Brand Guidelines

walkme

Intro

Our brand represents a strong point of view that sets us apart.

When executed with care and consistency, it's one of our most valuable assets.

This book will introduce you to the who, what, why, how and guiding principles of the brand, so you can keep them in mind while you work. A simple yet impactful system for a strong, consistent mission.

WHO WE ARE
The world's leading Digital Adoption Platform.

THE PROBLEM WE SOLVE
Software Paralysis.
After decades of investing in technology, companies find themselves with hundreds of apps across thousands of processes, creating a massive level of friction that's killing their agility, efficiency and innovation, while hurting employee productivity, engagement, and increasing compliance and security risks.

WHO WE SOLVE THIS PROBLEM FOR
Enterprise technology buyers, across LoB and IT.

WHAT WE DO
WalkMe gives technology buyers the visibility and tools they need to deliver the frictionless, people-first software experiences users demand.

WHY WE DO THIS
We exist to re-invent the digital workplace so that people rule.

WHY WE DO THIS

Discover
See the real usage and pinpoint friction in all the software running in your company, task by task, and in the context of single or multi - application workflows.

Adapt
De-risk change management by automating tasks and delivering personalized guidance to people at the time and place they need it most; at the point of friction, across all applications.

Prove
Show software ROI with clear and measurable adoption & efficiency KPIs by application, workflow or business process.

HE VALUE WE BRING
WalkMe, you can pinpoint and resolve the digital friction that's leading to Software Paralysis, regain control of your tech stack, achieve the ROI you expected from your tech investments and be better equipped to manage future change. You'll see:

Time to value
on software measured in weeks, as adoption surges.

Cost savings
as under-utilized apps are right-sized.

Risks reduced
as compliance with sensitive workflows rises.

Productivity spikes
as people spend less time on low value tasks.

Employee engagement
spikes as people spend more time on rewarding work.

OUR DIFFERENTIATORS

Superior Technology
As the most mature DAP vendor in the market,WalkMe has been recognized by industry analysts for its feature-rich platform, continued focus on innovation, and first-to-market offerings.

Enterprise-Grade
Designed for scale and trusted by our Global 2000 customer base, all while meeting the governance, compliance, privacy and security demands of enterprise customers.

Data-Driven by Design
We take a unique approach to measuring impact and ROI - with enterprise-level dashboards which cater to C-level executives and a goal-based approach to measure impact.

Robust Ecosystem
Leading the DAP market with an extensive partner ecosystem and community, trainings and certifications, setting our customers up for success with a meaningful DAP strategy.

Market Expertise
Our best practices and market expertise are derived from +900M daily interactions across 1000's of applications.

HOW WE SOUND
Ambitious, provocative, approachable, a little bit fun.

Contents

Logo

Logotype

The WalkMe logo is composed of the "WalkMe" logotype and a speech bubble with "Me" in it.

Made of a simple, geometric shape typeface, the logotype has a modern and techy feel.

Always use the logo files provided. Do not re-create.

Clear Space

It is important to protect the integrity of the logo. To maintain legibility, the padding on all sides should be at least equal to the height of the lowercase letters of the logo.

Same padding should be applied to the logo with tagline.

Scalability

Minimum sizes are used to ensure that the WalkMe logo is never distorted or hard to read. The minimum size of the WalkMe logo is 75px wide for digital or 20mm wide for print.

The version of the logo with the tagline has a minimum size of 113px wide for digital or 30mm wide for print.

*Note that the diagrams to the right are not to scale.

75 px



113 px

Logo Color Applications

Full-color logo should be used on a white background, and white-text logo on brand dark blue. The all-white logo should be used on brand light blue colored background.

Avoid using full-color logo on photographs unless the logo sits on a dark or white area of the image.

Incorrect Usage

1. Do not apply a stroke to the logo.

2. Do not apply a drop shadow to the logo.

3. Do not apply a color to the logo outside of the primary color palette.

4. Do not rotate the logo.

5. Do not add any graphic elements to the logo.

6. Do not warp or distort the logo in any way.

7. Do not rearrange the elements of the logo.

8. Do not use the logo as a framing device.
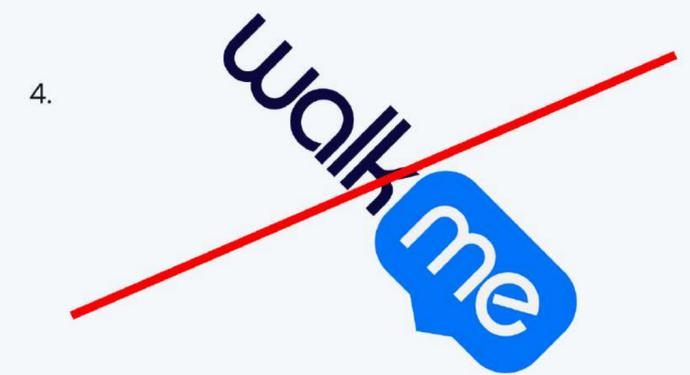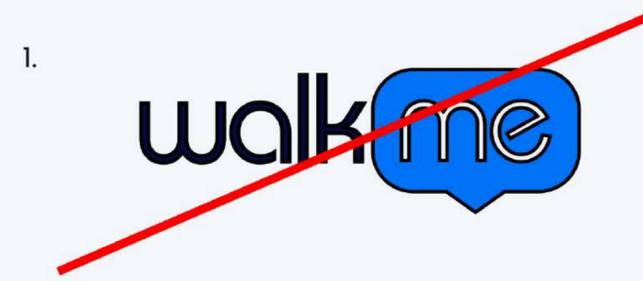
Sub-brands

To use the logo with a sub-brand, position sub-brand text to the right of the logo.

Use font typeset in Poppins (Regular), optical kerning, to the right of the logo, separated by a distance equal to 1/8 width of the speech bubble.

Text height should be the same as logotype hight using only lowercase letters.
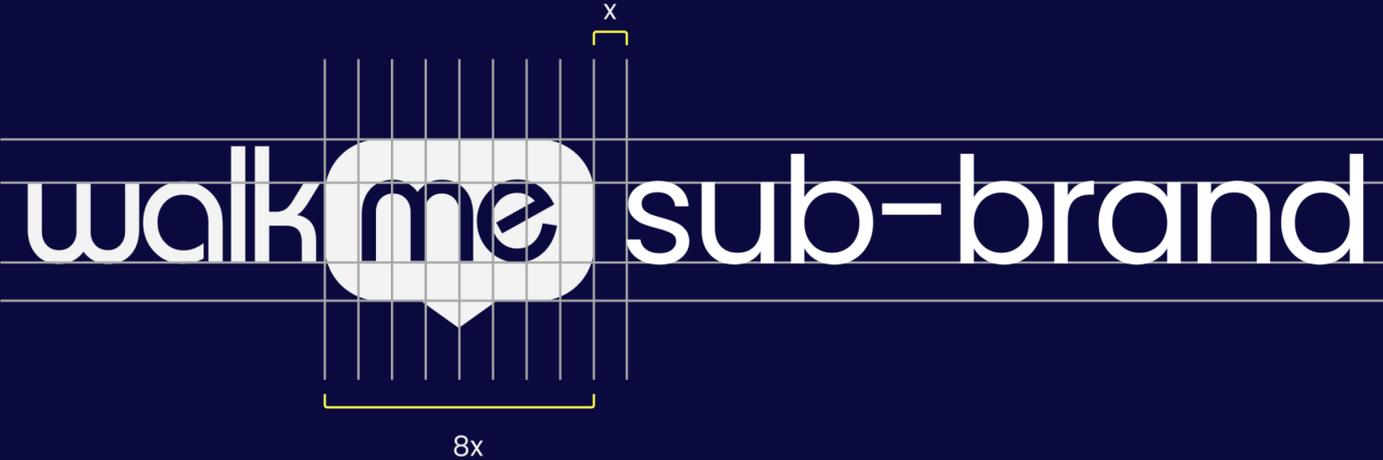
Partnerships

For partnership showcase, place the WalkMe logo inline with the partner logo (WalkMe should appear first, on the left hand side).

Partner logo should be separated by a distance equal to 3/4 width of the speech bubble, and divided in the middle (between the logos) by a vertical line. Partner logo height shall be determined according to the height of WalkMe's logotype upper case letters. This might vary depending on the partner logo visual.
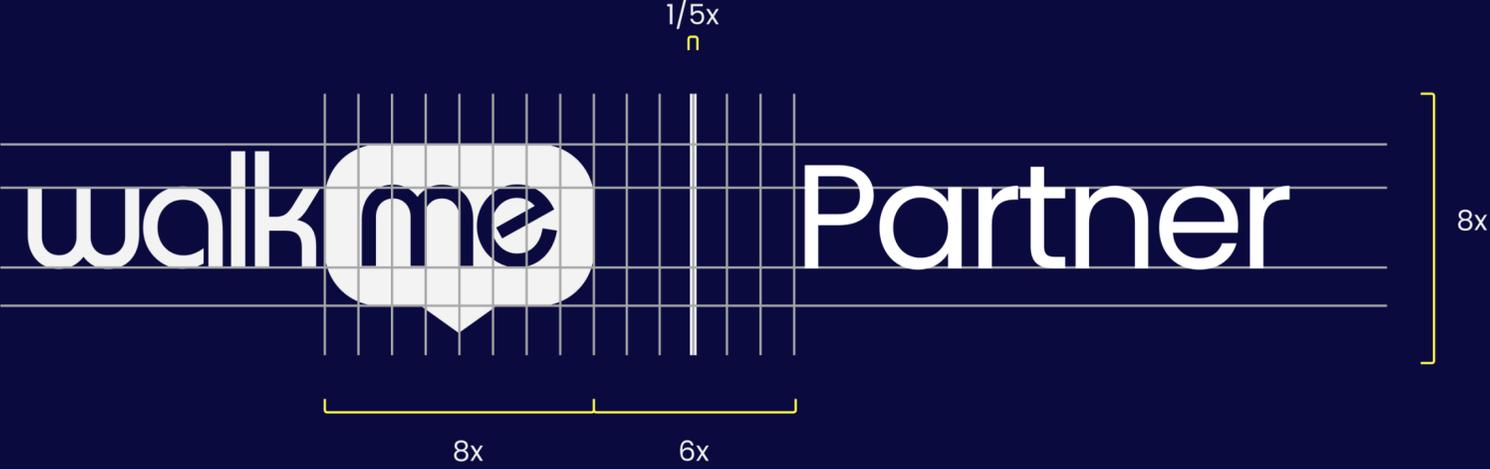
Voice & Tone

Overview

Voice and Tone: An Introduction

WalkMe gives its customers the visibility and tools they need to deliver the frictionless, people-first software experiences users demand. And so our voice should be a reflection of that: honest, human, and consistent across all channels.

Tone is a specific variation of our voice. For example, there are places where it makes sense for our messaging to be bold, even provocative. In other places, such as product demos, we need to be informative, but not too dramatic. In the same way a person's tone might shift from the boardroom to the barstool, our brand will also take on different tones in different contexts. But our voice will always stay the same.

Our Audience

Our audience—whether we're addressing CIOs or other line of business leaders—should hear themselves in us. That's the most surefire way to show we get them—their tech needs, yes, but also that we get them as people.Start by considering where your audience is coming from. What are their unique problems? How do we make their lives easier? If you say "software friction is slowing you down," and that's actually how most of our customers feel, you build a connection. Once you build that connection, you have their attention. And any bold claims or inspirational messaging will be more likely to resonate, because we're coming to them on their own terms, in their own words.

The WalkMe voice is ambitious, provocative, and approachable—with a bit of fun. Self-assured but never arrogant. Exciting but never outrageous. Relatable but not overly casual.

Voice Attributes

Ambitious

As a platform, WalkMe solves the massive problem of software paralysis that plagues modern enterprises. That's a big promise. So it makes sense that our voice, like our product offering, comes across as ambitious.

In other words, we want to be upfront about how powerful WalkMe is as a Digital Adoption Platform. Don't shy away from talking about how much we're helping customers now, and into the future.

✓ We exist to re-invent the digital workplace so that people rule.

✗ We plan to make the digital workplace more user-friendly.

Voice Attributes

Provocative

WalkMe's platform is changing the way businesses interact with software on a fundamental level. And we should write with the excitement and drama that our commitment to innovation and change suggests. Sometimes this is about being bold—writing with the unabashed belief that we are, in fact, the greatest company in the world. Other times, it's about stating the facts in the most honest way possible for dramatic effect. For example, if sales people are getting screwed over by manual tasks, just say that.

✓ Software friction is killing your company.

✗ It's time to take some of the friction out of your workflows.

Voice Attributes

Approachable

WalkMe is about giving people better experiences, so our voice should feel relatable and human—not corporate or jargony.

If you sound like a mass email, you'll be ignored like a mass email. When approaching a writing task, start with the most natural version—the same way you'd explain a concept over coffee. You might want to polish it based on your audience, but starting from a place of simplicity will get you writing in a more human way.

✔ Ready to go frictionless? Get started with digital adoption today.

✘ Send us an email to join our team of digital adoption experts.

Voice Attributes

Fun

We're putting people back at the center of the digital workforce. This is, obviously, a much more fun way to work. So go ahead and spread a little joy as you spread the word about our products.

Of course, you can't force fun. Clever for clever's sake rarely has a positive impact. Don't go out of your way to include a joke or pun, but if it comes naturally, let it.

✓ Switching apps 90x a day? Switch to WalkMe.

✕ Stop wasting time context switching.

Tone

While our voice is consistent, our tone adjusts to fit the situation. So while we're always ambitious, provocative, approachable, and fun, exactly what we say will depend on the context and audience.

When determining the tone of your copy, think about your audience's state of mind: Are they just stumbling onto your homepage and need a reason to be hooked? Curious about how WalkMe works? Seeking guidance from a blog post? Considering your audience will help you strike the right tone and write content that best serves them.

For instance, while WalkMe's voice takes an informational tone in places like case studies or blog posts, where the audience needs to learn critical information, it should turn more dramatic in advertising, where the goal is to gain awareness. And while we may sound more cool and collected in places like product pages, there are also times for enthusiasm—like on social media or a careers page.

Most Informational ← → **Most Dramatic**

| White papers | Case studies | Blogs | Web copy | Performance marketing | Social media | Brand advertising |

Color

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Color Palette

The WalkMe brand's main color palette should be used in all print and digital use cases. As seen in the diagram to the right, there should always be a clear hierarchy in the palette's usage. So white & navy should always be the most frequently used colors, followed by blue, followed by yellow, followed by all other colors.

When using white as a background color, it is important to use Yellow only on nonfunctional shape elements and never as text or a button. Additional guidance on color accessibility can be found on the following page.

White
HEX #EBFF70
R243 G243 B243
C0 M0 Y0 K5
PMS: n/a

Dark Navy
HEX #0A0A3F

Blue
HEX #0072F5

Yellow
HEX #FFFB4D

Green
HEX #1EFBD3
R30 G251 B211
C87 M0 Y16 K2
PMS: 333 C – 3245U

Indigo
HEX #5A1FFF

Grey 1
HEX #F4F8FB

Grey 2
HEX #e7edf2ff

Grey 3
HEX #ACB3C4

Black
HEX #000000
R0 G0 B0
C0 M0 Y0 K100
PMS: Black 6 C/U

Color Accessibility

Color accessibility enables people with visual impairments or color vision deficiencies to interact with digital experiences in the same way as their non-visually-impaired peers.

The colors shown to the right that are not crossed out, comply with WCAG AA contrast standards when used with the background color shown. All crossed-out colors DO NOT comply with WCAG AA contrast standards when used with the background color shown.

Reference the guide to the right to ensure WalkMe's branding is accessible to all.

Extended Color Palette

The WalkMe brand's extended color palette only exists for select functional purposes and should be used sparingly. The primary use case is to create contrast in a situation where the corresponding main color palette tone cannot (e.g. using the extended palette's light blue over a black background instead of the main palette's blue.) These tones can also be used for interactive moments like UI button hover states. That said, the extended color palette should only be used in digital executions and only when absolutely necessary.

Blue
449BFF

Blue
0072F5

Blue
0156B8

Yellow
FFFD99

Yellow
FFFB4D

Yellow
F6F100

Green
6AF9DF

Green
1EFBD3

Green
04E0B8

Indigo
8D66FB

Indigo
6D3AFF

Purple
3D03DE
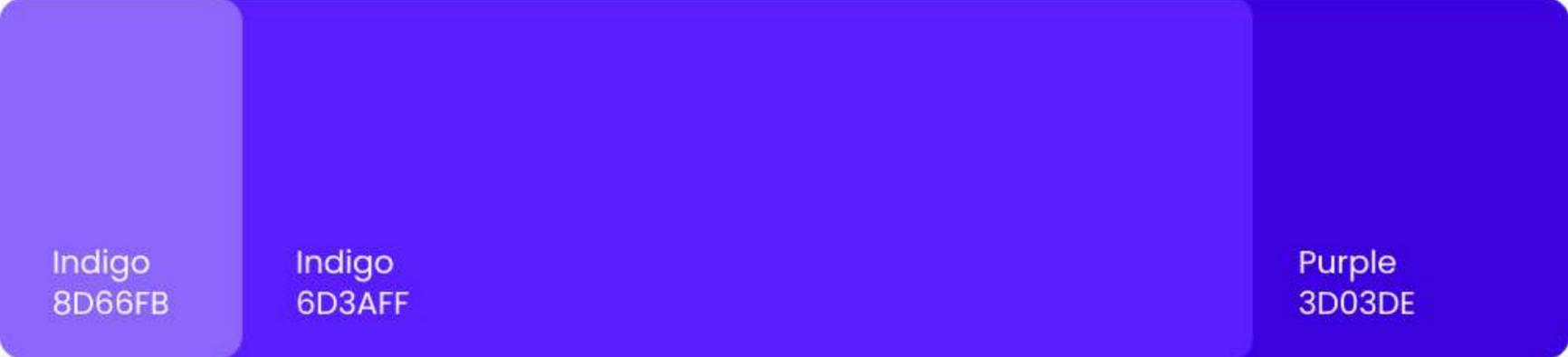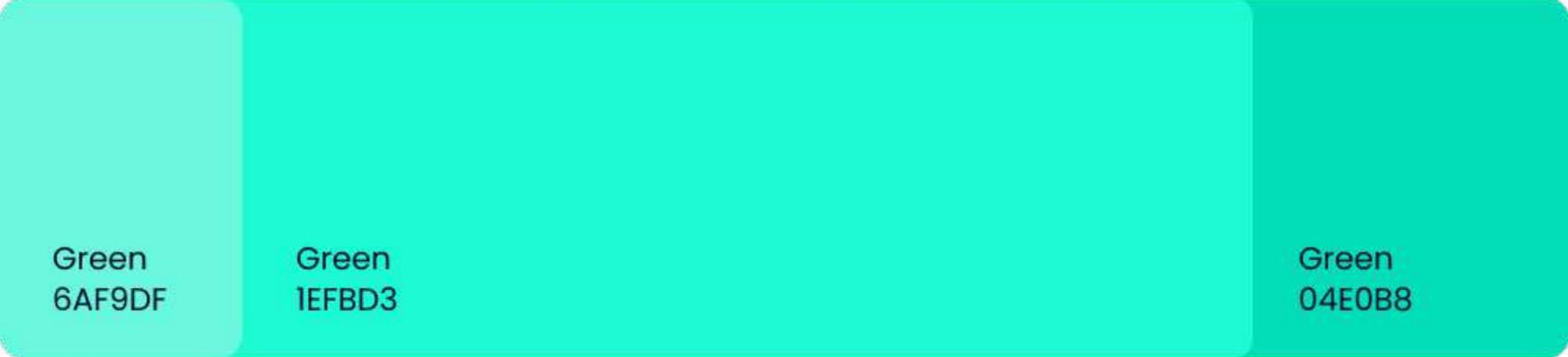
Typography

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Primary Typeface

Poppins was created by the Indian Type Foundry. It is an open source font with an internationalist take on the geometric sans genre. The accurate geometric design of its characters makes it suitable for both headings and body text.

Poppins — Indian Type Foundry

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789

Poppins

Primary Typeface

Mazzard H is a sans serif font family. This typeface has eighteen styles and was published by Pepper Type. Mazzard is a superfamily of three geometric grotesques with three different x-heights. It features rich language support including Cyrillic, and offers a wide variety of alternate forms to choose from.

The "Mazzard H" font should be used minimally and only in specific situations. It should be the exclusive typeface for headlines in significant campaigns and events, consistently implemented across print and web assets. Restrict the use of Mazzard font solely to headlines, avoiding its use in body text or smaller supporting elements.

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789

Mazzard H

Type-Setting

While the WalkMe brand uses Poppins for all typography within the brand, it's important to remember that the typesetting varies from headlines to body copy. See the proper typesetting guidelines to the right.

Display Headlines → Mazzarat- Medium, Leading = 95%, Kerning: Optical

Lorem Dolor amet

Subheaders, Short Paragraphs → Poppins - Regular, Leading = 115%, Kerning: Auto

Lorem ipsum dolor sit amer, consect vedrian consectetur adipiscing

Body Copy → Font Name - Weight, Leading = 150%, Kerning: Auto, Tracking: Auto

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Leo nisi, viverra tellus aliquam ac at. Mattis bibendum vestibulum imperdiet phasellus venenatis egestas. Enim nulla quis aliquam risus ac sed.

Photography

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Overview

Do's

– Use great quality images

– Use professional shots with good contrast.

– Use shots that feature natural facial expressions.

Don'ts

– Don't use low quality, low-res images.

– Don't use stocky-looking images.

– Don't use photographs of people in forced poses.

– Don't use photos with lots of objects in the frame.

Stock Photography - Alt

These photographs meet all the criteria of our brand guide. This is a photo library that can be used as a reference to develop the WalkMe brand imagery.

When searching for new stock photography, consider the two different buckets for imagery which should be paired with appropriate headlines and copy:

• The group of images on the top half all represent digital friction moments.

• The group of images on the lower half represent frictionless experiences.

Graphic System

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Overview

The following asset usage percentages have been established in order to maintain a consistent look & feel across the WalkMe brand.

1. **Product Illustrations** should be used approximately 50% of the time.

2. **Photography** should be used approximately 25% of the time.

3. **Data Visualizations** should be used approximately 25% of the time.

These percentages are intended as a baseline and will vary depending on the situation, medium, use case, and target audience.

1.

2.
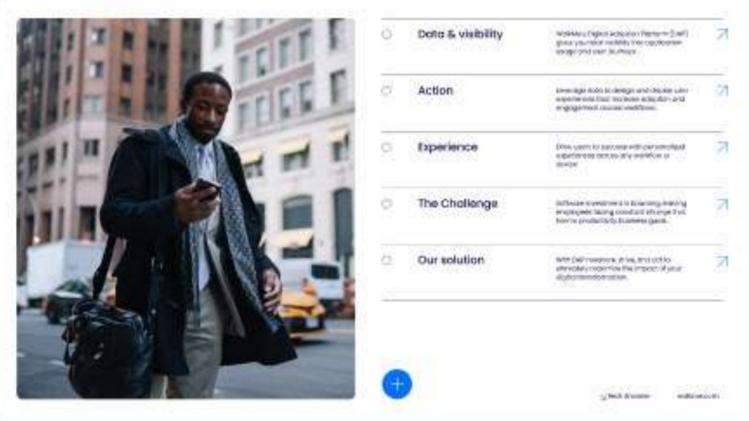
3.
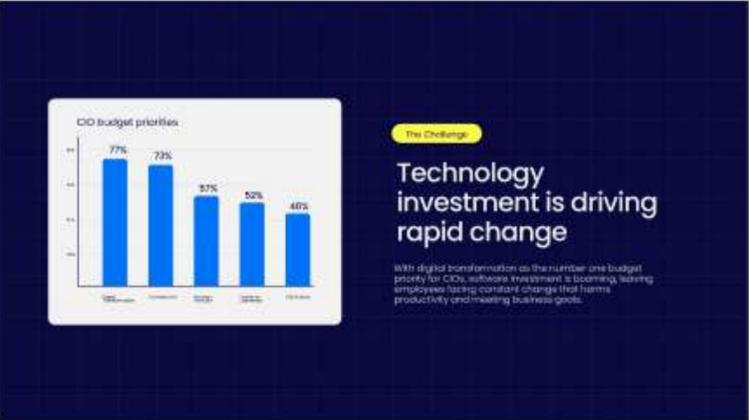
Product Illustrations

The WalkMe product illustrations are abstract, simplified renditions of real WalkMe product UI screenshots. Please follow these steps when designing:

1. Choose 2-3 specific moments from a product screenshot to highlight in the illustration.

2. Use pills, boxes and simple elements to create a low fidelity representation of the product screen.

3. Add a top layer of simplified representations of the highlighted product moments and apply color from the primary brand palette to give the illustration a more functional feel.
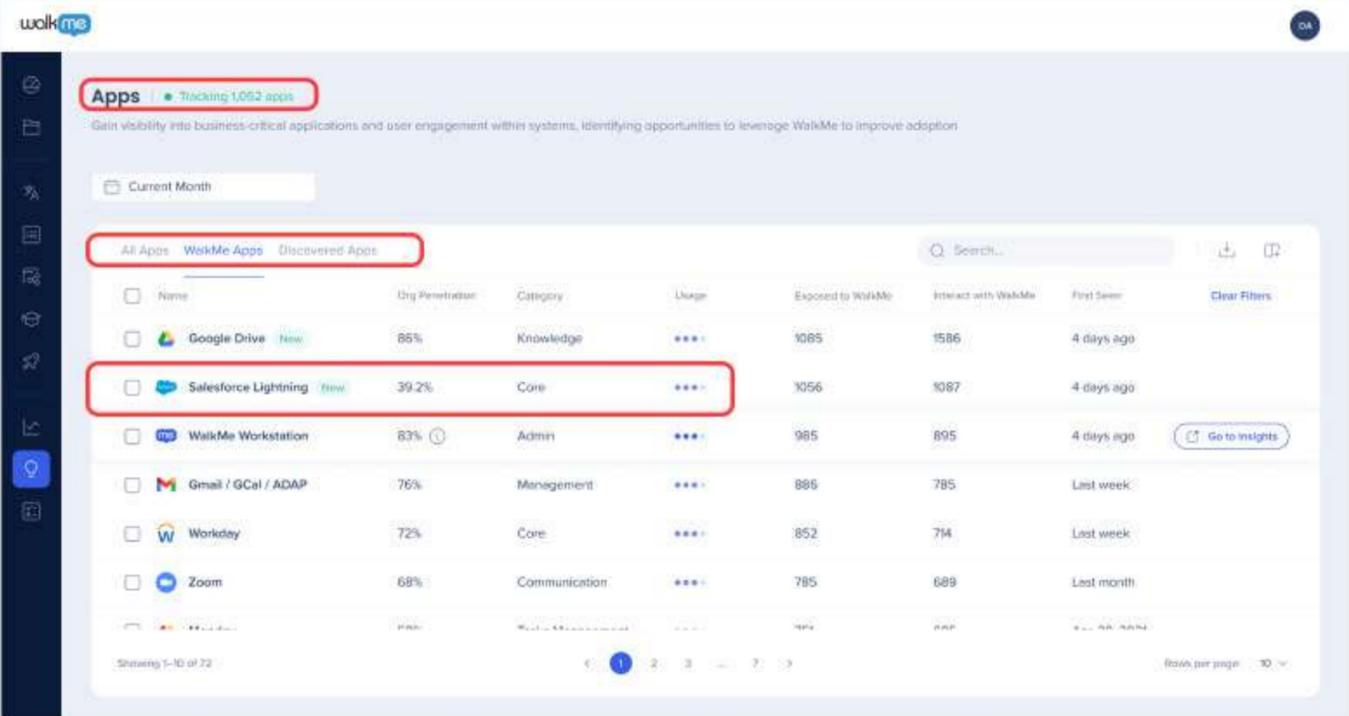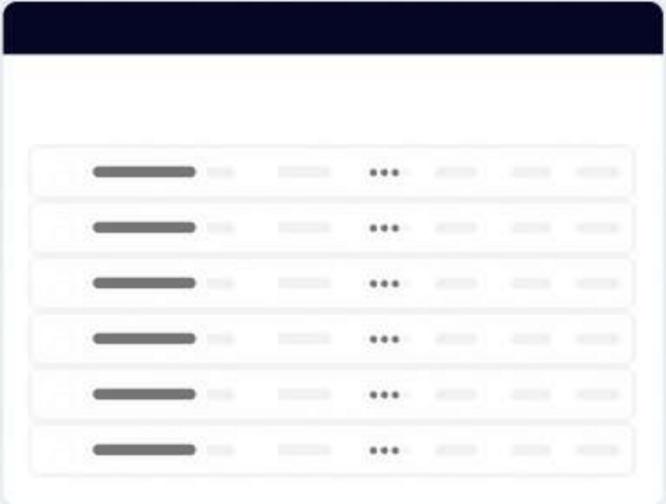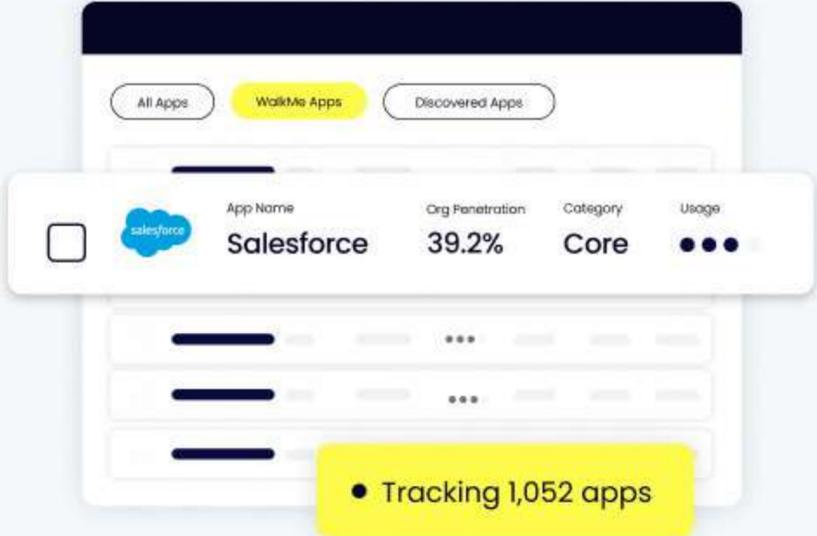
Product Illustrations Cont.

The examples to the right were constructed using the guidelines on the previous page.

The following are set of best practices:

- All text should be concise and easy to understand. Do not include text or elements that are not essential to convey the message of the illustration.

- Avoid filling individual frames with too many elements, as it impacts the user's ability to interpret the message.

- Make sure to use a healthy mix of the brand colors to create contrast and add visual interest.
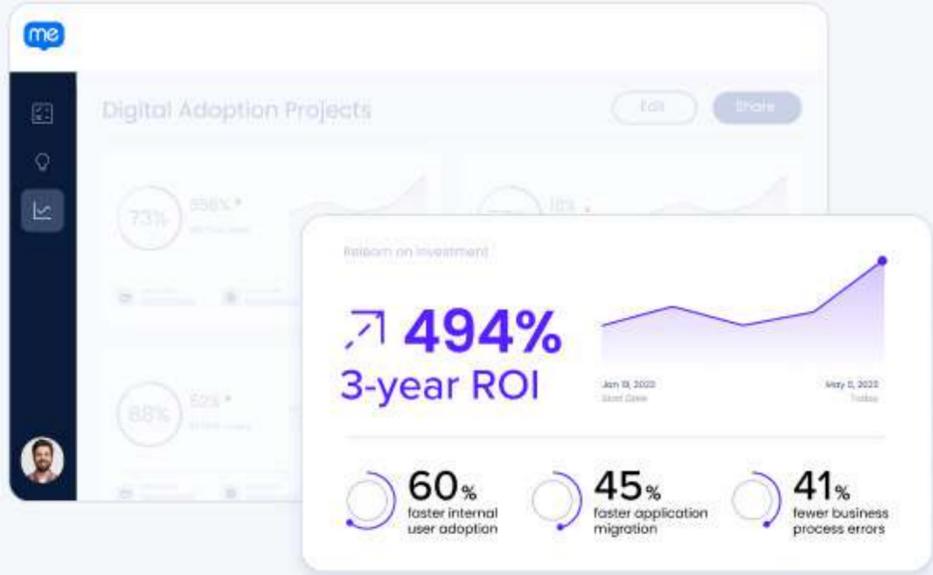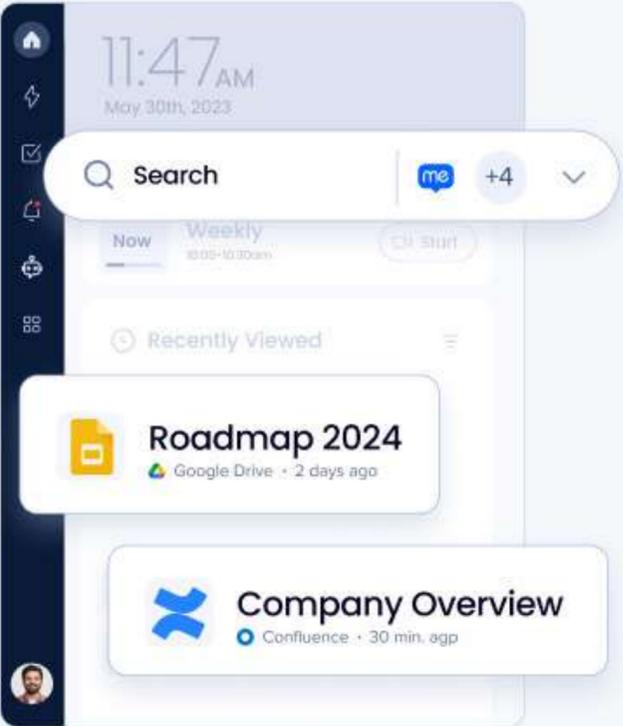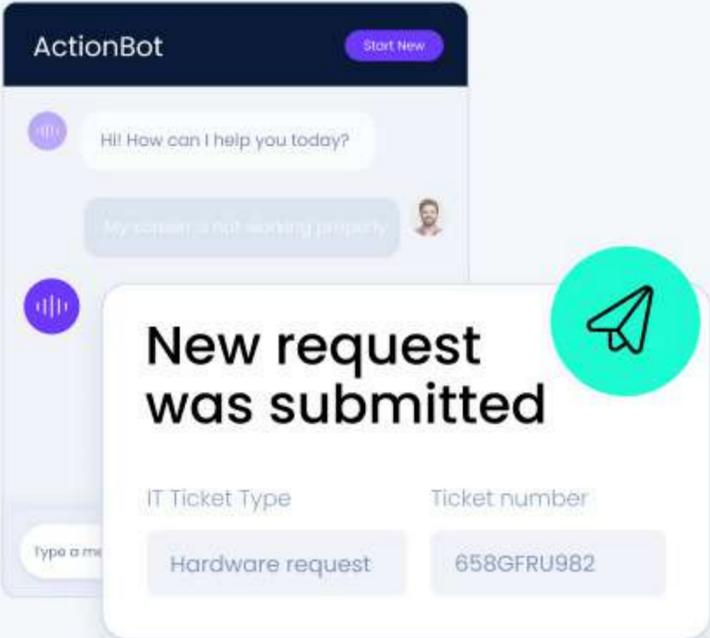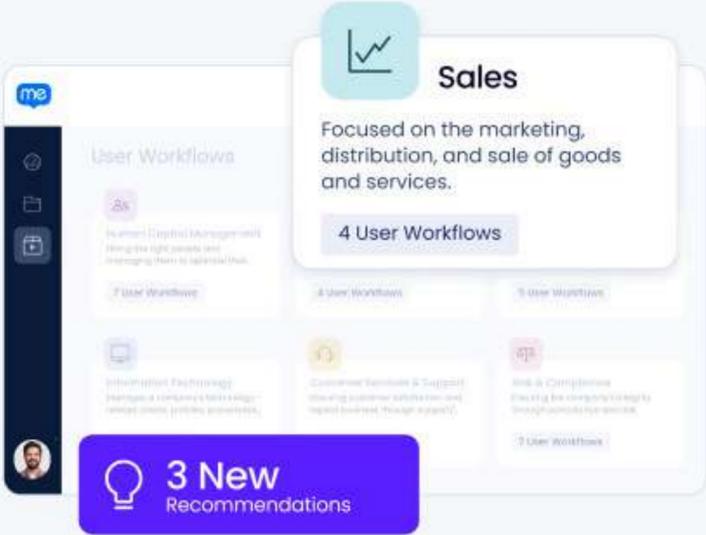
Photography + UI Atoms

Elements of the product illustrations can be overlaid on stock photography to give photos new meaning. This technique is an effective way to incorporate the WalkMe brand into a previously brand-agnostic image, and also to elevate the overall quality of a stock photo.
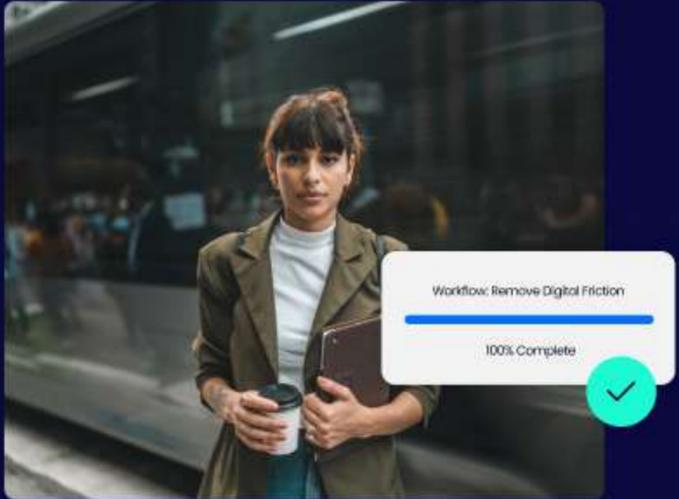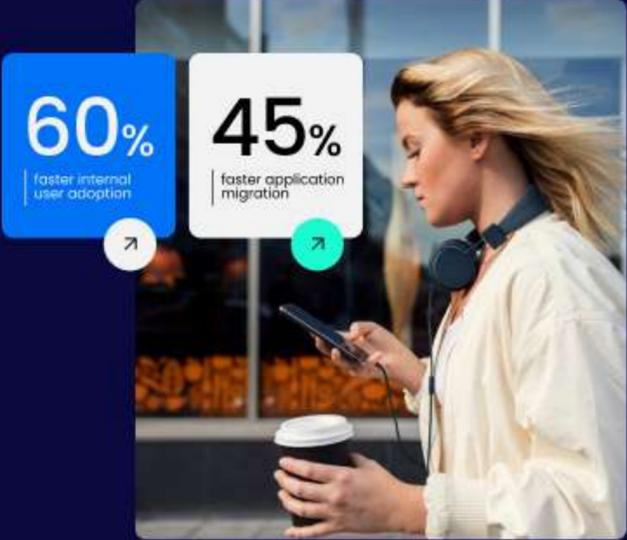
Data Visualizations

The WalkMe data visualizations are abstracted representations of things like customer results, survey data, market research—any data that makes the argument for "Why WalkMe?"

When creating these data visualizations, always use neutral colors for type and basic structures (e.g. axis lines, bounding boxes, etc.), and use saturated brand colors to highlight the graphic focal point.
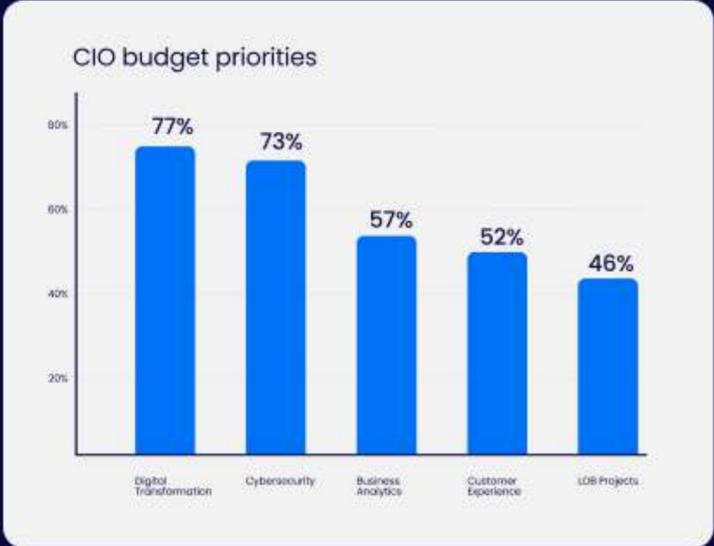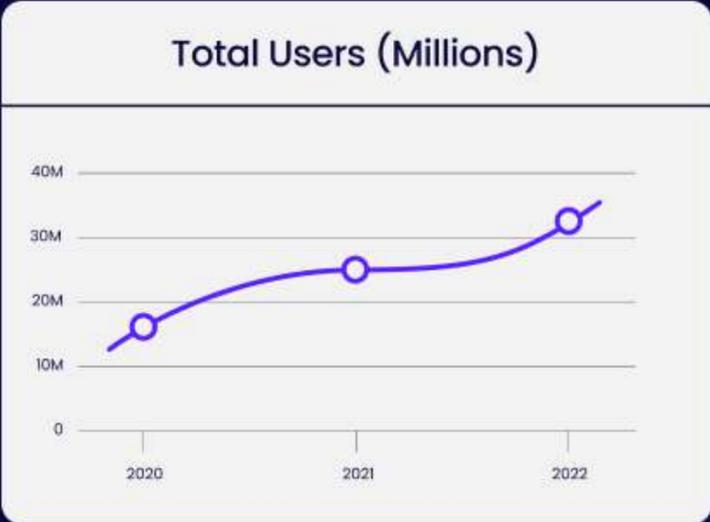
Cards – Construction

The WalkMe brand uses rectangular shapes with rounded corners called cards. Construct these elements following the guidelines below to maintain a consistent look & feel.

1. Corner radii must be between 3-8% of the shapes longest side.

2. When using multiple cards together, they should be close but never touching.

3. Always maintain a margin between the cards and the surrounding frame edge.
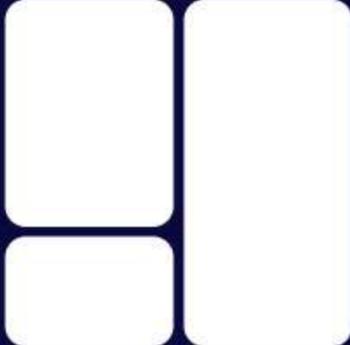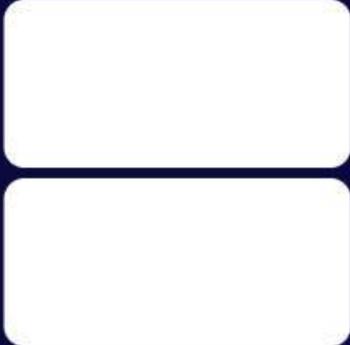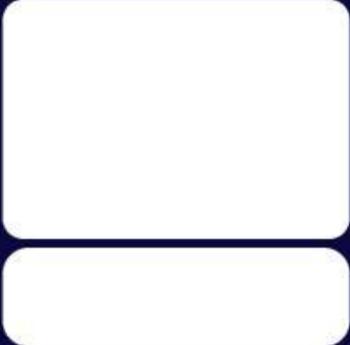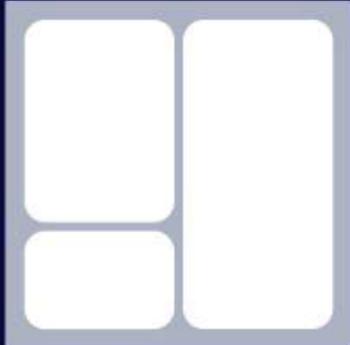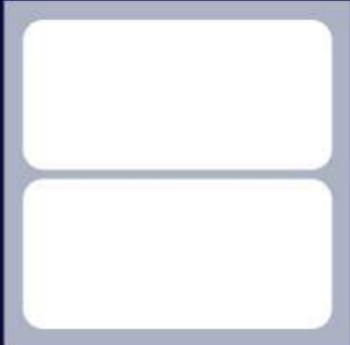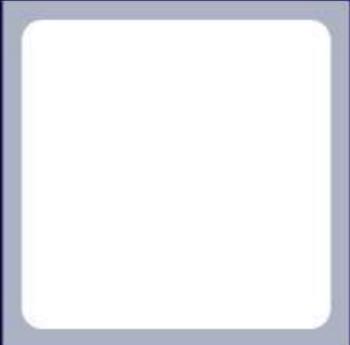
Cards – Usage

Once constructed, these cards can be used in any of the ways listed below.

1. Filled in with solid color and used to house body copy, headlines, or other content.

2. Used as a frame for photography.

3. Used as a base for UI Illustrations
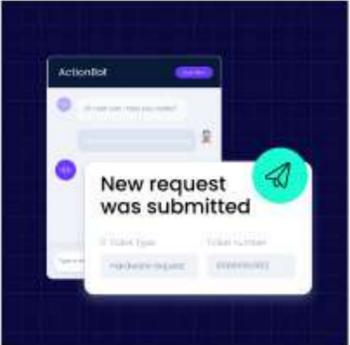
GUI Grid + Elements

Several GUI-related elements can be used when executing branded layouts. The grid can be used as a background and the set of elements displayed here can be built upon.
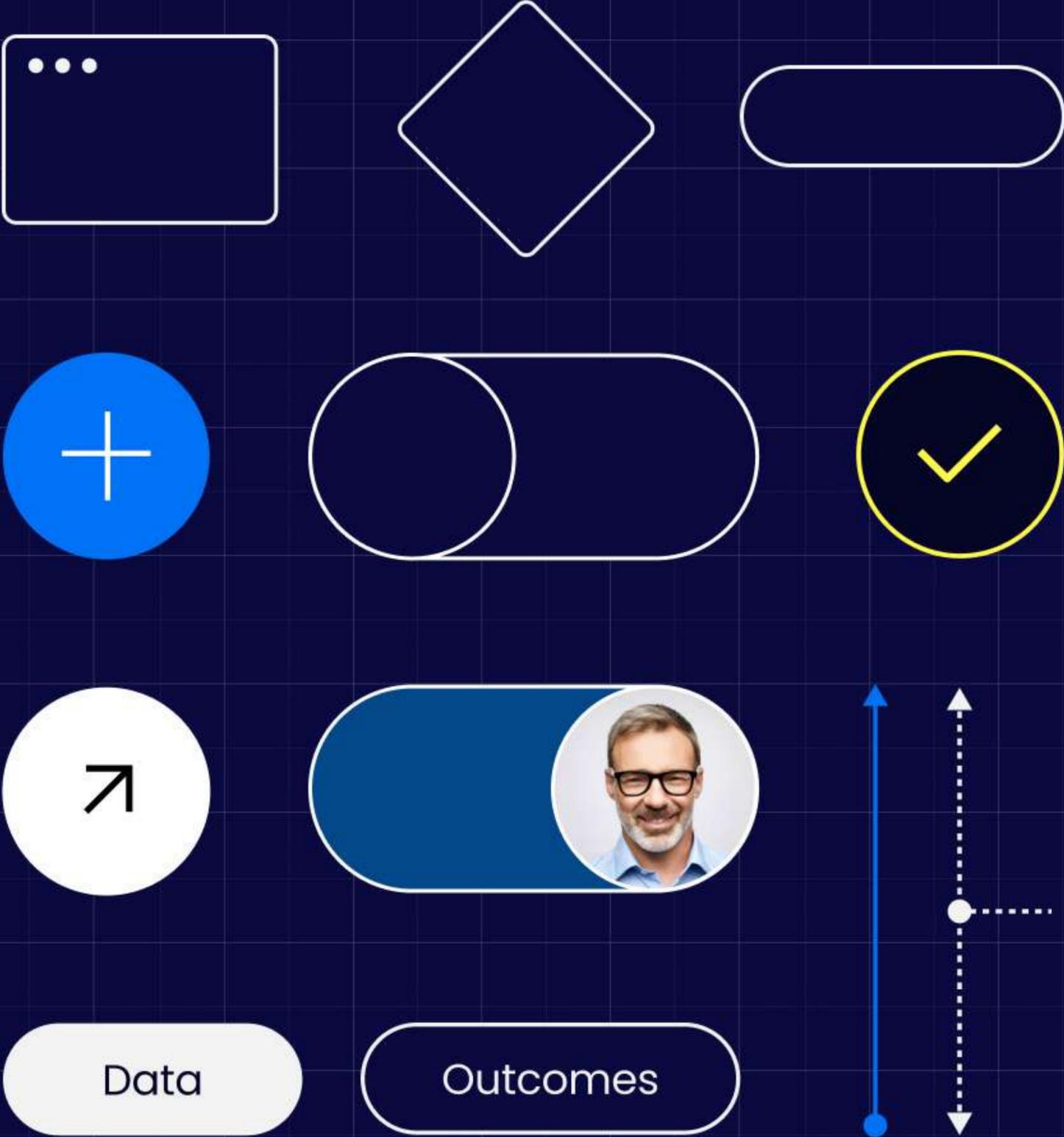
Workflows

The GUI elements presented in the previous page can also be used to create more complex illustrations of user workflows by connecting them and creating a composition.
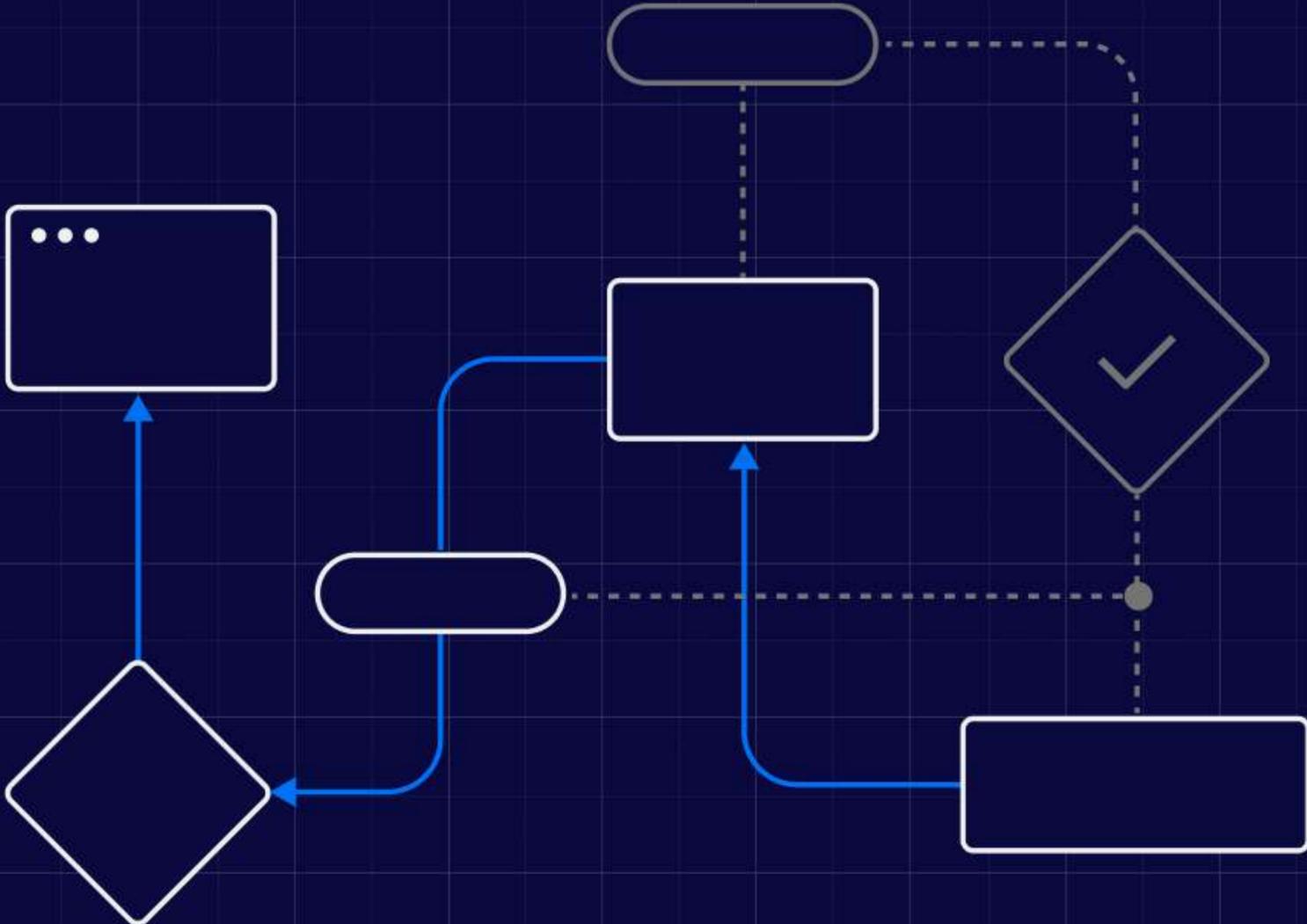
Device Frames

When displaying full screenshots of the product, they can be framed in line stroke frames representing different types of devices.
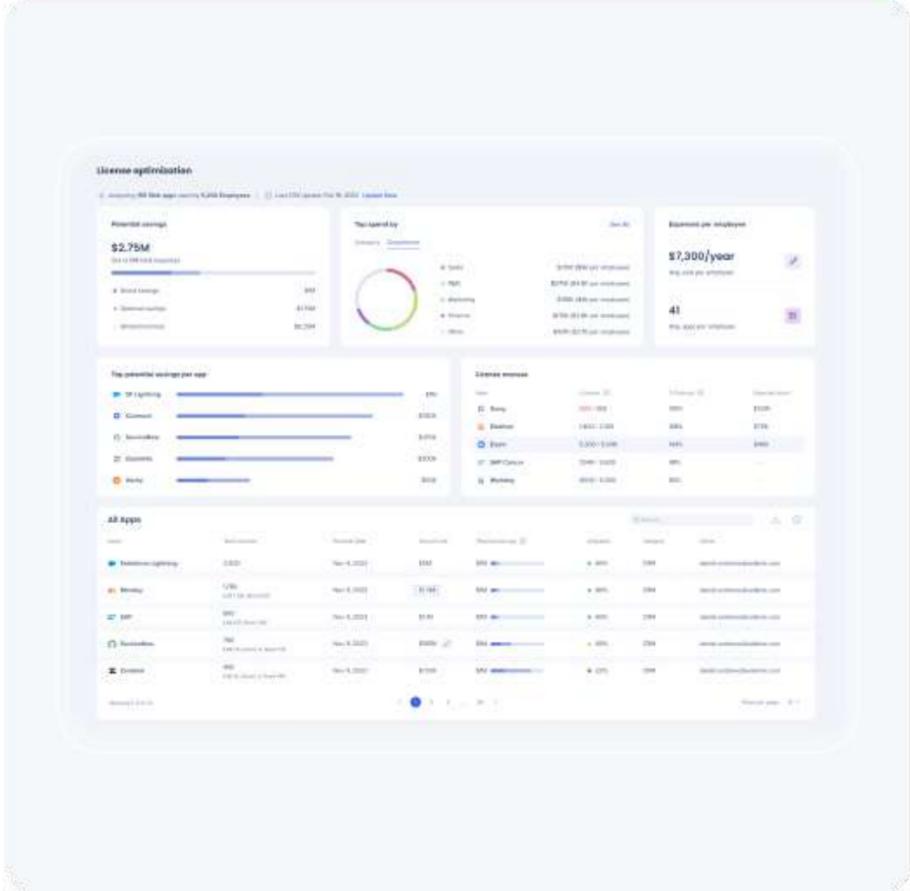
Icons

The WalkMe brand icons should be used as supportive elements that provide symbolism, conceptual clarity, and visual interest.

Icon colors can change depending on different content themes.
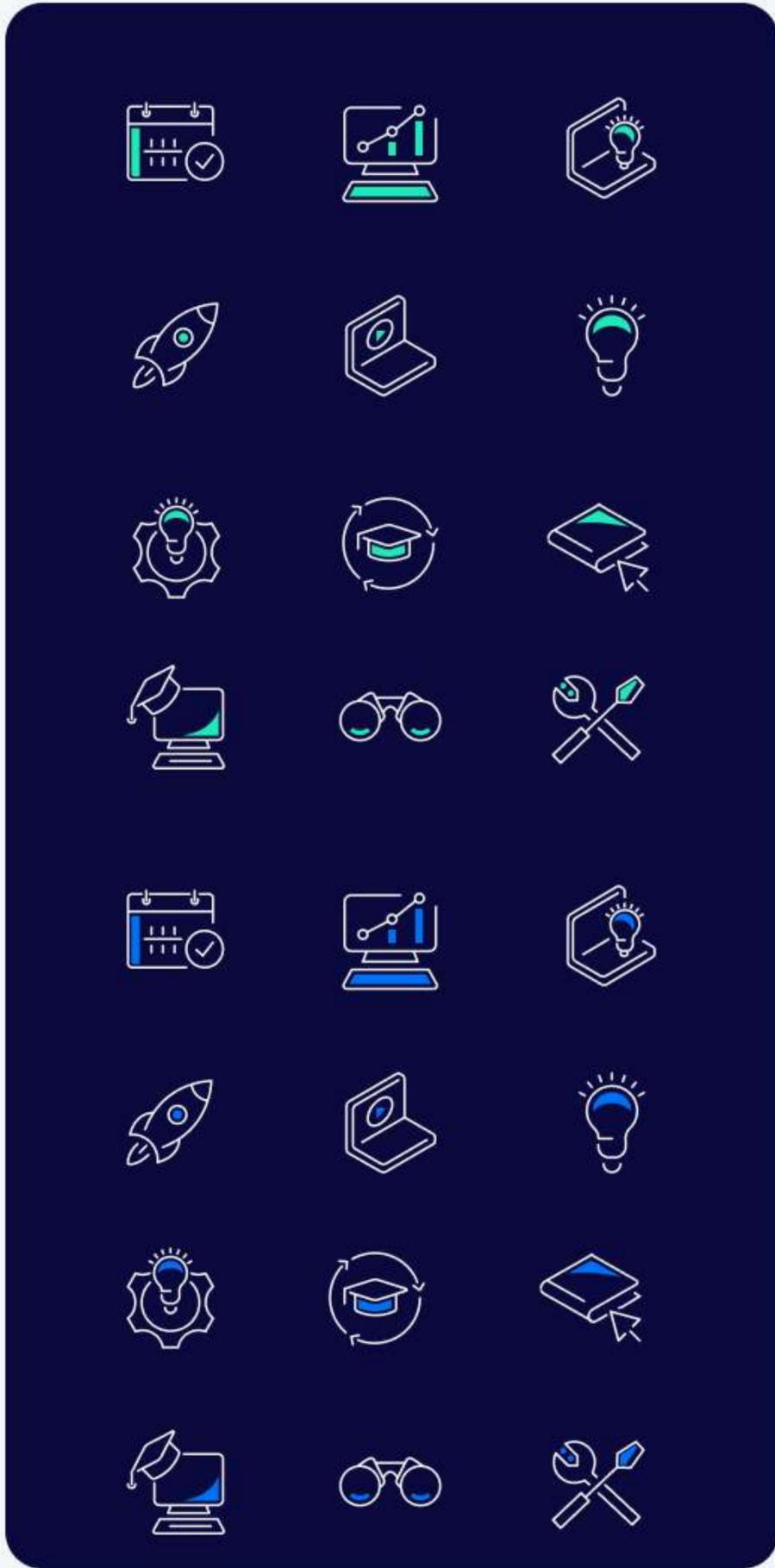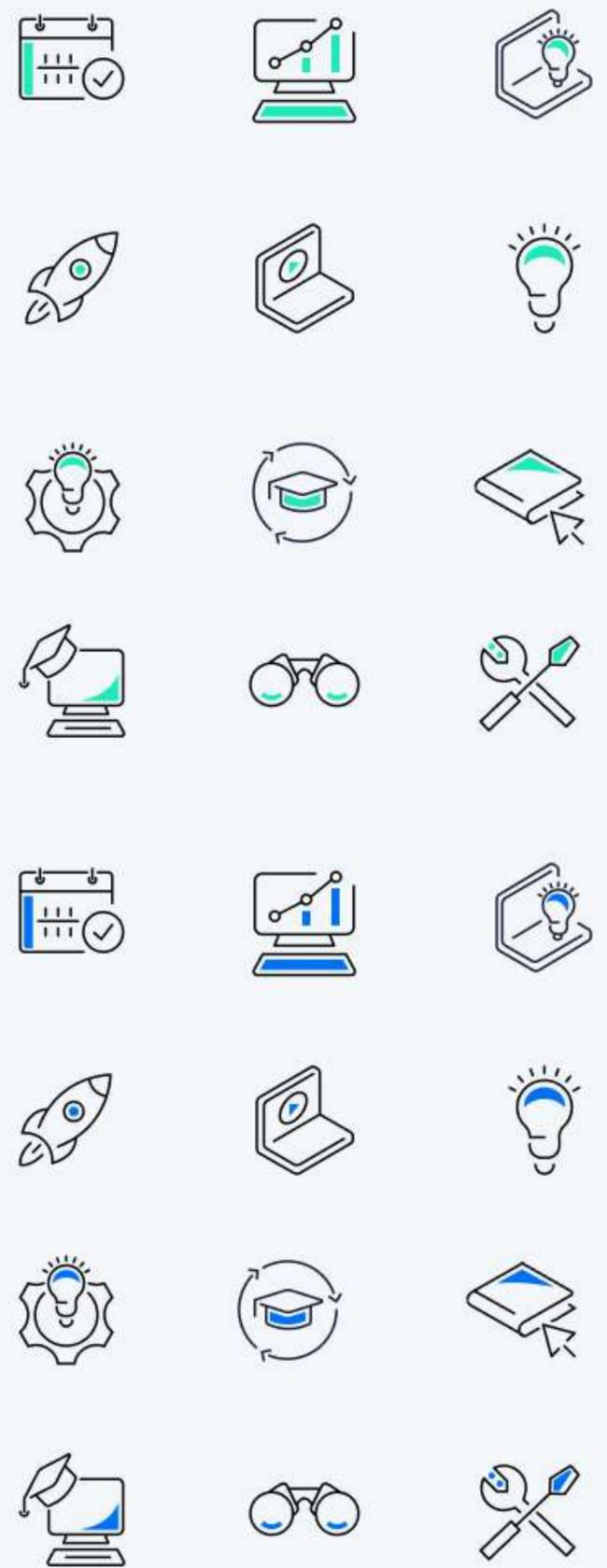
Brand In-Use

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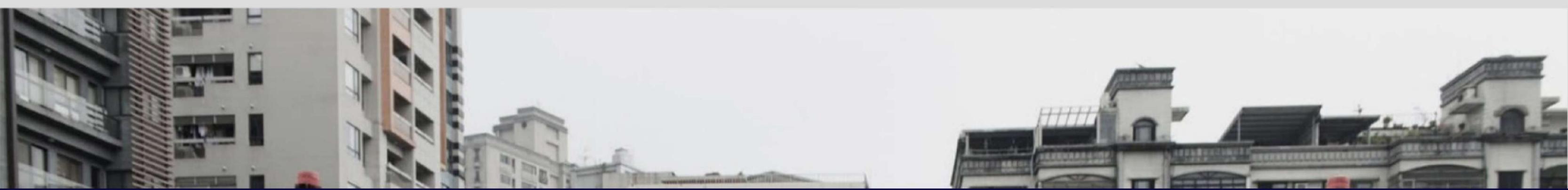
Master your tech stack.

WalkMe's Digital Adoption Platform (DAP) enables organizations to leverage data across business applications and workflows
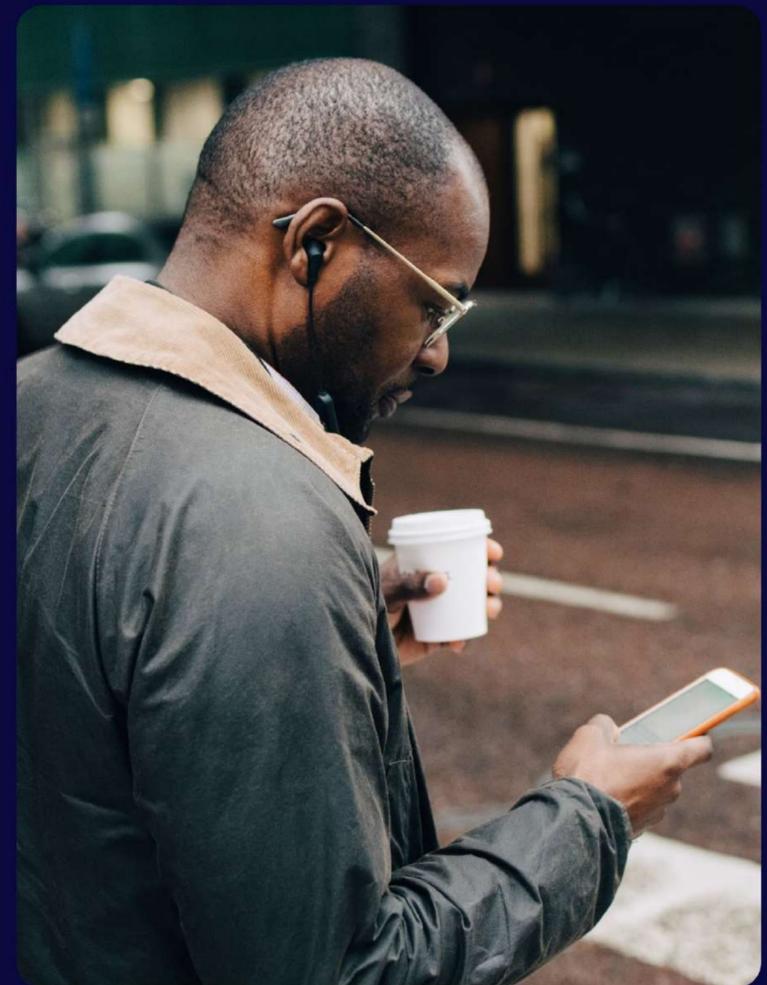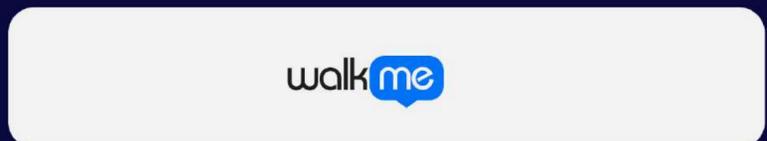
walkme

Friction Kills ⌄

Productivity

Sales

Compliance

Collaboration

Creativity

ROI

Your Bonus
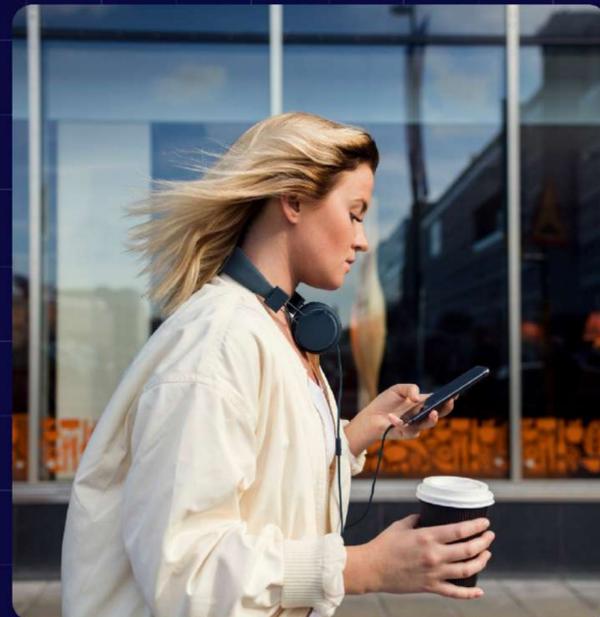
Your tech is no longer stacked against you.

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Main Goals Reached
19.4% of plays resulted in reaching a main goal
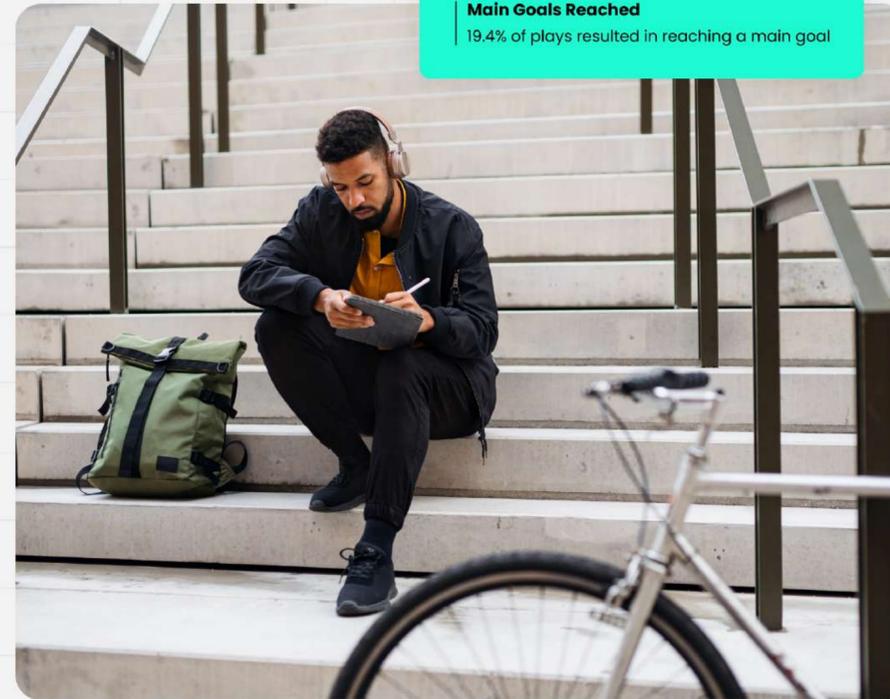
walkme

↘ Tech Smarter

Switching apps 90x a day?

Switch to WalkMe.

WalkMe's Digital Adoption Platform (DAP) enables organizations to leverage data across business applications and workflows and take action to increase user adoption by simplifying user experience.

CIO budget priorities

- Digital Transformation: 77%
- Cybersecurity: 73%
- Business Analytics: 57%
- Customer Experience: 52%
- LOB Projects: 46%
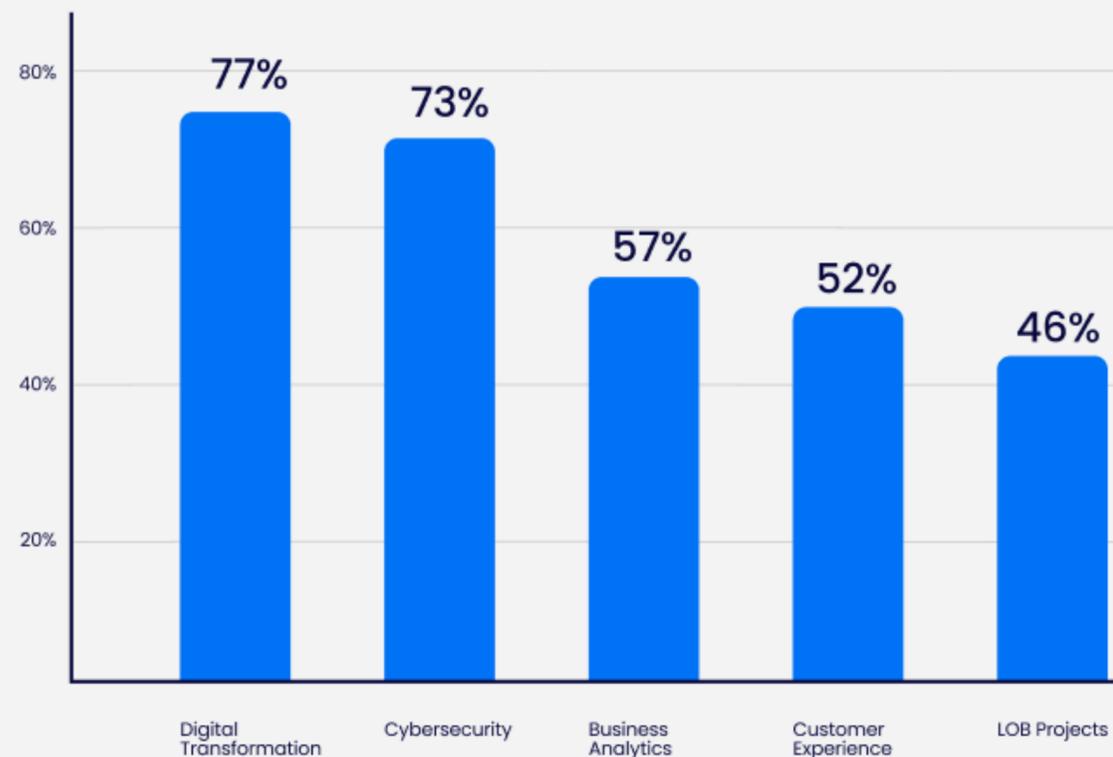
Technology investment is driving rapid change

With digital transformation as the number one budget priority for CIOs, software investment is booming, leaving employees facing constant change that harms productivity and meeting business goals.

○ **Data & visibility**

WalkMe's Digital Adoption Platform (DAP) gives you total visibility into application usage and user journeys .

○ **Action**

Leverage data to design and deploy user experiences that increase adoption and engagement across workflows.

○ **Experience**

Drive users to success with personalized experiences across any workflow or device

○ **The Challenge**

Software investment is booming, leaving employees facing constant change that harms productivity business goals.

○ **Our solution**

With DAP measure, drive, and act to ultimately maximize the impact of your digital transformation.

↘ Tech Smarter

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Please note that many of the images and illustrations used in these guidelines are not owned or licensed by WalkMe, and are intended only to illustrate the brand mechanics. Under no circumstance should you use any photo or example in the guide for any kind of public facing communications.

Always ensure that you have the approval of the appropriate copyright owners before using a photographic image in a WalkMe communication.

If you are having trouble with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the WalkMe Brand, please contact the WalkMe Brand Team.

All Inquiries should be made to:

Yana Rozenberg
Head of Design
yana.r@walkme.com

Appendix

Gold Front

Social Ads / Posts

WalkMe's social media content is diverse so the brand's expression here will vary more than say, the WalkMe website.

Some social media content (event promotions, for example) will conform to most of the same guidelines as the rest of the brand, maintaining a consistent look-and-feel. While other content (internet memes, for example) will be given the freedom of expression required to work in internet culture.

The examples on the right are divided into three types of social assets; Quotes, events & webinars, and a more traditional post that pairs a headline with an asset.

Quotes

Events / Webinars
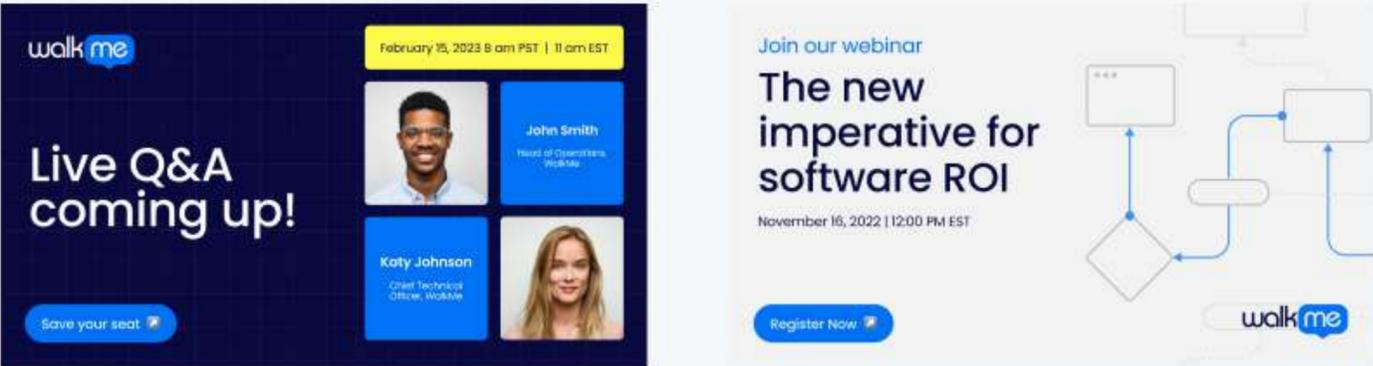
Headline +Asset
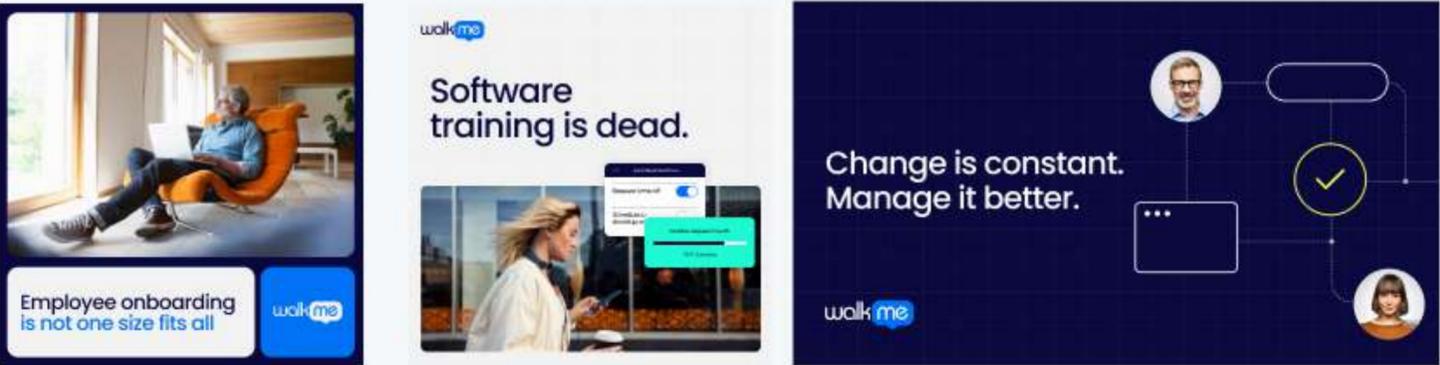
Stock Photography Library

These photographs meet all the criteria of our brand guide. This is a photo library that can be used as a reference to develop the WalkMe brand imagery.

When searching for new stock photography, look for images of knowledge workers in the wild in non-forced poses.