

The logo for WERO, featuring the word "WERO" in a bold, white, sans-serif font. The letter "e" is lowercase and has a horizontal line through its center, while the other letters are uppercase. The logo is set against a solid black rectangular background.

Read this first

A DISCLAIMER.

(That's mostly common sense)

This portal presents the official brand guidelines for Wero. All elements contained herein, including but not limited to logos, graphics, color schemes, and typography, are presented solely for reference purposes. The illustrations showcased are for placeholder purposes only (FPO), serving as temporary representations.

Any reproduction, modification, distribution, or unauthorized use of the brand elements presented in these guidelines without explicit, written consent from Wero is prohibited. All rights, including but not limited to intellectual property rights, remain vested in Wero.

Individuals or entities seeking to utilize or reproduce any elements featured in these brand guidelines must obtain written permission from wero before doing so. Requests for usage, along with details on intended use and context, should be directed to brand@epicompany.eu.

This disclaimer is subject to change, and Wero retains the authority to update and revise its brand guidelines at any time.

Your compliance with these guidelines is essential to preserving the integrity and reputation of the Wero brand. Thank you for your understanding and cooperation.



VISUAL IDENTITY
Logo

WERO

Color



White #FFFFFF

OUR COLORS MAKE OUR BRAND POP.

Our colors are the building blocks of our visual presence, ensuring consistency and memorability. This section outlines our primary and secondary colors, providing a straightforward guide for maintaining a cohesive brand image across all channels. Let these colors speak for our brand, leaving a lasting impact on our audience.

Primary Colors

Our primary colors are what makes us instantly recognizable. They are our most dominant colors, the ones that features most prominently in our communications. The frequent use of Wero Yellow, Wero Black and White not only sets us apart but also fosters a sense of familiarity and trust among our audience.

Wero Yellow

#FFF48D
255, 244, 141
0, 0, 45, 0
Yellow 0131 C

Wero Black

#1D1C1C
29, 28, 28
0, 0, 0, 90
Black C

White

#FFFFFF
255, 255, 255
0, 0, 0, 0
-

Secondary Colors

Our secondary colors are used for illustrations and UI. They are a supporting act for our primary colors, bringing diversity and vibrancy to our visual language.

Electric Violet

#AF47F9
175, 71, 249
30, 71, 0, 2
265 C

Neon Carrot

#FD9140
253, 145, 64
0, 42, 75, 1
715 C

Screamin' Green

#83F582
131, 245, 130
42, 0, 62, 0
7487 C

Spray

#7AF7F7
 122, 247, 247
 49, 0, 0, 3
 318 C

Pink Flamingo

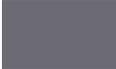
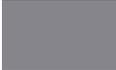
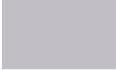
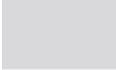
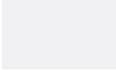
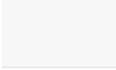
#FD74FD
 253, 116, 253
 2, 63, 0, 0
 2375 C

Dodger Blue

#3F89FD
 63, 137, 253
 75, 46, 0, 1
 2727 C

Neutrals

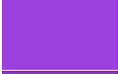
Neutrals are used in UI to provide utility and hierarchy without competing with our primary and secondary colors. They are also used for text.

	Mine Shaft	HEX #38363B	RGB 56, 54, 59
	Dove Gray	HEX #6C6A72	RGB 108, 106, 114
	Gray	HEX #87858C	RGB 135, 133, 140
	Nobel	HEX #A6A4AB	RGB 166, 164, 171
	Alto	HEX #C1BFC5	RGB 193, 191, 197
	Wild Sand	HEX #D9D8DB	RGB 217, 216, 219
	Gray Suit	HEX #F1F0F3	RGB 241, 240, 243
	Alabaster	HEX #F7F7F7	RGB 247, 247, 247

Extensive Palette

Our extensive palette provides nuance and depth. Its usage is reserved for product design and data visualization.

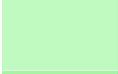
Electric Violet Tints

	75% White	HEX #EBD1FD	RGB 235, 209, 253
	50% White	HEX #D7A3FC	RGB 215, 163, 252
	25% White	HEX #C375FB	RGB 195, 117, 251
	10% Black	HEX #9D40E0	RGB 157, 64, 224
	25% Black	HEX #8335BB	RGB 131, 53, 187
	50% Black	HEX #58247D	RGB 88, 36, 125

Neon Carrot Tints

	75% White	HEX #FFE3CF	RGB 255, 227, 207
	50% White	HEX #FEC89F	RGB 254, 200, 159
	25% White	HEX #FDAD70	RGB 253, 173, 112
	10% Black	HEX #E4823A	RGB 228, 130, 58
	25% Black	HEX #BE6D30	RGB 190, 109, 48
	50% Black	HEX #7F4920	RGB 127, 73, 32

Screamin' Green Tints

	75% White	HEX #E0FDE0	RGB 224, 253, 224
	50% White	HEX #C1FAC1	RGB 193, 250, 193
	25% White	HEX #A2F7A1	RGB 162, 247, 161
	10% Black	HEX #76DC75	RGB 118, 220, 117
	25% Black	HEX #62B862	RGB 98, 184, 98
	50% Black	HEX #427B41	RGB 66, 123, 65

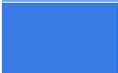
Spray Tints

	75% White	HEX #DEFDFD	RGB 222, 253, 253
	50% White	HEX #BCFBFB	RGB 188, 251, 251
	25% White	HEX #9BF9F9	RGB 155, 249, 249
	10% Black	HEX #6EDEDE	RGB 110, 222, 222
	25% Black	HEX #5CB9B9	RGB 92, 185, 185
	50% Black	HEX #3D7C7C	RGB 61, 124, 124

Pink Flamingo Tints

	75% White	HEX #FFDCFF	RGB 255, 220, 255
	50% White	HEX #FEB9FE	RGB 254, 185, 254
	25% White	HEX #FD97FD	RGB 253, 151, 253
	10% Black	HEX #E468E4	RGB 228, 104, 228
	25% Black	HEX #BE57BE	RGB 190, 87, 190
	50% Black	HEX #7F3A7F	RGB 127, 58, 127

Dodger Blue Tints

	75% White	HEX #CFE1FF	RGB 207, 225, 255
	50% White	HEX #9FC4FE	RGB 159, 196, 254
	25% White	HEX #6FA7FD	RGB 111, 167, 253
	10% Black	HEX #397BE4	RGB 57, 123, 228
	25% Black	HEX #2F67BE	RGB 47, 103, 190
	50% Black	HEX #20457F	RGB 32, 69, 127

VISUAL IDENTITY
Logo Variants



VISUAL IDENTITY
Typography

Last modified on  Thu, 28. Aug 2025 12:46

WERO

Iconography



A THOUSAND WORDS (IN ICONS).

Icons help us express complex ideas in a clear and simple way. We use them to illustrate customer benefits, product features and other notions requiring a clear and memorable visual shorthand. Simplicity and consistency are keys to ensure any icon truly feel like Wero.

Construction

FORM

Icons are created in a 24x24 pixel grid with a 2 pixel margin, and with a stroke of 2 pixel. They use a mix of round shapes and straight edges. Designing icons against the grid is essential to ensure pixel-perfect rendering in any size.

SIZE

The sizes of use are adapted towards improved visualization on different screens. Taking the actions on the App as reference for the smaller sizes, and with the search buttons as in the main CTA of the websites, we have defined the rest of the intermediate sizes.

Do's & Dont's

✔ **Do make sure the icon properly represent you message**

If you don't find the icon you need, please contact the Brand Team for help.

✘ **Do not distort an icon**

Icons are meant to live in a square space.

COLOR

Icons are preferably set in the primary colors, Wero Black and White. For applications with more detailed content, like presentations, you can also use the secondary colour palette, but do it wisely to ensure your document presents a balanced colour mix.

FILLED ICONS

Filled icons are preferred in environments where the icon is a core interactive element, like the app navigation, to ensure accessibility. Line icons are well-suited to support longer bits of text, like marketing copy on the Wero website.

✘ **Do not create your own icons**

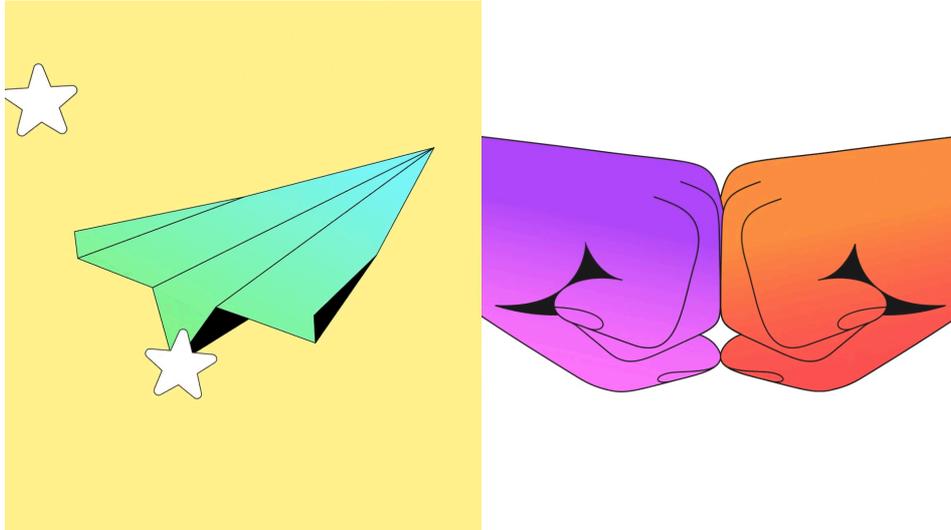
Nor use a free of use icon set, instead ask the Brand Team.

✘ **Do not use an icon as a hero illustration**

Refer to the illustration page for guidance.

WERO

Illustrations



ILLUSTRATIONS SPICE UP OUR STORIES.

Illustration Library

Here you will find the latest illustrations to download but before make sure you read the Licensing and Usage section at the end of this page.

[Go to the Gallery](#)

Please note that the use of Wero illustrations is always subjected to the approval of the EPI Brand & Marketing Team.

Overview

Our illustrations represent everything that Wero can do for you. They represent our value proposition in a fun, surprising way. With a peculiar eye for details, they also showcase these moments of life where Wero makes a difference in our users' lives.

ENERGIZED

Our illustrations convey an irresistible sense of movement. They are unbound by gravity and bureaucratic constraints.

OPTIMISTIC

Our illustrations look at the future with bright eyes. They are a little geeky, and celebrate the best of what technology can provide.

SURPRISING

Our illustrations are show-stoppers. They get your attention instantly with vibrant colors, comfy shapes and buoyant energy.

WEIRD (JUST A LITTLE)

Our illustrations embrace Wero's inner weirdo. Though they always showcase Wero's reliable personality, they can be quirky and surreal.

Construction

To ensure the Wero Cinematic Universe® is always consistent, our illustrations are based on core design principles that we never stray away from.

Simplicity

Objects are defined by their outline with a "less is more approach". Anything frivolous is stripped away.

Glow

Yellow and white are often a source of light. They emphasise key details and create a positive brand association.

Movement

Speed and movement are expressed by using strokes and gradients, like a real-time sketch bringing the scene to life.

Limited Palette

Our illustrations are generally based on 3 colors, based on our secondary palette.

Gradients

The inclusion of gradients subtly reference the wero logo and the notion of seamlessness.

Black Shadows

Black is mainly used for shadow effects, but can also be used for details in an object.

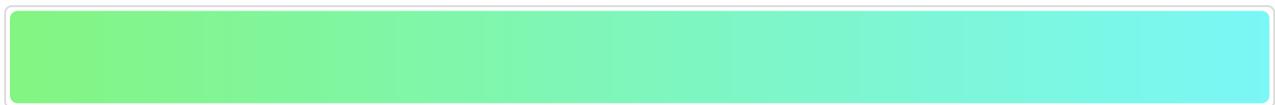
Colors

The use of gradients in the secondary color palette is a dynamic and versatile way to enhance the visual identity of Wero. Gradients add depth, dimension, and a modern aesthetic to design elements, contributing to a visually engaging and contemporary brand presence.



Pink Flamingo #fd74fd

#fd9140 **Neon Carrot**



Screamin' Green #83f582

#7af7f7 **Spray**



Spray #7af7f7

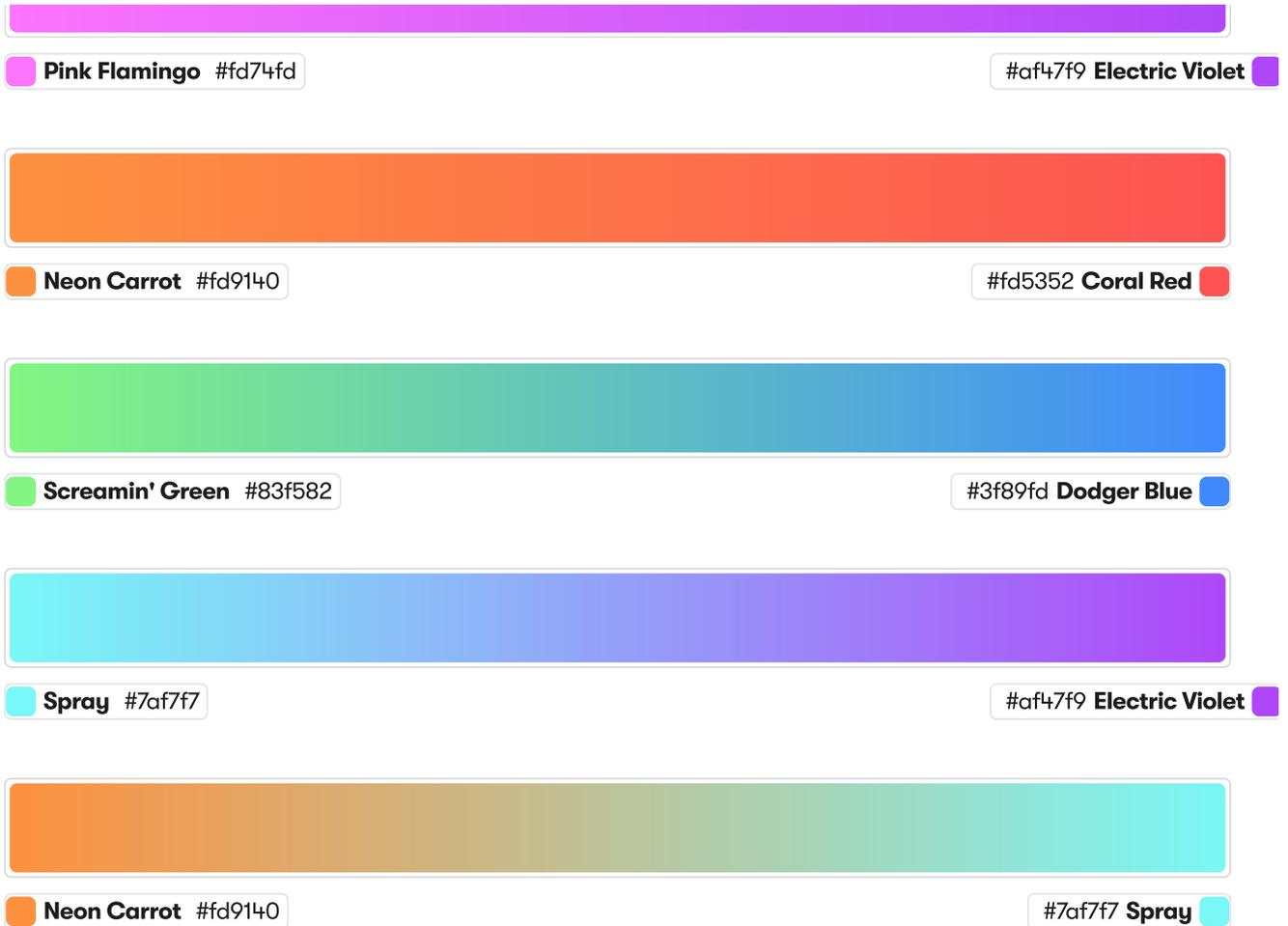
#fd74fd **Pink Flamingo**



Spray #7af7f7

#3f89fd **Dodger Blue**





Do's & Dont's

✔ Be imaginative.

Always try to find a surprising way to represent well-known notions.

✔ Use context.

Illustrations won't exist in a vacuum. Test them in the environment where they will exist to see if they really work. Maybe you don't need them at all.

✘ Stay away from negative connotations.

✔ Keep it simple.

An illustration should tell a short story that can be understood at a glance. No need to make it a fresco.

✔ Be radically consistent.

All of our illustrations belong to the same universe. Always ensure that any new illustrations is consistent with all the ones that came before.

✘ Don't dwell on the past.

Wero is a digital wallet. While old money symbols can be useful, we should use them

If an illustration evokes a sense of danger, doom or scam, it's not a good fit for Wero.

⊗ Don't be overly literal.

It's okay for an illustration to be poetic, surreal and even a bit abstract.

sparsely.

⊗ Don't add too many details.

Our illustrations are simple and concise. Don't overstuff them with flourishes and visual noise.

Illustrations in Action



Licensing and Usage

All illustrations are created by Thomas Hedger, an illustrator based in London. Only illustrations

created by Thomas and approved by the Brand Team can be used in wero materials, including but not limited to advertising assets, product design, PR and internal comms.

Wero illustrations can be used by Member banks or any other partners in their own communications, only after an asset approval from Wero's Brand and Marketing team.

Keep in mind that illustrations usage right might vary depending of the support intended, please read the asset description before downloading them.

VISUAL IDENTITY
Typography



VISUAL IDENTITY
Photography

Last modified on  Thu, 28. Aug 2025 12:46

The WERO logo is displayed in white, bold, uppercase letters on a black rectangular background. The letter 'e' is lowercase and features a horizontal line through its center.

Layout

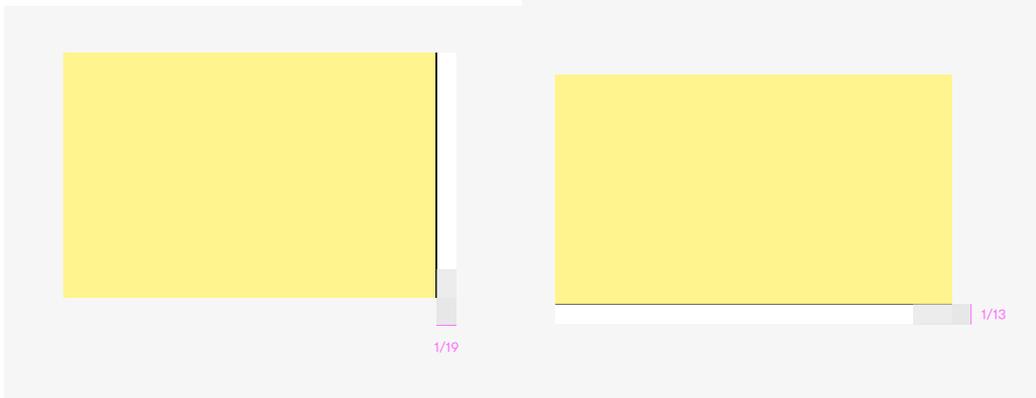
THE ART OF ARRANGEMENT.

Layouts structure and connect the visual language of Wero. Built on angular shapes and sharp lines, they help bring balance and clarity to our messages. Layouts don't need to be seen everywhere and they are fairly flexible, but they should be used with absolute consistency and with a heightened attention to details.

Layout Types

Ribbons

Ribbons are used on single-page documents to carve out a small space for a secondary or functional information, like a website URL or a legal mention.



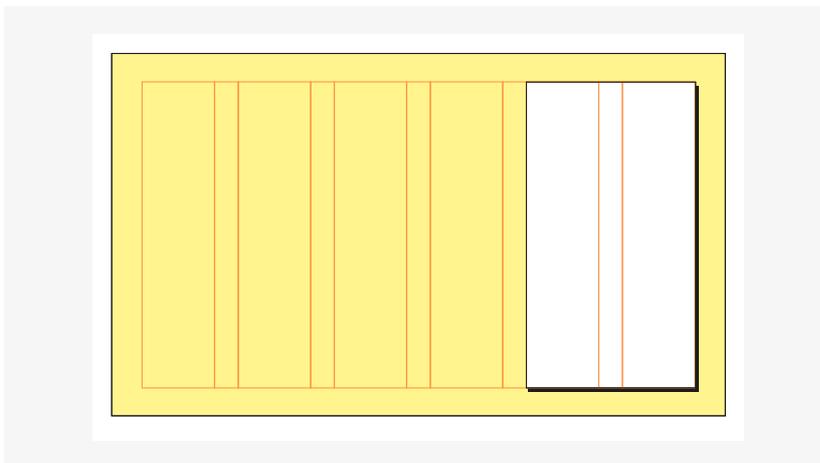
Vertical

Horizontal

Ribbon size is 1/19 of the width of the format. Ribbon size is 1/13 of the height of the format.

Frames

Frames are used to highlight the key message on a single-page document. Shadow Frames are used as boxes for secondary informations.



Shadow Frame

Shadow Frames never fill in the totality of the screen. It's better suited for secondary information in boxes.

Vertical Offset: 8px (Y)

Horizontal Offset: 8 px (X)

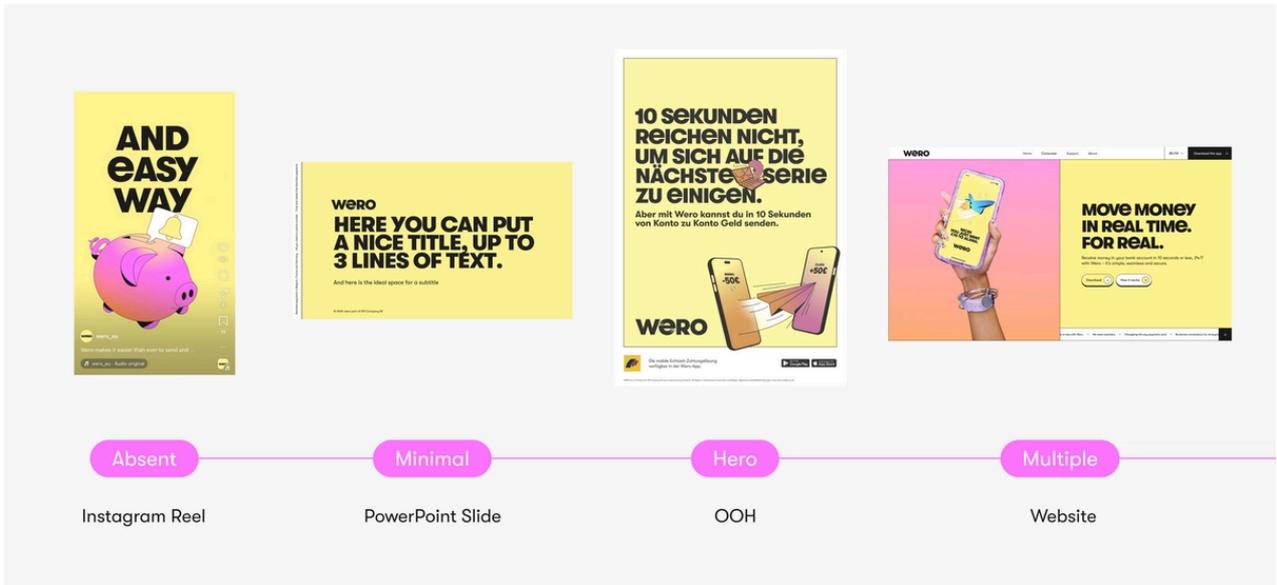
Opacity: 100%

Color: Wero Black

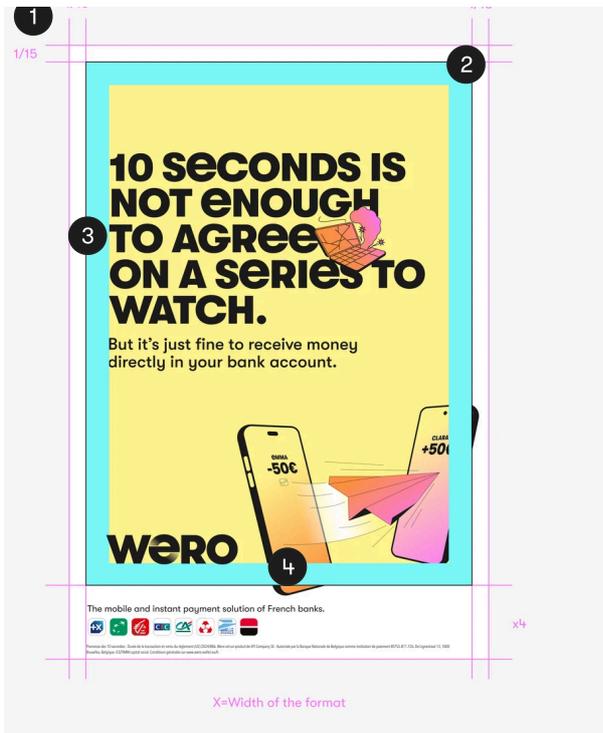
Layout Levels

The volume of the layout is dialled up or down, depending the context and the type of communications. Layouts are not used where

they would clash with the surrounding environment.



Construction



1 Margins

The margins around Frame are the same as stated below.

Only the lower margin can be extended to max double 4 times it's normal size.

2 Angles

All layouts use 90-degree angles. No radius.

3 Strokes

Strokes are set at:

2px for digital

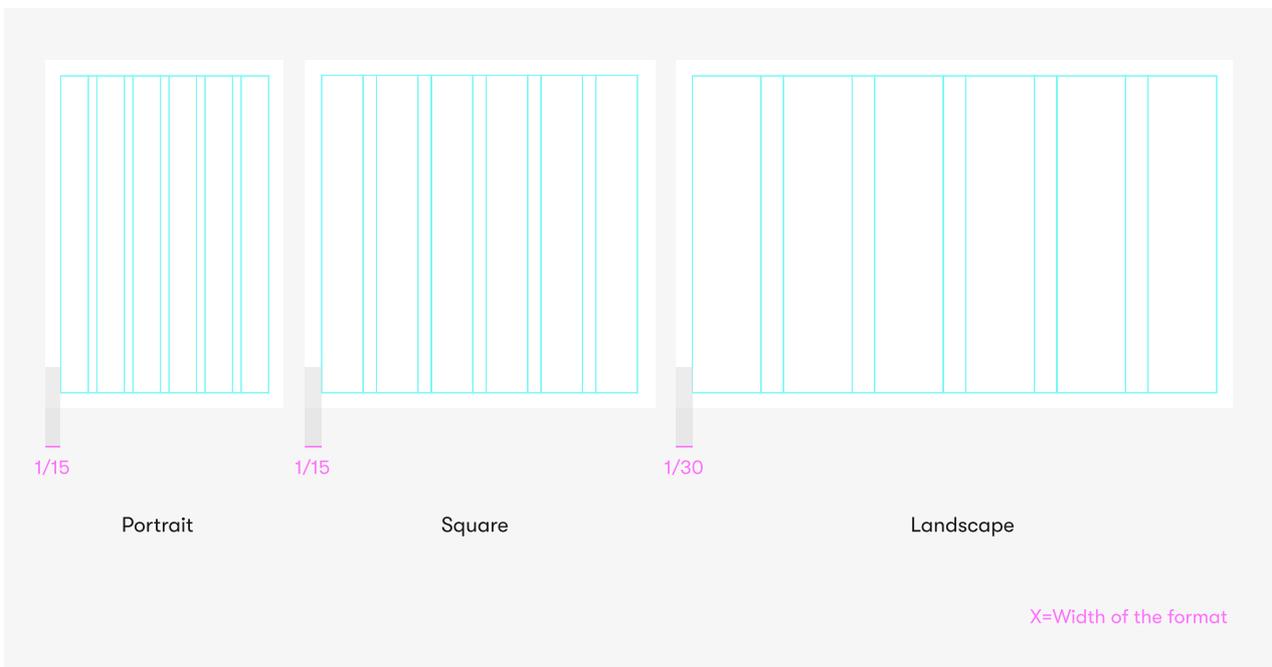
8 dots for print

Color: Wero Black

4 Safe zone

The safe zone must stay of equal thickness around the text and logo.

To keep balanced proportions, the safe zone thickness must be at least 20% higher than X.



Our margins for layouts will depend of the format orientation and it will vary from 1/15 of the width to 1/30 in the more horizontal ones. In special cases where the space is needed, the bottom margin could be double the size.

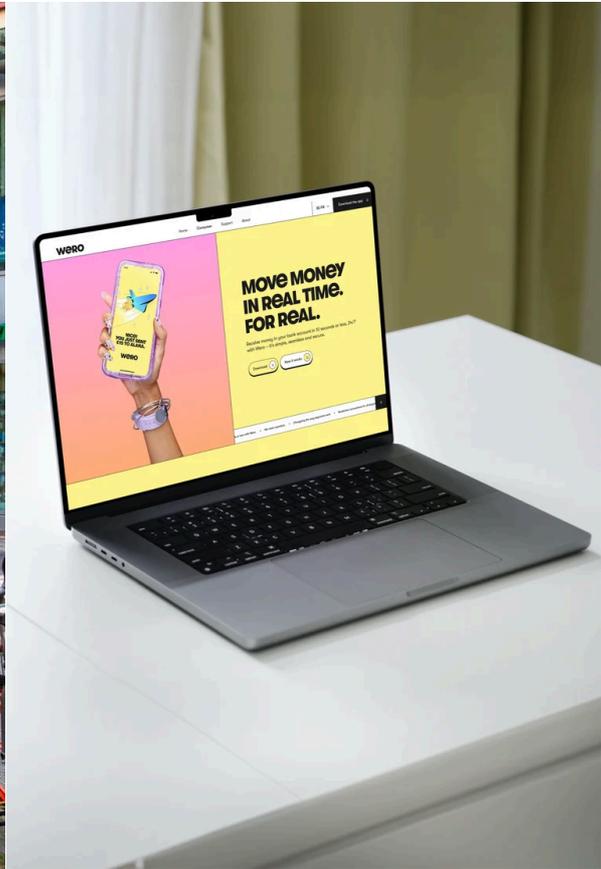
We usually use a 6 column grid with a $\frac{1}{30}$ of column size gutter.

In Action



OOH Launch Campaign

Dusseldorf, Germany



Wero Website in French

wero-wallet.eu

VISUAL IDENTITY
UI Visualization



TONE OF VOICE
The Wero Voice

Last modified on  Thu, 28. Aug 2025 12:46

The WERO logo is displayed in white on a black rectangular background. The letters 'W', 'E', 'R', and 'O' are in a bold, sans-serif font. The letter 'e' is lowercase and features a white horizontal bar that passes through the middle of the letter, creating a unique visual element.

Logo Variants

MORE WAYS TO USE OUR LOGO.

The Wero logo can be used in many ways, for different purposes in spaces large, small or crowded. In each instance, it remains sacred, and the below applications will help you ensure that our key brand asset is never compromised.

Badge



The Wero badge is used to increase brand recognition outside of our product and communication platforms. It is mainly used by member banks and merchants inside their app, website or marketing channels.

[Download Badge](#)

Badge Construction

Our badge was built following our primary logo clear space guideline stated above, filling in the rectangle with our wero yellow and making the border radius of 15 px. Making it simple enough to make the Wero logo stand out even in small places.

Have in mind that this clear space is specially intended for small screens placements like Banking apps, where we want to make sure our badge reading is not compromised.



Clear Space

The minimum clear space for the badge is defined by twice the size of X, as seen here.

Please ensure you're using the official version of the badge, do not try to recreate it yourself and instead download the asset.

Badge Animation



The animated badge opens with the white Wero wordmark which snaps into to the fully-formed badge while it slowly zooms in, portraying speed and seamless.

[Download Package](#)

Europe Signature

Our signature logo lockup is used to highlight our European identity in selected communications, with a focus on high-impact advertising (Out of Home, TV). This lockup does not replace our primary logo and should be used along a clear and coherent messaging strategy.

[Download Signature](#)

Horizontal version Vertical version

Signature Construction



- 1 The space between the logo and the signature equals to the stroke of the letter O (Logo safe area), for both horizontal and vertical versions.
- 2 Signature style is an Impact Headline, meaning GT Walsheim Wero Black, with -4% of tracking and 95% of Line height.
- 3 Horizontal signature version height equals to the full logo height minus the stroke of the letter O.
- 4 As the final dot in the signature adds a white space it can't be centred in the Vertical signature version, therefore in this case the signature is aligned to the beginning of the W letter second stem.

Signature Clear Space

Similar to the simple logo and badge, the safe area of the logo + the signature is the stroke of the letter O.



Horizontal version – Safe area Vertical version – Safe area

✓ Do

Use the signature as a standalone branding element, with nothing else around it.

✓ Do

Use the signature to complement the surrounding message.

✓ Do

✗ Do not

Use the signature in small environments where it would not be legible.

✗ Do Not

Make the signature redundant with the surrounding message.

✗ Do Not

Use the signature as the final element presented in a communication.

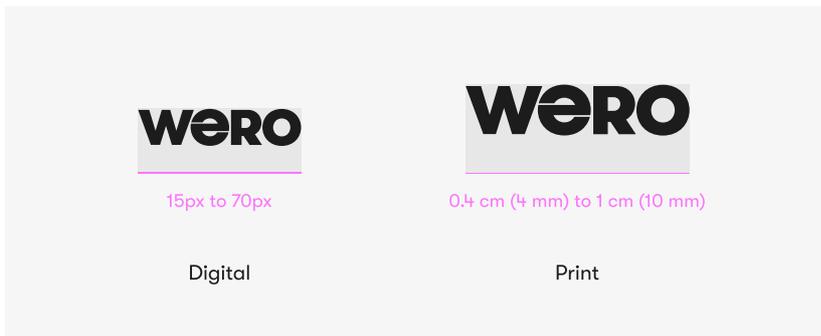
Use the signature as the first element presented in a communication.

Secondary Logo

Our secondary logo is reserved for special use where the use of the primary logo is not possible (engraving, embossing), and for extremely small formats.



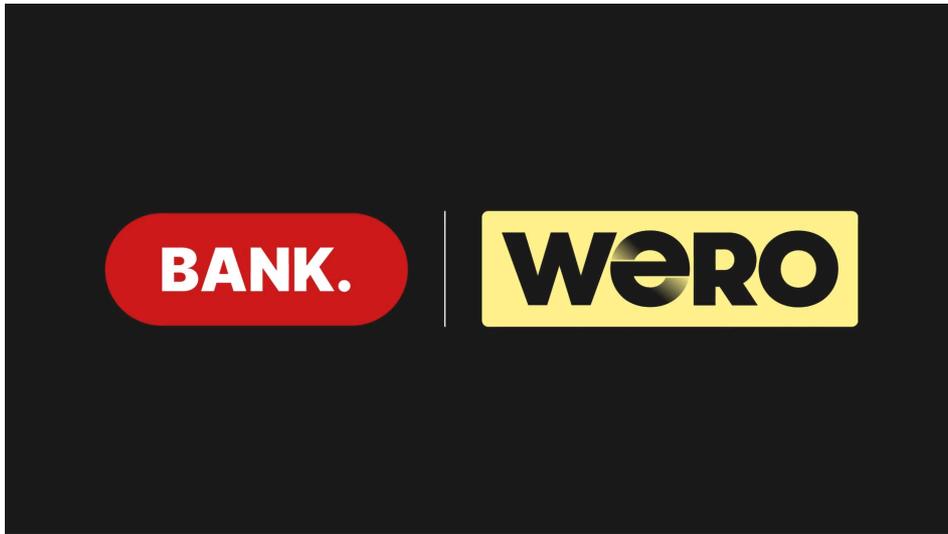
Secondary Logo Positive Secondary Logo Diapositive



Size Usage

This logo is used when a minimum size of 4mm (0.4cm) print and 15 pixels digital is needed up to 70px and 1m (10mm). When possible, test both logos to find the right version based on material and printing processes.

Partner Lockup



In partner lockups, our logo is always positioned second. Depending on the shape of the partner logo, we use either an horizontal lockup or a vertical lockup.

Find Your Partner Lockup

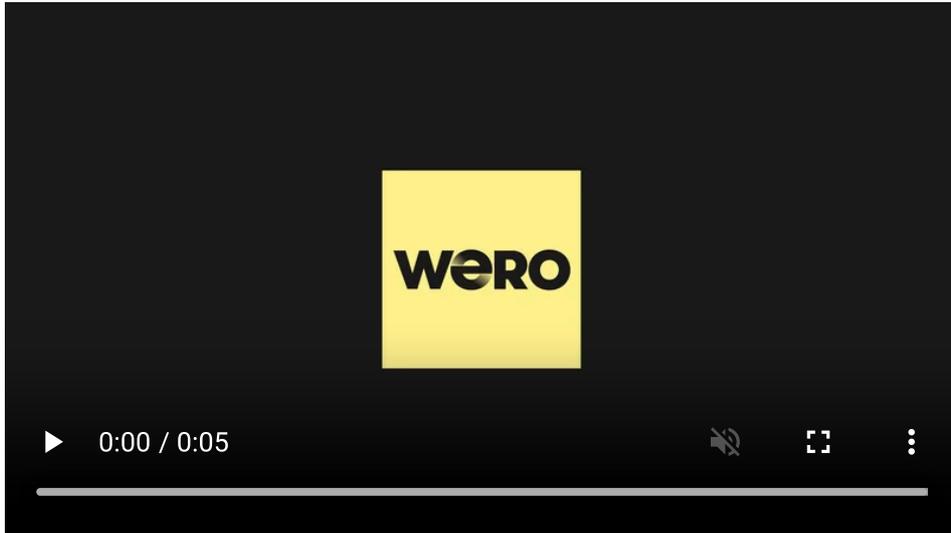
Please don't attempt to recreate your own Partner Lockup. If you can't find yours please reach out to brand@epicompany.eu to request your own attaching your full company logo suite in high resolution.



Horizontal Lockup Vertical Lockup

Horizontal Lockup – Wero Badge Vertical Lockup – Wero Badge

Avatar

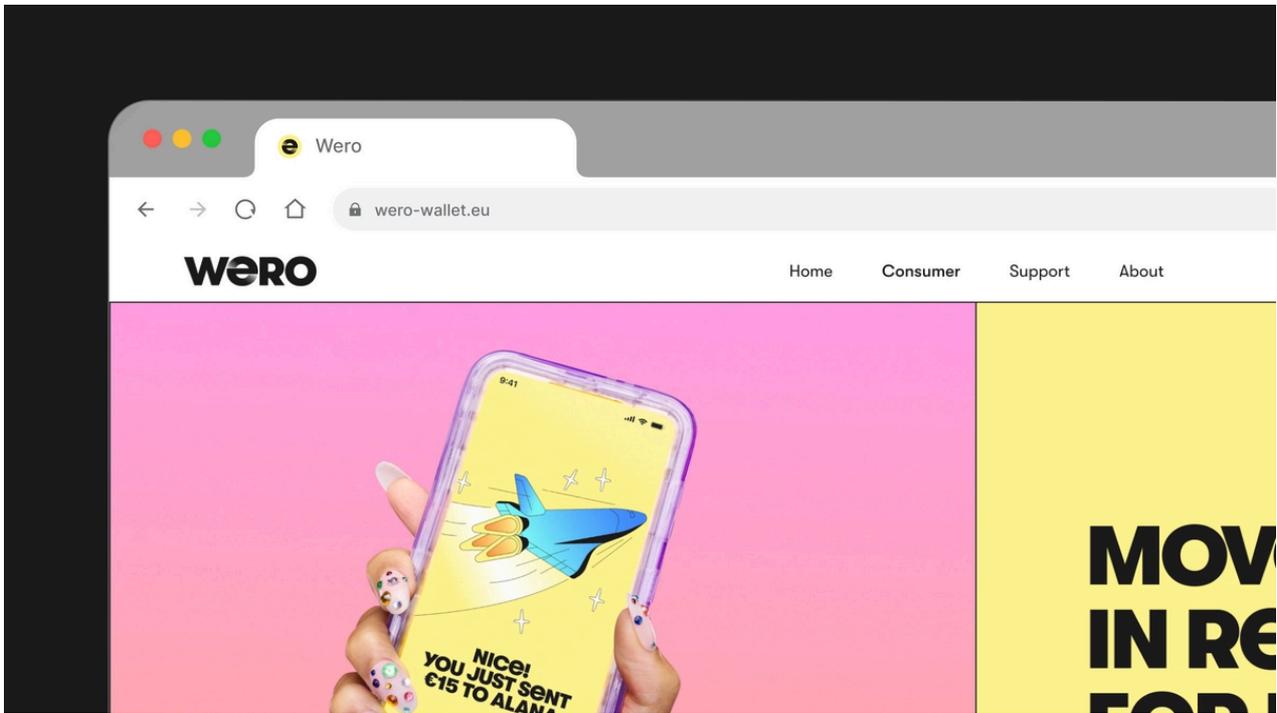


Our avatar is always based on our logo, in full width with the clear space in consideration, and Wero yellow as a background color.

[Download Avatar](#)

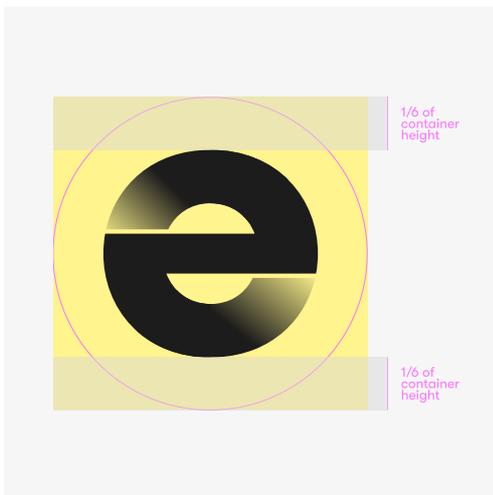


Monogram



The Wero monogram is reserved for extremely small placements, so tiny that the primary logo would not be legible anymore. Use it as a favicon or a status indicator in a banking app, but in any other context, please use the primary logo first and foremost.

[Download Monogram](#)



Monogram construction

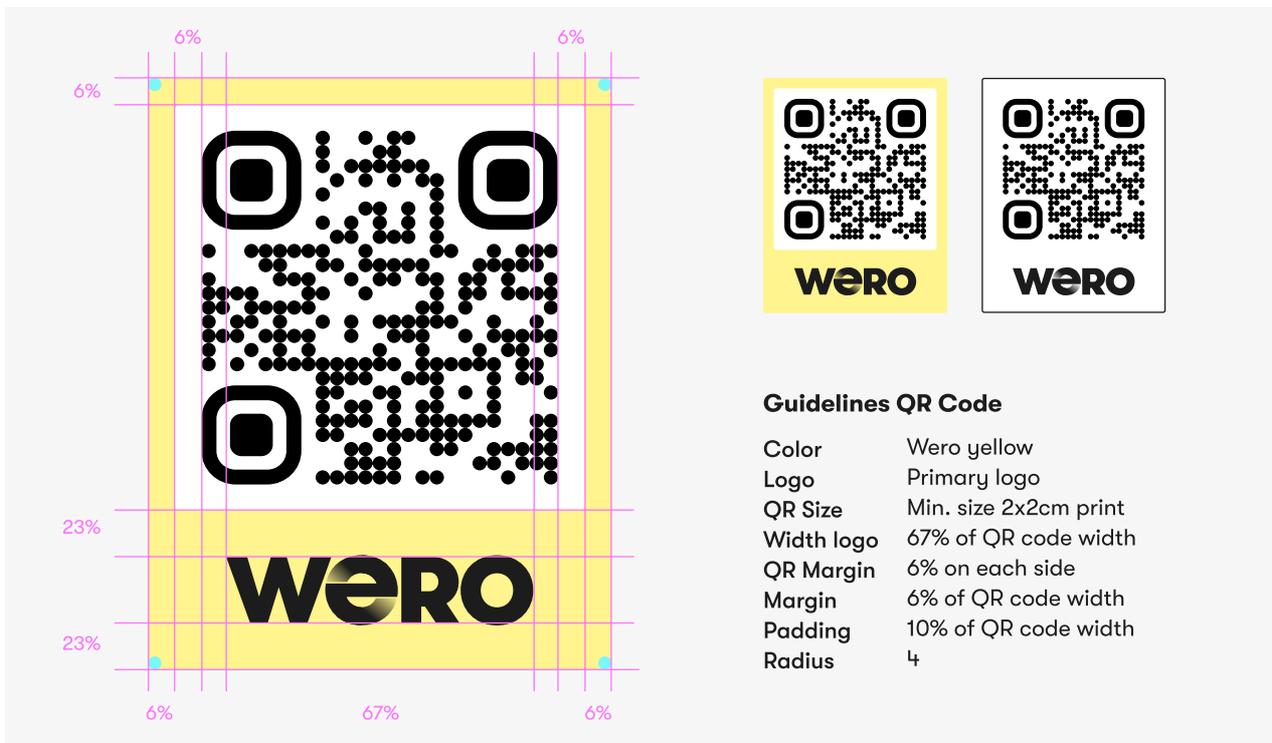
Maintain a clear space around the monogram equal to one-sixth of the container's height on all sides, ensuring it is always centered. This consistent padding guarantees optimal visual prominence and brand recognition across all applications.

QR Code

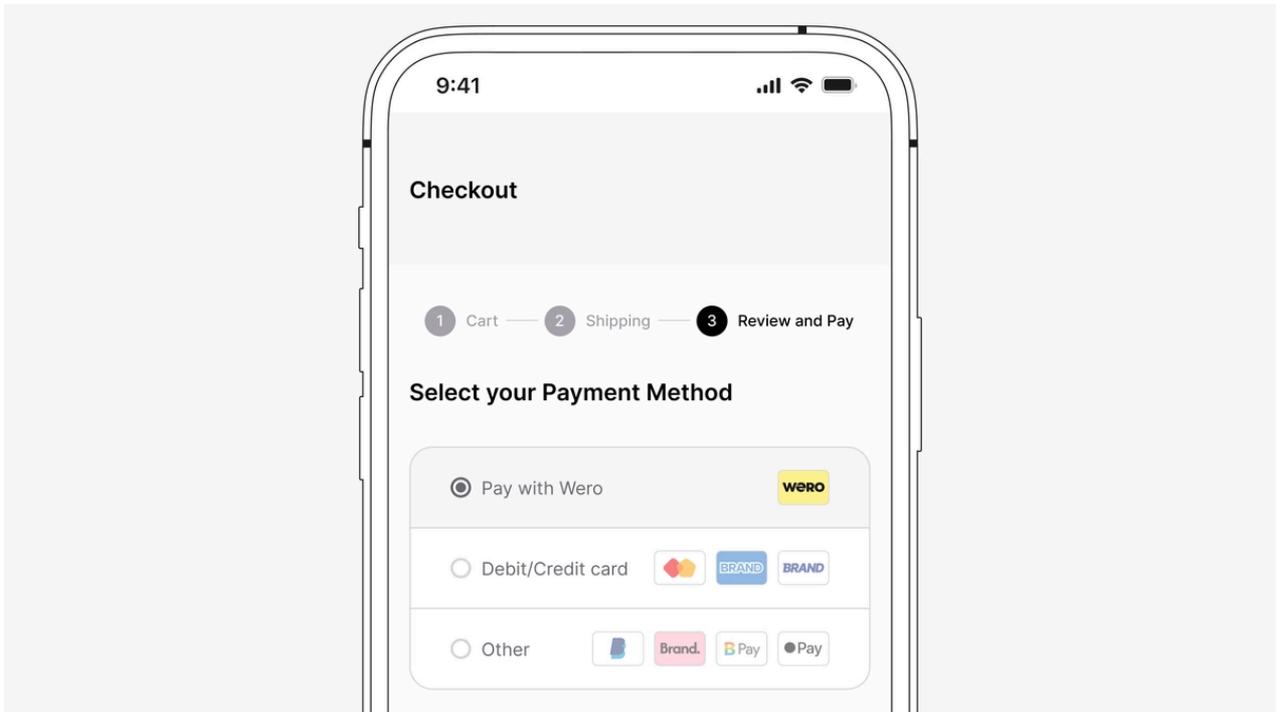


Our QR Code ensures strong contrast and brand recognition, online and in real life. The branding of the QR gives trust and makes it easy for our consumers to recognize that they can pay with Wero.

[Download QR Code](#)

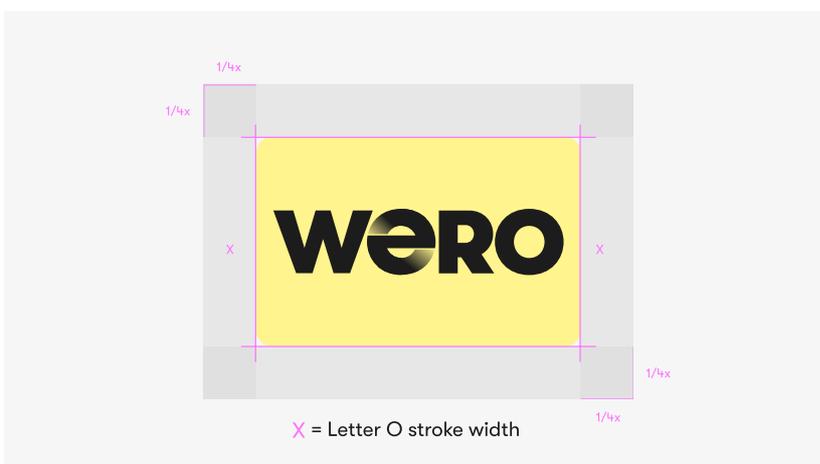


Acceptance Card



Use the Wero acceptance card to present Wero as a payment method on an e-commerce website checkout or a point-of-sale terminal. The card is based on a standardized format to sit nicely alongside other payment methods.

[Download Acceptance Card](#)



Clear Space

The minimum clear space required is one-quarter the height of the mark itself. Within this designated area, no other graphics or typography should be placed.

✔ Use a vector file

✔ Maintain visual hierarchy

For optimal resolution, the acceptance card should be implemented using SVG (Scalable Vector Graphics).

⊗ Do not alter the card

Never design your own version of the Wero Acceptance card, or modify its existing artwork in any way, including adjusting its width, aspect ratio, or corner radius.

Make sure the Acceptance card isn't displayed smaller than other payment identities when presented in a similar format.

⊗ Do not add effects

Refrain from applying visual effects like shadows, glows, or reflections to the mark.

VISUAL IDENTITY

Logo



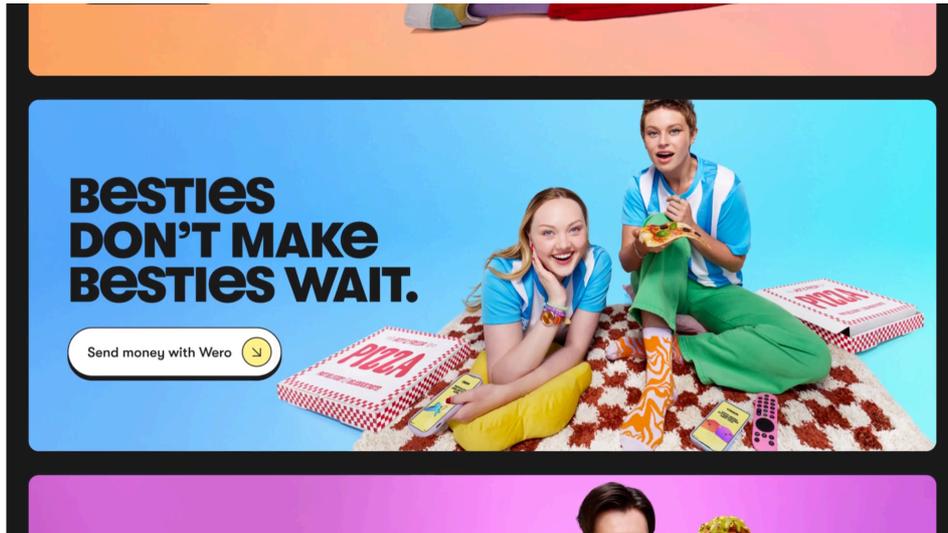
VISUAL IDENTITY

Color

Last modified on  Thu, 28. Aug 2025 12:46

WERO

Photography



SEE THE WORLD THROUGH OUR LENSES.

Access our Photography Library to download all the latest pictures that showcase the everyday joy of paying with Wero.

[Download our Photography](#)

Art Direction

The vibe of our photography is playful and lighthearted, a vibrant reflection of our brand personality. It focusses on the shared moments that Wero makes effortless and enjoyable.



CONSISTENT

Our photography exists in the colorful universe of our palette. Each of our images is a vivid incarnation of our brand identity.

STYLISH

Our photography expresses self-confidence and effortless style, showcasing at once the diversity and uniqueness of European identities.

CANDID

Our photography is spontaneous and playful. It always conveys a sense of optimism and upbeat energy.

QUIRKY

Our photography embraces slight surreal touches through the creative use of colors, shapes and light. All in a clear, uncluttered environment.

Formats

Wero photography exists in three main formats: Life Style for context images presenting the everyday moments made easier with Wero, Still Life for little to non-human interaction and Hands to showcase our products in all their glory.

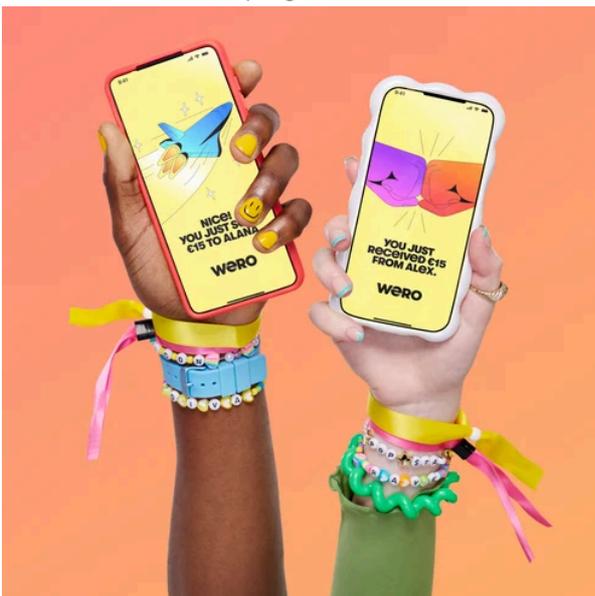


Life Style

Life Style shots represent the life moments spiced up by Wero.

Still Life

Still Life shots showcase our product without overlooking the human part.



Hands

Hand shots are specific to do a close-up to our app.

Palette

Our photography is shot on grey/white backdrops in studio. Background colors are added in post-production later in the process. This should be considered when choosing props, make-up and wardrobe as they need to have some yellow accent.

Wero Yellow (+25% white coat)



#fff7a9

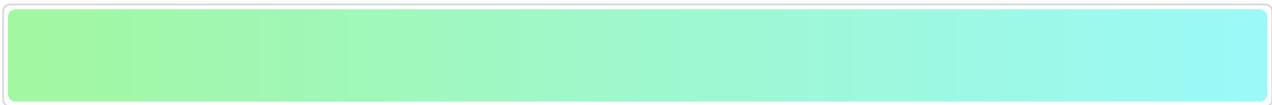
#fff7a9

Campaign Illustration Gradients (+25% white coat)



#fd97fd

#fdad70



#a2f7a1

#9bf9f9



#c375fb

#9bf9f9

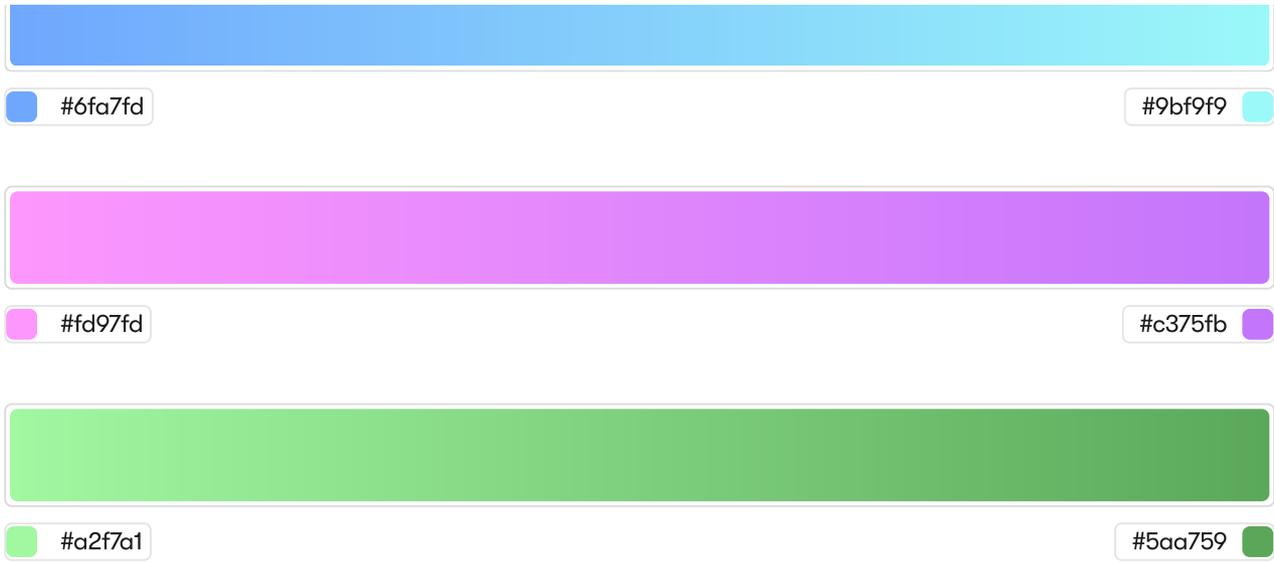
Banks specific Gradients (+25% white coat)



#fd7e7d

#fdad70





Guidelines

WIDE ANGLES

We always shoot in Wide angle (14-16mm lens is ideal). The characters should be fully in frame, with some mid-shot exceptions for sets with props and tables.

MAKEUP & HAIR

Our approach to hair and makeup is fun and playful. But it always feel natural, as if our talents did it all by themselves.

SET DESIGN

STYLING

Our talents, like our brand, are both stylised and colorful, so their clothes require art direction and characterisation. We focus on color blocking, with gradients and patterns to create visual interest.

NAILS

We love nails, with a mix of nude, plain colors and gems when possible. Some nails could be yellow as a (subtle) nod to the Wero branding.

Our set design is minimal, with props highlighting the experience and the story.

Shadows bring a sense of depth to the environment.

PHONES & DEVICES

Devices have their own personality too. We love them chunky and comfy, slick when they need to be, but they never get in the way of the story.

Casting

Great casting is the special ingredient for our photography. We look for diverse talents who can own the shot and get wonderfully playful in front of the camera, pulling off the witty scenarios with ease. They have that uplifting je-ne-sais-quoi—an undeniable on-screen charisma that is effortless but full of confidence.

Our cast should look relatable yet aspirational—it would be great to find those everyday cool people that we all know or want to be friends with. Stylish and with lots of character, yet approachable. All here for the quirks and individualities.



We cast a diverse range of people, covering diverse ethnicities and body types, in order to represent our idea of a diverse Europe.

Photography in Action

Wero website mobile version Wero own social media

Licensing and Usage

All pictures have the following usage rights: 7 years for EU Social/Online plus customer magazines/POS, starting in August 2024. Wero photography can only be used by Member banks or any other partners after review and approval from Wero's Brand and Marketing team.



Our go-to photographer is Aleksandra Kingo, a director and photographer living in London and originally from Lithuania. Aleksandra's humorous films and playful images tell surreal stories realised through bold colours and sharp wit.

aleksandrakingo.com

WERO

Typography

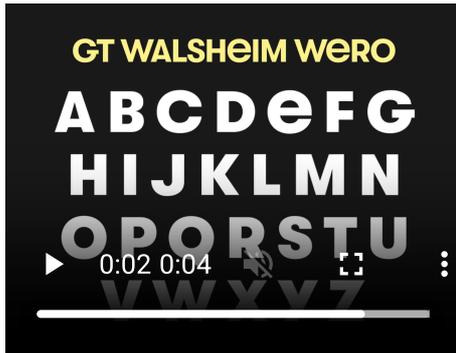


MEET OUR TYPEFACE WITH A TWIST.

Introducing GT Walsheim Wero – our customized typeface designed for its legibility, style, and balance. We have crafted the letter "e" to reference our wordmark, and align seamlessly with our brand identity.

Customisation

We paired up with Grilli Type, a Type Foundry studio based between Lucerne & NYC, to create a custom version of their world famous GT Walsheim, a font firstly inspired by the lettering of Swiss poster designer legend Otto Baumberger from the 1930s, making it friendly but precise at the same time.



By default when the font is installed, the default E will appear when typing, this will create consistency in communication, but for special executions we will use our alternative e. This special character can be applied depending on the software you are using, for help in this matter, please reach out to the brand team.

Type Hierarchy

COMING SOON. **1**

MOVE MONEY
IN REAL TIME. **2**
FOR REAL.

This is just the
beginning. **3**

We have big plans - Instant payments across borders to your family and friends is just the start of the Wero story. Soon you'll be able to buy in-store and online with your Wero digital wallet, and even pay for your subscriptions. **4**

Wero is a product of EPI Company SE. Available in Belgium, France and Germany. Rue Lignestraat 13, 1000 Brussels, Belgium. VAT: BE0755811726. Shared capital: € 129MM. License details: #0755.811.726. Authorised by the National Bank of Belgium as a payment institution on 20 February 2024. PISP and AISP for services (7 payment initiation services and 8 account information services). **5**

1 Overline

Typeface: GT Walsheim Wero
Weight: Bold
Tracking Figma: -4%
Tracking Adobe CC: -40
Line height: 100%

2 Impact Headline

Typeface: GT Walsheim Wero
Weight: Black
Tracking Figma: -4%
Tracking Adobe CC: -40
Line height: 95%

3 Classic Headline

Typeface: GT Walsheim Wero
Weight: Medium
Tracking Figma: -4%
Tracking Adobe CC: -40
Line height: 100%

4 Body Copy

Typeface: GT Walsheim Wero
Weight: Regular
Tracking Figma: -2%
Tracking Adobe CC: -20
Line height: 130%

5 Footnote

Typeface: GT Walsheim
Weight: Condensed Regular
Tracking: 0%
Line height: 120%

When to use Impact vs Classic Headlines?

**MOVE MONEY
IN REAL TIME.
FOR REAL.**

Impact Headline

Reserved for large, memorable and eye-pleasing headlines. Max 3 lines.

**Here's how Wero can
improve your
checkout conversion.**

Classic Headline

Reserved for informative or secondary headlines requiring legibility over impact.

What about Straight apostrophes vs Smart apostrophes?

IT'S A NEW DAY.

Straight apostrophes

When using the Impact headline and as a merely stylistic decision we should use the straight apostrophes.

What's Wero?

Smart apostrophes

In any other typography style, including the Classic headlines, the smart or "curvy" apostrophes are accepted.

Web-safe alternative

For special use and when our font is unavailable, a more functional typeface can be used. This typeface is Inter, a versatile Open Font License (OFL) typeface with extensive language support, which is used to replace our font except in the footnote where we should use Roboto Condensed.

COMING SOON.

MOVE MONEY IN REAL TIME. FOR REAL.

This is just the beginning.

We have big plans - Instant payments across borders to your family and friends is just the start of the Wero story. Soon you'll be able to buy in-store and online with your Wero digital wallet, and even pay for your subscriptions.

Authorised by the National Bank of Belgium as a payment institution on 20 February 2024. PISP and AISP for services (7 payment initiation services and 8 account information services).

Color Mix

You can use our primary colors in typography in different ways, depending on the context and the intent of your message. The goal is to ensure our primary brand colors are always present in a balanced and meaningful way.



Classic on Yellow background

Color over Gradient Backgrounds

As a general rule, once we place any type of copy, whether headlines or body copy, over a gradient background, Wero Black should be used as the main font color. The rule is not set in stone: if low contrast makes it impossible to use Black, White can be used as an alternative.



Misuse: Impact Headline

Consistency is key to build a brand people will recognize and love. To achieve that, here are a few common mistakes that you should avoid when using our typeface.

**YOUR ACCOUNT
HAS BEEN
SUSPENDED.**

A grey rectangular box containing the text "YOUR ACCOUNT HAS BEEN SUSPENDED." in a bold, black, sans-serif font. A red diagonal line is drawn across the box from the top-left to the bottom-right.

Don't use for negative

**MOVE MONEY
IN REAL TIME.**

A grey rectangular box containing the text "MOVE MONEY IN REAL TIME." in a bold, black, sans-serif font. The letters are spaced out. A red diagonal line is drawn across the box from the top-left to the bottom-right.

Don't alter the tracking

**MOVE MONEY
IN REAL TIME**

A grey rectangular box containing the text "MOVE MONEY IN REAL TIME" in a bold, black, sans-serif font. The font style is different from the brand's typeface. A red diagonal line is drawn across the box from the top-left to the bottom-right.

Don't use other fonts

**IMAGING
HAVING TO
READ A REALLY
LONG TEXT...**

A grey rectangular box containing the text "IMAGING HAVING TO READ A REALLY LONG TEXT..." in a bold, black, sans-serif font. A red diagonal line is drawn across the box from the top-left to the bottom-right.

Don't use for long sentences

**MOVE MONEY
IN REAL TIME.**

A grey rectangular box containing the text "MOVE MONEY IN REAL TIME." in a bold, black, sans-serif font. The letter 'e' in "TIME" is not the custom 'e' from the brand's typeface. A red diagonal line is drawn across the box from the top-left to the bottom-right.

Don't use without the custom "e"

**Move money
in real time.**

A grey rectangular box containing the text "Move money in real time." in a bold, black, sans-serif font. The text is in lowercase. A red diagonal line is drawn across the box from the top-left to the bottom-right.

Don't use lowercase

Typography in Action

App Store Social media TV and Youtube

Licensing

GT Walsheim Wero and GT Walsheim Condensed are licensed for EPI employees only. For external users, the usage of the font requires proper licensing. If you are a partner, please make sure you purchase your company a license. To receive the customized GT Walsheim font, please send your proof of

payment to the brand team:
brand@epicompany.eu

[Purchase License](#)

VISUAL IDENTITY

Color



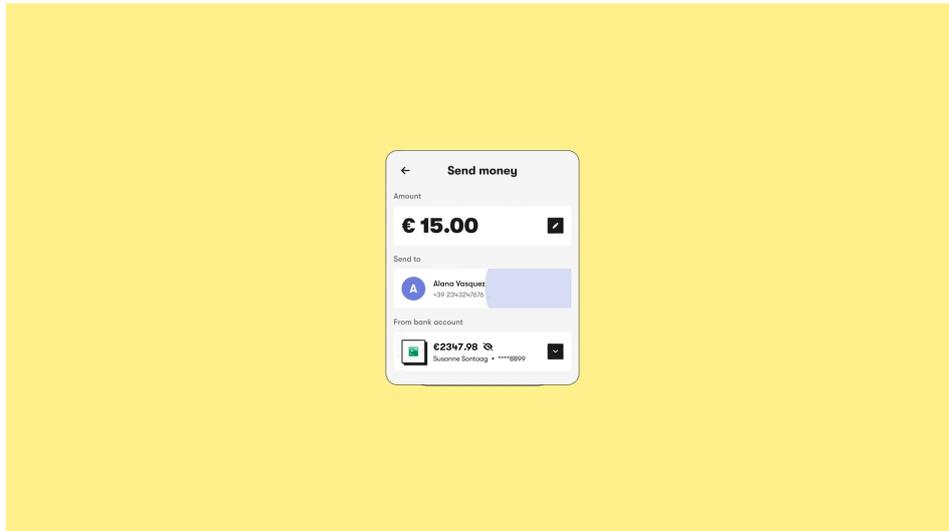
VISUAL IDENTITY

Illustrations

Last modified on Tue, 16. Sep 2025 15:04

WERO

UI Visualization

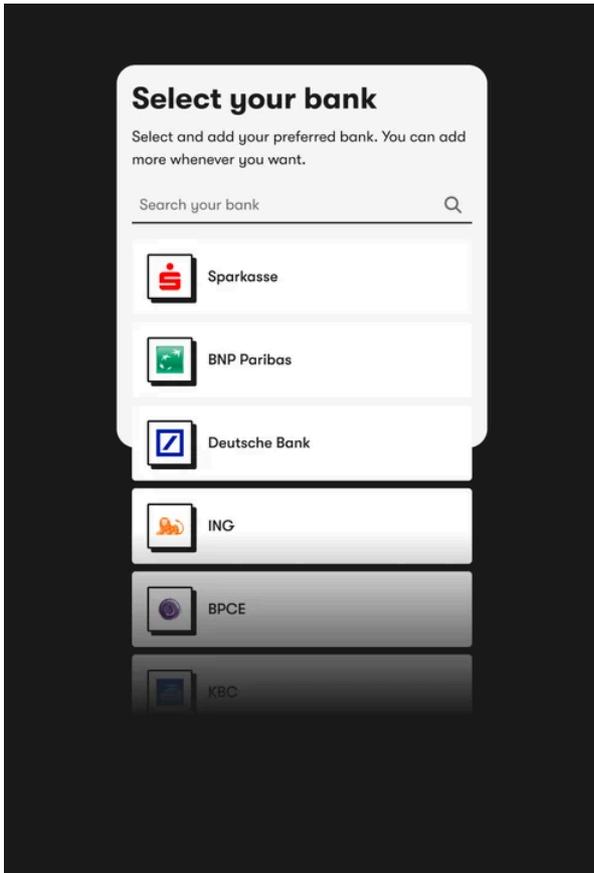


HOW WE SEE OUR PRODUCT.

User interface (UI) visualization is an important tool for Marketing assets to display our app through a simplified version of reality. We use a flat design with a stroke, which helps interpret it as a physical phone. This neutral style ensures the audience won't be lingering over how old or what brand the phone model is.

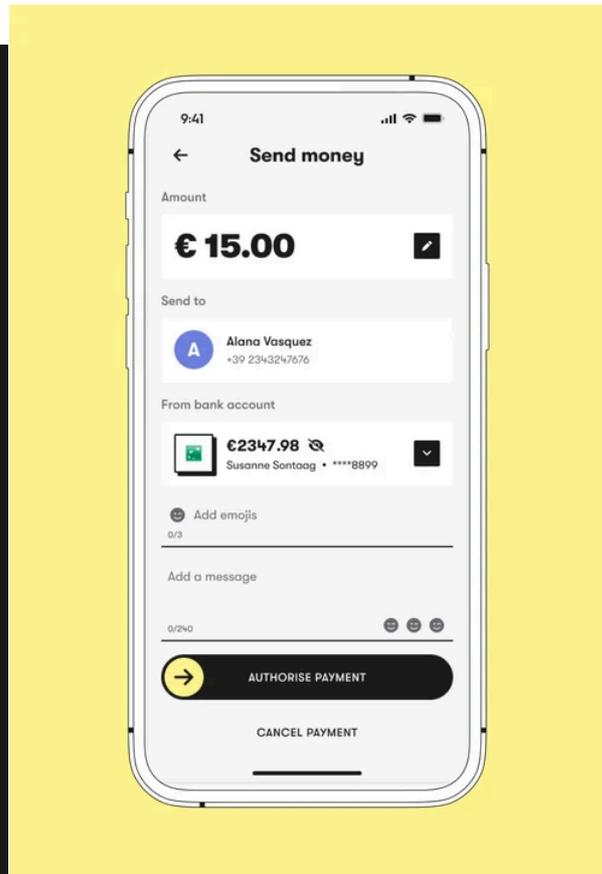
Download our UI elements Assets: from branded phones outlines to POS and large size screen tablets.

Download package



Simplified UI

Simplified UI serves as a visual aid. At this level, we focus on the elements that are fundamental to understanding the context or instructions. We remove all elements of the UI that are not relevant to the main storyline or message.



Full UI

Full UI comes closest to our actual app. It's used to demonstrate the simplicity and user friendliness of our product UI. These images are vector-based rather than screen captures (screenshots) to ensure that we keep control over the resolution regardless of its application form.



Some basic rules on how to create consistent UI imagery to use either on digital media, like social media or our website but also in other use cases like PowerPoint Slides or flyers.

- ✔ **Animate them, where possible, to guide Full UI illustrations.**

Similar as the previous level, in this case we add illustrations to enhance the capabilities of our product by highlighting keywords as fast, seamless and uncomplicated.

- ✔ **Do not use the Simplified UI as a stand-alone element, always use it with supporting text.**

- ✔ **Ensure all text is readable for the desired application.**

- ✘ **Avoid using dark background colors that are not Wero Black.**

- ✘ **Avoid using a real phone or a specific phone model mockup.**

VISUAL IDENTITY
Iconography



VISUAL IDENTITY
Layout