount of space, leaving the logo as the dominant element.

The height of the logo defines the minimum protection area



# WebLink Brand Identity

## 1.3 Minimum Size

When used in digital applications such as the web or on mobile devices, 32 dependent pixels in height should be the absolute minimum size. When printed, the logo should be no smaller than 0.4 inches.

For digital applications,  
the minimum logo  
height is 32 dp



For print applications,  
the minimum logo  
height is 0.4 inch



# WebLink Brand Identity

## 1.4 Use and Misuse

The WebLink logo should always be legible, dominant and unobstructed.

### Do not modify any logo files!

Do not outline, alter, rotate, stretch, or color the logo. Also do not use the WebLink logo on busy backgrounds like detailed photography or contrast-heavy textures.

Always use artwork that has been provided by Abalta. When unsure about how to proceed, give us a call or send us an email.



Do not use on detailed photo backgrounds



Do not use on textured backgrounds



Do not distort the logo



Do not color the logo



Do not rotate the logo



Do not alter the logo

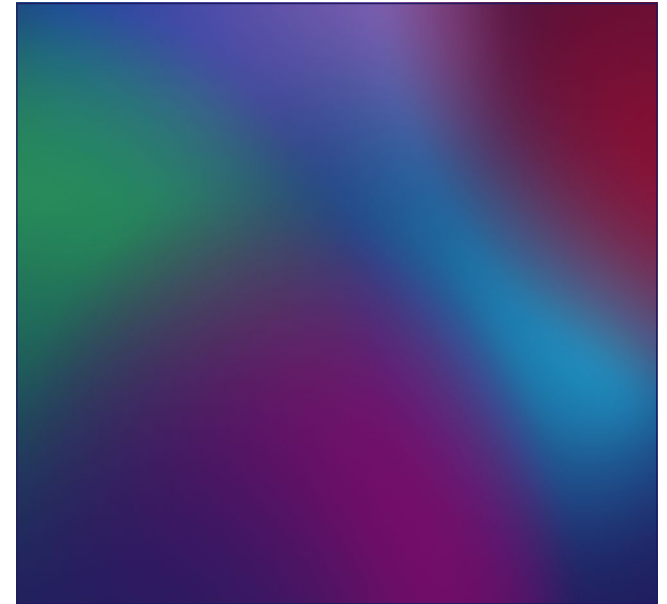
# WebLink Brand Identity

## 2. Brand Background

The brand background can be used as artwork in promotional materials to elevate the look of WebLink — as showcased on the first page of this document.

It is allowed to stretch the background both horizontally and vertically if needed.

WebLink brand background



# WebLink Brand Identity

## 3. Registered Mark

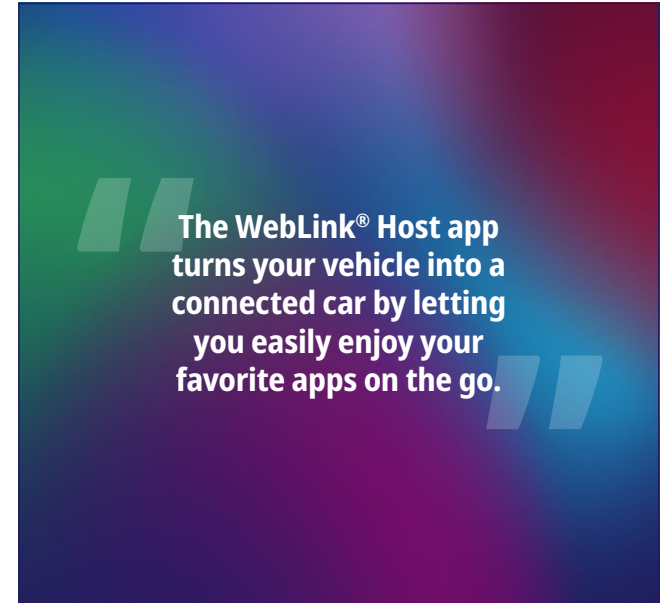
A registered mark must accompany the WebLink logo whenever WebLink is mentioned elsewhere in text form. In text form, use the ® symbol immediately following the word “WebLink.”

These guidelines apply worldwide.

### Examples:

- WebLink®
- WebLink® Host app
- WebLink® Cast
- WebLink® for XXXX

Use a registered mark when referring to WebLink as a brand.





# WebLink Brand Identity

## 4. The Icon

The WebLink icon represents WebLink on a head unit's native interface or mobile devices such as iOS or Android. Use the version with rounded corners if the operating system does not render them automatically.

### Do not modify any icon files!

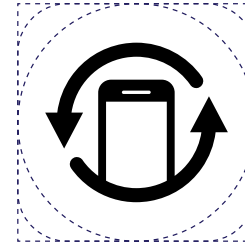
- The minimum size of the icon is 44 x 44 dp
- Do not decrease the white safe space set around artwork inside the icon
- Do not alter, rotate, stretch, or color the artwork in any way
- Use outlined variants **only** if the operating system design requires it

WebLink icon

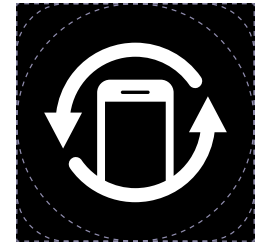


WebLink

Outlined variants may be used if the operating system requires it



WebLink



# WebLink Brand Identity

## 5. Fonts

The font used for titles is Noto Sans Display SemiCondensed Bold.

The font used for regular text is Noto Sans Display Medium.

Note that these are two separate font families and not two different weights.

Titles

**Lorem Ipsum Dolor**

Copy

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.

# WebLink Brand Identity

## 6. Colors

The WebLink Brand Background and the WebLink user interface are very colorful. To make it stand out, the only color approved for marketing communications is Dark Purple. Tints of Dark Purple can be used if necessary. Asides, please use White.

Dark Purple	HEX	#201B5E
	CMYK	0 0 0 0
	Pantone	273C
Dark Purple Tints	95 – 5%	of Dark Purple
White	HEX	#FFFFFF
	CMYK	0 0 0 0



# WebLink Brand Identity

## 7. The WebLink Cast Logo

When describing the WebLink Cast feature, the WebLink Cast Logo can be used for extra branding. In case both WebLink and WebLink Cast are being described, both the main WebLink logo and the WebLink Cast logo should be used.

The WebLink Cast logo should be used on white or very light backgrounds. Alternatively, the negative and black logo variants can be used.

When used in digital applications, 32 dependent pixels in height should be the minimum size. When printed, the logo should be no shorter than 0.4 inches in height.

Please do not change the logo in any way. Always use artwork that has been provided by Abalta. Contact Abalta if you have any questions.

Default logo  
with gradient on  
light background



Negative and black  
logo variants



# WebLink Brand Identity

## Questions? Get In Touch.

Thank you for following the WebLink Brand Identity Guidelines with your creative work. If there is anything else you would like to know, please get in touch. We're here to help.

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