WAYRAY

Brand Guidelines

Introduction

About WayRay

WayRay is a holographic AR technology company headquartered in Zurich.

Since its inception, WayRay has grown from a startup to a global, award-winning deep-tech company that has raised around US$100 million and collaborated with global automakers on multiple projects.

Our mission

To create a future where any transparent surface is a window into virtual worlds.

To supercharge the human senses and make everyday life more fun, convenient, and secure.

Our vision

The future of autonomous driving is closer than we think, and the automotive industry has long been thirsty for augmented reality.

Distracted drivers looking at maps on flat screens is history. The future of mobility is AR interfaces that enable a new content-delivery paradigm, where safety, navigation, ADAS visualization, and infotainment are smart driving essentials.

Starting with the car windshield and ending with any glass surface, we can make the world a better place — by augmenting it and creating something that is dreamable.

WayRay
Values

WayRay Values

To bring this vision of the future into our present as soon as possible, we have developed a set of core values that will help us achieve this goal.

They are:

→ Do Deep Tech
→ Be a Team
→ Do it WayRay Style
→ Be a Pro
→ Think
→ Be Honest

WayRay Values

Do Deep Tech

→ Go where others are afraid to go

→ Combine knowledge from different fields

→ Learned to do something? Teach others and manage them

Ask yourself this: am I doing what others are afraid to do? Think differently, go against the grain, be brave. Combine different approaches, apply knowledge from different fields. If you already know how to do something, outsource it and manage the process. Free yourself from routine and go back to start — to tasks no one has done before.

WayRay Values

Be a Team

→ People are our main asset

→ Involve others and listen to them.
  More feedback means fewer mistakes

→ Think about others

If you need to make a decision, try to think it over with someone. People are our main asset. Listen to others' opinions — that will help you avoid mistakes in the future. We don't want any gossip or drama in the company: encourage one another.

WayRay Values

Do it WayRay Style (in red)

→ Act fast. Experiment. Improve
→ Use the most advanced tools
→ Treat money, materials, and time with care
→ Iterate; tolerate mistakes, as they are inevitable

We're a startup in the best sense of the word. Act fast, experiment, improve, be bold with your ideas. Use the newest and simplest tools, apply the most advanced technologies. Take responsibility for the results. Treat the company's resources with care, and not just the material ones: respect your coworkers' time.

WayRay Values

Be a Pro

→ Be professional

→ Learn and help others learn

→ Develop your emotional intelligence and soft skills

We are professionals that are continuously gaining new knowledge and developing our emotional intelligence. Take on team members that know more than you. Learn on your own and help others do the same. Don't be afraid to ask for help. Give good feedback and learn to take criticism.

WayRay Values

Think

→ When you are faced with a decision, make sure you have enough information to make it
→ Weigh the information objectively
→ Consider the consequences

Ask yourself "what am I doing, how, and why?" Every time you're faced with a decision, consider whether or not you have enough information to make it. Look at things objectively, and don't let your convictions and stereotypes skew the information. Think about the consequences of your decisions.

WayRay Values

Be Honest

→ Be honest with yourself

→ Be honest with others

→ Be, don't act

We are a deep-tech company with long-term plans. We don't allow ourselves to be fake. Be honest with yourself and the world around you. Open up to new ideas and perspectives. When making a decision, don't be afraid to make mistakes. If you make a mistake, say so. Be yourself.

General Brand Guidelines

Logotype guidelines

Our logo

The logotype design was carefully chosen for its modern yet refined and highly legible style, further enhanced by uppercase letters. The typeface is bold and balances perfectly with the logo symbol.

The corporate logo combines color with shape and form. The primary corporate color is red. We opted for this fresh use of color because it is strong, modern, classic, and timeless.
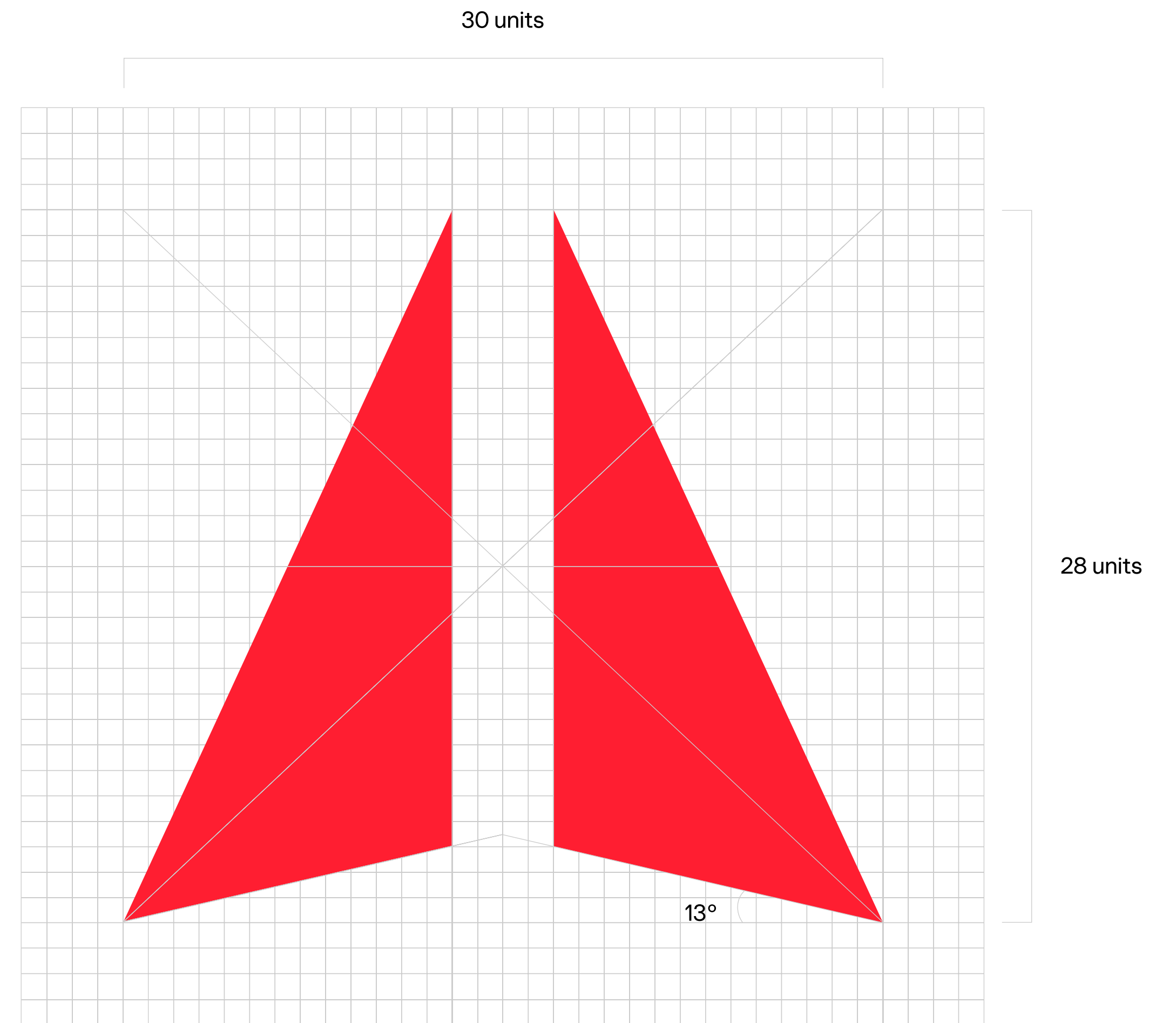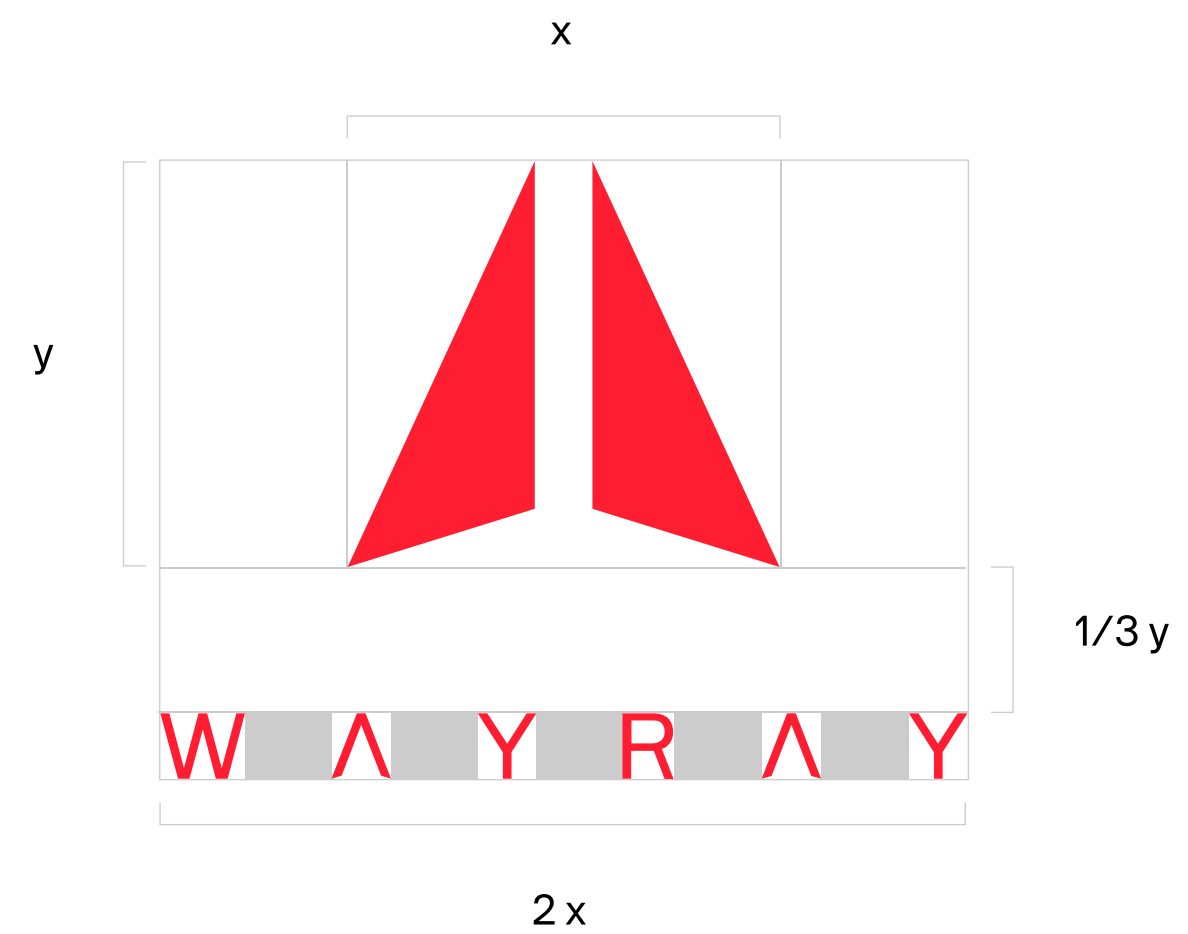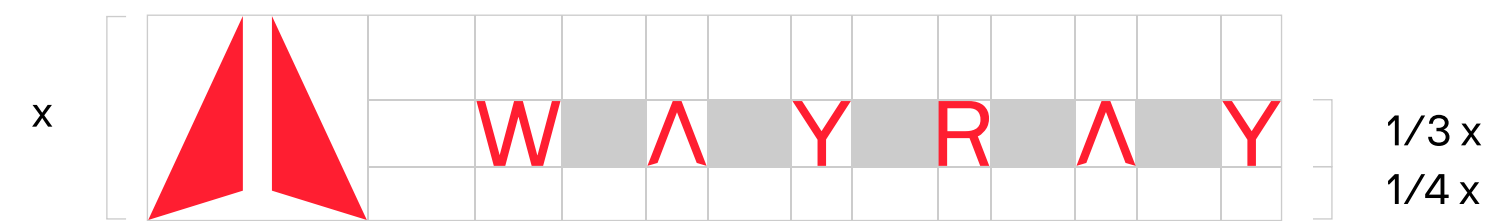
Vertical version

Horizontal version

Logo symbol

Logo construction

x

W ∧ Y R ∧ Y

1/3 x
1/4 x

x

y

1/3 y

W ∧ Y R ∧ Y

2 x

30 units

28 units

13°

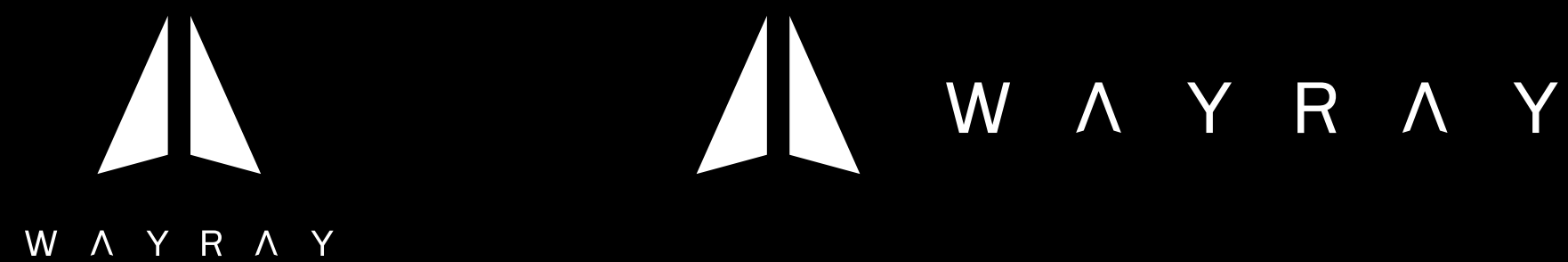# There are four ways the logo can be used

There are four versions of the logotype to ensure legibility and optimum quality reproduction in all printing processes and digital uses. It is essential to follow the guidelines to keep brand communication consistent.
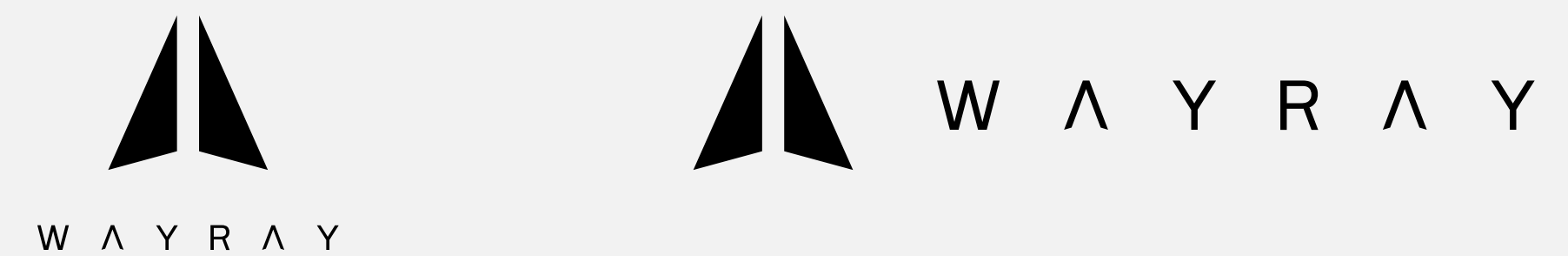
When the full-color logotype cannot be used, substitute with its negative or positive version.

The logotype should always contrast with the background.

The logo can be used on colored backgrounds, but it is important to make sure it is visible and contrasts with the background.

When the logo is set against a background that is darker than 50 % grey, you should use the negative version of the logotype. On light grey and white backgrounds, the red logotype is permissible. The positive version of the logo should only be utilized for black and white print.

Negative space and computation

Whenever you use the logo, it should be surrounded by negative space to ensure its visibility and impact. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest proximity in which any graphic element or text can be positioned in relation to the symbol and company name. They have a fixed relationship that should never be changed in any way.

To work out the negative space, take the height of the logo, and divide it in half. (Negative space = height/2).
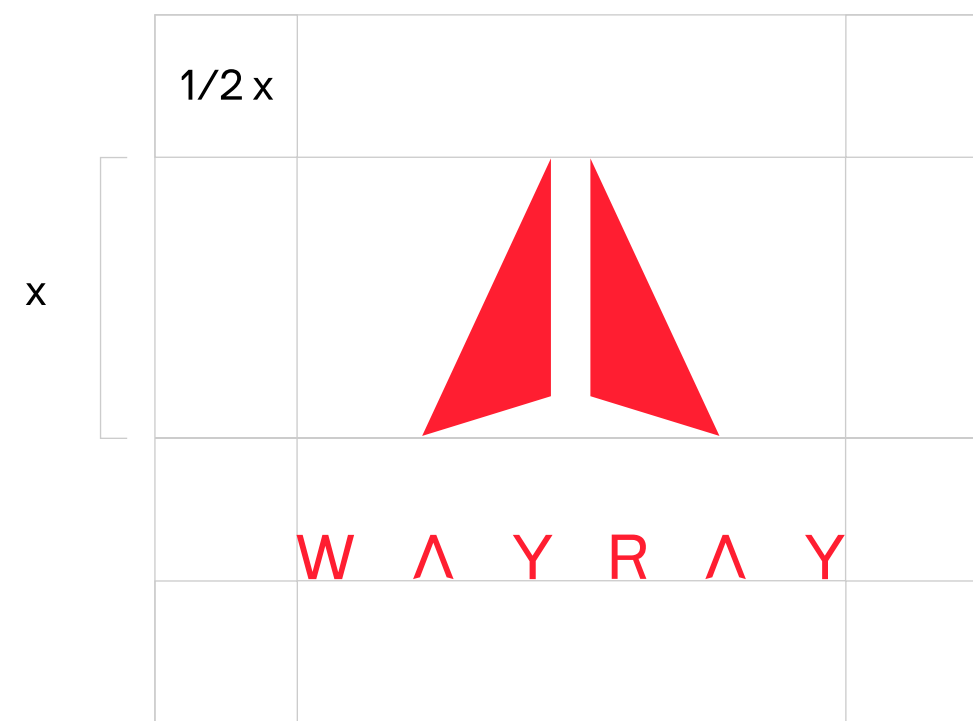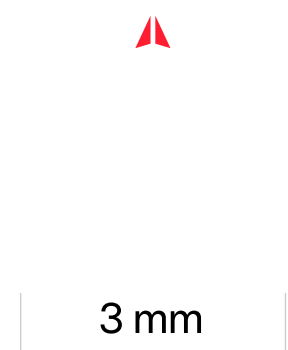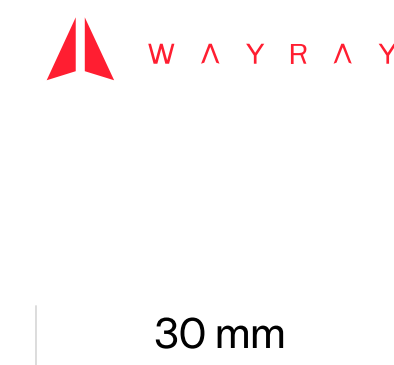
To preserve legibility, the logotype should never be printed or appear in a digital format smaller than listed in the guidelines below.

Digital

| 100 px | 150 px | 30 px |

Print

| 20 mm | 30 mm | 3 mm |
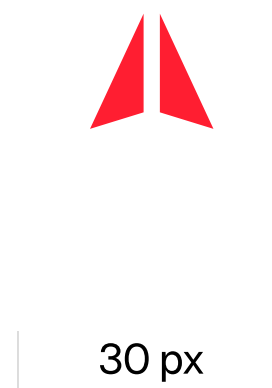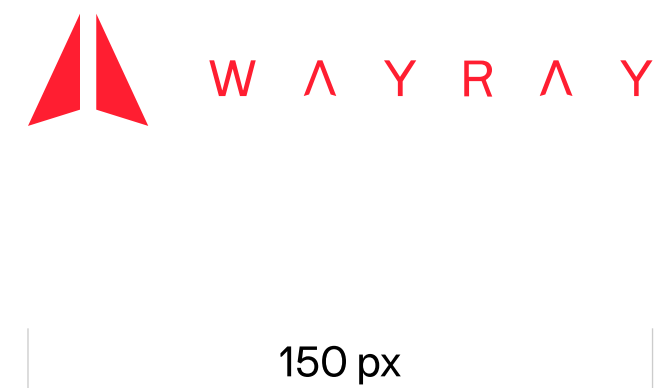
The logotype cannot be altered or redrawn in any other way.

Logotype colors inconsistent with brand standards

Letters are stretched out and distorted

Background colors inconsistent with brand standards

Rotating the logo symbol in any way

Moving parts of the logo and adjusting the distances

Vertically stacking the letters of the logotype

Corporate typography and text hierarchy

WayRay's primary Cyrillic
and Latin typeface is WayRay
Grotesk™ Pro. It should be used
whenever it is available.

WayRay Grotesk™ Pro

WayRay Grotesk™ Pro
Regular

WayRay Grotesk™ Pro
Semibold

WayRay Grotesk™ Pro
Medium

This is the main weight that should be used for the main body copy.

These weights should be used for titles and headers to create a contrast and distinguish important information from secondary.

The rest of the weights should be used for accents and details to make the typographical composition more visually attractive and help the text to be communicated more quickly.

WayRay Grotesk™ Pro Thin

WayRay Grotesk™ Pro Light

WayRay Grotesk™ Pro Bold

WayRay Grotesk™ Pro also has
ligatures and additional characters
for some letters.

Here are some examples; the full set
is available in the glyphs palette.

WAYRAY

AA LA TT Th

ff ffk tf if rt ry

If none of the corporate fonts are available, some fonts can substitute them.

Helvetica and Arial are basic program typefaces that are available and free. Whenever it's not possible to use WayRay's corporate fonts, these two typefaces should be used. Text hierarchy should be maintained according to the guidelines. Bold should be used for headlines and Regular for body copy.

Helvetica Regular
Helvetica Bold

Arial Regular
Arial Bold

Corporate typography and text hierarchy

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact, so users can skim the text for key information

Lorem ipsum dolor sit amet

TITLE

Lorem ipsum dolor sit amet

HEADER 1

Lorem ipsum dolor sit amet

HEADER 2 / SENTENCE

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 aliduip ex ea commodo consequat.

BODY COPY 1

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 aliduip ex ea commodo consequat.

BODY COPY 2

Lorem ipsum

NOTE — OPTION 1

LOREM IPSUM

NOTE — OPTION 2

When using the brand name instead of using the logo, follow the guidelines below.

Sentence case

WayRay

By rule, the letters W and R should always be uppercase while the rest of the letters should be lowercase.

Uppercase

WAYRAY

WAYRAY

If the paragraph is being written in uppercase letters, the brand name can be kept in capitals.

Lowercase

wayray

Only in the following cases should the name be written in lowercase letters:
→ WayRay website: wayray.com
→ Email address: name@wayray.com

Corporate design color system

Red, black, and white are the primary colors of the brand. Mamba Green is an additional color of the brand.

These colors are the most frequently used colors and should be the foundation of any branded design. It is essential to follow the guidelines and use the correct colors in the correct proportions to achieve brand consistency in design and communication.

Red

#ff1e31

Pantone 185C
R255 G30 B49
C0 M91 Y79 K0

Black

#000000

Pantone Black C
R0 G0 B0
C70 M50 Y30 K100

White

#ffffff

Pantone White
R255 G255 B255
C0 M0 Y0 K0

Mamba Green

#c0df16

Pantone 2297C
R192 G223 B22
C26 M0 Y95 K0

Shades of grey are used as additional colors.

Use tints, rather than primary colors, to add depth to complex graphics or illustrations. With grey, there is a gradient palette that can be useful while working on a text for packaging, typographical compositions, or graphics.

#333333

Pantone 432 C
R51 G51 B51
C69 M60 Y56 K66

#595959

Pantone 431 C
R89 G89 B89
C59 M49 Y48 K40

#808080

Pantone 430 C
R128 G128 B128
C49 M39 Y39 K20

#a6a6a6

Pantone 429 C
R166 G166 B166
C37 M29 Y29 K8

#cccccc

Pantone 427 C
R204 G204 B204
C23 M17 Y18 K1

Harmonious color proportions are:
80% to 20% in various color combinations.

80%

20%

Color proportions may vary
depending on format and purpose.

WAYRAY

wayray.com