



# Brand Guidelines

V 1.0





# Who We Are





# About Us

Win Solutions Pvt Ltd is a leading information technology company in the Maldives, dedicated to empowering businesses through comprehensive corporate digitalization. We specialize in delivering integrated IT services, software, and cutting-edge technology that transform operations, enhance efficiency, and solve critical challenges for our clients.

From securing and modernizing enterprise applications to optimizing IT resources and providing robust systems integration, we are your strategic partner in achieving digital excellence and sustainable growth.





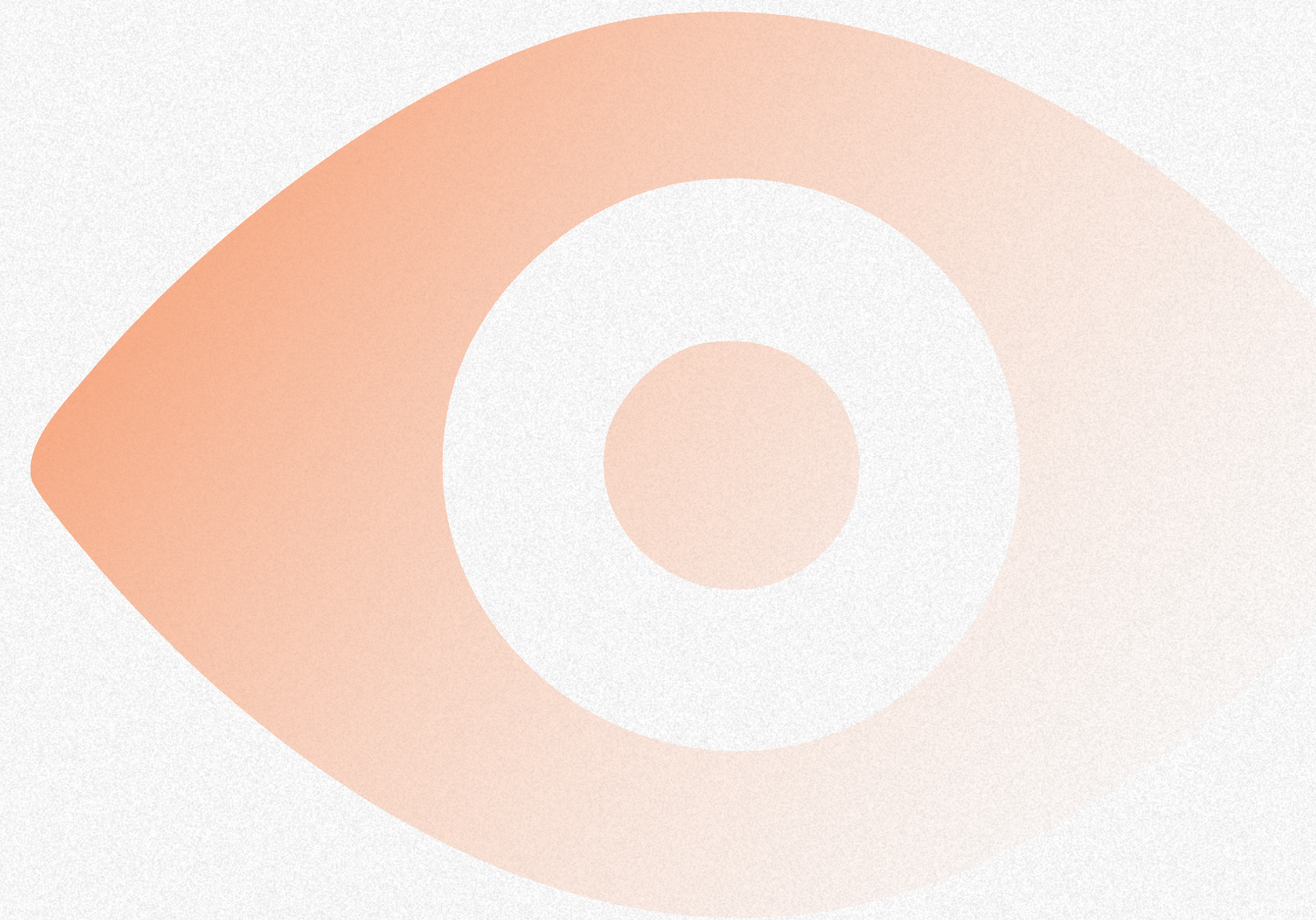


# Our Mission

To empower businesses across the Maldives with transformative digital solutions that drive unparalleled performance, efficiency, and sustainable growth.

# Our Vision

To be the leading and most trusted strategic partner for corporate digitalization and back-office excellence in the Maldives, setting the standard for client success.





# Our Core Values

**Client-Centric  
Excellence**

**Integrity &  
Trust**

**Innovation &  
Adaptability**

**Expertise &  
Partnership**





# The Logo





# Logo Explanation



Letter "W"



Letter "I"



Letter "N"





# Logo Variations

## Logo with text

Primary



Secondary



White



Black



## Icon Only

Primary



Secondary



White



Black





# Logo Usage

## Use the logo in correct proportions

Maintain the aspect ratio; never stretch or distort the logo. Orientation should always remain upright and standard.



## Keep clear space around the logo

Ensure enough padding to avoid crowding and maintain visual impact.





# Logo Usage (contd.)

## Use approved color variations only

Stick to the primary logo colors, reversed, or monochrome versions as provided. Avoid shadows, gradients, bevels, or other unapproved styles.

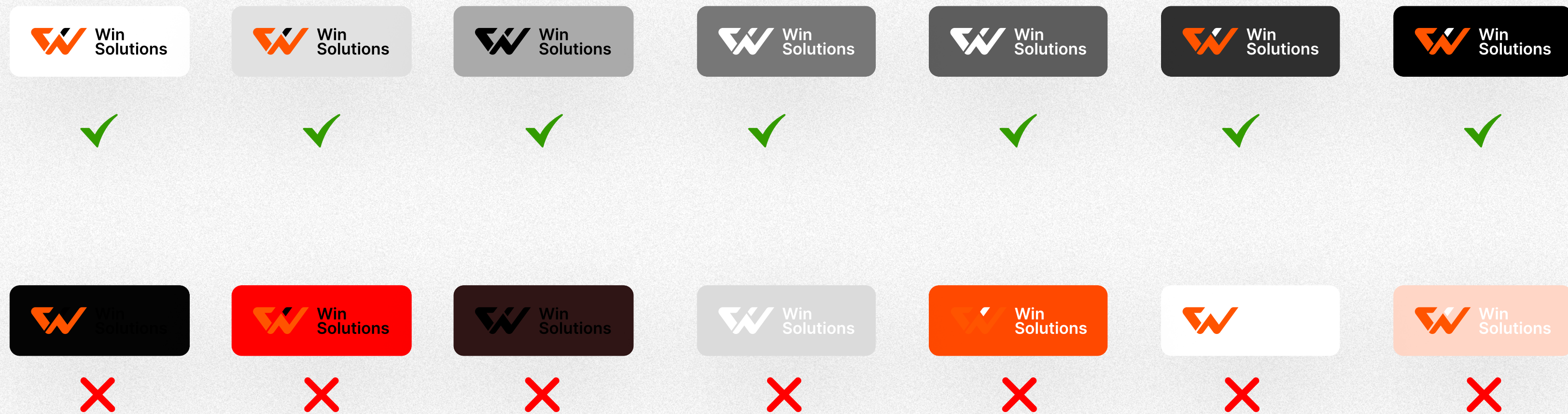




# Logo Usage (contd.)

## Use the logo on appropriate backgrounds

Make sure there is enough contrast so the logo remains clear and legible. Avoid using it on textures or images that reduce visibility.





# Logo Usage (contd.)

## **Scale the logo appropriately**

Resize proportionally for various applications — from business cards to billboards.

## **Use high-resolution files**

Always use vector formats (SVG, EPS, PDF) for print, and PNG/JPG for digital.

## **Follow the minimum size recommendation**

Maintain legibility, especially at small sizes.



Minimum Width: 0.75 inch or 50px





# Brand Colours





Our color palette reflects the energy, clarity, and balance of the brand. The proportions shown indicate the recommended usage of each color across brand assets. Use the dominant colors for backgrounds and layout, and the accent colors for emphasis and highlights.





# Typography





# Typeface

Primary — **Inter**

Secondary — **DM Sans**

Optional — **Lato**

**Plus Jakarta Sans**

**Public Sans**

**Rethink Sans**

**Roboto**

**Merriweather**





# Type Scaling

## Heading - XXL

Font size : 64px (4rem) / Line Height: 120%

## Heading - XL

Font size : 56px (3.5rem) / Line Height: 120%

## Heading - LG

Font size : 48px (3rem) / Line Height: 120%

## Heading - MD

Font size : 40px (2.5rem) / Line Height: 120%

## Heading - SM

Font size : 32px (2rem) / Line Height: 120%

## Heading - XS

Font size : 24px (1.5rem) / Line Height: 120%

## Heading - XXS

Font size : 20px (1.25rem) / Line Height: 120%

## Heading - XXXS

Font size : 16px (1rem) / Line Height: 120%

## Body - LG

Font size : 16px (1.125rem) / Line Height: 120%

## Body - MD

Font size : 16px (1rem) / Line Height: 120%

## Body - SM

Font size : 14px (0.875rem) / Line Height: 120%

## Body - XS

Font size : 12px (0.75rem) / Line Height: 120%





# Brand Element





# Brand Element

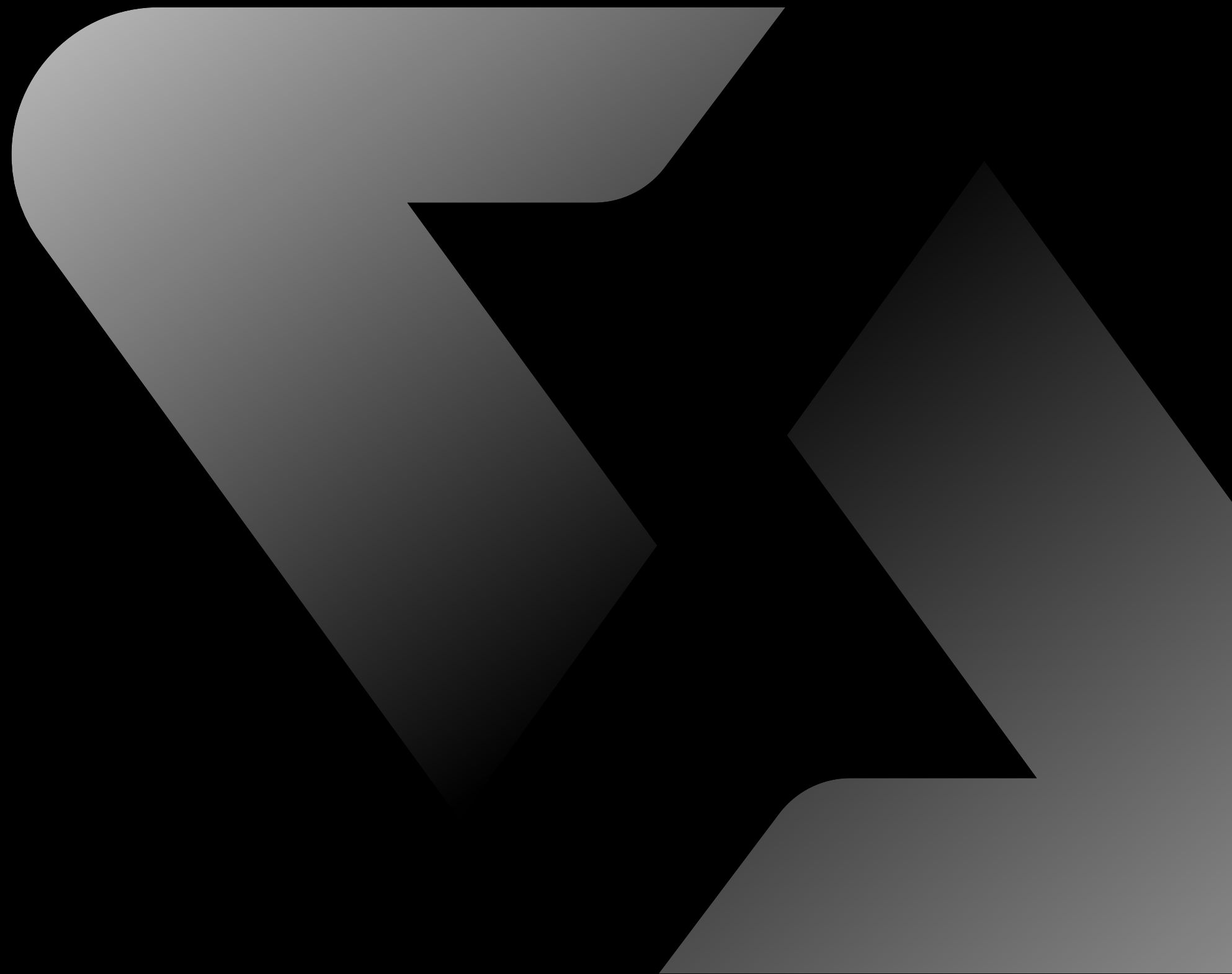
The brand element is a distinctive shape derived directly from the primary logo icon. It is designed to be used as a supportive visual device that reinforces the brand identity across applications. This graphic can be applied as a pattern, background accent, divider, or decorative motif, adding consistency and personality to branded materials. While it should not replace the logo, it serves as a flexible asset that enhances brand recognition through repetition and motion.



Derived from the Logo Icon







 **Win  
Solutions**

# Brand Guidelines

For Further Clarifications:  
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