

WiFi Partners Brand Guide

Digital identity and marketing use

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Use this guide to keep WiFi Partners recognisable across the website, proposals, presentations and partner communications. Preserve the familiar logo, use the navy and teal palette consistently, and communicate with clarity and personal commitment.

What the brand stands for

Customers choose WiFi Partners for trust, experience and focused delivery. We take time to understand the requirement, work with experienced partners and follow up. Our message should feel knowledgeable, approachable and dependable.

Lead with WiFi and network design, Ekahau surveys, network cabling, full deployments and ongoing support. Visitor WiFi and portal services belong within that core offer. Equipment sales and related services remain secondary.

A useful introduction

WiFi Partners helps organisations design, deploy and support dependable WiFi and networks. We bring focused experience, practical advice and a personal approach from the first conversation through to ongoing support.

Logo and background use

Use navy and teal on white or pale neutral backgrounds. Choose white and mint on black or navy. Use solid white on saturated dark clothing, and solid black or navy on light clothing. The examples below show the transparent artwork against typical backgrounds.

White background



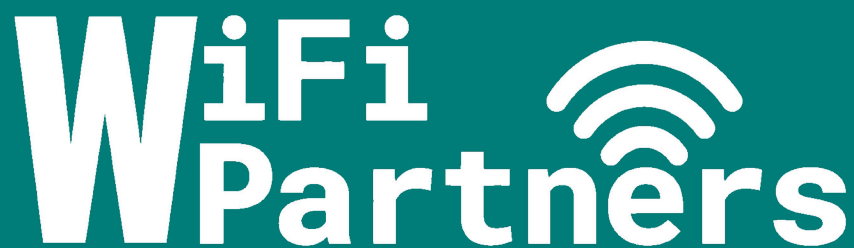
Black background



Navy background



Teal background



For other colours, choose the version with the clearest contrast at the intended size. Use a white holding panel if neither full-colour version reads clearly. Avoid patterns or seams crossing the logo.

Colour and typography

Colour	Digital value	Use
Navy	#102B40 · RGB 16 43 64	Primary brand colour and dark sections
Teal	#007D79 · RGB 0 125 121	Brand accent and WiFi arcs
Mint	#A7EEE0 · RGB 167 238 224	Accent on navy and dark backgrounds
Pale neutral	#EDF4F3 · RGB 237 244 243	Quiet background areas
White	#FFFFFF · RGB 255 255 255	Primary page and logo background

These are the website and supplied logo palette specifications. Antialiased edges contain blended pixels. Ask the printer to convert colours using the intended paper and press profile and supply a proof. Do not treat an automatic CMYK conversion as an approved print standard.

Typography

Use Arial for website content, Word documents and presentations. Use bold for headings and regular for body text. The lettering inside the logo is artwork; do not rebuild it by typing the company name.

For documents, use 11–12 pt body text with comfortable spacing. For the website, use 16 px or larger body text. Keep paragraphs short, use descriptive headings and left-align longer text.

Spacing and size

Recommended working rule: leave clear space of at least one quarter of the visible logo height on every side. Measure the visible artwork, not the transparent canvas. Start at a visible width of 180 px on screen or 40 mm in print, then check legibility at the actual output size.

Keep the original proportions. Do not stretch, rotate, crop the symbol, add shadows, use gradients or place the dark logo directly on a dark or busy background. For a small social avatar, request a purpose-made symbol asset instead of cropping the wordmark.

Writing and practical use

Voice

Write as helpful specialists speaking to another person. Explain what the customer needs to know and what happens next. Prefer “Talk to us about your site” to a vague promise of a complete transformation. Be confident without claiming to be the cheapest or everything to everyone.

Use “WiFi Partners” in normal copy and “WiFi Partners Limited” in legal details. Use “WiFi” consistently. Describe team experience separately from company history: the company was incorporated in 2019. Use partner accreditations only when the relevant partner and credential are confirmed.

Images and examples

Use clear network diagrams, relevant site photography and approved project images. Label illustrative deployment examples as examples. Do not imply a stock image or imagined deployment is a completed customer project. Obtain permission before using client names, logos or identifiable sites.

Contact details

General enquiries: contact@wifipartners.co.uk

Partnerships: partners@wifipartners.co.uk

Telephone: 0333 043 8557

Website: <https://wifipartners.co.uk/>

Registered office: 167–169 Great Portland Street, 5th Floor, London, W1W 5PF. Company number 12118843. Label this as the registered office; direct enquiries to email, telephone or the website form.

Files and approval

Five logo colourways are supplied: navy and teal, white and mint, solid white, solid black and solid navy. Each has an identical silhouette and transparent background. File names follow wfp-logo-colourway with PNG, WebP and TIFF extensions.

Use PNG for general digital use and garment supplier artwork; WebP for compatible websites; TIFF for print workflows that request it. The images are 1523 by 486 pixels, with 300 dpi metadata on PNG and TIFF. At 300 pixels per inch, the full canvas is about 129 mm wide. Metadata does not add image detail.

For large signage, cut vinyl or embroidery, ask the supplier for a vector redraw or stitch digitisation and approve a proof at the actual size. Fabric, thread and ink affect colour. The one-colour versions are useful for restricted reproduction; minimum size depends on the supplier process.

The website manager should approve new logo geometry, additional colours and supplier proofs before production. Keep the supplied files unchanged and preserve their aspect ratio.