wecreate
LET CREATORS BUILD YOUR BRAND

Brandbook
Design
Guidelines

LET CREATORS BUILD YOUR BRAND.

Brand
Identity

Brand Name & Mission

WeCreate.lt

WeCreate.lt is a digital marketplace tailored for brands seeking top-tier content creators across Lithuania, the Baltics, and Russian-speaking markets. From UGC specialists to SEO experts, WeCreate.lt bridges the gap between companies and pre-vetted creatives in an intuitive, managed platform. Our multilingual, regional focus ensures that businesses can scale brand content with creators who understand local culture and global trend

Brand Mission:

To empower businesses with reliable, flexible, and high-quality content by connecting them with verified creators and professionals. We simplify the hiring process and eliminate the chaos of unfiltered platforms.

Brand Logo

A. Logo

Logo Meaning & Symbolism

- **Speech Bubble:** Represents dialogue and collaboration — the essence of how brands and creators communicate.
- **Gradient Purple Palette:** Symbolizes creativity, trust, and innovation.
- **Sound Bars (III):** Represent media, digital content, and audio-visual creativity.
- **Typography:** Friendly lowercase typeface reflects a modern, creator-first approach.

Primary Logo

White Logo - dark background

White Logo - gradient

Monochrome (black/white)

B. Icon

The WeCreate icon is a simplified yet powerful representation of the brand. It isolates the core visual element — the speech bubble enclosing "we" — and enhances it with a dynamic gradient and three vertical bars, symbolizing creativity, media, and motion.

Symbol Breakdown

- **Speech Bubble:** Emphasizes communication, dialogue, and community. It's a universal symbol for interaction — aligning perfectly with the platform's mission to connect creators and brands.
- **Purple Gradient:** The smooth gradient from dark to light purple suggests progression, digital innovation, and modern design aesthetics.

Primary Icon

Primary Icon Monochrome

White icon

C. Logo Padding & Clear Space

To maintain legibility and visual impact, always surround the logo with adequate clear space.
- **Minimum Clear Space:** Equal to the height of the "w" in "we" around all sides.
- **Minimum Size:** Do not scale the full logo smaller than 80px wide for digital, or 25mm wide for print.

Incorrect Usage Examples (Don't do this):

- **Do not stretch** or distort the logo
- **Do not change the logo colors**
- **Do not** add effects
- **Do not rotate** or flip the logo
- **Do not place** on low-contrast or cluttered backgrounds
- **Do not crop** or isolate parts of the logo
- **Do not replace the font** or retype the logotype
- **Do not enclose the logo** in shapes or containers
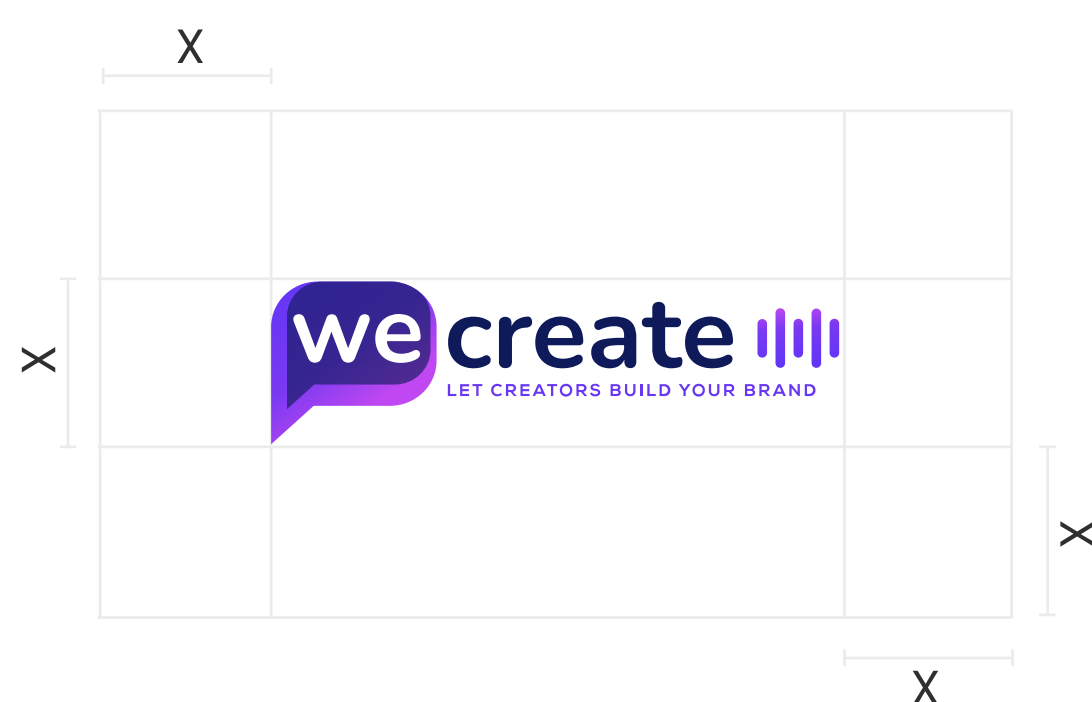
Unique Values and Features

At WeCreate, we're more than a platform — we're a movement empowering creators to shape the brands of tomorrow. Our foundation is built on trust, creativity, and collaboration. These guiding values set us apart in the content-driven digital economy.

Creator-First Philosophy

We champion the power of individual creators. From micro-influencers to industry experts, we give them the tools and freedom to co-create meaningful brand stories.
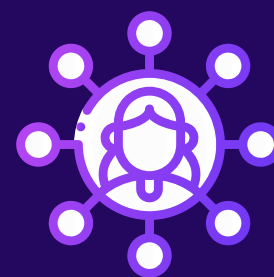
Seamless Brand-Creator Collaboration

Our platform is built to bridge the gap between brands and content creators through intuitive workflows, smart matchmaking, and real-time communication.
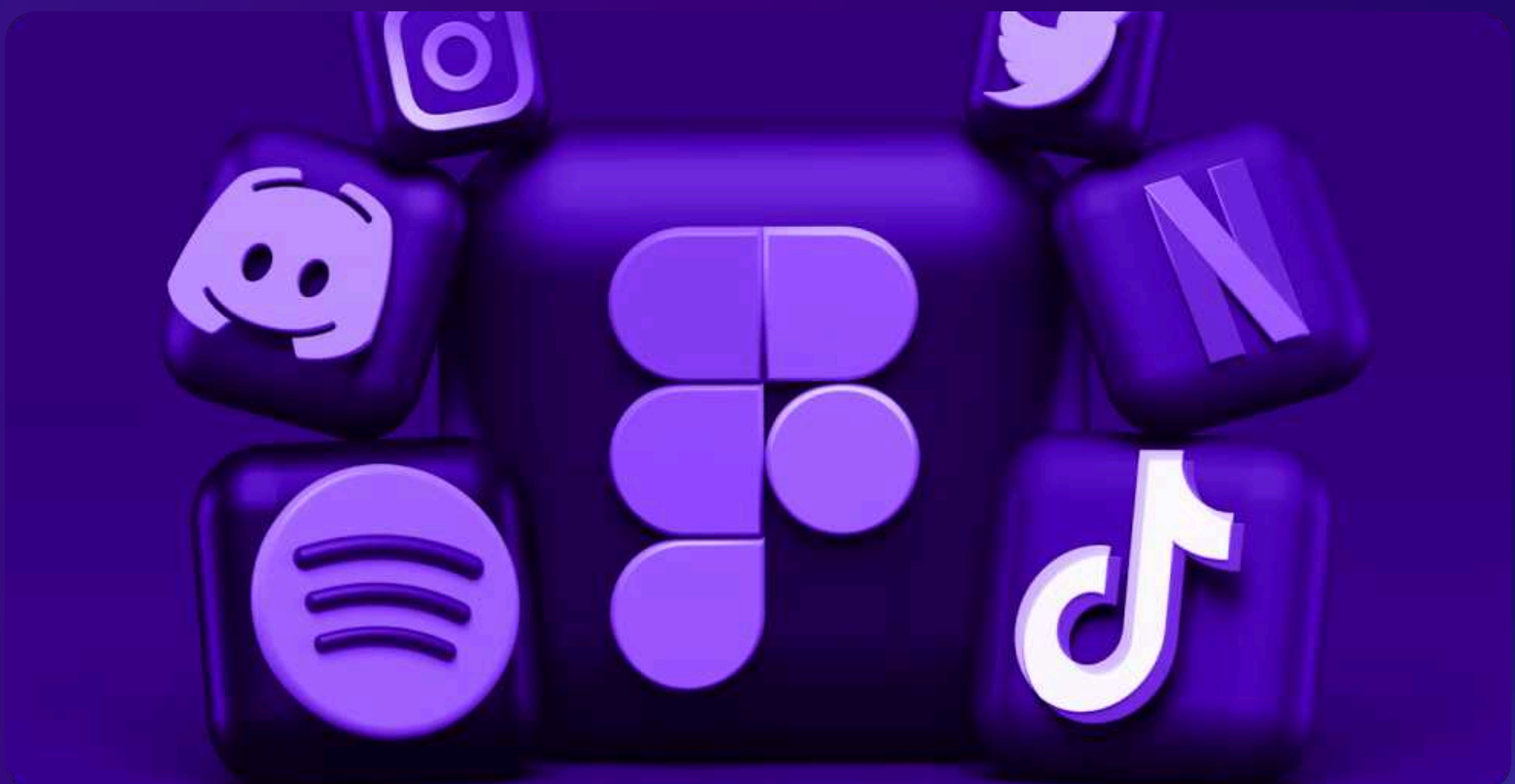
Authentic Content, Real Impact

We prioritize authenticity over virality. Every campaign is driven by relevance, audience trust, and content that feels real — not forced.

Scalable, Data-Backed Solutions

From campaign insights to performance metrics, our tools help brands grow confidently — with transparency, efficiency, and ROI in mind.

Visual
Identity

Color
Palette

The WeCreate color system is bold, digital-native, and designed to communicate creativity, reliability, and modernity. The primary palette blends vibrant purples with grounded neutrals to maintain balance across visual media.

Base Color – Purple
Primary color

HEX	#873DF2
RGB	135, 61, 242
CMYK	44, 75, 0, 5

WeCreate's core brand color — a bold, modern purple that reflects innovation, creativity, and digital-forward thinking. It combines the trust of blue with the energy of red, making it ideal for a platform that empowers creators and connects them with modern brands.

Accent Orchid
Accent Color

HEX	#BF48F2
RGB	245, 250, 255
CMYK	4, 2, 0, 0

A vibrant, energetic violet-pink tone that adds a dynamic, creative flair to the brand identity. It works perfectly for call-to-actions, highlight elements, and youthful brand accents that appeal to creators and digital natives.

## Secondary Brand Color – Deep Indigo
Secondary Color

HEX	#342571
RGB	52, 37, 113
CMYK	54, 67, 0, 56

This rich indigo serves perfectly as a background or supportive UI layer — especially in dark mode or premium layouts — allowing accent elements like typography, buttons, and icons (especially in white or #873DF2) to stand out with high contrast.

Neutral Color: White
Typography contrast | Whitespace
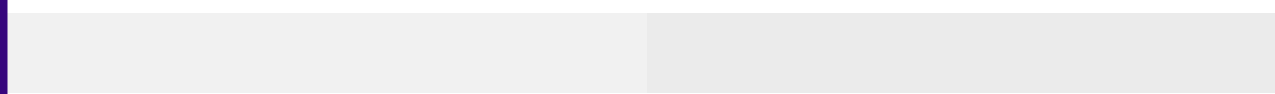
HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0

White (#FFFFFF) is a foundational color used to provide clarity, contrast, and balance within the WeCreate visual system. It serves as the primary background for layouts, ensuring content readability and clean visual hierarchy. It enhances the vibrancy of your core colors like #873DF2 and #2FE6DE.

Color Usage Guidelines

- **#873DF2 (Primary Violet):**
  Use for main CTAs, icons, and brand highlights – ensures strong brand recognition.

- **#342571 (Dark Background):**
  Ideal for headers, footers, and contrast sections – pairs best with white or bright text.

- **#BF48F2 (Accent Orchid):**
  Use sparingly for visual emphasis – badges, price tags, and callouts.

- **#FFFFFF (White):**
  Supports visual clarity and spacing – best for content areas and backgrounds.

Brand Typography

Typeface: **Montserrat**

Style: **Geometric sans-serif**

File Type: **Google Font (web-safe)**

Usage: **Free for commercial and digital use**

WeCreate uses Montserrat for its modern, geometric design and high readability. Inspired by urban signage, Montserrat gives the brand a clean, digital-native look that feels both approachable and professional. It balances creativity and structure—perfect for a creator-driven platform.

Desktop Font Sizing

Element	Font Size	Weight	Line Height	Use Case
H1	**40–48px**	**Bold**	120%	Main Heading (H1)
H2	**32px**	**Bold**	120%	Section titles, banners
H3	**26px**	**Bold**	120%	Subsections, feature highlights
H4	**22px**	**Bold**	125%	Smaller headings, cards
H5	**20px**	**Bold**	130%	Labels, subtitles
H6	**18px**	**SemiBold**	130%	Minor headings, callouts
p	**18px**	Regular	150%	Paragraph text, descriptions

Font Usage Guidelines

- **Headlines (H1–H3):**
  Use Montserrat Bold or ExtraBold for titles and main messages. Keep letter spacing tight and consistent.

- **Body Text:**
  Use Montserrat Regular or Medium for paragraphs, descriptions, and profile details.

- **Buttons / UI Labels:**
  All caps with Montserrat SemiBold. Ensure minimum padding for readability.

- **Hierarchy & Spacing:**
  Maintain consistent font sizes and line heights to ensure clear content hierarchy. Use bold styles sparingly to highlight key info only.

Why Montserrat?

Montserrat offers a clean, geometric structure that aligns with digital aesthetics. It is versatile, highly readable, and contributes to a strong and modern brand tone.

Imagery &
Iconography Branding

In a platform built to connect businesses with creators, **visual storytelling is everything**. The imagery and iconography used by WeCreate.lt play a central role in shaping how users perceive the brand — approachable, trustworthy, professional, and future-facing.

A. Imagery

Our visual assets aim to represent not just a digital service, but a community of real people. They reflect the diversity, talent, and authenticity of our creator network. From lifestyle shots of creators at work to clean, elegant icons guiding user interactions, everything contributes to an intuitive and emotionally engaging experience.

What We Stand For Visually

- **Authenticity**: Real creators. Real tools. Real content.
- **Clarity**: Intuitive iconography and layouts that reduce friction.
- **Inclusivity**: Representing creators across regions, cultures, and platforms.
- **Consistency**: A recognizable visual language across all pages and assets.
- **Creativity**: A modern, forward-thinking look that reflects innovation and the evolving digital content space.

B. Iconography

Icons are used for navigation, services, and explanations. The visual signature of WeCreate icons includes:

- Style: Outline icons with rounded edges
- Stroke: Gradient Stroke (Deep Violet #5D3FD3 → Soft Violet or Lavender variant)
- Fill: Subtle Inner Fill in soft transparent gray or low-opacity violet
- Line Width: Consistent across all icons
- Shape: Rounded corners, smooth transitio
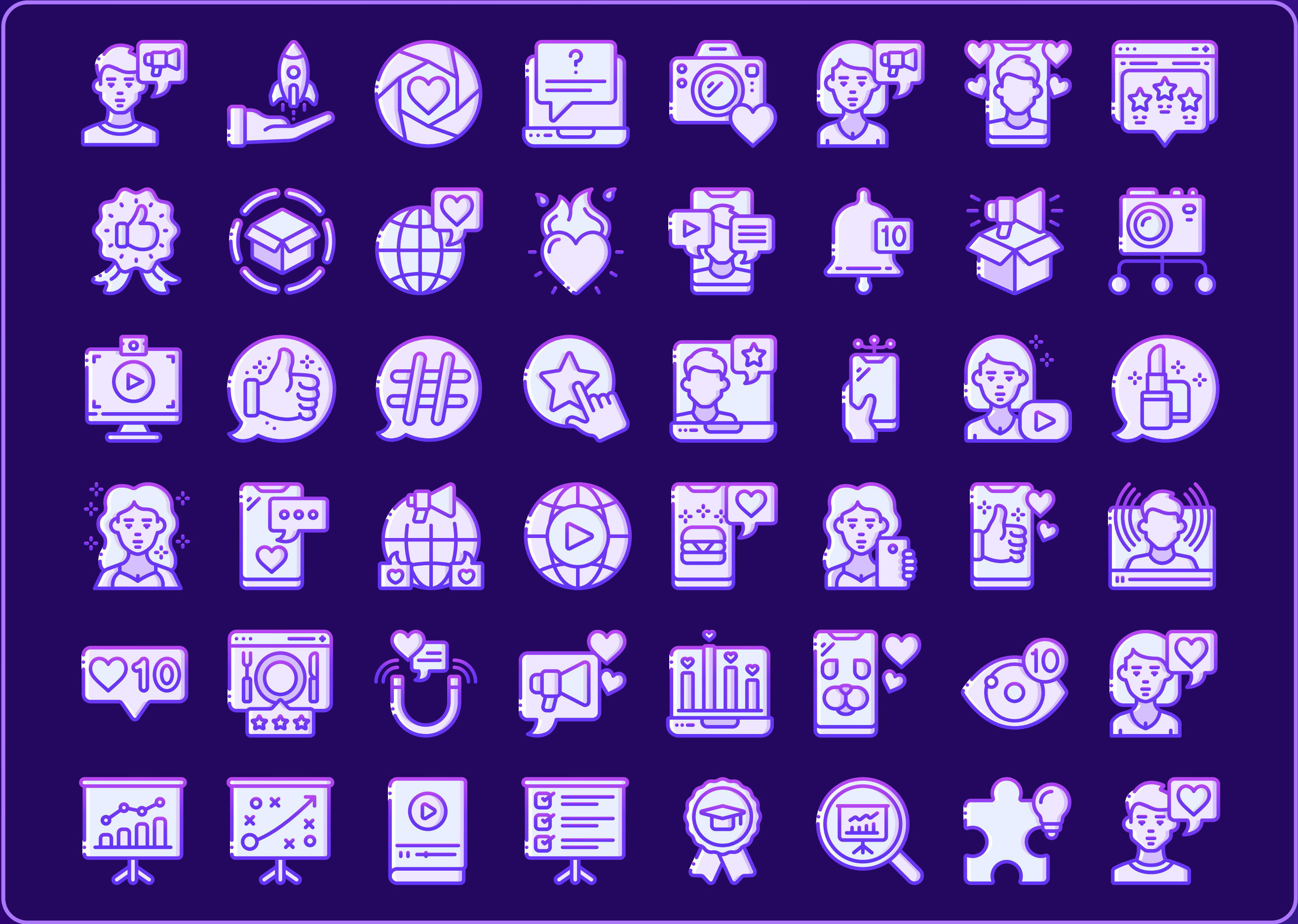
Spacing & Layout

02.4.

The layout philosophy emphasizes clarity, modularity, and conversion-driven UX.

Grid System

- 12-column grid for desktop
- 6-column grid for tablet
- 2-column stacked layout for mobile
- Consistent gutter spacing: 24px desktop / 16px mobile

Element Styling

Cards: Rounded corners (16px), subtle shadows

Forms: Clean inputs with rounded edges (50%), clear labels

Buttons: Pill shape, bold text, hover animation

Tone & Voice

Brand
Tone

WeCreate.lt's brand voice is confident, human, and supportive. As a bridge between businesses and creators, we speak with clarity and purpose — always focusing on connection, creativity, and professionalism.

Our tone balances approachability with expertise, helping users feel both empowered and guided as they navigate the platform.

- **Supportive:** We guide users with empathy. Our tone makes people feel understood.

- **Confident:** Clear, direct language that reflects trust in our creators and services.

- **Creative:** Expressive but not over-the-top. We celebrate creativity without clichés.

- **Reliable:** Always calm and consistent. We keep promises and reduce noise.

- **Inclusive:** We speak to a diverse, multilingual audience. Language is always respectful and welcoming.

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Messaging Guidelines

Your communication should always reflect the WeCreate brand tone — whether you're writing a homepage headline, a support email, or a blog article.

WeCreate.lt's messaging reflects our mission to empower businesses through authentic, creator-driven content. Every word should reinforce the platform's unique value while remaining clear, human, and results-focused.

Key Messaging Principles
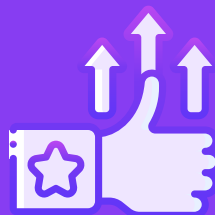
Speak to Empower, Not Just to Sell

We're not just offering services — we're enabling creators and brands to grow together. Our language should reflect that mission. Focus on benefits, possibilities, and outcomes.

Simplicity Over Buzzwords

Simplify technical details without oversimplifying meaning. Break down concepts like tax planning, digital registration, and mergers in layman's terms—unless writing for specialists.

Value the Human Connection

WeCreate.lt is powered by real people — not algorithms. Messaging should highlight personal matchmaking, real relationships, and collaborative creativity.

Local-first, Globally Minded

WeCreate.lt is proudly based in Lithuania, with expansion across the Baltics and Eastern Europe. Celebrate local talent, but keep language accessible to a multilingual, multi-market audience.

Context	Example Tone	Sample Phrase
Homepage/Marketing	Confident & Inspiring	**"All-in-One Content & Branding Marketplace."**
Platform UI/UX	Friendly & Clear	**"Let's build something together."**
Support Emails	Warm, Reassuring & Helpful	**"We've received your brief — our team is on it."**
Social Media	Human, Casual, Insightful	**"Creator tip of the week: Script like a human, not an algorithm."**
Blog	Expert, Engaging, Practical	**"5 ways to make your UGC content stand out in 2025."**

Do's & Dont's

The WeCreate.lt brand voice is a reflection of who we are: real, helpful, creative, and human-first. These do's and don'ts ensure that every touchpoint — from social media posts to customer emails — consistently expresses our personality and values.

Do

- **Use clear, active language**

Speak directly and simply. Keep sentences short and powerful.

"Browse creators. Submit your brief. Let's build something great."

- **Sound like a trusted partner, not a salesperson**

We're here to help — not push. Reassure with confidence, not pressure.

"Need help deciding? We'll guide you every step of the way."

- **Reflect creativity without being cliché**

We support creators — but that doesn't mean overusing tired phrases.

"Real creators. Real content. Real results."

- **Highlight the benefits, not just the features**

"Save time with curated talent matched to your needs."

- **Be inclusive and respectful**

We speak to a multilingual, multicultural audience. Avoid slang, idioms, or cultural references that don't translate easily.

- **Maintain a helpful, solution-oriented tone**

"We're already working on fixing that — thanks for your patience!"

Don't

- **Don't use buzzwords for the sake of sounding smart** Clarity always beats complexity.

"Disruptive omni-channel influencer synergy for 360° campaigns."

- **Don't sound like a faceless corporation** We are not stiff, cold, or overly formal.

"Your inquiry has been received and will be processed shortly."

- **Don't overwhelm users with options or over explain** Keep CTAs focused. Avoid decision fatigue.

"Click here to explore, submit, browse, sign up, log in or chat."

- **Don't promise what you can't deliver** Stay honest and humble about capabilities, especially in new markets.

Don't try too hard to be "funny" or "trendy"

- **Humor is welcome, but only if it feels natural. Avoid memes, Gen-Z lingo, or sarcasm unless context-appropriate.**

"Get clout, not doubt. Slay your socials 💅🔥."

- **Don't talk at people — talk with them** Invite collaboration. Be conversational, not commanding.

"Upload now. Complete the form. Proceed."

Digital
Guidelines

Website & UI Guideline Tone

The WeCreate.lt website is the primary digital experience for users. Every interaction — from homepage visits to brief submissions — should feel intuitive, welcoming, and consistent with our visual and verbal identity. Design should serve content. Functionality should support conversion. Clarity is key.

Simplicity First
Clear top-level menu with intuitive paths. All pages should be reachable in 3 clicks or less.

Use Clear, Action-Oriented CTAs
Example: "Submit a Brief", "Explore Creators", "Start Now" — not vague links like "Learn More".

Highlight Creator Stories
Use real faces, testimonials, and "About Me" sections to humanize the platform. This builds trust.

Mobile-Optimized Always
The platform must work flawlessly on mobile devices. Responsive design isn't optional — it's the default.

Consistent Brand Styling
Fonts: Montserrat only.
Colors: Deep Violet, Slate Gray, White.
Buttons, forms, and cards must follow defined UI spacing (see Visual Identity).
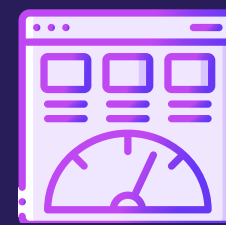
Prioritize Speed
Fast loading times, alt tags on images, readable contrast ratios are part of our commitment to inclusivity.

What to Avoid in Website & UI Tone

1. Overly technical jargon or robotic copy

2. Long paragraphs or blocks of text

3. Inconsistent button styles or broken hover states

4. Invisible CTAs or unclear next steps

5. Passive or uncertain language like "You might want to try…"

6. Excessive animations or heavy scripts that slow the site down

SEO & AEO Optimization Guidelines

Our goal is to be easily discoverable by businesses and creators across Lithuania, the Baltics, and beyond. SEO (Search Engine Optimization) and AEO (Answer Engine Optimization) ensure that WeCreate.lt is positioned as the go-to platform in organic search and AI-generated responses (e.g., ChatGPT, voice assistants, smart search previews).

Key Principles

✓ Start with Intent-Based Keywords

Use real phrases that users search for: "Hire UGC creator in Lithuania", "Best branding services Baltics".

✓ Use Semantic Markup

Proper H1, H2 hierarchy, meta titles/descriptions, image alt texts, schema markup (JSON-LD) for creators, reviews, and FAQs.

✓ Create Answer-Friendly Snippets

Use question-style headings and brief, direct answers to boost visibility in Google and AI results.

✓ Local + Multilingual SEO

Optimize pages in LT / EN / RU, with proper hreflang tags and localized metadata.

✓ Fast, Mobile-First UX

Site speed and mobile usability are Google ranking factors. Optimize all media and scripts.

✓ Structured Data for Creators

Treat each public creator profile like a mini SEO asset — include meta info, alt tags, and descriptions with keywords.

Phrasing Examples (AI + SEO-Friendly)

Goal	Use
Creator Discovery	"Top content creators in Lithuania"
UGC Offer	"Buy UGC video packages from verified creators"
Blog Article Title	"How to use UGC to grow your brand in 2025"
Voice Assistant Intent	"Where can I find branding experts near me?"
Platform Value	"All-in-one content and branding marketplace"

Social Media Strategy

Social media is where WeCreate.lt amplifies its voice, engages the creator community, and builds trust with businesses. Every platform post is an opportunity to reflect our brand tone: creative, expert, and approachable.

Creator Spotlights

Highlight top creators with mini profiles, samples, or interviews.
"Meet Laura, a UGC expert with over 200 branded videos."

Educational Tips & Tutorials

Share actionable tips on content strategy, SEO, branding, and creator marketing.
"3 ways to brief a creator more effectively."

Behind-the-Scenes

Show the process of building WeCreate: new features, team updates, platform growth.
"We're now live in Lithuania! "

Blog Snippets & Case Studies

Link back to platform blog with teaser posts or quotes.
"How UGC helped a Lithuanian brand 5x their engagement."

Community Quotes & Testimonials

Short, social-friendly quotes from creators or clients.
"'The brief process was so smooth — I'll be back!' - Andrius, client."

Announcements & Campaigns

New features, bundles, deadlines, or creator calls.
"New UGC starter pack — only €149 this month!"

Primary Channels

Instagram

For creator content, stories, reels, and testimonials

TikTok

UGC culture, behind-the-scenes, creator tips

Facebook

Multilingual community building, blog links, announcements

YouTube

For long-form creator interviews or video tutorials

LinkedIn

B2B thought leadership, client case studies, platform credibility

WhatsApp

For internal creator communications only

Brand
Applications

1. Merchandise & Print Design
2. Email & Document Templates
3. Advertising & Media

A strong brand doesn't live only online — it must be visible, recognizable, and consistent across every medium. Whether on a business card, in a marketing video, or a client email signature, WeCreate.lt's identity must remain coherent, modern, and premium.

This section defines how our brand is applied across **physical merchandise, internal documents, and external communications** — all while maintaining the core visual and tonal integrity outlined in previous chapters.

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Merchandise & Print Design

Branded print materials and merchandise are often the first physical touchpoint between WeCreate.lt and its community. Every item should reflect the same high-quality visual standards and values we promote online.

Business Cards

- Font: Montserrat, all caps for names
- Primary Colors: Deep Violet on white, or inverse white on violet
- Include name, title, phone/email, QR to profile or company site
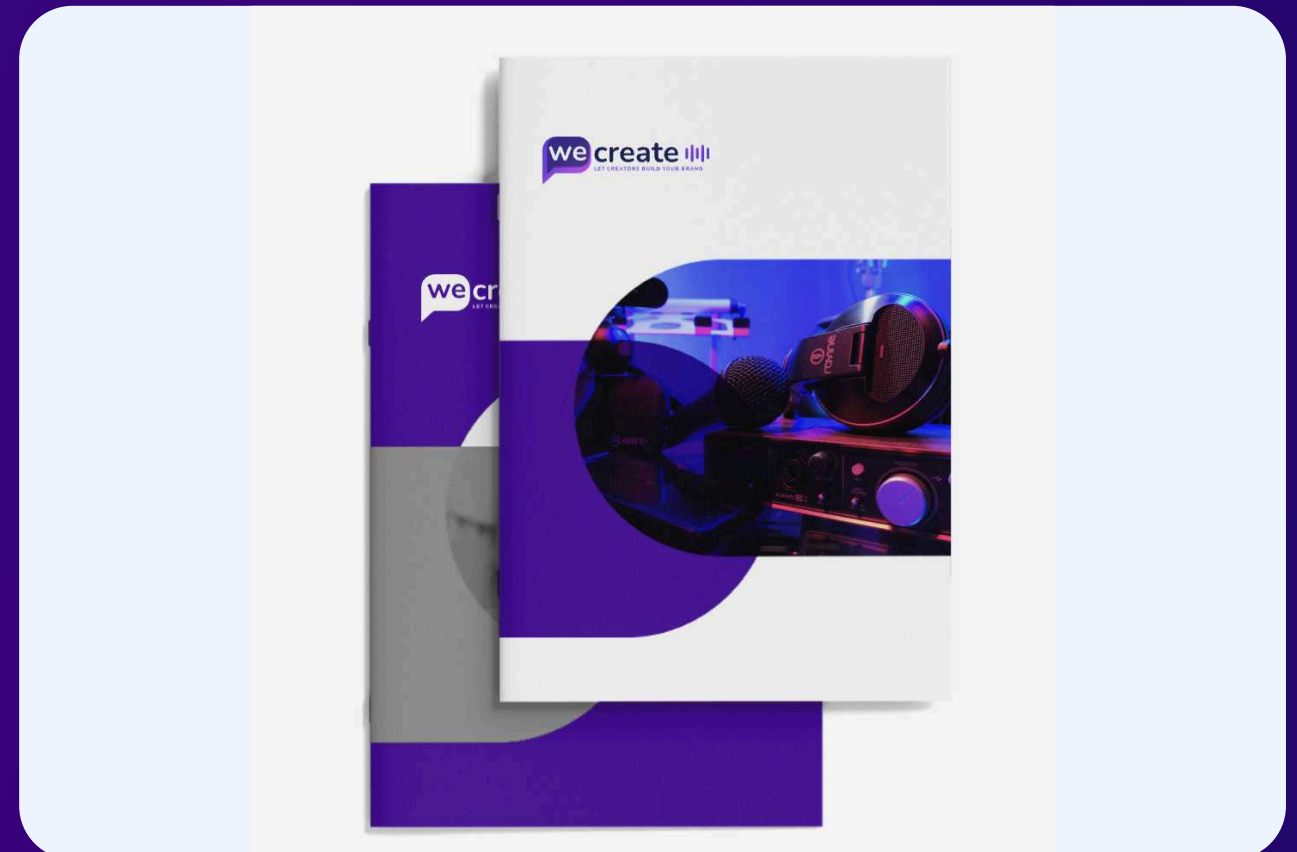
Brochures & Flyers

- Layout: Clean grids, strong headlines, modular sections
- Use real creator imagery or sample content
- Include contact info, packages, CTAs like "Submit a Brief"

Banners & Signage

- High contrast and brand colors
- Scalable logo + slogan: "Let Creators Build Your Brand"
- Optional QR codes for direct site or social profile links

Uniforms & Accessories

- Embroidered or printed logo on t-shirts, caps, tote bags
- Minimalist designs, neutral tones + deep violet accents
- For creator kits, consider including branded notebooks, camera gear sleeves, or pens

Email & Templates Strategy

Consistency in communication helps build trust and professionalism, especially in client-facing or creator-onboarding messages.


Email Signatures

- Name + Title
- WeCreate.lt | Let Creators Build Your Brand
- Email / Phone / Website Link
- Optional social icons (Instagram, LinkedIn)

Visual Notes:

- Use Montserrat font (if supported), or default to Arial
- Include logo (PNG or SVG, 100px max height)
- Avoid multiple colors or excessive decoration

Document Formatting Rules

- Typography: Montserrat only, headings in Bold, body Regular
- Header/Footer: Include logo, URL, and page numbers
- Color Palette: Stick to deep violet, slate gray, and white
- Template Types:
- Creator briefs
- Internal reports
- Client presentations
- Contract PDFs
- Export as PDF or Google Docs, avoid editable Word unless required
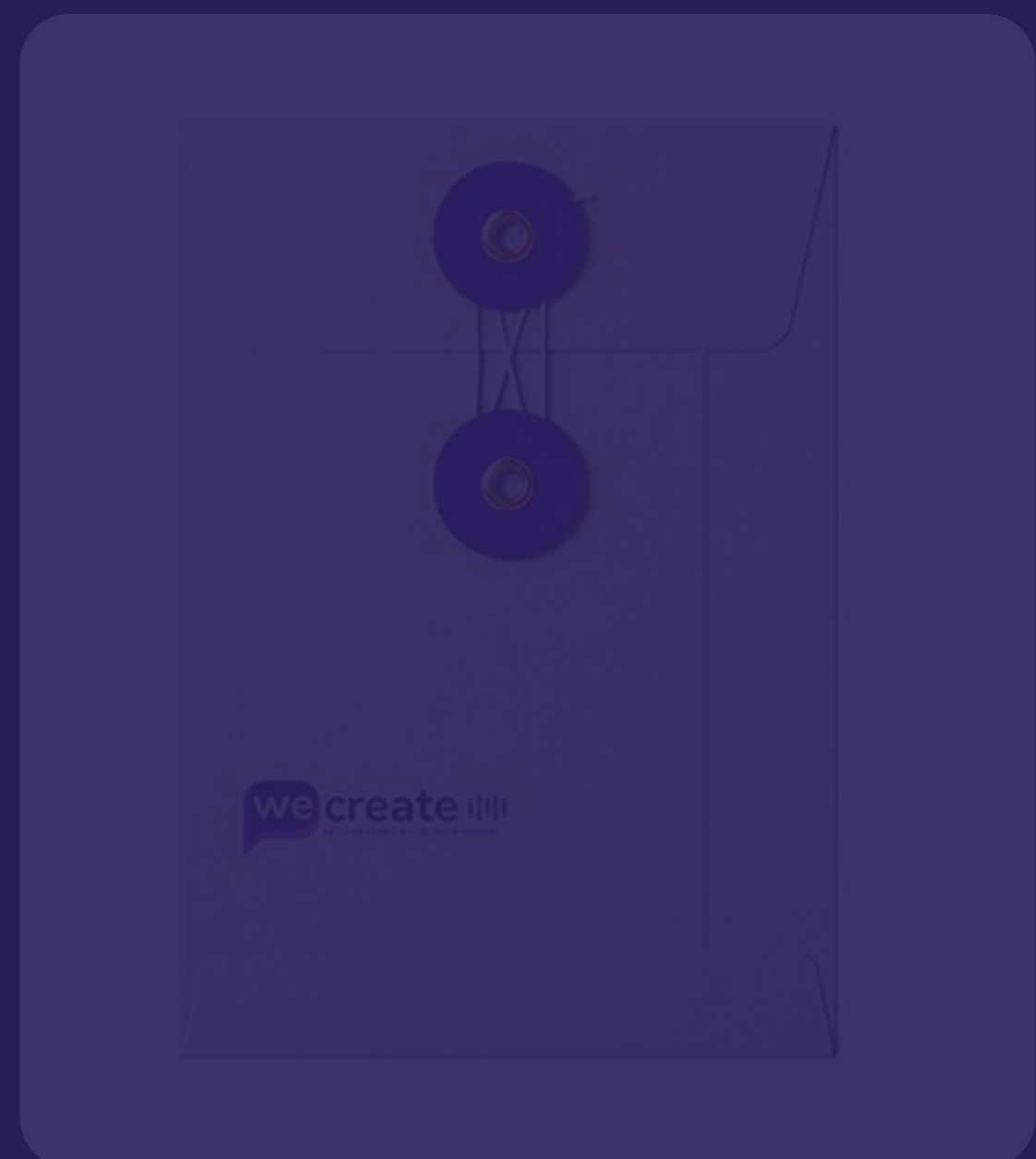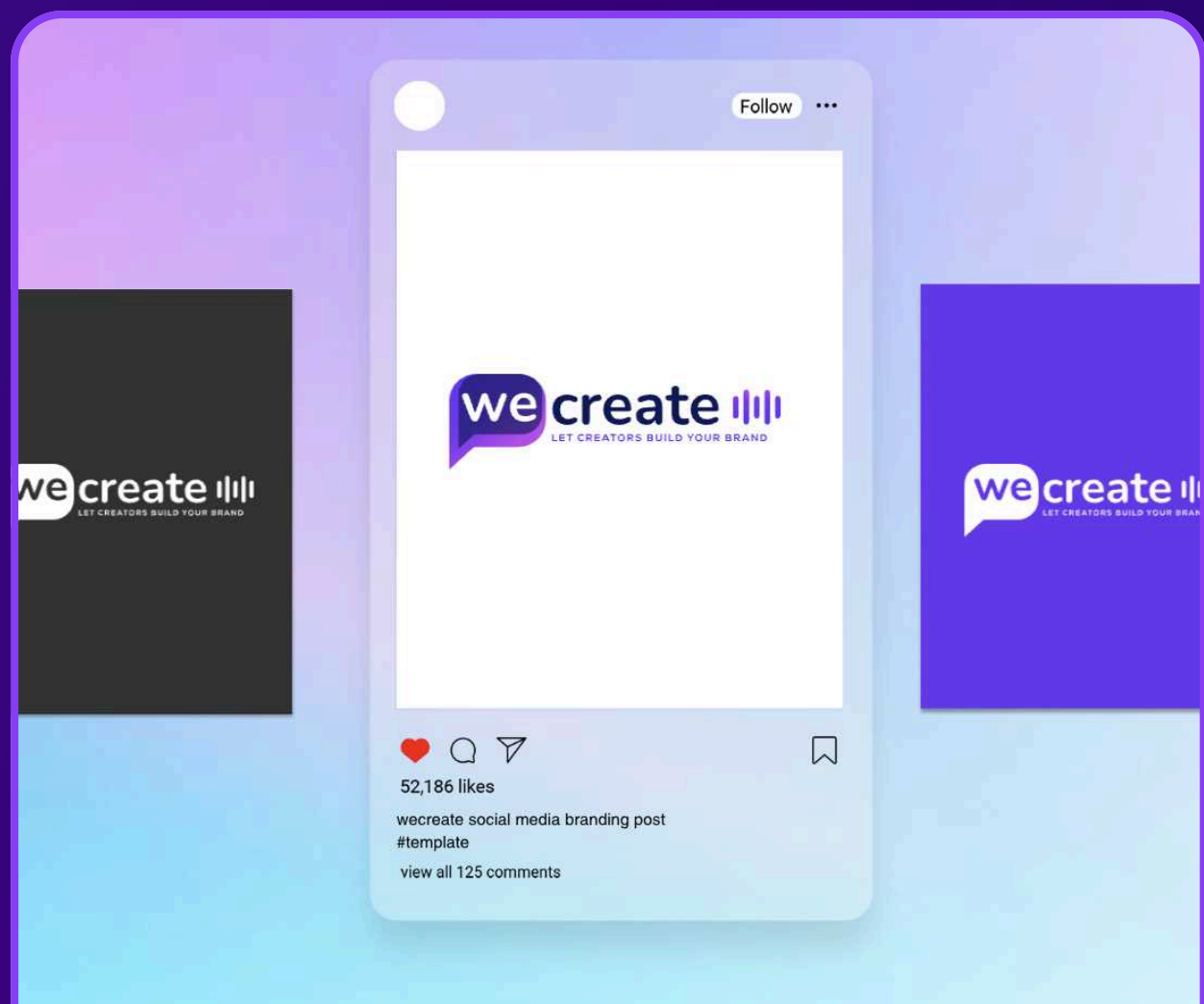
Advertising & Media

Video Content

Tone: Real creators, natural lighting, local scenes

Format: Reels, TikToks, testimonial edits, "How it works" explainers

Specs: Always 16:9 and 9:16 formats for flexibility

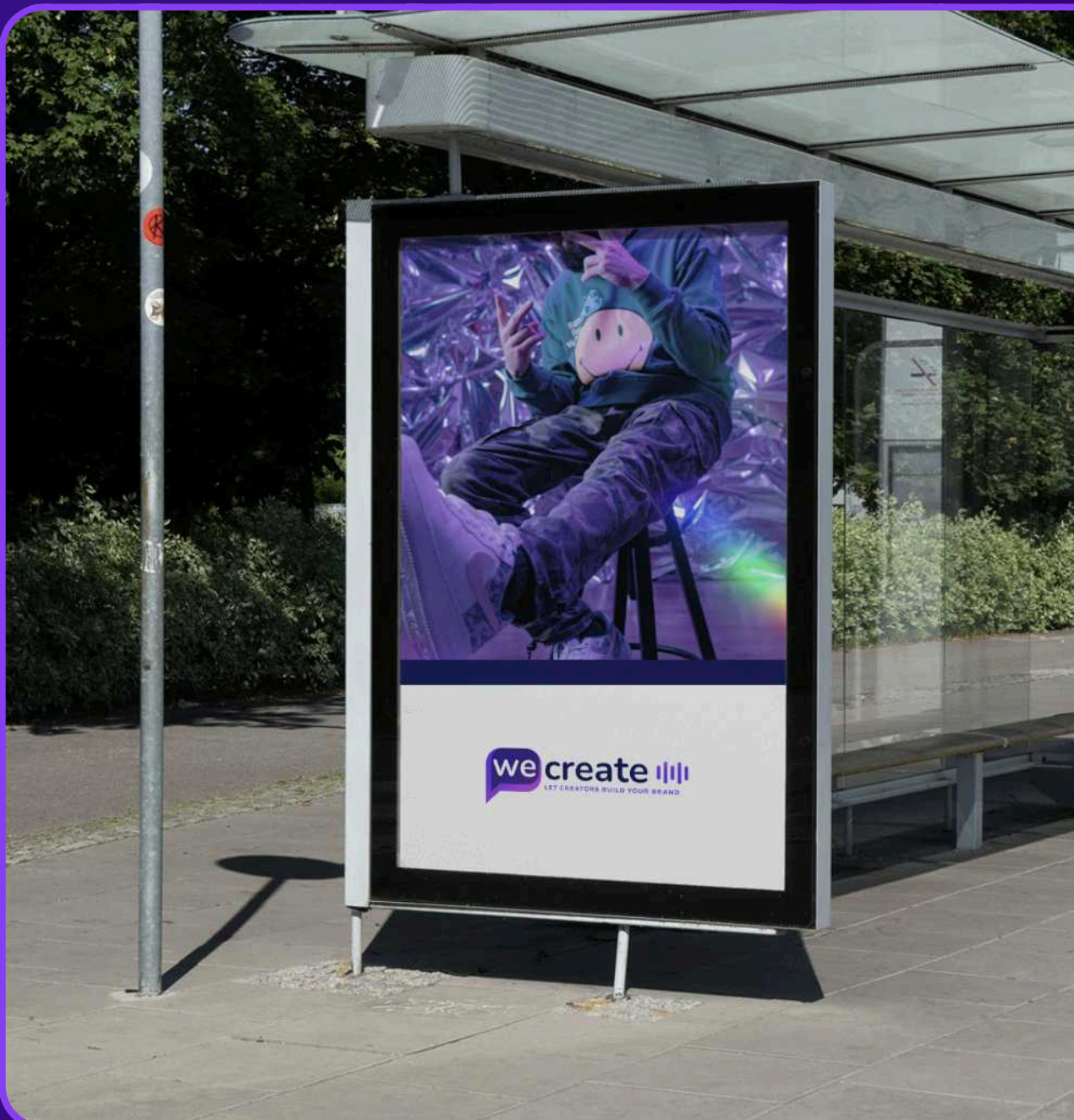**Use the slogan or taglines visually and audibly in closing scenes**

Ad Creatives

Design: Modular, headline-focused, clean white space

Copywriting: Short, bold, value-first (e.g. "Hire creators who get your brand.")

CTAs: "Submit a Brief" / "Explore Now" / "Start Building"

Advertising & Media – Sponsorships & Partnerships

- Maintain brand tone in all co-branded materials
- Align only with creator-led, digital-forward, and values-compatible partners
- Required: logo guidelines, minimum clear space, and color usage rules must be followed by partners

Thank you for exploring the **WeCreate.lt Brandbook.**

This document is more than just guidelines — it's a reflection of our values, our vision, and our commitment to creators and businesses alike. By following these standards, you help us build a consistent, trusted, and inspiring brand across every touchpoint — from pixels to print, from brief to breakthrough.

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