



WhyMedia.com

Green, the colour of life. Hints of environmental concern, but mostly of growth. Specifically a darker green, often associated with wealth and business. Acting as a nice contrast to...

**C:89 M:61 Y:55 K:63
R:23 G:48 B:54
#173036
Pantone 627c**

Pink, all of the passion and vibrancy of red but tempered with the calmness of white. A sense of playfulness and exploration, willing to try new things and break boundaries, a ying to green's yang.

**C:00 M:95 Y:26 K:00
R:240 G:18 B:107
#f0126b
Pantone 213c**

**The Why Media
brandmark should be
used in white atop
the brand colours
where possible.**



If the logo can't be placed on the brand colours, then it should be shown in it's secondary form.



WhyMedia.com

Primary

The Why Media.com logo should be used primarily on the dark green brand colour background. If not possible the logo can be changed to ensure it is visible.

WhyMedia.com

Secondary

WhyMedia.com

Secondary

The wavelength, the WM brandmark extended out into this repeating pattern. Immediately reminiscent of a heartbeat or wavelength, it is the centre of how we work.



As your eye changes it from a series of W or M, it's a reflection of how we can change perceptions and create new ways of viewing things. Acting like a lightning bolt striking through to highlight important information.



The brandmark and the waveform can be combined into the above format. This is to be used on the front cover of branded items such as notebooks, brochures etc.

Why Media Filson Soft.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz1234567890!@£\$%^&*()

Filson soft is a great pairing for Why Media's new brand, with a strong Sans Serif impression but softened with rounded corners and curved legs. The font explores that combination of strength & value with playfulness, the attitude that we're willing to look at a problem and approach it from a different angle.

WM Logo safezone.





Media

Marketing

Creative

PR

C:59 M:21 Y:00 K:00
R:103 G:175 B:240
#67aff0
Pantone 292c

C:51 M:00 Y:43 K:00
R:118 G:247 B:188
#76f7bc
Pantone 3375c

C:02 M:34 Y:78 K:00
R:246 G:180 B:70
#f6b448
Pantone 1365c

C:80 M:80 Y:00 K:00
R:125 G:08 B:249
#7d08f9
Pantone 266c

WMedia.

Blue is reminiscent of water, it's speed of motion reflecting our high energy photography and video work

Marketing.

Green, the colour of growth and change. An accurate representation of marketing's role to help grow a business.

A dark blue, stylized letter 'M' composed of thick, rounded strokes. It is positioned to the left of the word 'Creative.'

M Creative.

**Orange, colour of heat &
fire. Passion and creativity, a
cleansing colour that makes way
for new growth.**



Purple, linking to corporate world. Why Media's ability to cut into these worlds to get your brand heard.

www Image



Treatments.

www

WWW Socials.

Why a website? 



 alonzakaim.com

Why a magazine? 



 The Heart.

Design. WWW

www Socials.

Behind the why. 



Stopping advertising is like stopping your watch to save time.

Henry Ford 

The Why. 



+300%

Increase in conversions
- Alon Zakaim

Marketing. 

www Socials.



Media. www

People + Brands

Campaign messaging Winter 2021/Spring 2022

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Claire White

Business Cards.



Letterhead.

WhyMedia.com



Locations: United Kingdom, Spain, Italy
Email: info@whymedia.com



Document Templates.

This is Our Proposal.
Find Out Why.



Client Name
Date
Attention of:
WhyMedia.com

Meeting Notes.
Explaining Why.



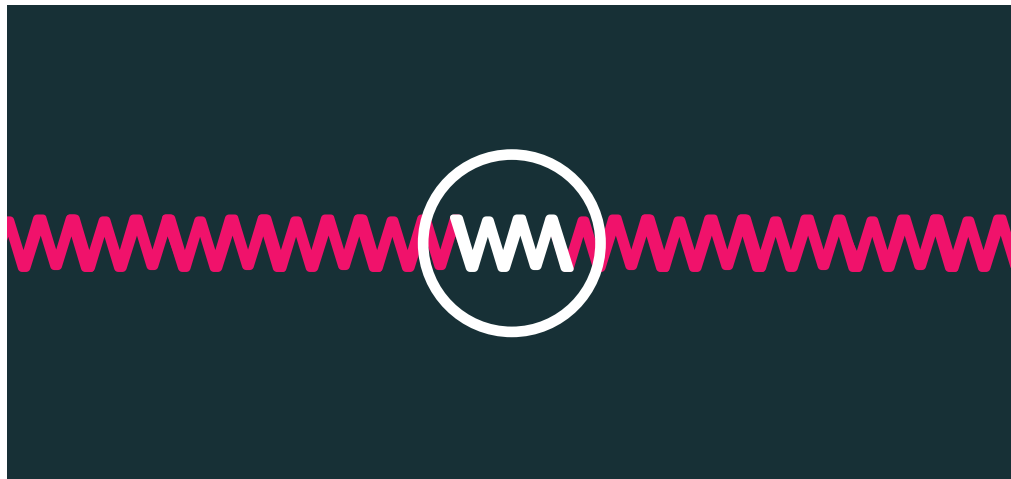
Client Name
Date
Attention of:
WhyMedia.com

Creative Brief.
Behind the Why.



Client Name
Date
Attention of:
WhyMedia.com


WM Comp Slip.




WM Email footer.

Rowen Squibb

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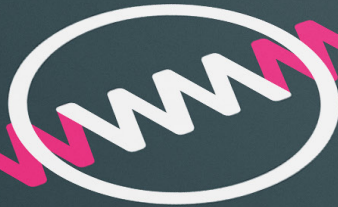


Locations: [United Kingdom](#), [Spain](#), [Italy](#)

WhyMedia.com



Not why.
Why not.



WhyMedia.com

WhyMedia.com





WMA Design

From the earliest logo sketch to the implementation of a large scale campaign.
Design always asks why?
Why those colours?
Why that brandmark?
Why that tone of voice?
Why that design?

NO LIMITS
BREAK LIMITS
OFF LIMITS

WMA



You'll find *the why* in here

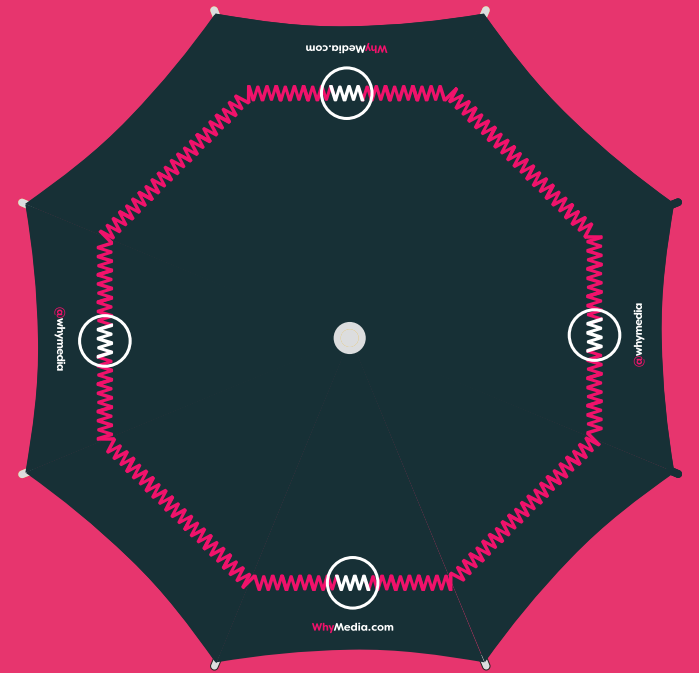
WhyMedia.com
@whymedia



You'll find *the why* in here

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@whymedia





Fill this with some **why.**



WhyMedia.com



yMedia.com



A WhyMedia Creation



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The following sign offs should be used on printed materials and in the footer of the website. The colour choice should be dependant on both client wishes and which appears the best on the background colour



On the tab, the word underneath should always relate to whatever the item is, so if placed on a website, the word should be website for example.

WhyMedia.com

01992 586 507 **WM**



Branding.
Websites.
Creative.
Marketing.
Media.
PR.

No.
18



★★★★★
ACAI Group.
★★★★★
AM Estate Agents
★★★★★
Blue Whale Growth Fund
★★★★★
RAM Asset Management



Text Conventions.

Why Media

Why Media should always be written in title case.
Why Media should be referred to in the singular “Why Media is...”

Full stops

Headlines should always end with a full stop.

Email

When writing emails externally, they should always begin with ‘Good morning/afternoon’ or if dealing with a well known client then ‘Hi’ is acceptable. Nothing too informal such as ‘Hey’.

Sign offs should be either ‘Kind regards’ or ‘All the best’ to clients.

Document Naming

When titling documents they should follow the same format,

CLIENTNAME_DOCUMENTTITLE_MEDIUM_DATE_V

In the case of this document that would be

WHYMEDIA_BRANDGUIDELINES_PRINT_220921_V1