

**wework**

# **BRAND GUIDELINES**

# USING THE WEWORK NAME AND TRADEMARK IN TEXT

## GUIDELINES & TIPS FOR BEST PRACTICES

When a company has the same name as its brand, there are special challenges in ensuring that we are using the name and the trademark in ways that will best protect our trademark rights. A lot depends on context.

### **WHEN WEWORK REFERS TO WEWORK COMPANIES INC.**

When referring to the company, WeWork is a noun. As with other nouns, in this context, the word can be used as a possessive.

Examples:

- ♦ WeWork inked a deal for its space.
- ♦ WeWork's growth has impressed investors.
- ♦ WeWork released its earnings report on Tuesday.

**User Tip:** If the word “WeWork” in the sentence can be replaced by the term “the company” or “WeWork Companies” without corrupting the meaning, then the reference is to the company and use as a noun is OK.

### WHEN WEWORK REFERS TO THE WEWORK BRAND

When the term “WeWork” is used as a brand name, it differentiates the services that the company offers from those provided by others. When “WeWork” is used in text as a brand name, it

- ♦ must always be used as an adjective that modifies (precedes) a noun, and
- ♦ if possible, should be displayed in a manner that distinguishes it from the other text (such as being presented in all caps or all lowercase, or in a different font, color, size or stylization).

In this context, the adjective **WEWORK** will modify nouns such as: location, workspace, office, space, building, community, platform, etc. **Do not use WeWork as a verb (“weworking”) or as the root of a new noun (“weworkers”).**

Examples:

- ♦ We provide digital tools and resources so our members can be connected to the **WeWork** community anywhere.
- ♦ What does a **WeWork** office space include?
- ♦ The **WeWork** platform empowers small businesses to succeed.
- ♦ The **WeWork** South Lake Union location features a recently constructed building that offers panoramic views of the Emerald City.
- ♦ The former Wonder Bread Factory has been transformed into a vibrant **WeWork** community for DC’s entrepreneurs.

## USE OF THE ® AND ™ SYMBOLS

- ◆ Use of trademark symbols gives notice to others that the word is a trademark.
- ◆ The ® symbol can be used if the mark is registered.
- ◆ The ™ symbol is used when the mark is not registered. It means that the company claims trademark rights in a phrase.
- ◆ Please use a ® or ™ on the first and/or most prominent use of the trademark in the document or screen. Generally speaking, it is not necessary to use a symbol every time that a trademark appears in text.
- ◆ At present, it is correct to use the ® symbol for WeWork and the ™ symbol for all other trademarks.

## OUR LOGO

The WeWork logo should always appear in WeWork Black, or White for darker backgrounds. It shouldn't be twisted, turned, stretched, or altered in any way.

If you ever need a WeWork logo, high-res versions are available at [wework.com/press](https://www.wework.com/press).

### DO'S & DON'TS

**wework**



\* This is a white logo on a in a box with a dark background - the box is not our logo.

**wework**

~~wework~~

~~wework~~

~~wework~~

~~wework~~

## SIZE & SPACING

There should always be a clear area between our logo and text, including other brands' logos.

To define this area, measure the height and width of the letter 'r' in our logo and use this measure to create the boundary of clear space around the logo as defined below.

Our logo shouldn't be printed any less than .75" wide.



.75 inch  
**wework**  
Minimum Print Width

\*To offset the tall "k", use the "r" at 125% to measure the bottom spacing.

# OUR COLORS—PRINT

This is our color palette for print collateral, meaning text for paragraphs, headlines, or other information. Black & White are used most often, with Merigold as an accent.



## BLACK

PMS Black 426 C

C	73	R	37
M	66	G	39
Y	62	B	41
K	67		



## WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		



## MERIGOLD

PMS Yellow 7549 C

C	0	R	255
M	31	G	182
Y	100	B	0
K	0		

# OUR COLORS—WEB & MOBILE

This is our color palette for WeWork digital products like our website or mobile app.



## ANCHORAGE

#252729

Main black, for titles, names, nav, huge impact. Base of brand.



## DETROIT

#818284

Most body copy, icons, secondary to Anchorage.



## MIAMI

#EDAE49

Only for buttons or extreme attention. Avoid Yellow Overload.



## PORTLAND

#C4C3C3

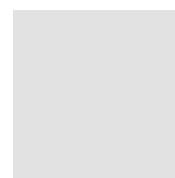
For disabled text and buttons. Also for pre-text input fields.



## TULSA

#D3596C

Only for error states, wrong, deletes.



## PITTSBURGH

#E2E2E2

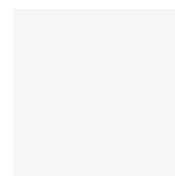
Main background color.



## CHICAGO

#7AB9DE

For links, sharing, and items that bring you away to the web.



## SYRACUSE

#F7F7F7

For section separation.



# TYPEFACES

Our fonts are Knockout Featherweight and Proxima Nova. For specific designs, we may introduce a new font for special cases. To be safe, stick with these two.

For usage rules, please see the next page.

## KNOCKOUT 48 FEATHERWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Proxima Nova

REGULAR, SEMIBOLD, **EXTRABOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# TYPEFACE RULES

Headlines should be in Knockout 48 Featherweight and always in caps.

Body copy should be in Proxima Nova, sentence case.

## MAIN HEADLINE

Main headlines should be in Knockout 48  
Featherweight and always in caps.

## SUB HEADLINE

Culpa viral mixtape, distillery retro elit nihil 90's before  
they sold out esse. Sunt craft beer ut wolf kogi qui.  
Flexitarian banjo polaroid consectetur, vegan iPhone.

Excepteur sustainable hoodie, Thundercats 90's vero Etsy  
Odd Future gastropub. Chillwave laborum XOXO tempor,  
tousled cred chambray PBR, next level Banksy mustache.

Body copy should be in Proxima Nova, sentence case,  
in only Regular, Semibold, or Extrabold.

## THE BAR



1. The bar should sit a half letter in height above the top of the headline.
2. The weight of the bar should match the weight of an “I”.
3. The bar should align with the width of the headline.

# PHOTOGRAPHY

We love to use images to showcase our members, our spaces, and our events.



# PHOTOGRAPHIC STYLES

For a different look, we sometimes add filters to our photography:

**Greyscale, Duotone, or Overlay.**



GRAYSCALE



DUOTONE



OVERLAY