



Brand System

Identity, icons, imagery and applications

VERSION 2.0 / AUGUST 2026



A system made for movement.

Use this document together with the approved asset package. The icon and editorial examples shown here come from Weyo's current web and application libraries.

01	Idea	Purpose and character
02	Identity	Architecture, wordmark and symbol
03	Foundations	Space, variants, color and type
04	Expression	Composition, icons and imagery
05	Application	Products, language and partnerships
06	Governance	Approvals, files and sources

Weyo makes the next move clear.

A mobility identity should feel alive without becoming noisy. Weyo combines precise information with warm, recognizable illustration.



CLEAR

The next action is obvious.

HUMAN

Technology supports people.

LOCAL

The city is visible and specific.

MOVING

Routes, handoffs and progress create energy.

Choose the identity by audience.



DEFAULT

Weyo

Passengers, corporate communication and shared products.

Do not add Passenger or Client to the public logo.



PRODUCT IDENTITY

Weyo Driver

Driver recruitment, onboarding, support and tools.

The D symbol is never the generic corporate mark.



PRODUCT IDENTITY

Weyo Fleet

Fleet management, partners and operations.

Fleet artwork never replaces the corporate identity.

Lead with the name.

The horizontal Weyo logotype is the primary signature. It carries the full name and the distinctive marker in one approved composition.

LIGHT FIELD



DARK FIELD



Use the supplied file. Do not recreate the lettering, recolor the gradient, add a texture, or combine the wordmark with an improvised descriptor.

Recognition in small spaces.



The marker combines place, person and forward direction. Use it for app icons, favicons, map-adjacent moments and spaces where the full name is already present or accessible.

- Keep the exact blue-violet-red artwork.
- Do not draw a flat replacement or outline version.
- Do not use the symbol as a decorative pattern.
- Never substitute the Driver D or Fleet mark.

BEST USE

Small, confident and surrounded by space.

Give the mark room.

X is the visible width of the standalone Weyo marker.
Keep at least 0.25X clear on every side of the marker and every horizontal lockup.

0.25X



24 px

MARKER / DIGITAL

120 px

WORDMARK / DIGITAL

8 mm

MARKER / PRINT

32 mm

WORDMARK / PRINT

Below the wordmark minimum, use the marker and provide the name as accessible text.

Contrast decides the variant.

This page follows the same disciplined logic as a traditional identity manual: test the surface, then choose the approved primary or reverse asset.



Weyo

LIGHT / PRIMARY



Weyo

PALE / PRIMARY



Weyo

DARK / REVERSE

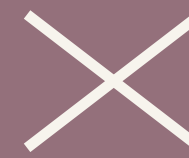


Weyo

BLUE-DARK / REVERSE



SIGNAL RED / DO NOT PLACE



LOW CONTRAST / DO NOT PLACE

Five colors. One fixed gradient.

The gradient belongs inside approved logo artwork.
Solid colors carry surfaces, typography and supporting communication.



THE TRANSITION IS CONTINUOUS. PURPLE IS A PASSAGE, NOT A SIXTH SWATCH.

Precise information.
Human rhythm.

Weyo currently uses a system sans stack for broad language support, dependable rendering and product performance. Monospace is a utility accent, not the brand voice.

Your city is ready.

Driver arriving in 4 minutes

Price, pickup point and driver details remain visible before you confirm.

TRIP 4821 / PRAGUE / 05:42

DISPLAY

64 / 62

Light

SECTION

48 / 47

Light

HEADING

28 / 33

Semibold

BODY

16 / 24

Regular

UTILITY

11 / 14

Mono bold

Space is an active element.

Use large type, a narrow reading measure and one dominant visual. Avoid filling every area with a card, label or rule.

MOVE WITH CLARITY

One idea per frame.



1

Dominant idea

One headline or one hero image.

2

Open measure

Keep paragraphs between 45 and 65 characters.

3

Quiet structure

Hairlines before shadows;
alignment before boxes.

4

Editorial scale

Let assets breathe at 25-60% of
the frame.

Use Weyo's icons. Do not improvise.

The light illustrated set is the preferred visual language for marketing, onboarding, empty states and explanatory content.



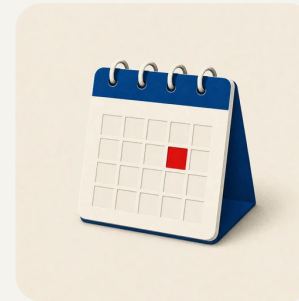
DESTINATION



RIDE



TIME



SCHEDULE



WORK



PAYMENTS

Keep the original background tone, modeling, shadow and proportions. Use one icon per message. Never mix these with unrelated stock icons or outline illustrations in the same composition.

A darker system for complex subjects.

Night glyphs carry multi-part concepts such as city, route, people, safety and operations. Their navy stage is part of the asset.



CITY



ROUTE



DRIVER



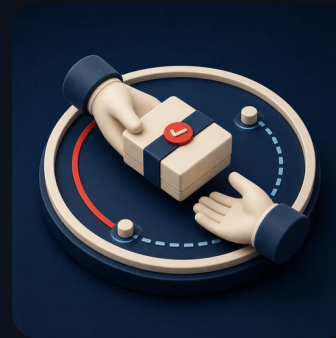
FLEET



PEOPLE



SHIELD



PARCEL



SUPPORT

Explain a service with one scene.

Feature scenes turn a multi-step product promise into a memorable image. Use them large enough for the details to read.



BEFORE THE RIDE



DURING THE RIDE



SHARE + REPORT



DRIVER REVIEW

Use 768 px feature scenes at half-page scale. Use 512 px objects at card or section scale. Do not enlarge small app-state assets into campaign artwork.

Three lenses on the same journey.



SYSTEM MAP



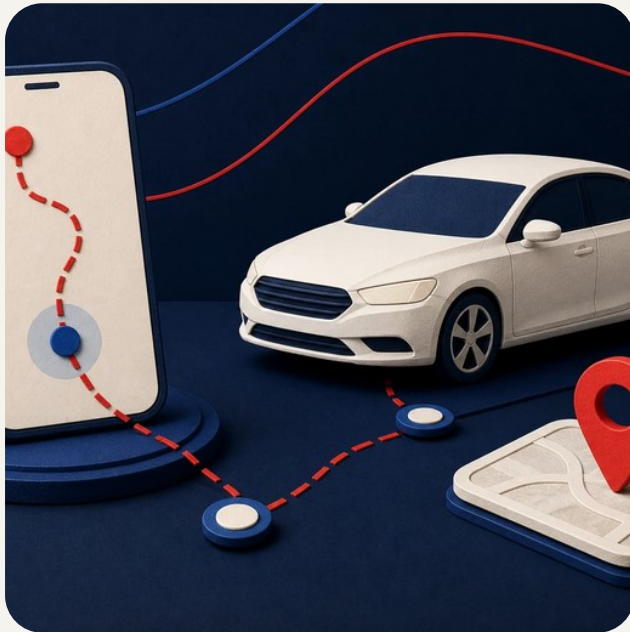
CITY CONTEXT



REAL MOMENT

Illustration explains the system. Maps establish place. Photography proves the human experience. Use one lens at a time, with Weyo blue and red acting as continuity.

One visual family. Three product worlds.



WEYO

Route, pickup and rider confidence.



WEYO DRIVER

Identity, navigation and safe work.



WEYO FLEET

Vehicles, teams and operations.

Use the relevant identity and asset family. Do not move Driver or Fleet artwork into passenger communication simply because the subject is a car.

The fleet looks like one family.

Current passenger-app category artwork uses consistent perspective, body color, blue glass, red accents and transparent backgrounds.



STANDARD



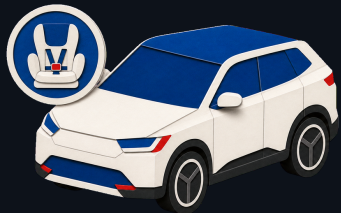
COMFORT



PREMIUM



XL



KIDS



PETS



WOMEN FOR WOMEN

For UI screenshots, capture the current signed build with synthetic data. Never recreate screens from memory or publish an outdated emulator state.

Useful before clever.

Weyo speaks in short, complete sentences. Say what is happening, what it means and what the person can do next.

CLEAR

Your driver arrives in 4 minutes.

AVOID

Your mobility solution is almost here!

HUMAN

Choose a ride that fits your day.

AVOID

Select the optimal transport modality.

TRUSTED

The price is fixed before you book.

AVOID

The best price, guaranteed forever.

NAMING

Use Weyo, Weyo Driver and Weyo Fleet exactly. Service names stay in text unless an approved asset exists. Keep Czech diacritics and localized names intact.

Equal respect. Clear ownership.

Partner lockups should feel balanced without turning two marks into a new logo. Both brands approve the final composition.



PARTNER

ALIGN WORDMARKS BY OPTICAL HEIGHT; PRESERVE BOTH CLEAR SPACES.

DO

- Use approved color formats
- Give both marks equal optical weight
- Keep the background quiet

DO NOT

- Invent a combined symbol
- Place one mark dramatically larger
- Use a busy image behind the lockup

Protect what makes Weyo recognizable.

01

NO RECOLORING

The gradient is fixed.

02

NO GENERIC ICONS

Use the supplied Weyo library.

03

NO MIXED STYLES

Do not combine night glyphs, 3D objects and stock outline art.

04

NO FAKE UI

Capture current builds with synthetic data.

05

NO NEW LOCKUPS

Do not attach service names to the logo.

06

NO BUSY FIELDS

Choose a quiet surface or reverse variant.



Ship the right asset, not a close copy.

Every released file needs an owner, identity, use, variant, version and review date. Exceptions are decisions, not shortcuts.

01

SELECT

Correct identity and existing master.

02

CHECK

Space, size, background and asset style.

03

APPROVE

Campaigns, partners, merchandise and exceptions.

04

ARCHIVE

Source, export, owner, channel and expiry.

FILE NAMING

`weyo_[identity]_[asset]_[variant]_[color]_[size]_v##.ext`

Keep approved PNG exports for everyday use. Maintain controlled SVG and print-ready masters for production. Do not convert a small raster into a vector master.

Weyo first. Two outside references.

WEYO

Source of truth

Identity roles, approved assets, minimum sizes, clear space, palette and current illustration libraries.

withweyo.com/brand

CESKA TELEVIZE

Specification discipline

Numbered chapters, positive/reverse variants, material and background tests, clear-space measurements and color codification.

www.ceskatelevize.cz/vse-o-ct/api/media/documents/Manual_znacky_C...

OPENAI

Contemporary restraint

Large type, open space, strong separation between wordmark and symbol, visual do/don't examples, gallery thinking and balanced partner lockups.

openai.com/brand/

DESIGN DECISION

This revision removes generic line art and invented product mockups. Weyo's existing custom icons, editorial illustrations, photography and app-category artwork are now the visual foundation.



Move clearly. Use the real assets.

When in doubt, start with the Weyo wordmark on a quiet light field and one approved Weyo illustration.

