



we



we



we

Unique _____ Consistent



Free
Expressive
Serendipitous
WEIRD

Recognisable
Formula
System
Guide

Unique _____ Consistent

we

2016




Now

we

2016



 Add your files


Email to

Your email

Message





Transfer

 Add your files

Email to

Your email

Message



 Add your files

Email to

Your email

Message



Transfer

CARGO[⚡]

New tools to present your work online 

↳ Launch a new site today



Nuevo Audi e-tron.
El primer Audi 100% eléctrico.

Condúcelo



+ Add your files

Email to

Your email


Message



Transfer




A website makes it real.

 Add your files

Email to

Your email


Message

 [Transfer](#)

...

LIZZIE DIAZ

[Shop](#) [About](#) [Blog](#) [Contact](#) [Cart \(0\)](#)




DROP EARRINGS

A Lizzie Diaz signature, the DROP EARRINGS are uniquely formed from oxidized brass, making them lightweight, despite their statement size.

\$150.00

Color

Gold ▼



 SQUARESPACE

[START YOUR FREE TRIAL](#)

30%

of wallpapers we give away to creatives

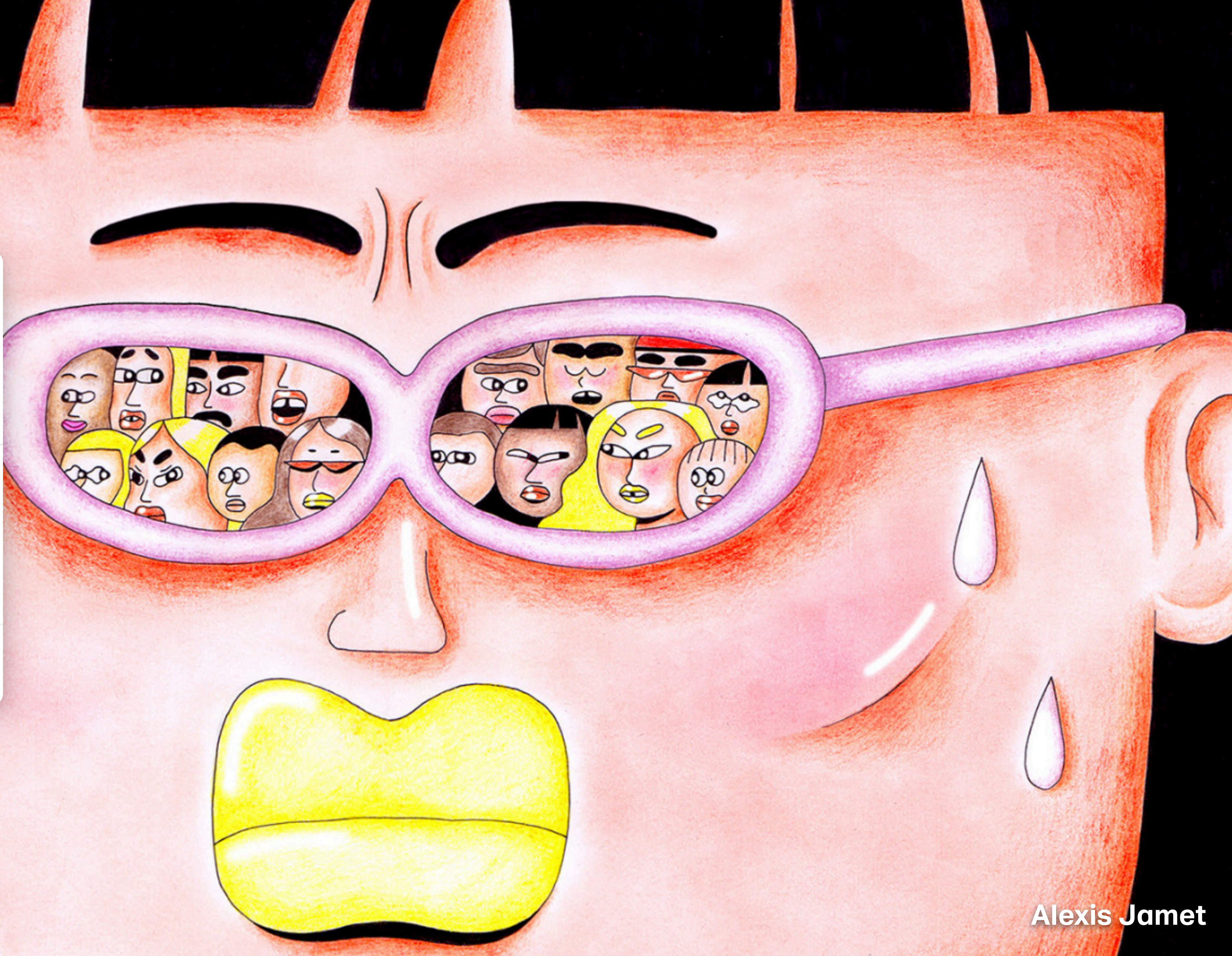
+ Add your files


Email to

Your email

Message

⋮ Transfer





 Add your files

Email to

Your email

Message





 Add your files

Email to

Your email

Message



Transfer

 Add your files

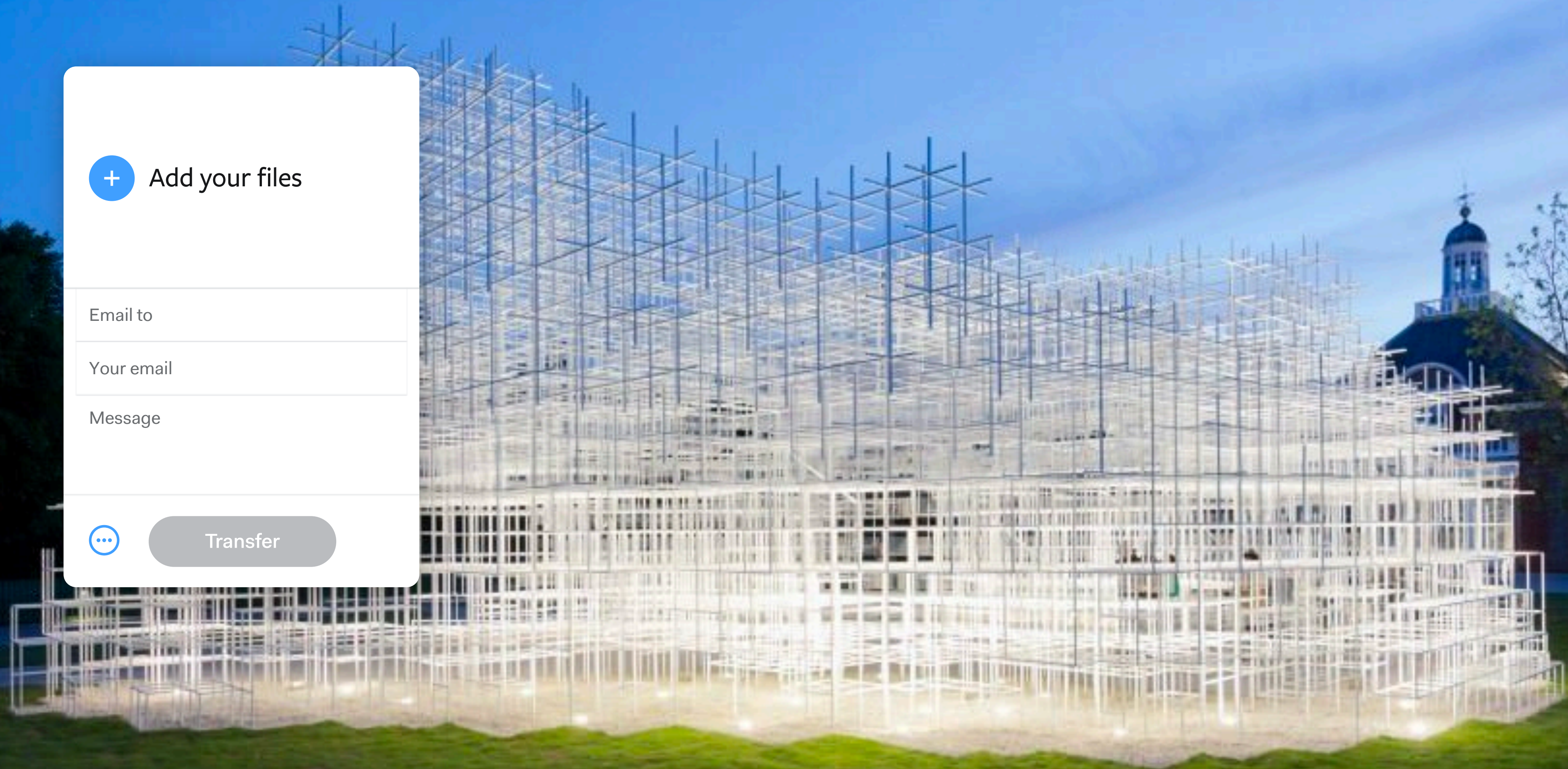
Email to

Your email


Message



Transfer




The Serpentine Pavilion

 Add your files

Email to

Your email

Message

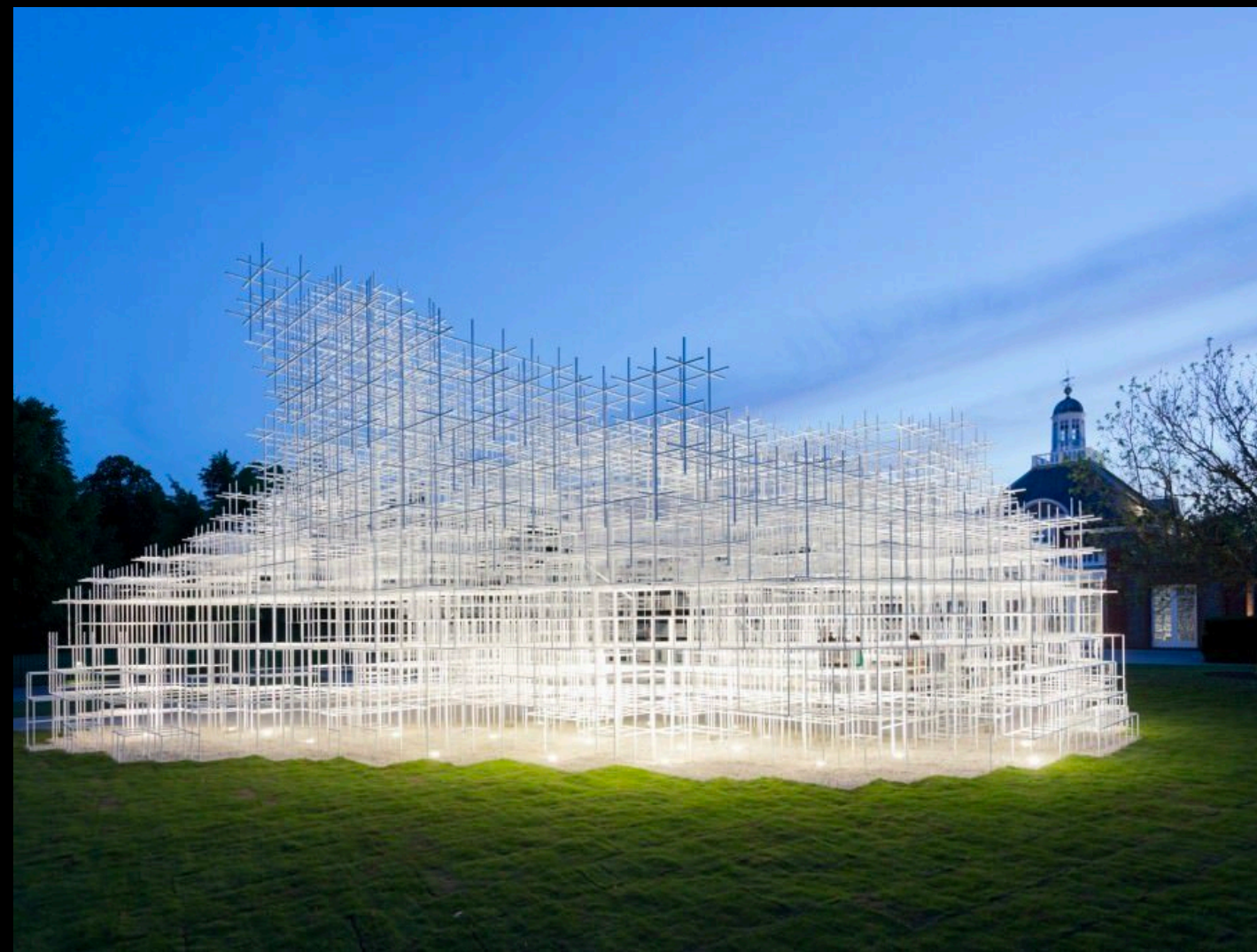
 Transfer



**weTransfer
is like a TV
Channel**







**“An idea is nothing more
than a new combination
of old elements”**

— James Webb Young

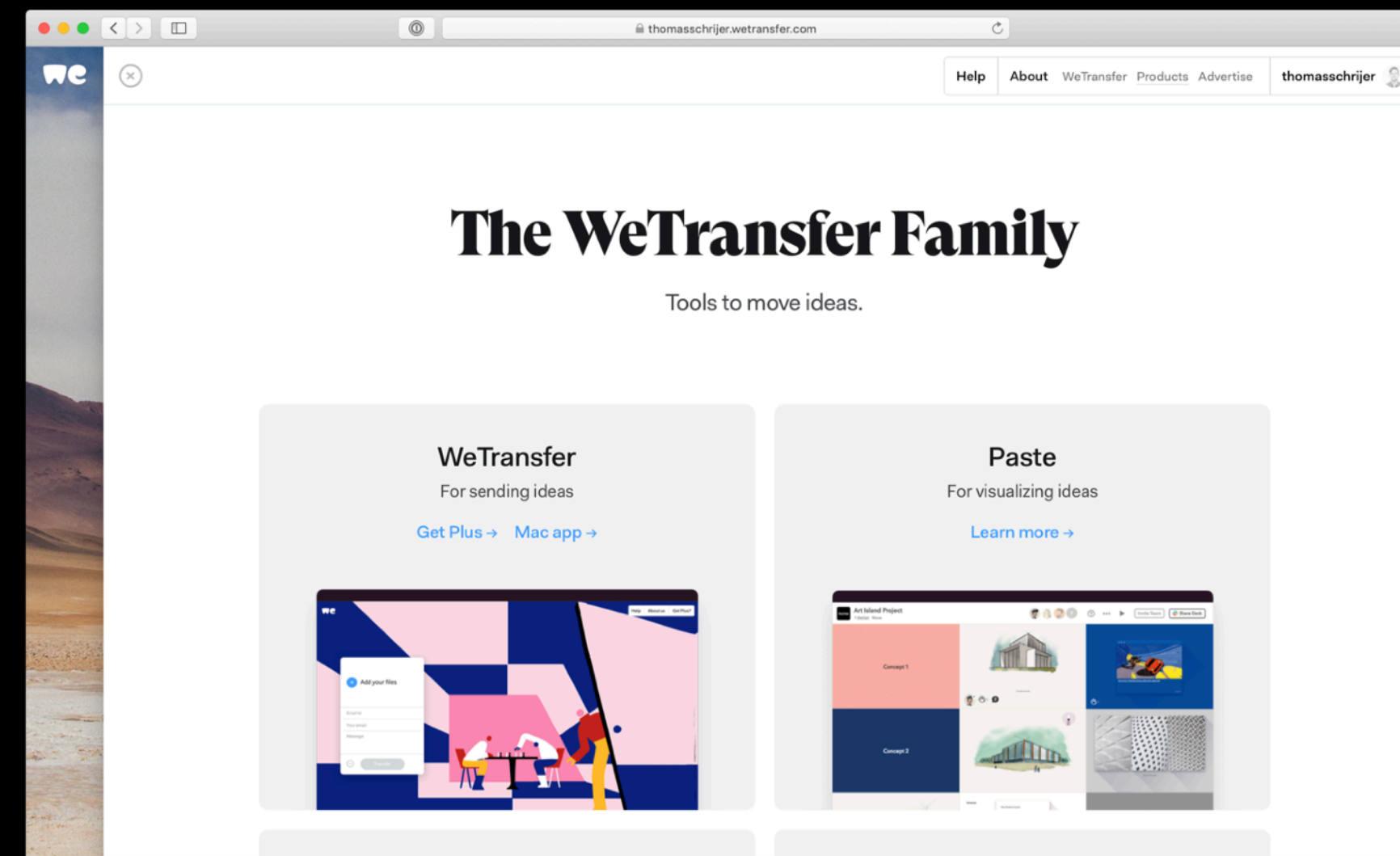
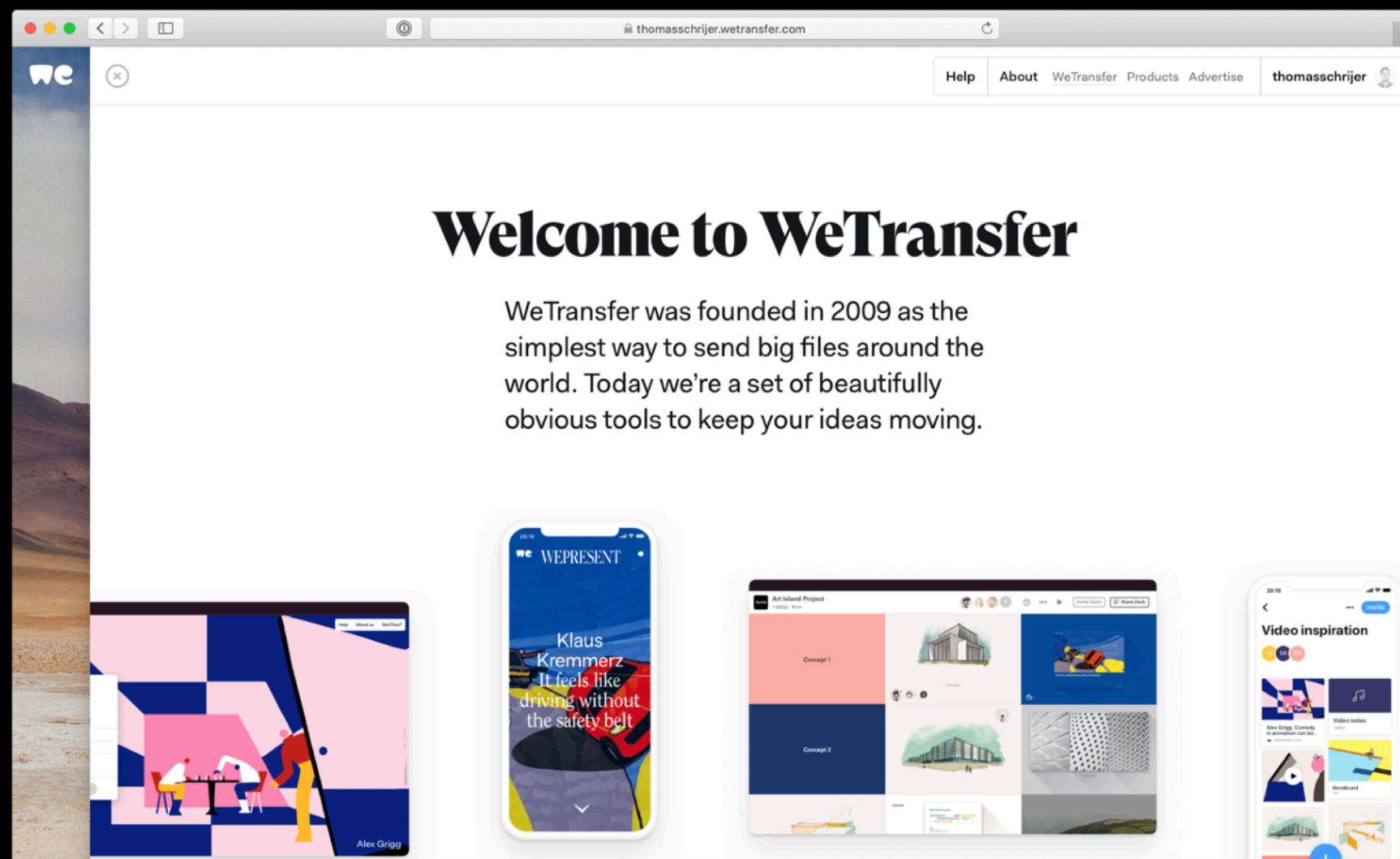
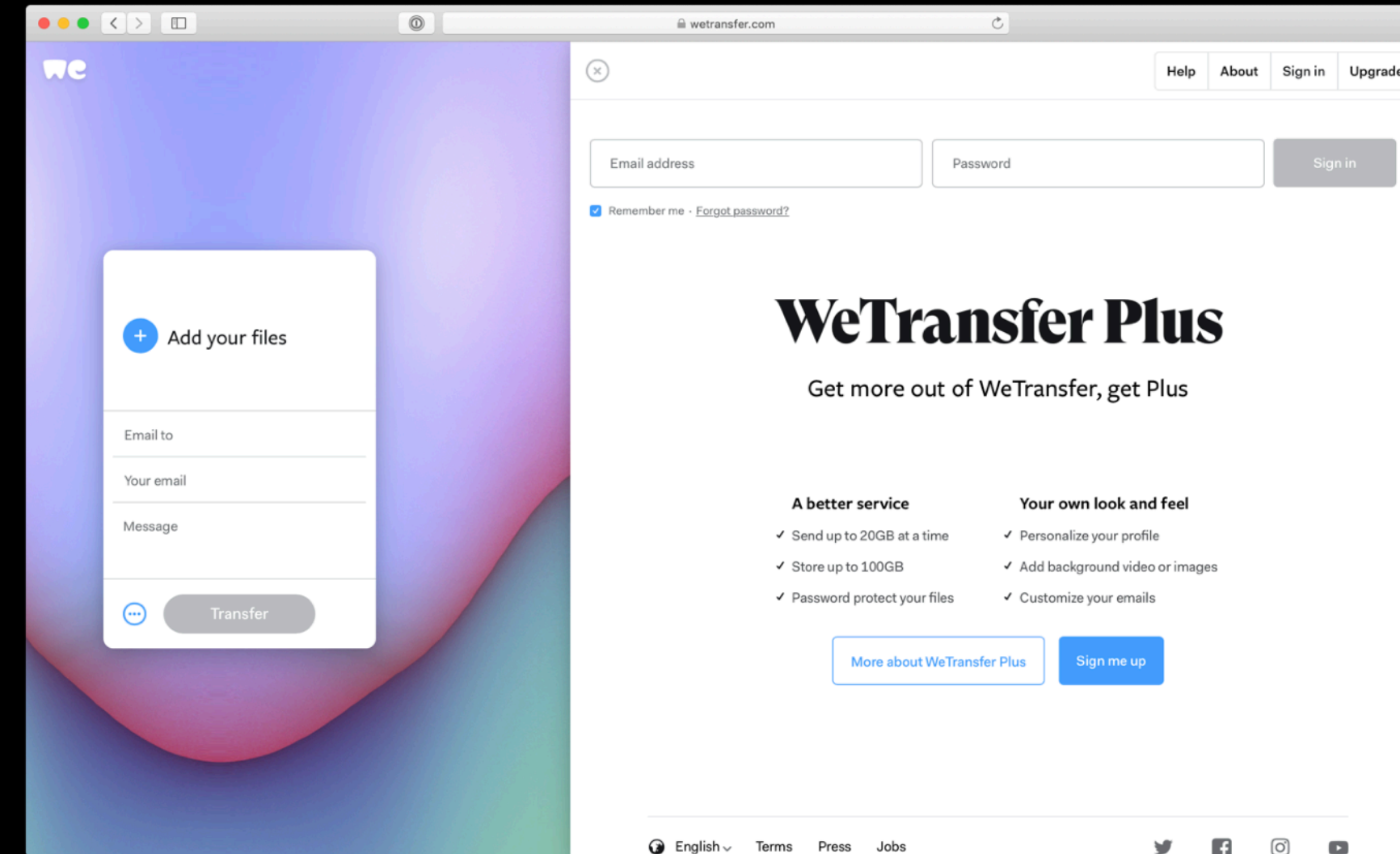
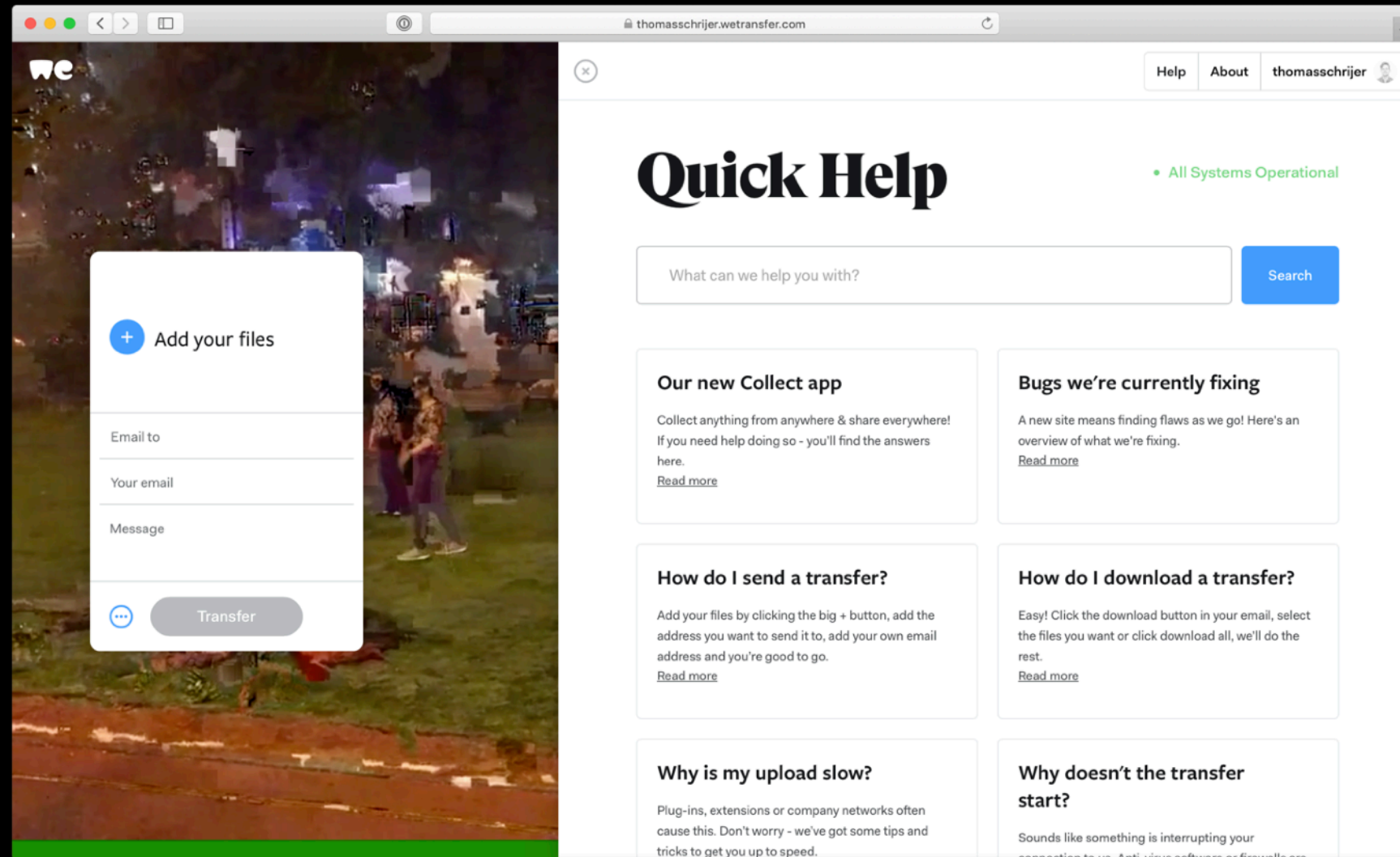


A **McGraw-Hill** ADVERTISING CLASSIC

A
Technique
for
Producing
Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG



Style guide.

Version 0.4

5. Positioning of the logo: print

For A4 print materials (Pages, Word, Letters, Invoices etc.) the logo is positioned as shown below.

4. Safe areas

Rules for positioning the logo within a square and circle. Used for profile pictures and icons.

3. Secondary color palette

Suggested colors used for branding materials, such as Keynotes, and marketing projects.

Please always double check colour values for printing, especially Pantone values.

Red #FF6666 R255 G100 B100 Co M37 Y57 K0 H19 52 80 Pantone 23.6 C	Pink #FFD28F R255 G211 B194 Co M37 Y57 K0 H19 52 80 Pantone 475 U	Salmon #FFA094 R255 G173 B148 Co M39 Y49 K0 H14 54 80 Pantone 2022 U	Gray #999999 R149 G149 B149 Co M0 Y0 K2 H0 50 80 Pantone 663 C
Yellow #FFC600 R255 G198 B16 Co M22 Y94 K0 H45 59 80 Pantone 7404 U	Green #90C40A R149 G196 B10 Co M16 Y95 K23 H46 59 87 Pantone 382 U	Blue #00A68C R19 G166 B188 Co M0 Y10 K56 C86 M0 Y10 K56 H188 58 87 Pantone 2200 C	Black #444444 R69 G69 B72 Co M0 Y0 K22 H0 50 80 Pantone Black 6 U

1. Freight Sans

Freight Sans is our main typeface used both in the product itself (along with Fakt), as well as all branding materials and marketing projects.

For document templates (Keynotes, Word, Pages, Excel etc.) we only use Book, Book Italic and Medium versions of the font.

Book Italic should only be used to indicate quotes, titles of sources and foreign expressions (because it is slightly less readable)

Freight Sans Light
Freight Sans Book
Freight Sans Book Italics
Freight Sans Medium
Freight Sans Semibold
Freight Sans Bold

10. Use of logo in secondary sponsorship

When the logo is presented without a context, with other logos, on photo walls and when WeTransfer's presence is light - we use the logo with the URL.

Colors

UI colors

Blue Dodger Blue #4D9FFF	Hover blue Science Blue #0073E5	Black Woodenlake #17181A	Gray-1 Abbey #44444D	Gray-2 Olio Gray #6A6D70	Gray-3 Silver Sand #8AB0BF	Gray-4 Iron #B0B2D9	Gray-5 Pewee #C9C9D9	Gray-6 Asus Beze #F7F9FA
---------------------------------------	--	---------------------------------------	-----------------------------------	---------------------------------------	---	----------------------------------	-----------------------------------	---------------------------------------

State colors

Error red Fleming #E85850
--

Secondary colors

Red #FC8316	Orange #FFD38F	Salmon #FFA094	Yellow #FFC600	Green #90C40A	Blue #00A68C	Black #2B1524
-----------------------	--------------------------	--------------------------	--------------------------	-------------------------	------------------------	-------------------------

Freight Sans Pro / Fakt Pro

Desktop headings

Heading 1
Freight Sans Pro Medium, 40px

Heading 2
Freight Sans Pro Semibold, 22px

Heading 3
Freight Sans Pro Semibold, 18px

Heading 4
Fakt Pro Medium, 18px

Mobile headings

Heading 1
Freight Sans Pro Medium, 26px

Heading 2
Freight Sans Pro Semibold, 22px

Heading 3
Freight Sans Pro Semibold, 18px

Heading 4
Fakt Pro Medium, 18px

Paragraph styles

WeTransfer is the simplest way to send your files around the world. Last year, our users sent one billion files through our service.

Paragraph Lead, Freight Sans Pro Medium, 22px (18px on mobile)

Body size L, Fakt Pro Normal, 16px

Body size M, Fakt Pro Normal, 14px

Body size S, Fakt Pro Normal, 13px

Text link, Fakt Pro Normal, 14px

Icons

Tooltips & Dropdowns

Action dropdown

- Edit
- Select
- Delete

Selection dropdown

- 1 week
- 7 weeks
- 1 month
- never

Tooltip

Transfer window tooltip

Title
We can't transfer more than 2GB at a time. But with Plus you can!

Get plus

Buttons

Types

Fill buttons are used in the transfer process, like in the transfer window and emails. Black buttons are used in all other instances.

Buttons on the splash page and Plus wallpapers require a bigger label, that's set in Freight Sans.

Fill Button **Black** Button **Splash page / Plus wallpapers** Button

Importance

There are three level of importance, filled, outlined and unfilled buttons.

Primary Button **Secondary** Button **Tertiary** Button

Height

Buttons can have two heights. In most instances we use 50px buttons. It is also a way to highlight importance.

50px Button **40px** Button

States

Active Button **Hover** Button **Inactive** Button

Forms

Profile title

search for filename, email or date

Profile title
Tessa

Profile title
Tessa's Playground

Profile title
Tessa's Playground

Profile title
Tessa's Playground

Profile title
Tessa's Playground

Profile title
Tessa's Playground

Domain is already taken

Link field (desktop)
https://we.tl/Uom1n3y6l6 [copy link](#)

Link field (mobile)
we.tl/DyLpKqKTSP

Transfer/Contact search
Q, search for filename, email or date

Password protected transfer
Password

Dropdown field

Select

- Netherlands
- New Zealand**
- Nepal
- Papua New Guinea
- Indonesia

Unchecked Radiobutton not active

Checked Radiobutton active

Mobile unchecked Radiobutton with label

Mobile checked Radiobutton with label

Bars

Message Button Button

Error X

Notification X



You've got mail

The download email we just sent to your email address to start the transfer.

Verification code

Start transfer



You're done!

The download email has been sent – your transfer is available for 7 days.

[See what's inside](#)

Send another



You're done!

The download email has been sent – your transfer is available for 7 days.

[See what's inside](#)

Send another



You're done!

The download email has been sent – your transfer is available for 7 days.

[See what's inside](#)

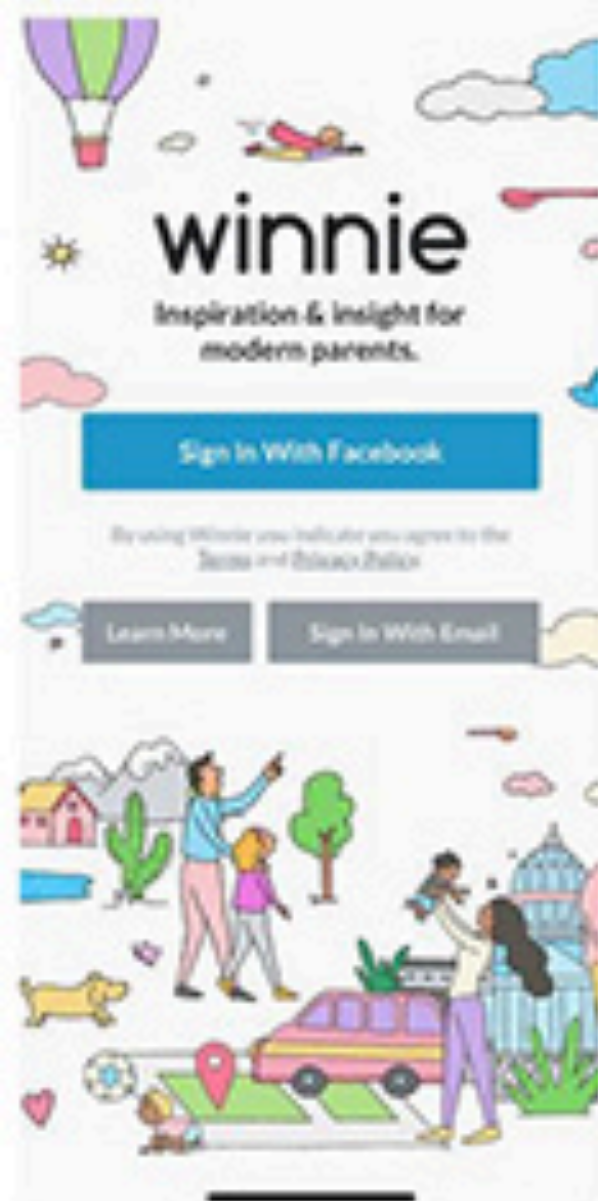
Send another



Send more, faster and personalize your profile with

[WeTransfer on Facebook](#)

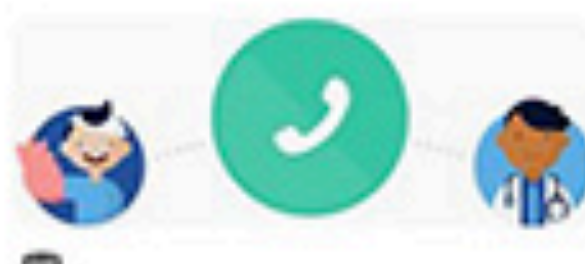
Continue



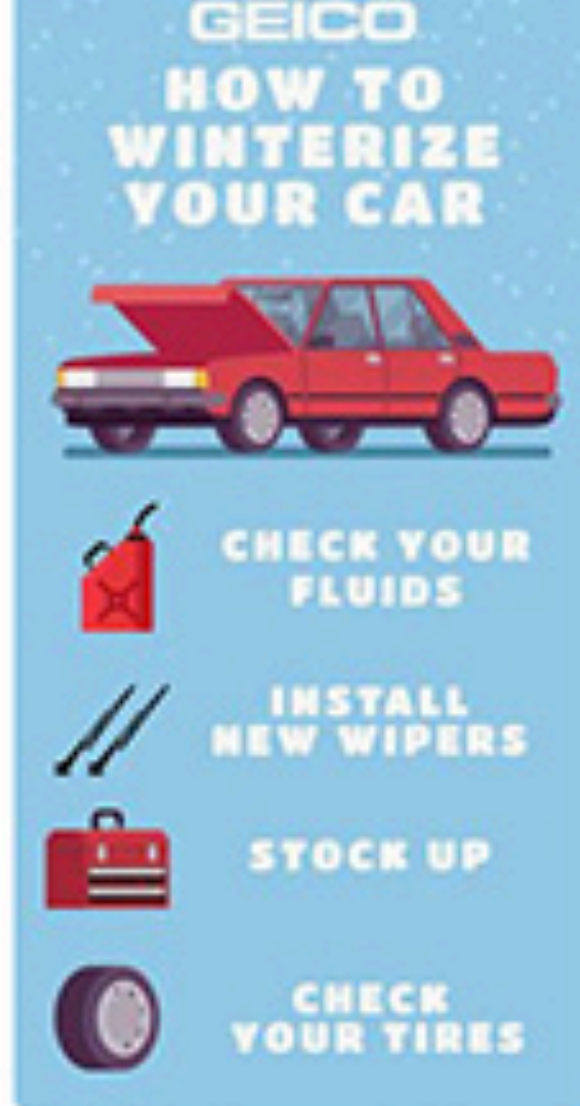
Winnie



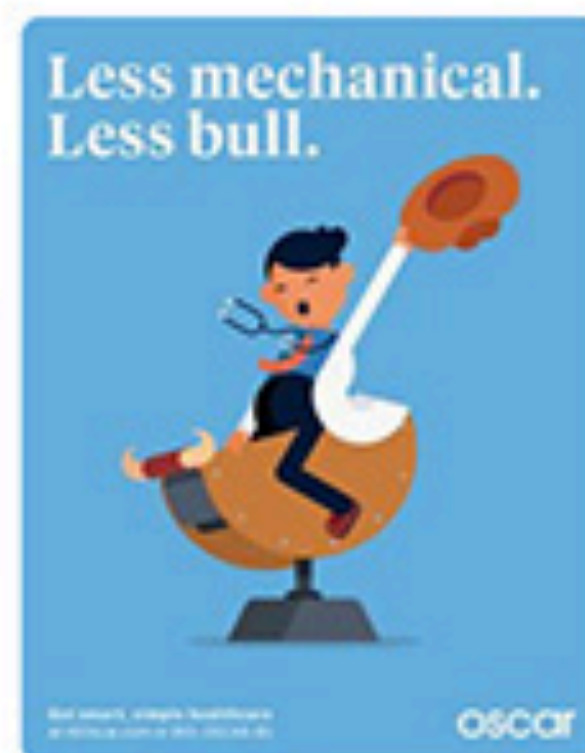
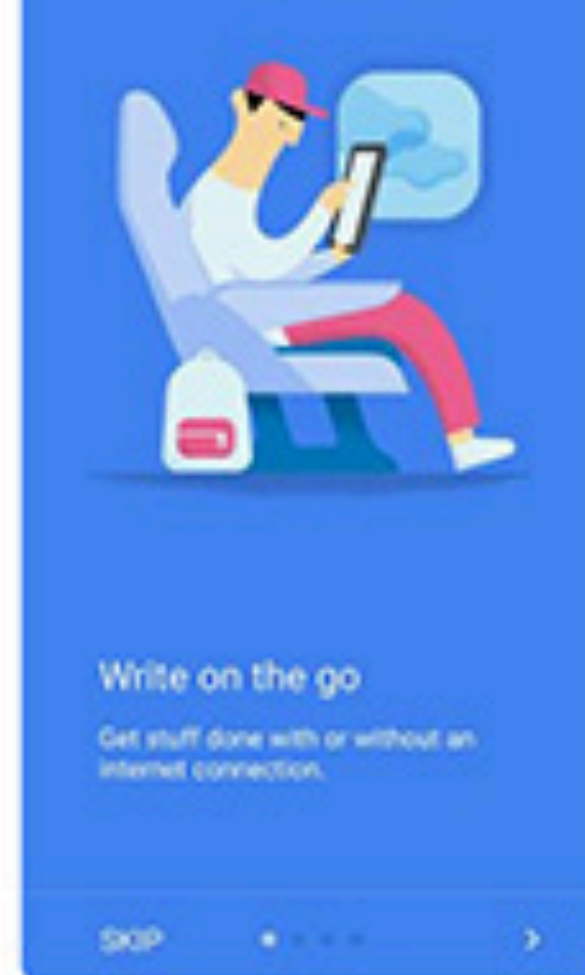
Making Health Insurance Healthier | Mother New York



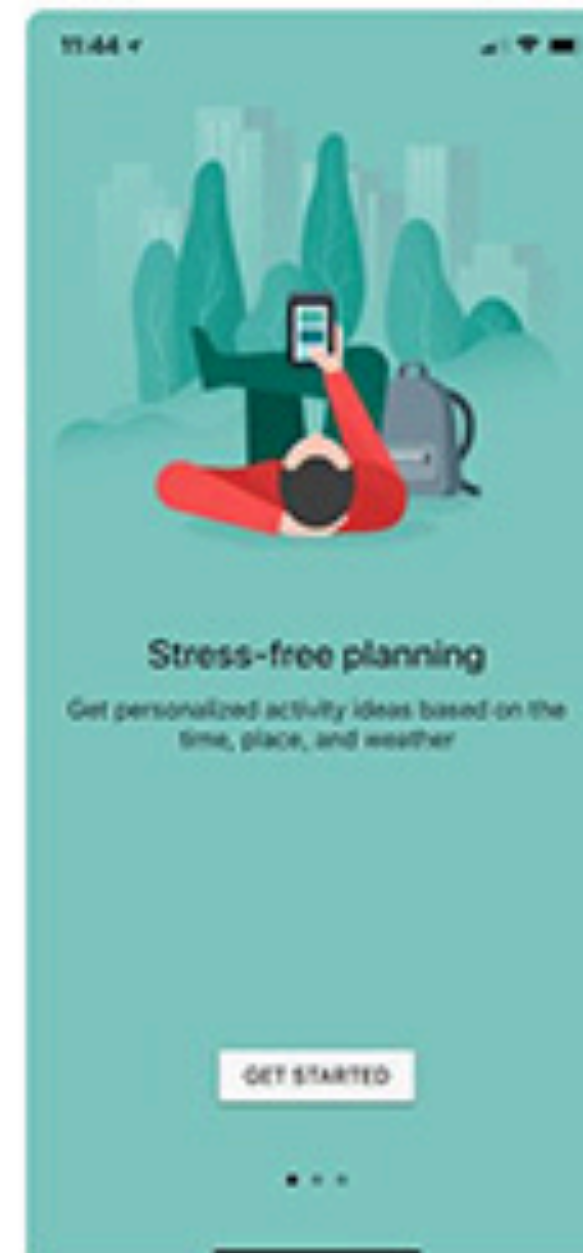
Oscar Health Insurance for New York - Health Insurance...



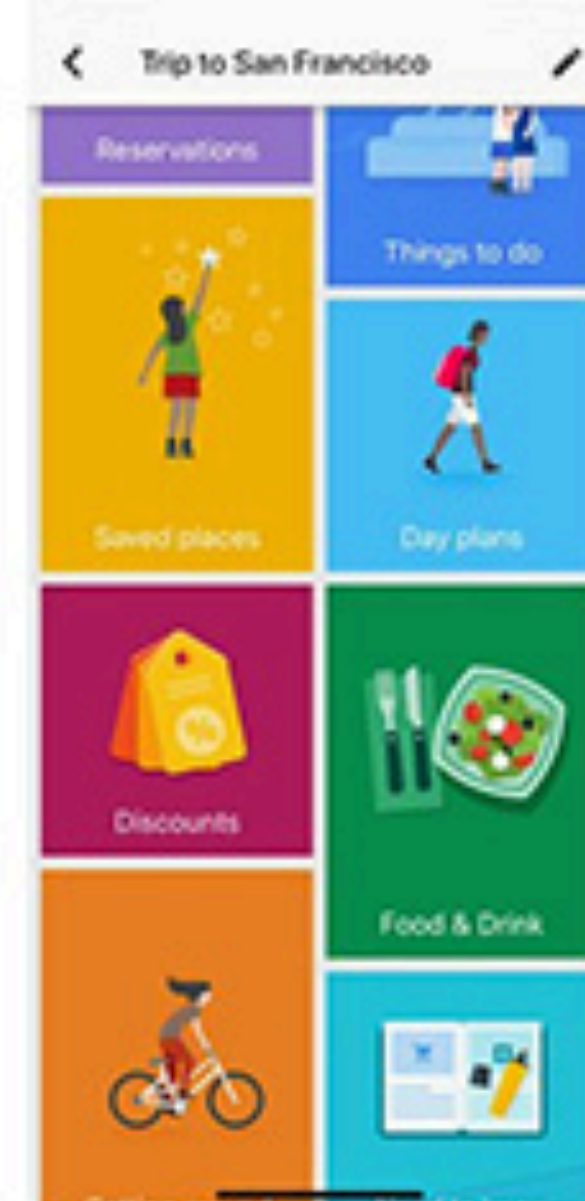
See the full article on GEICO More. #winterchecklist... #winterizeyourvehicle #carmaintenance



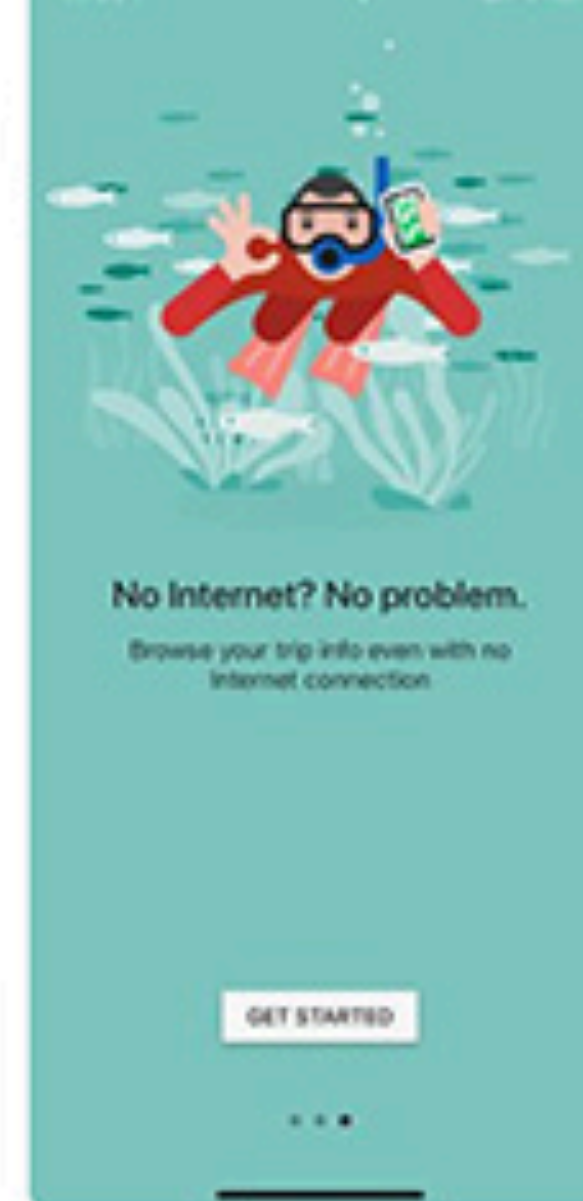
Making Health Insurance Healthier | Mother New York



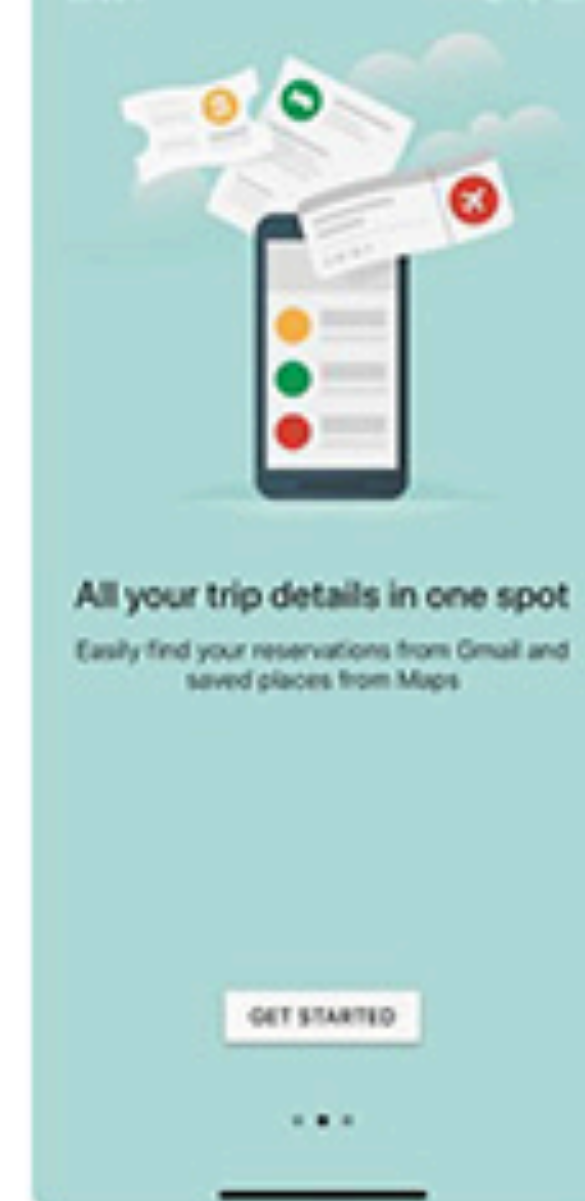
Google Trips



Google Trips



Google Trips



Google Trips



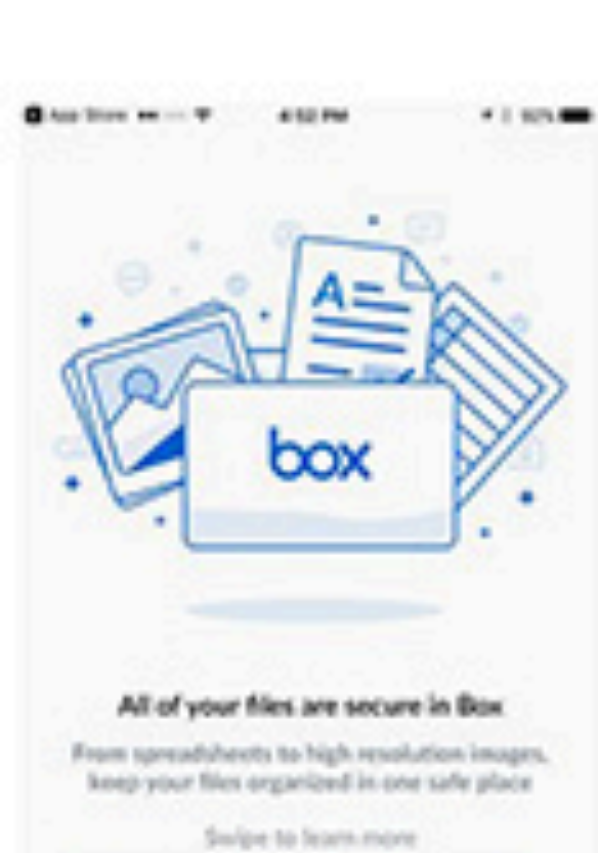
Alice Lee



Alice Lee



People are willing to go out of their way to avoid even...



Amazon



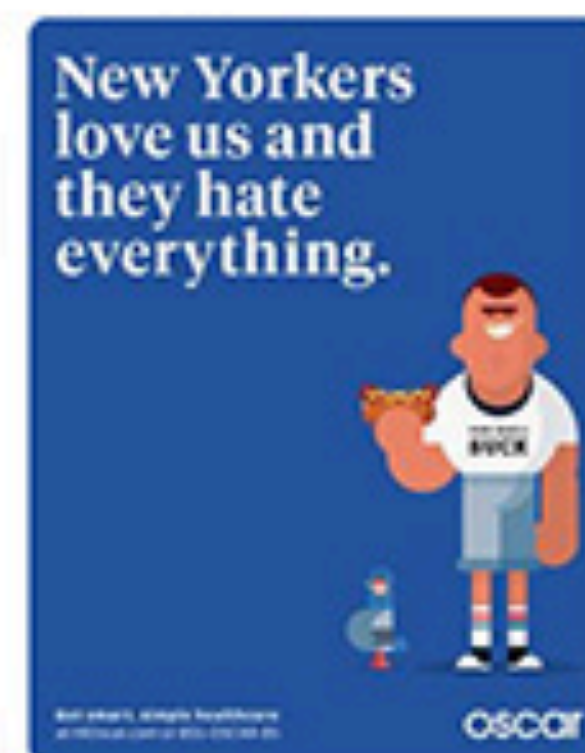
Dropcar



Alice Lee



A better health insurance experience. Need coverage? Sign up...



Making Health Insurance Healthier | Mother New York



Oscar Health Insurance ad campaign by Mother



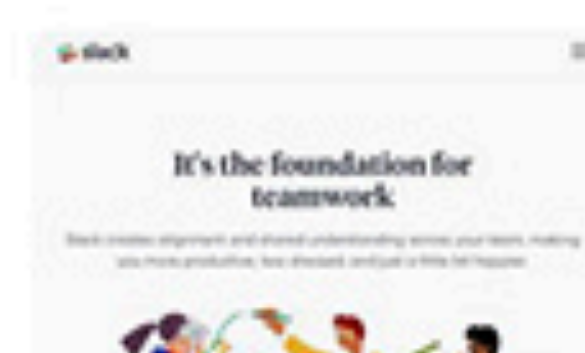
Mother NY - Hi Oscar - Making health insurance human.



Slack



Google Calendar Oboarding



**If you want to be
creative, question
your guidelines**

we

2017



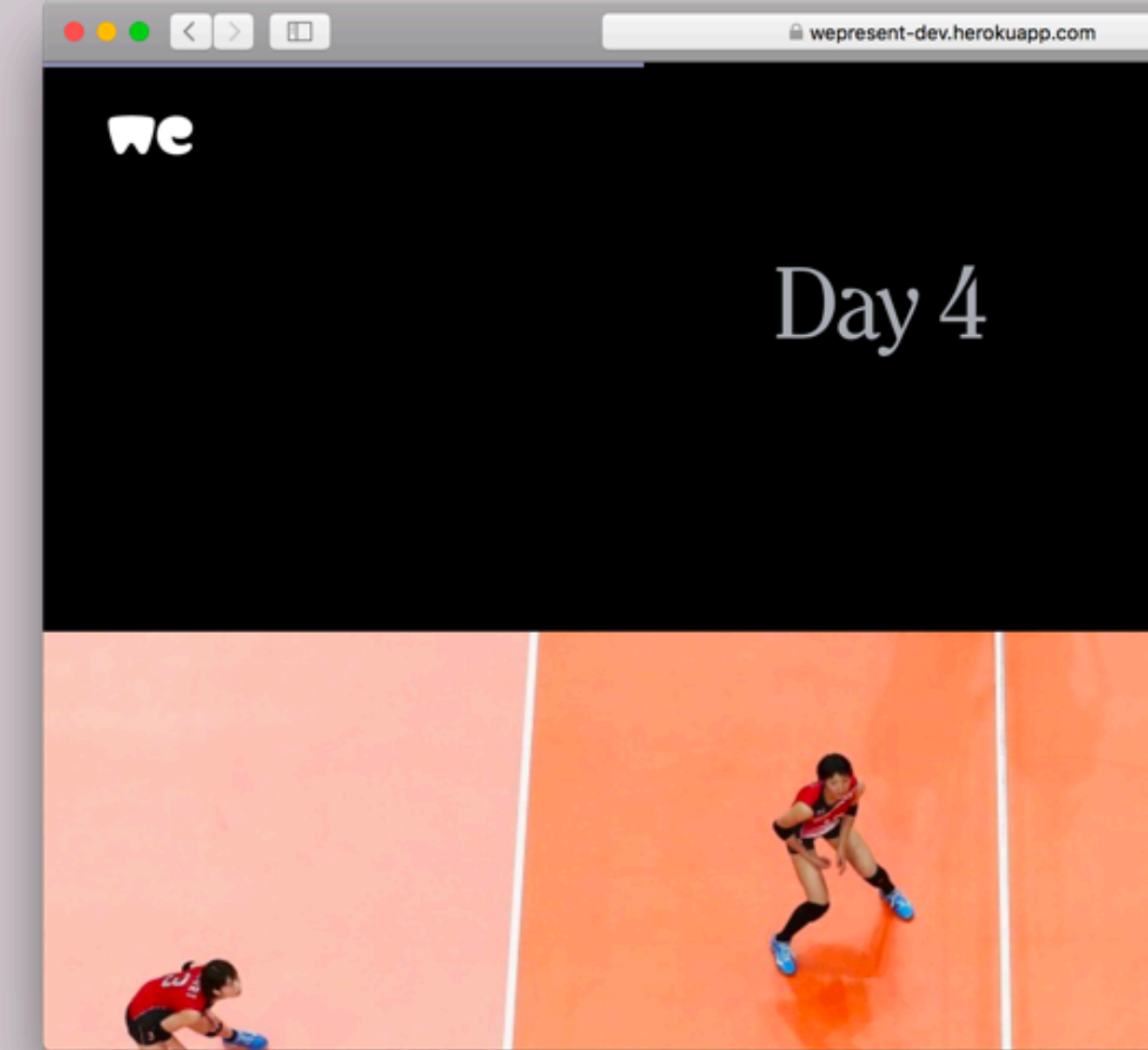
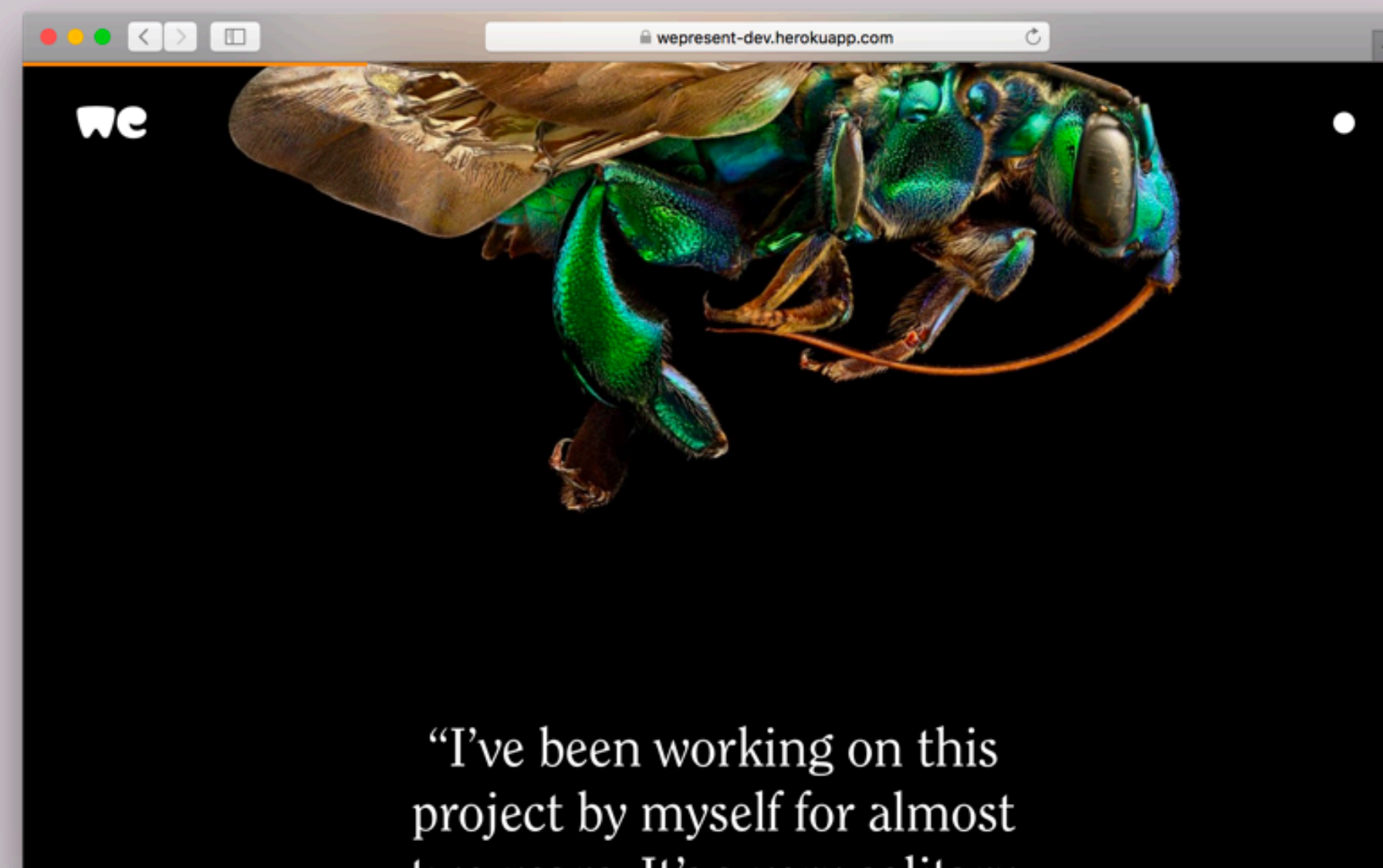
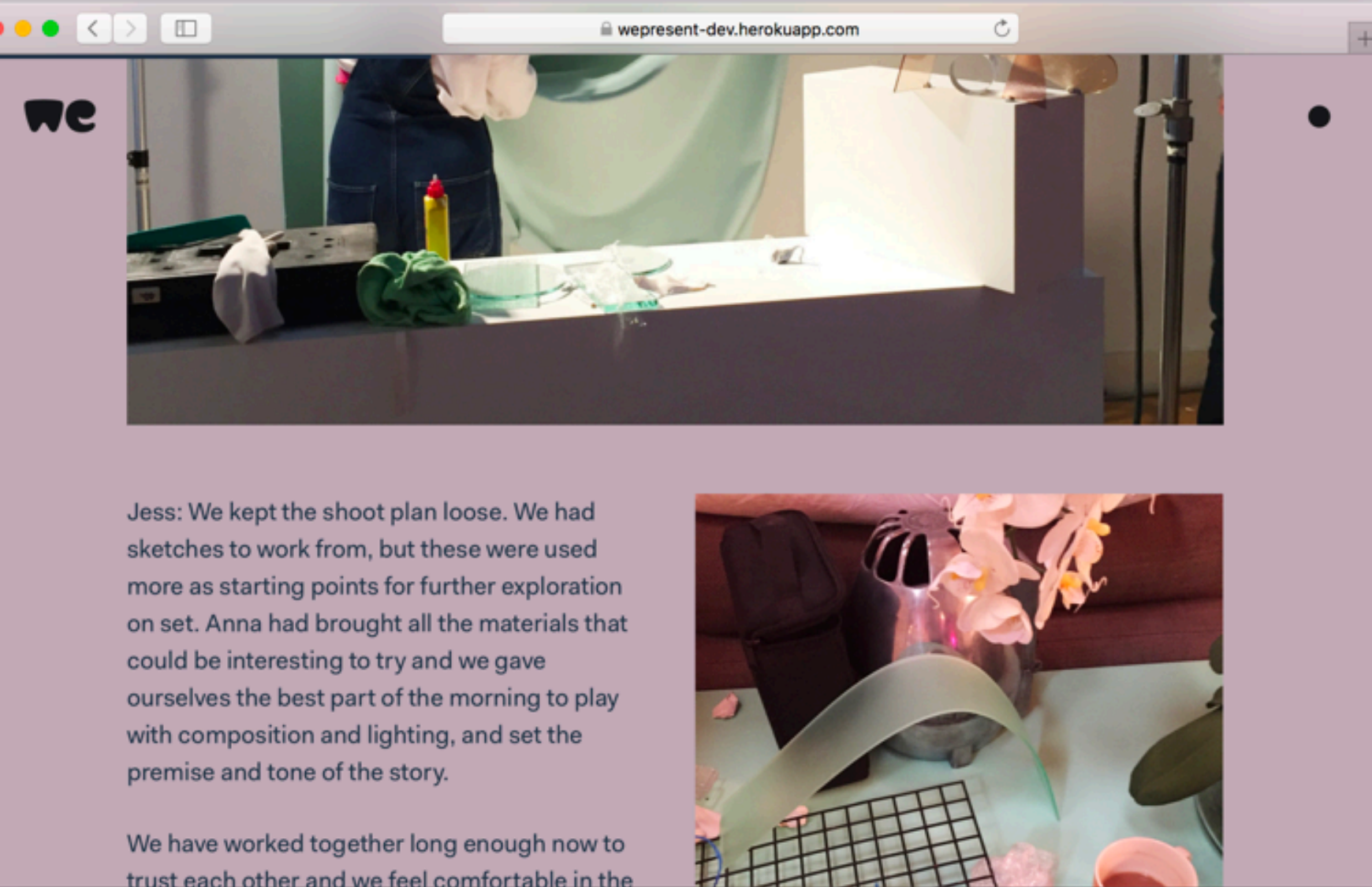
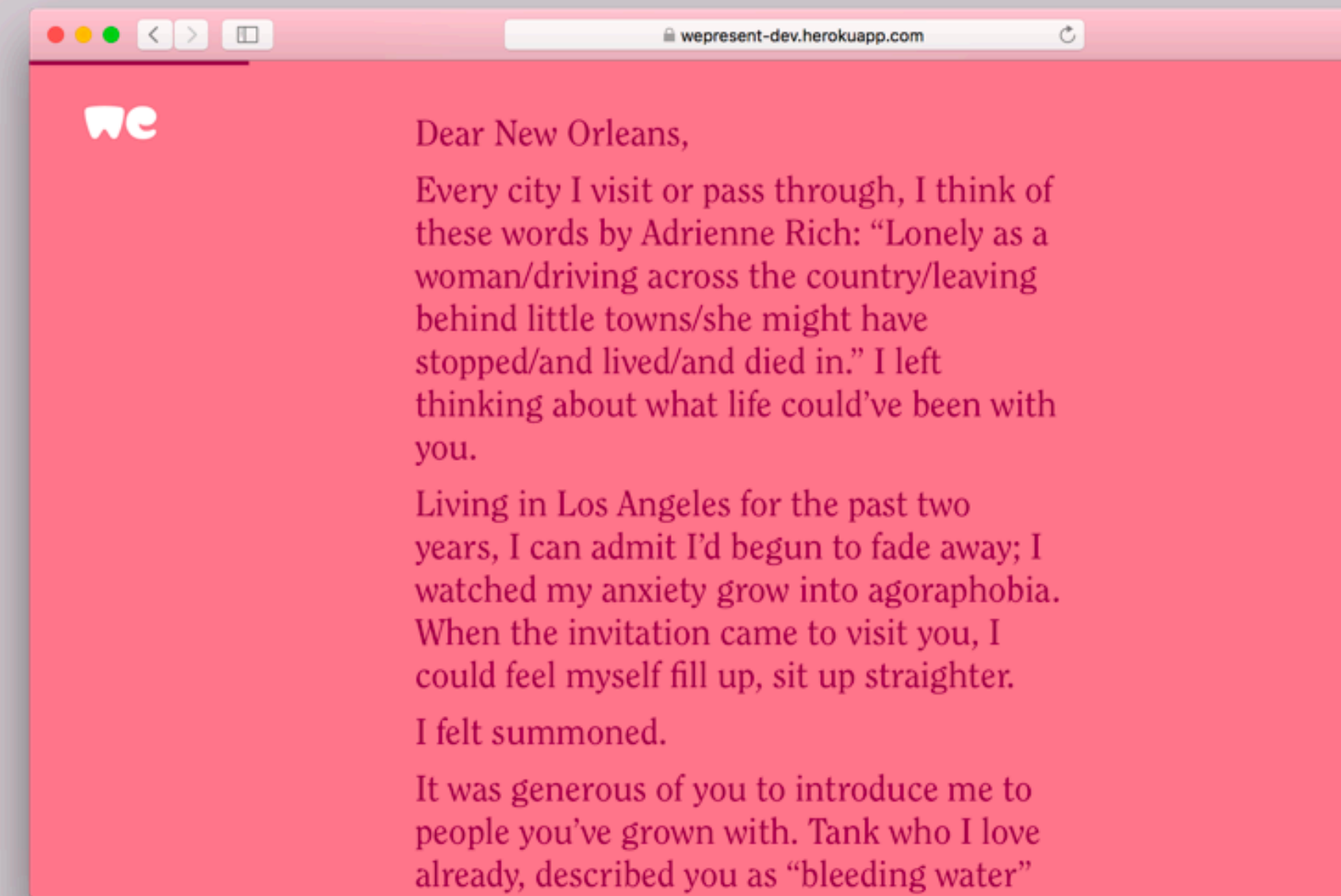
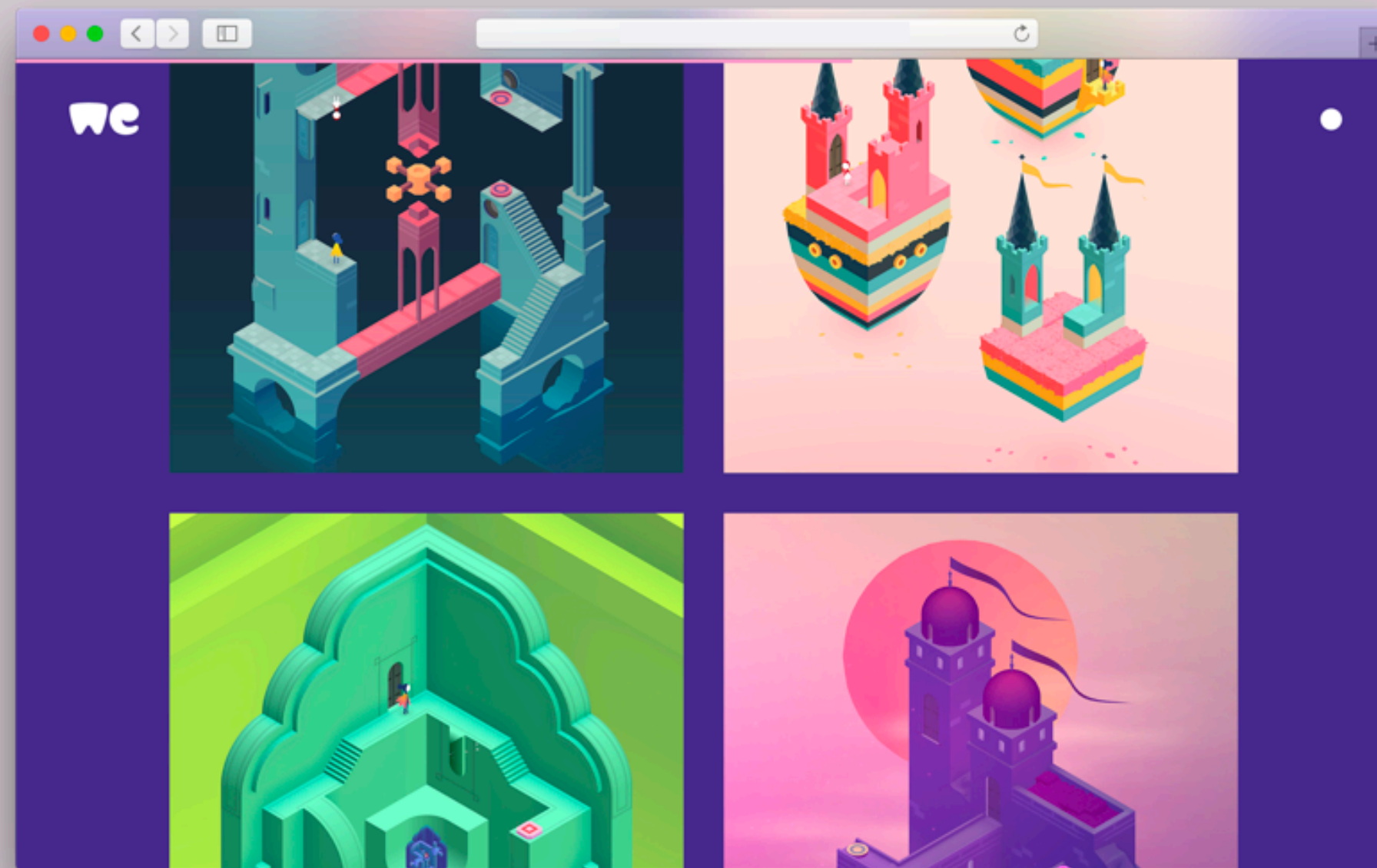
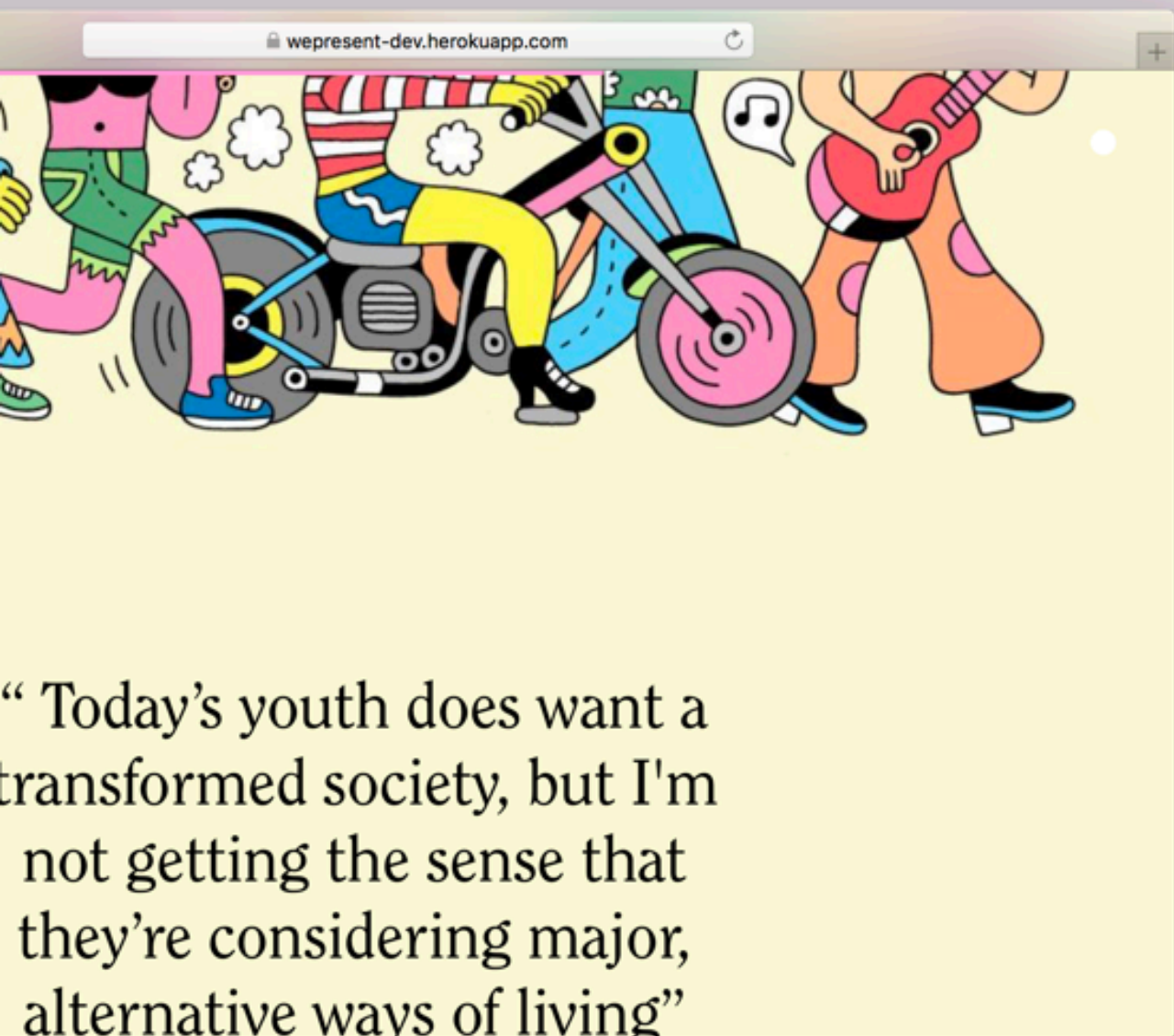
WEPRESENT

Cover Story

Edel Rodriguez

I want to paint the reality
here — real life



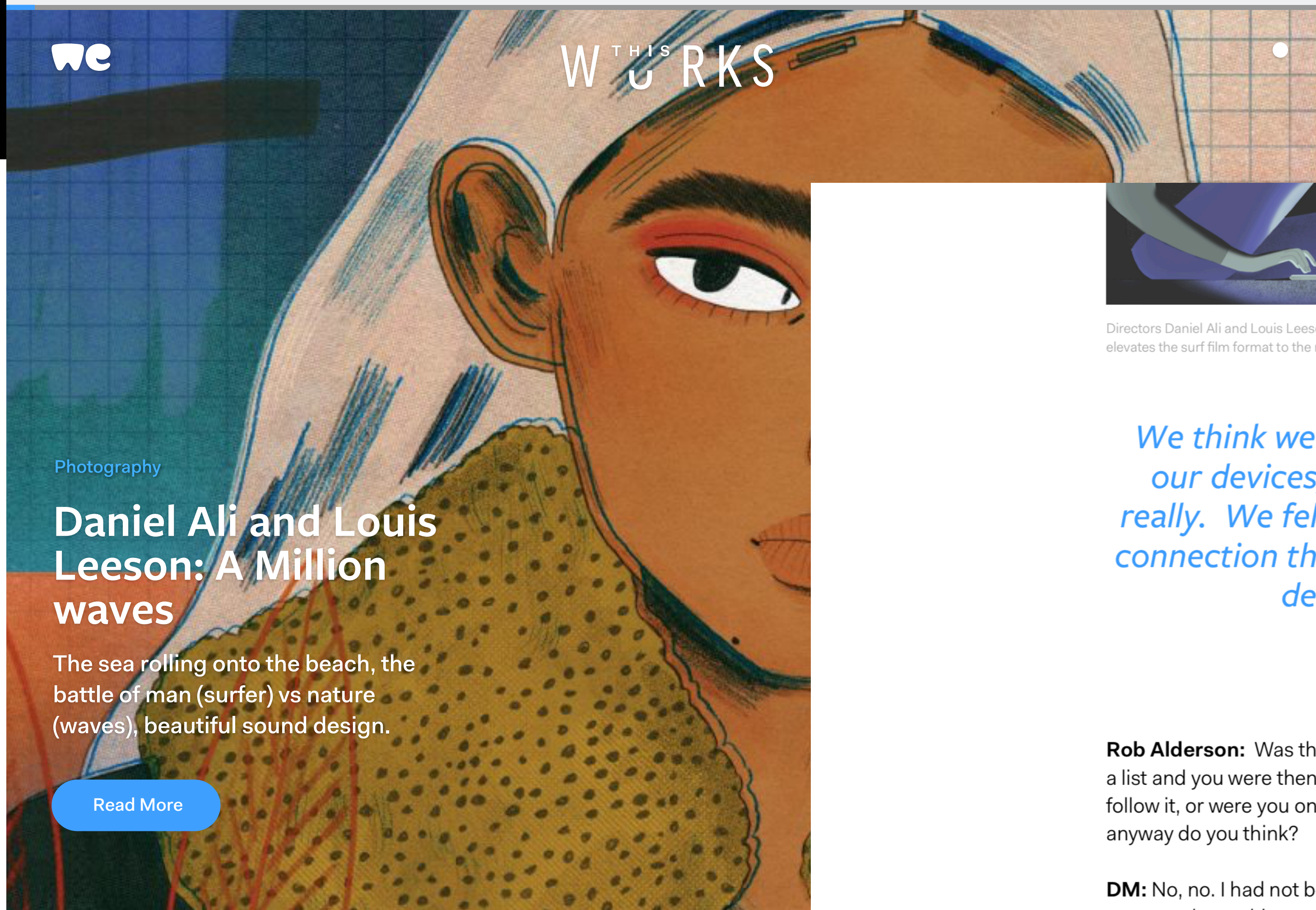




WEPRESENT



Challenge:
How consistent do
we need to be?



W^{THIS}WORKS

Photography

Daniel Ali and Louis Leeson: A Million waves

The sea rolling onto the beach, the battle of man (surfer) vs nature (waves), beautiful sound design.

Read More



Directors Daniel Ali and Louis Leeson's latest film, A Million Waves, elevates the surf film format to the next level

We think we fell in love with our devices, but we didn't really. We fell in love with the connection that we feel via the devices.



Rob Alderson: Was that because you had written a list and you were then making certain decisions to follow it, or were you on some of those paths anyway do you think?

DM: No, no. I had not been teaching and I ended up not only teaching at SVA but running a graduate program. I was not part of the AIGA at the time: I



Style guide.

Version 0.4

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Red #FF6666 R255 G110 B110 Co M37 Y52 K0 H19 52 8100 Pantone 23.6 C	Pink #FFD3DF R255 G21 B194 Co M37 Y52 K0 H19 52 8100 Pantone 475 U	Salmon #FFA094 R255 G173 B148 Co M39 Y46 K0 H14 54 8100 Pantone 2022 U	Gray #999999 R249 G249 B249 Co M0 Y0 K2 H0 50 808 Pantone 663 C
Yellow #FFC600 R255 G198 B16 Co M22 Y94 K0 H45 59 8100 Pantone 7404 U	Green #90C090 R149 G196 B110 Co M14 Y65 K23 H46 59 8177 Pantone 382 U	Blue #00A68C R19 G166 B188 Co M10 Y19 K25 H188 58 874 Pantone 2200 C	Black #444444 R49 G49 B72 Co M7 Y10 K22 H140 57 828 Pantone Black 6 U

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Freight Sans Medium
Freight Sans Semibold
Freight Sans Bold

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---------------------------------------	--	---------------------------------------	-----------------------------------	---------------------------------------	---	----------------------------------	-----------------------------------	---------------------------------------

State colors

Error red Fleming #E85C00
--

Secondary colors

Red #FF6666	Pink #FFD3DF	Salmon #FFA094	Yellow #FFC600	Green #90C090	Blue #00A68C	Black #444444
-----------------------	------------------------	--------------------------	--------------------------	-------------------------	------------------------	-------------------------

Freight Sans Pro / Fakt Pro

Desktop headings

Heading 1
Freight Sans Pro Medium, 40px

Heading 2
Freight Sans Pro Semibold, 22px

Heading 3
Freight Sans Pro Semibold, 18px

Heading 4
Fakt Pro Medium, 18px

Mobile headings

Heading 1
Freight Sans Pro Medium, 26px

Heading 2
Freight Sans Pro Semibold, 22px

Heading 3
Freight Sans Pro Semibold, 18px

Heading 4
Fakt Pro Medium, 18px

Paragraph styles

WeTransfer is the simplest way to send your files around the world. Last year, our users sent one billion files through our service.

Paragraph Lead, Freight Sans Pro Medium, 22px (18px on mobile)

Body size L, Fakt Pro Normal, 16px

Body size M, Fakt Pro Normal, 14px

Body size S, Fakt Pro Normal, 13px

Text link, Fakt Pro Normal, 14px

Icons

Tooltips & Dropdowns

Action dropdown

- Edit
- Select
- Delete

Selection dropdown

- 1 week
- 7 weeks
- 1 month
- never

Tooltip

Transfer window tooltip

Title
We can't transfer more than 2GB at a time. But with Plus you can!

Get plus

Buttons

Types

Fill buttons are used in the transfer process, like in the transfer window and emails. Black buttons are used in all other instances.

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Importance

There are three level of importance, filled, outlined and unfilled buttons.

Height

Buttons can have two heights. In most instances we use 50px buttons. It is also a way to highlight importance.

States

Active, Hover, Inactive

Forms

Profile title

search for filename, email or date

Profile title: Tessa

Profile title: Tessa's Playground

Profile title: Tessa's Playground

Profile title: Tessa's Playground

Profile title: Tessa's Playground

Profile title: Tessa's Playground

Domain is already taken

Link field (desktop): https://we.tl/Uom1n3y6

Link field (mobile): we.tl/DyLpKqKTSP

Transfer/Contact search: search for filename, email or date

Password protected transfer: Password

Dropdown field: Select

- Netherlands
- New Zealand
- Nepal
- Papua New Guinea
- Indonesia

Unchecked, Checked, Mobile unchecked, Mobile checked, Radiobutton not active, Radiobutton active, Radiobutton with label, Radiobutton with label

Bars

Message

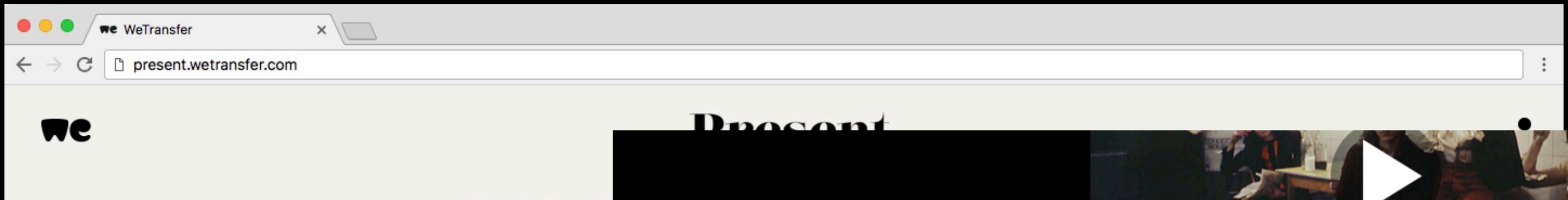
Error

Notification

In the age of filter bubbles,
there's an appeal in serendipity.

Content should be presented with the same
design standards we hold our product to.

Each story should be told in a way
that suits the content.



Lorem ipsum
amet, con
adipisci
eiusmod
incididunt
delecta



PRESENT

The Backstage Sessions knows a
thing or two about photographing
musicians

[Read this](#)

Scroll for other stories

enders

**Start with
principles, end
with guidelines.**

we

2019



APPS / TECH

WeTransfer buys creative apps Paper and Paste from FiftyThree

5

The acquisition includes all patents and assets

By [Stefan Etienne](#) | [@StefanEtienne](#) | Updated Aug 21, 2018, 2:17pm EDT

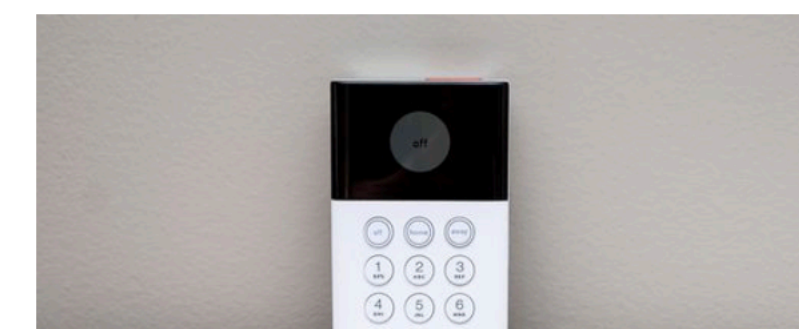
f t SHARE



Logistical Emergency?
Transport via
On Board Courier!

airmates **Quote in < 1min**

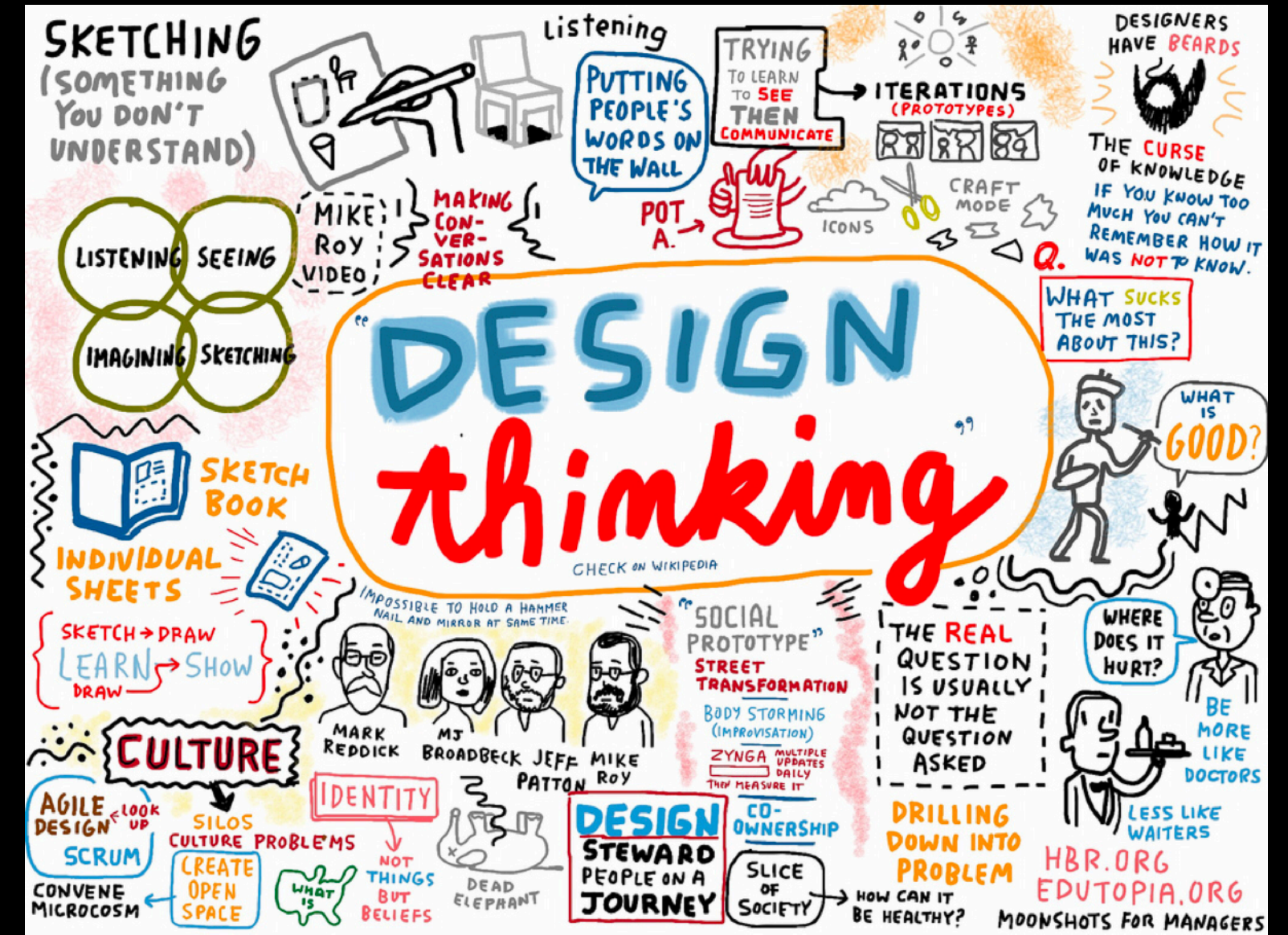
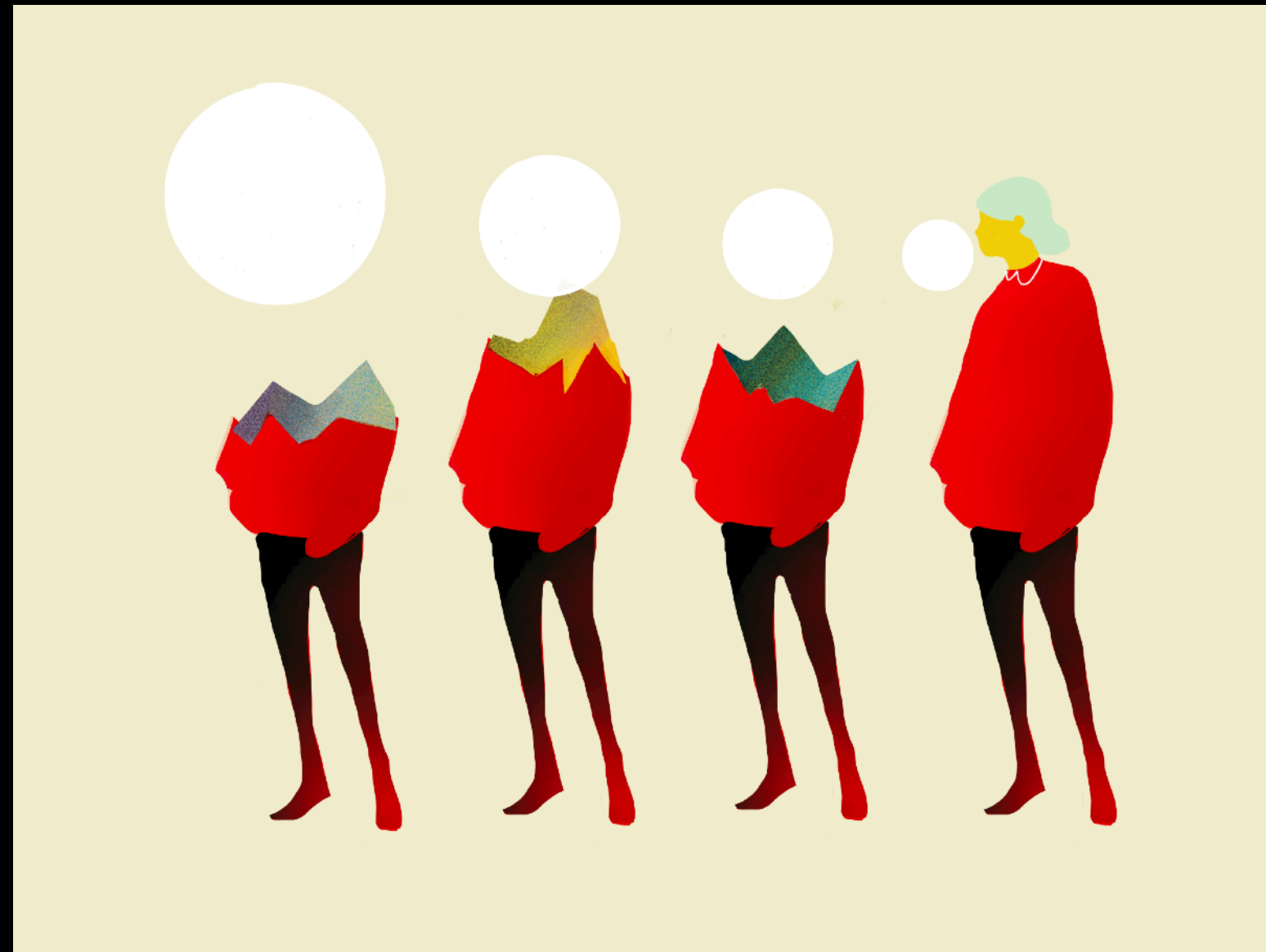
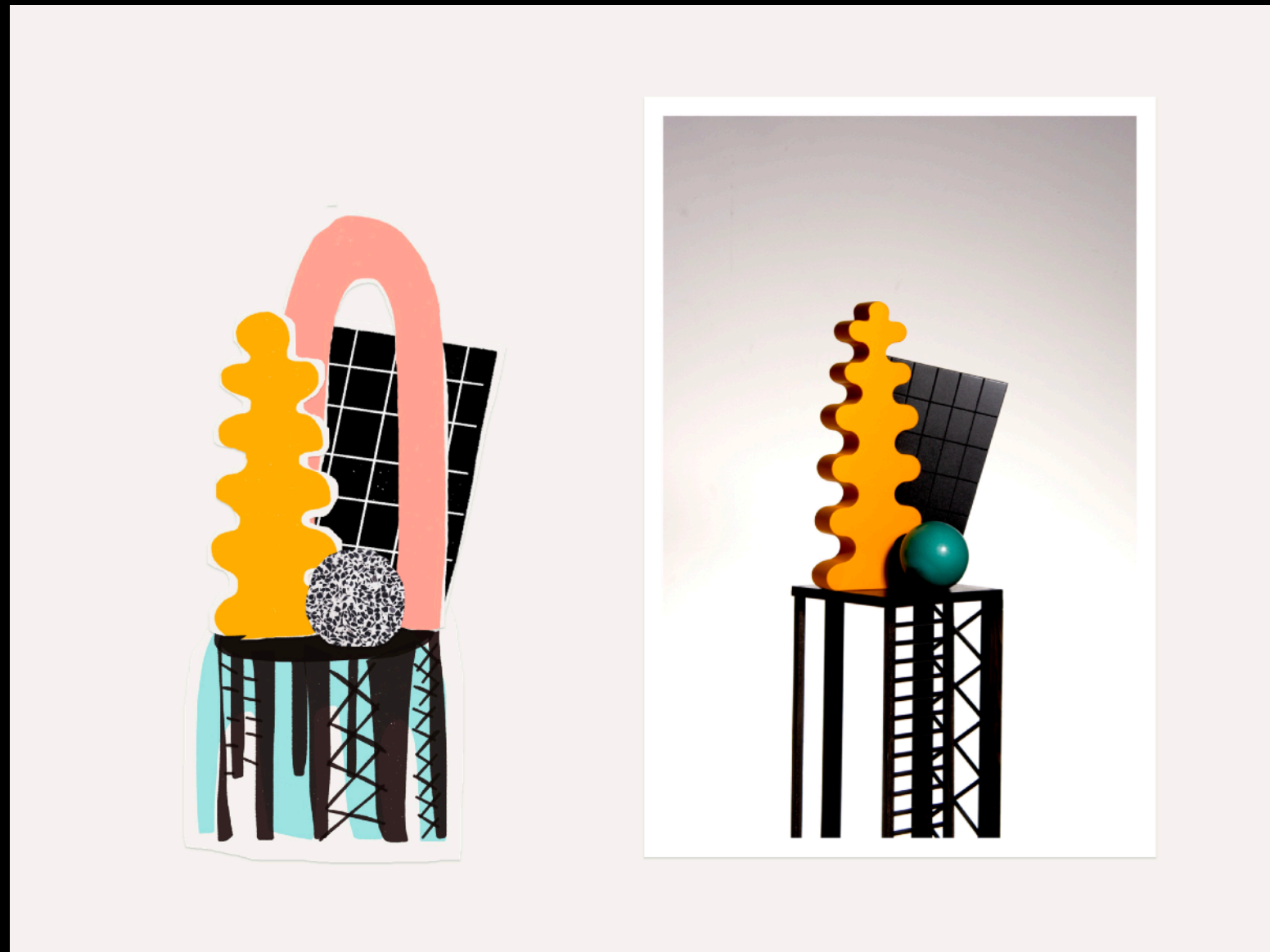
GOOD DEALS



“Everyone is creative”

FiftyThree vision







Acme Trail Footwear Project
 Shared with Nate's Team Move

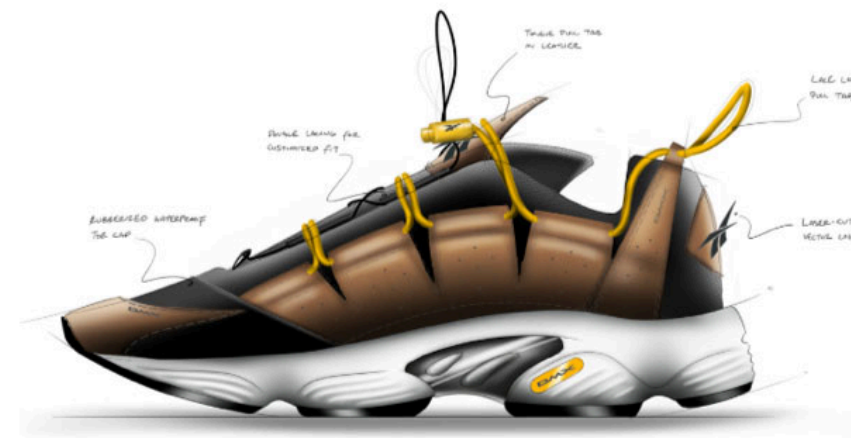


Early sketches

This project explores trail inspired shoes for the urban commuter.



Renderings



Inspiration



Trail is a trend that has trickled down from high fashion – behind it lies a need for everyday function.



paste.bywetransfer.com

Brand Language - Explorations

x-brand-language-id Move

Share +9

Collect
The blue/purple needs to be revised

Paper
The red needs to be revised

Color rationale

Core.
Every idea starts on white. Our brand is an empty canvas. You can color it in yourself. We don't limit creativity. WeTransfer is the whitespace in between. You don't notice it, but you need it.

Introducing expression (Iridescence).
Iridescence is the phenomenon of a surface that appears to gradually change color as it's viewed from different angles.

While at its core WeTransfer is a black and white brand, adding an element of the iridescent builds a bridge to the color schemes of each product. This subtle effect creates a core brand that acknowledges our full suite of tools while leaving space for the freedom of ideas.

Product.
Our core brand starts on a blank canvas. Bit still on this level, you can see what we this means. The canvas is spine of everything we do. You can see that everything we do started out with a blank canvas. We only apply colors to the things that really matter. The art. and the action.

Use of color

Color scheme + colors per product

Font use over view

Core Brand	<p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p> <p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p>	<p>CT Headline</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p> <p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p>
Product Marketing	<p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p> <p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p>	<p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p> <p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p>
In Product	<p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p> <p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p>	<p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p> <p>Headline / Title</p> <p>Aa Bb Cc Aa Bb Cc Aa Bb Cc</p>

GT Super + GT America

Minimal set: 75K
Full set

Year end	Desktop licensing	Web licensing	App licensing	Price
- GT America Full Family	100,000 Licenses	5	10,000 Licenses	\$50,000
- GT Super Full Family	100,000 Licenses	10	10,000 Licenses	\$50,000
Multi-licensed discount				-\$10,000
Price in USD				\$100,000

Thomas

- Rationale icons / type / color
- Contacting type foundries
 - Estimate / Timing / license
- Product x Studio plan

Sending big
files from A to B



A set of
'Tools to move ideas'



**Challenge:
How do we stay
creative while
growing?**

we

WeTransfer

WePresent

Collect

Paper

Paste



We're not shouting about ourselves,
we're celebrating creativity.

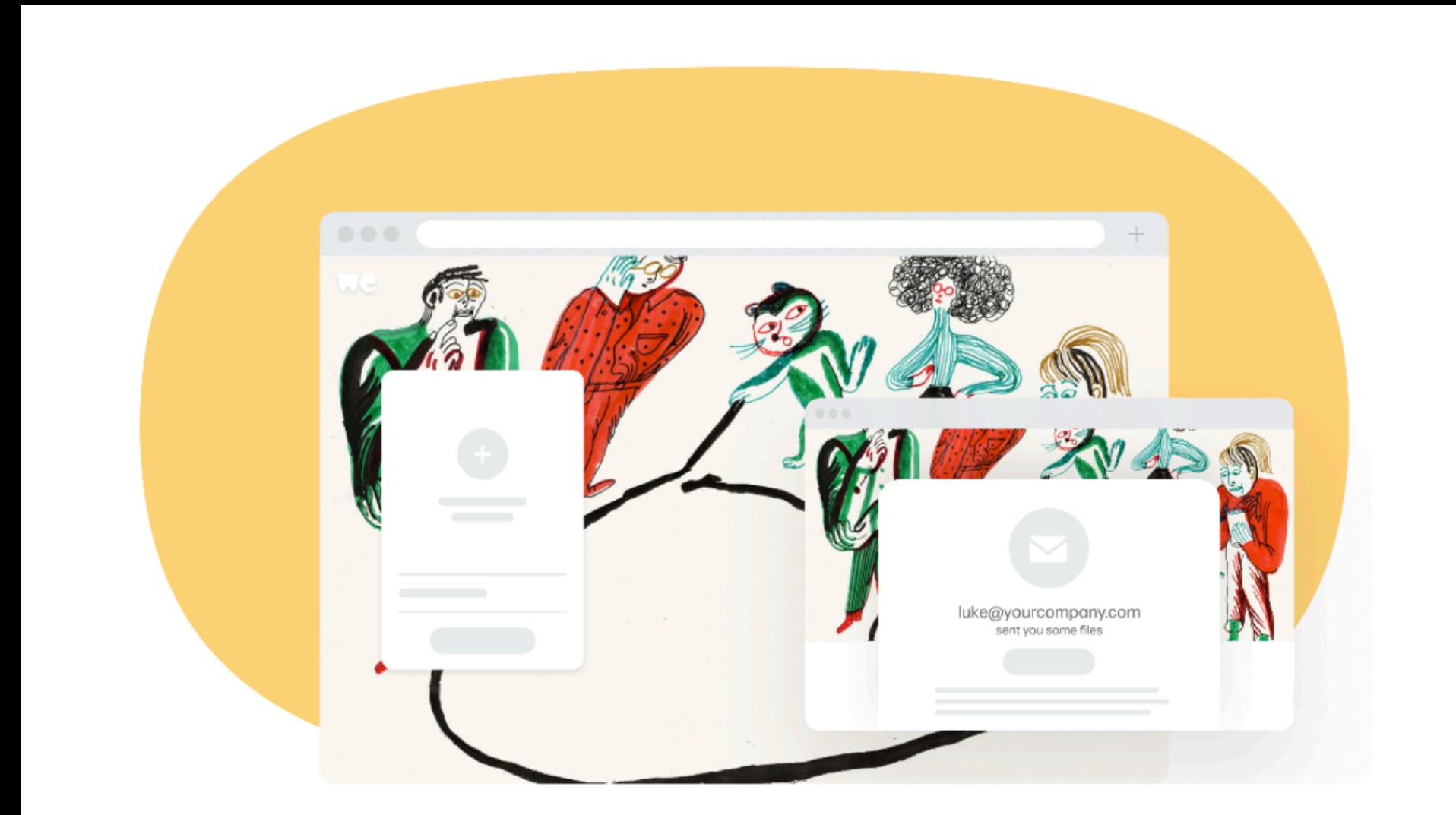
We don't limit creativity,
we embrace the diversity of voices.

Creativity needs room to play, to dare, to flop.
Take chances, embrace imperfections—they surprise us.

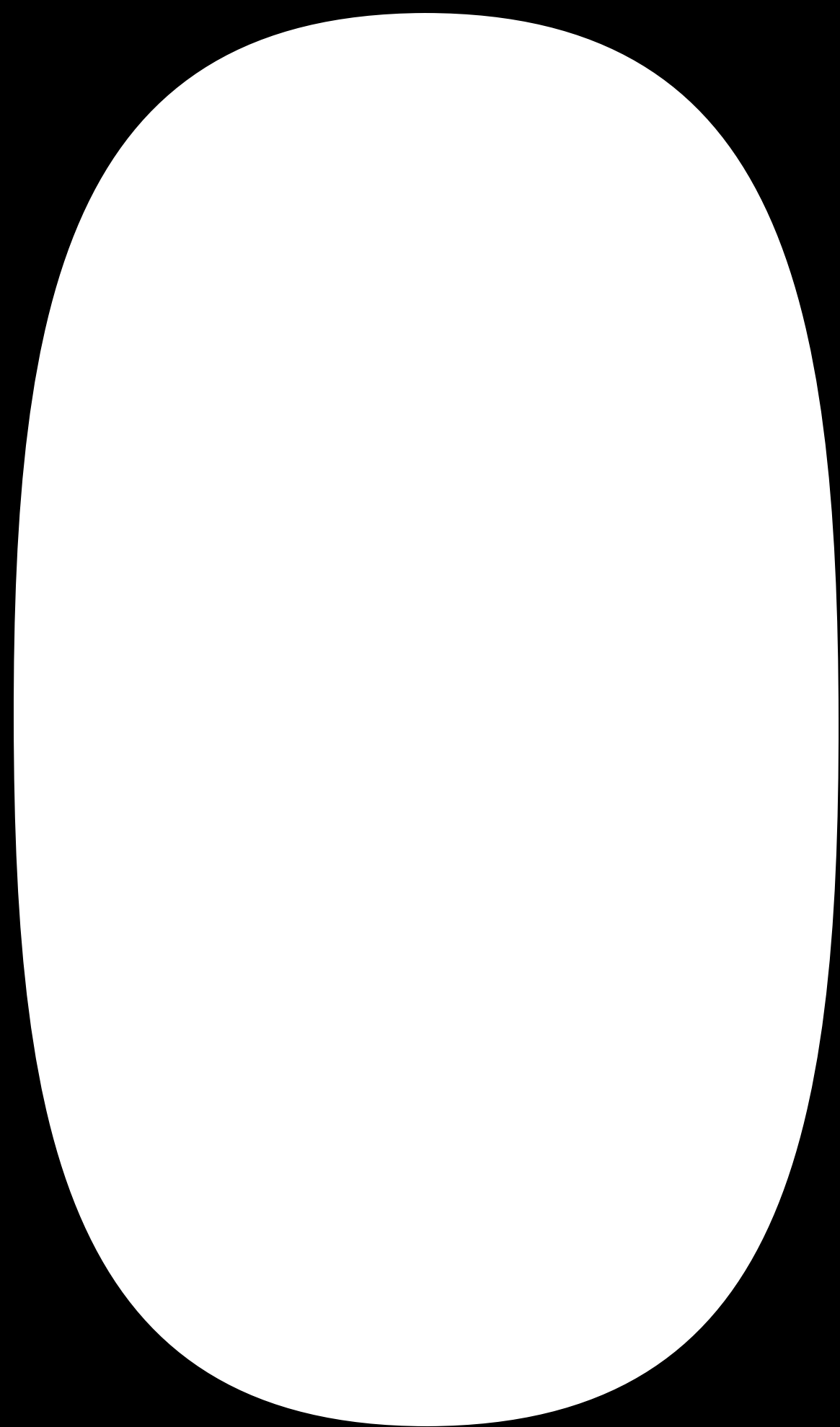








we





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Collect
WeTransfer**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz

**When you align on
values, you have more
space to be creative.**

**Be a bit more
like .**

**Question your
consistency.**