

Brand Guidelines

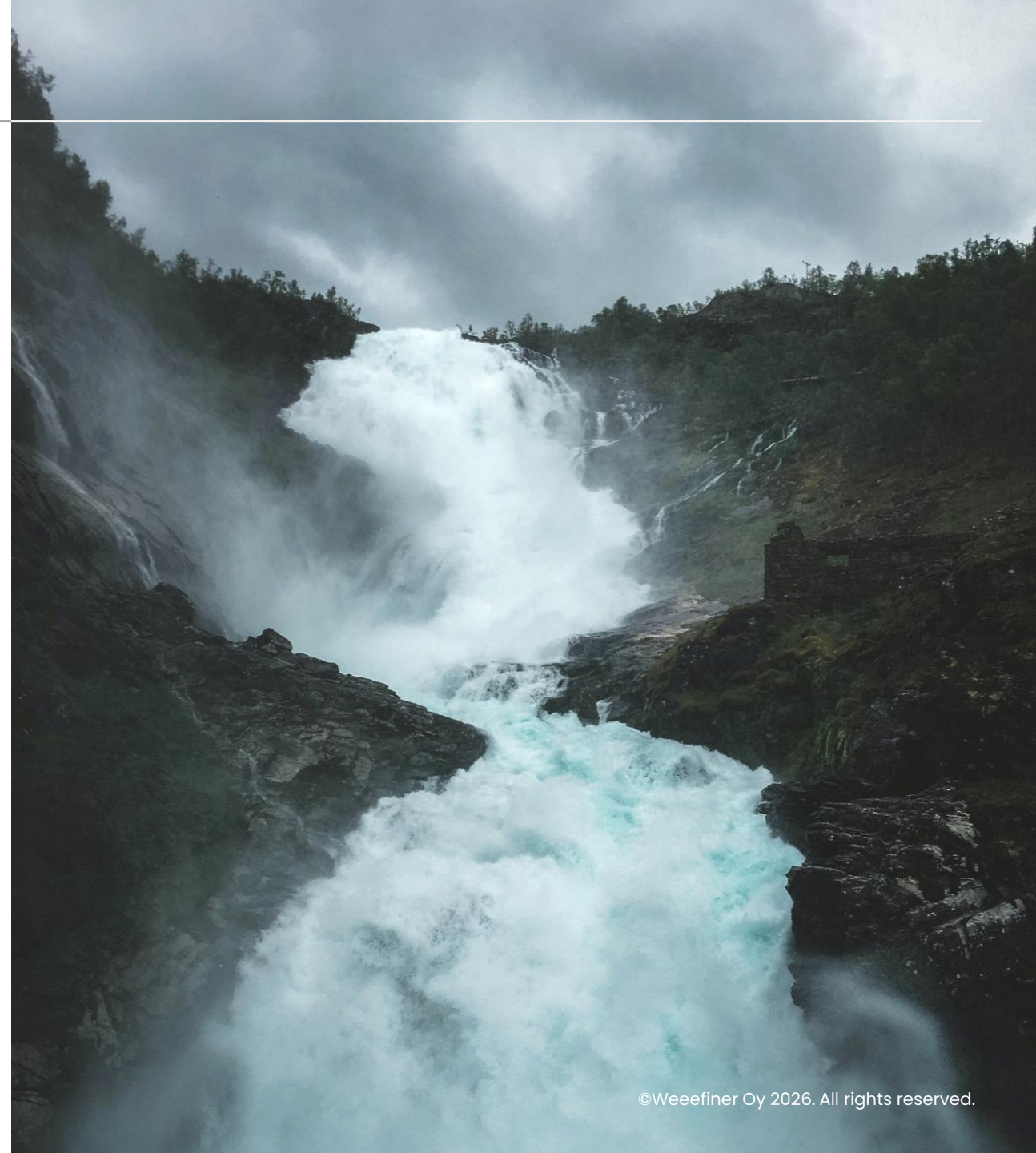
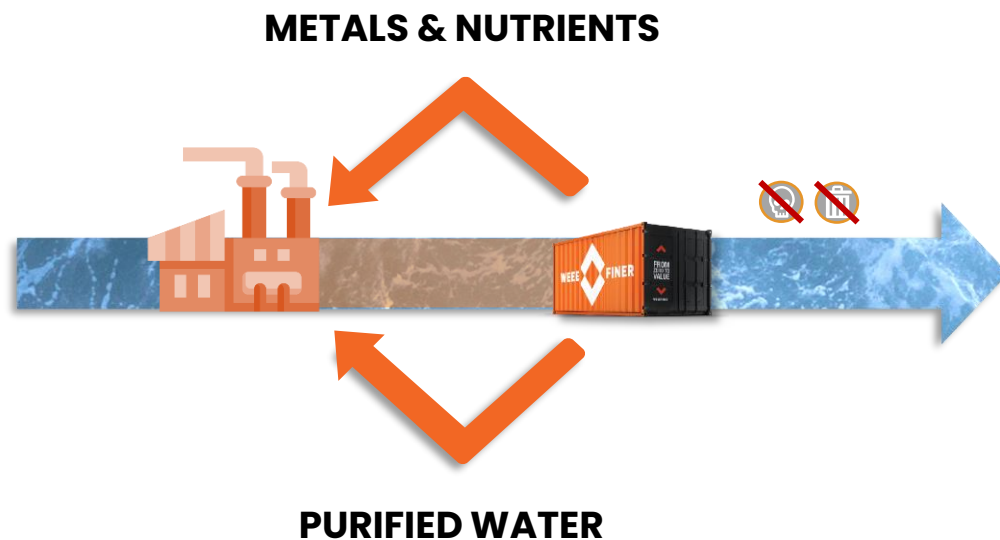


OUR VISION

Revolutionize industrial water treatment

We believe there is hidden, untapped value in **industrial water processes**.

With the right solutions, we can transform wastewater into an important **source of raw materials**.



BRAND
COLORS

SMART
ORANGE
"SCAVENGER"

#FF6700
CMYK: 0, 74, 100, 0
RGB: 255, 103, 0

BASIC
WHITE

#FFFFFF
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255

BASIC BLACK

#090909
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0

FANCY BLACK

#374648
CMYK: 76, 58, 58, 42
RGB: 55, 70, 72

RESERVED GREY

#6C6C6C
CMYK: 58, 49, 49, 17
RGB: 108, 108, 108

SYMBOLIC GREY

#C4C4C4
CMYK: 23, 18, 19, 0
RGB: 196, 196, 196

BACKGROUND

#F3F3F3
CMYK: 3, 2, 2, 0
RGB: 243, 243, 243

EXTRA LIGHT

#F2F2F2
CMYK: 4, 2, 2, 0
RGB: 242, 242, 242

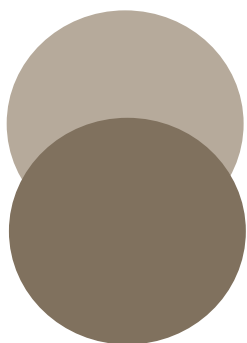
BLUSHY ORANGE

#FF7E27
CMYK: 0, 57, 85, 0
RGB: 246, 136, 60

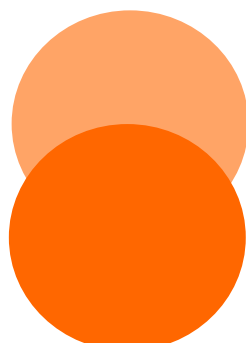
PEACHY ORANGE

#FFB27D
CMYK: 0, 46, 70, 0
RGB: 248, 156, 92

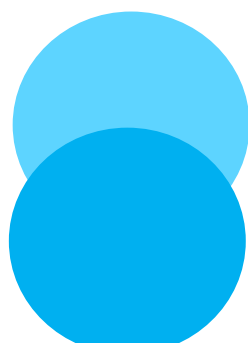
Brand illustration style & colors



GROUND
#B6AA9B
#80715E



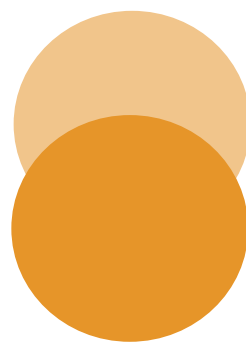
SCAVENGER
#FFA466
#FF6700



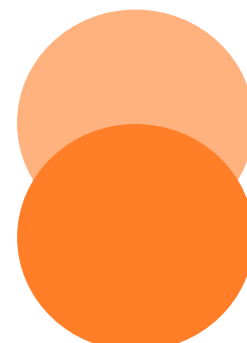
WATER
#7ACEE6
#1691BC



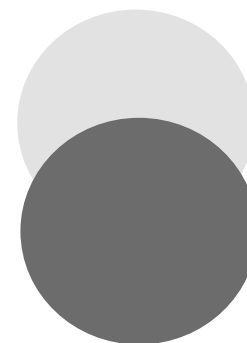
NATURE
#B4D773
#7BA32F



CONSTRUCTION
#F1C58B
#E69529

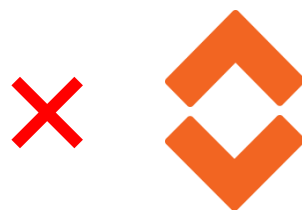
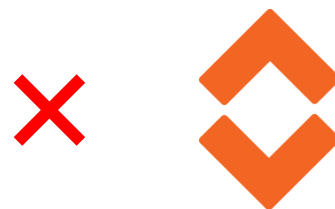
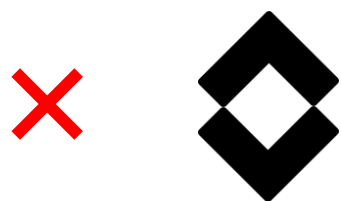


BLUSHY
#E8542E
#D2513B



GREY
#A7A7A7
#6C6C6C

BRAND
SYMBOLS



4DS RECOVERY UNIT



BRAND
LOGO



You should always leave
enough room for the logo

BRAND
LOGO



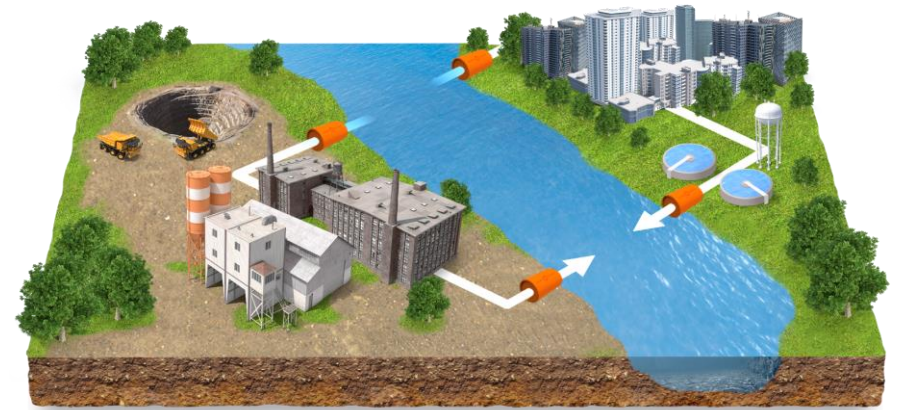
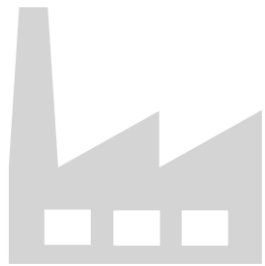
Brand illustration style

Characteristics

Clear, inspirational, subject-wise images. Bold, simple compositions. Our style varies from black and white charts to professional 3D-elements, depending on the intended use.

Role

To describe and further explain complex and often technical concepts.



ONE-COLOR SYMBOLS

SIMPLE VECTORS

RENDERED 3D-IMAGES

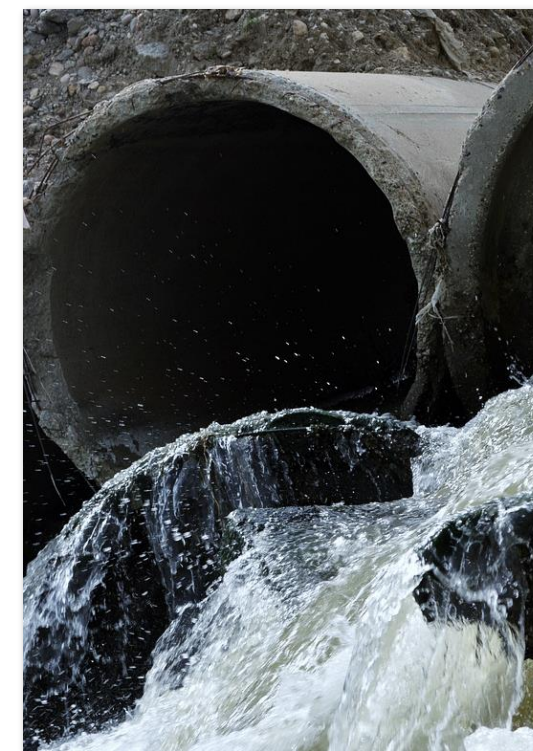
Brand images

Use clean and high-quality imagery that highlights technology's structure, installations and people at work. Introduce intentional pops of colour, particularly **orange** or **blue**, to enhance depth and visual interest.



Brand images

In case stock images are used, use clear informative images.



BRAND
TYPOGRAPHY

POPPINS BOLD
For headlines

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

POPPINS REGULAR
For longer text
Website | PowerPoint

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

SEGOE UI
For longer text
Email | Formal

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

**TO
NE OF
VOI
CE**

Clear

Products and services we offer are complex. Our role is to turn technical, data-heavy information into clear and accessible messages. We use visuals and simple explanations to make understanding easy - cutting filler words and empty sentences.

Credible

We focus on measurable value: real results, verified performance, and concrete examples. Our communication highlights ROI, efficiency gains, and sustainability impact - grounded in facts and data, instead of hype.

Bold

We know our work is important, and we share our expertise in confidence. As industry experts, we bring forward insights, knowledge, and perspectives on sustainability - helping the industry make real, measurable impact.

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reliable
partner

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The right side of the image features a scenic landscape of a river flowing through a forest of evergreen trees towards a snow-capped mountain peak under a cloudy sky. The Weefiner logo, consisting of two overlapping orange diamonds, is positioned over the river. The text 'WEEEFINER' is written in white, bold, uppercase letters across the middle of the logo.

WEEEFINER

Leave nothing behind