

BRAND GUIDELINES

SCAN QR CODE FOR THE LATEST EDIT / PDF



(INCOMING wS™ BRAND PORTAL)



VERSION 2.0

Making the UK the best country in the world to be a Veteran



2026 v2.0

ABOUT DOC.

Status: Working master guidelines for design, product, marketing, partnerships and community.

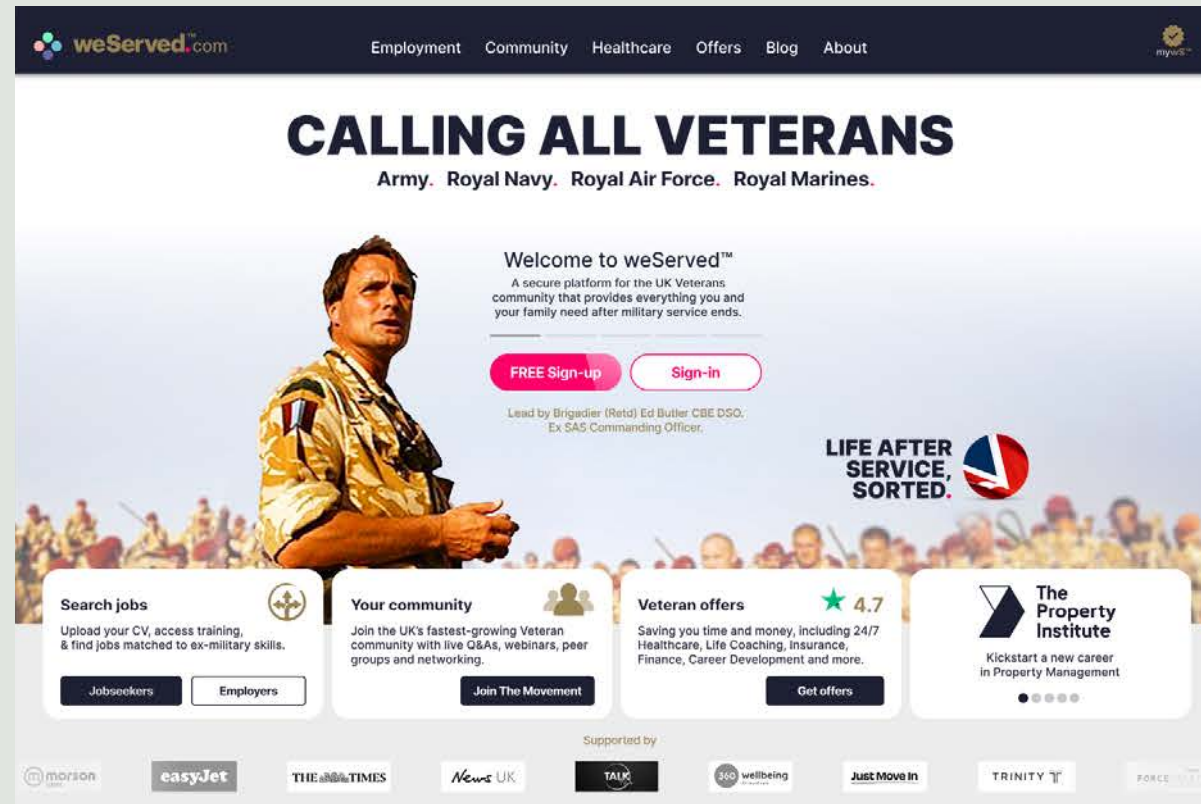
Scope: All colleagues, contractors, agencies, affiliates, vendors and community moderators.

Legal: weServed™ is a brand of UK Veterans Ltd (trading as weServed™). © UK Veterans Ltd.

Brand Guardian

Annabel Jamieson

Note: Single brand system only. B2B/B2C split retired; full-colour logo is now universal.



CONTENT

TO BE FINALISED ONCE DIGITAL GUIDELINES ADDED.

This document defines the visual and verbal identity of *weServed™* — the platform created for the UK Veteran community. It exists to ensure every expression of our brand reflects the same strength, respect, and unity that our members embody.

Inside, you'll find clear guidance on logo and insignia use, colour palettes, safe-space and proportions, tone of voice, and strap-lines — including *"Life After Service, Sorted."* Together, these elements form a cohesive identity that honours service, celebrates community, and communicates trust with clarity and confidence.

- 00. About Us
- 00. Mission & Vision
- 00. Value
- 00. Product & Service
- 00. Team
- 00. Timeline
- 00. Portfolio
- 00. Device & Map
- 00. Have Any Questions
- 00. End



BRAND VOICE

A Legacy of Service and Strength — In the United Kingdom, a community thrives, bound by a shared history of courage and commitment. This is your community as a Veteran. Each year, 15,000 to 20,000 of you step back into civilian life, ready to bring your unique skills and experiences to our society. But until now, the narrative has often been one-dimensional, focusing on challenges rather than celebrating your strengths and contributions. That's about to change.

01 What is weServed™ the Platform?

weServed is a pioneering platform dedicated to empowering you, the UK's Veteran community. It's a unique ecosystem offering a range of services specifically tailored to your needs and aspirations, as well as those of your family.

At its core, weServed is more than about recognition and empowerment; it's about fostering a community that transcends the ordinary. Imagine a typical community - built on trust, shared values, and mutual support. Now, elevate that image to Community 2.0 - that's weServed. Here, the community ethos is enriched by your loyalty, commitment and courage.

weServed isn't just a platform; it's a tribe where these extraordinary qualities are not just acknowledged but are the foundation of everything we do. It's a space where your unique experiences are valued and where your potential is actively supported and nurtured.

This platform is designed exclusively for you, the UK's Veteran community. It's for the thousands of service members transitioning to civilian life each year, ensuring you have the resources and support needed to flourish outside of military service.

We will connect you with job opportunities that value and leverage your unique skills and experiences. We offer comprehensive 24/7 health services, including mental health support, addressing the specific needs of you and your family.

In addition, we provide specialist financial services and advice from Veterans tailored for the Veteran community. They understand your needs, they've been there themselves.

02 Changing The Narrative

The journey of weServed began with a question: How are Veterans perceived and valued in our society? Our findings were stark yet illuminating.

Despite your significant contributions, many of you feel undervalued, with the prevailing discourse often painting you more as victims needing charity than as the assets you truly are.

This realisation sparked a call to action. weServed was born out of respect and recognition for the vast potential lying within you, our Veteran community.

You are a valuable yet often underutilised asset in society. Your skills, honed through years of service, are diverse and highly transferable, ranging from leadership and teamwork to problem-solving and resilience under pressure.

However, transitioning to civilian life can present challenges, as these skills are not always recognised or understood in the civilian job market. And often, the adjustment to civilian life can come with unique health and financial needs.

weServed addresses these challenges head-on. By providing targeted support and opportunities, the platform helps you translate your military skills into civilian success. It's not just about finding a job; it's about finding the right job where you can thrive and continue to make meaningful contributions to society.

In terms of healthcare, weServed recognises your unique experiences, offering tailored support to ensure your physical and mental well-being. Financially, the platform acknowledges the need for Veteran-centric products and services that respect your service and lifestyle.

03 Building weServed™

At weServed, empowerment extends beyond support and community; it's also about providing tangible, everyday benefits that make a real difference. Our savings programme is a testament to this commitment. As a member, you gain access to exclusive rewards and savings opportunities from thousands of retailers, both big and small.

Imagine saving on your daily essentials, leisure activities, travel, and more – these are not just occasional perks but consistent savings that add up significantly over time. Our carefully curated deals and partnerships are tailored to suit a variety of needs and interests, ensuring that every member finds value and makes the most out of their hard-earned money.

04 The Next Chapter

As we progress, weServed continues to evolve, guided by the voices of those it serves. With every Veteran who joins us, we're not just offering benefits; we're rewriting the narrative. We are here to celebrate your resilience, skills, and contributions.

To all who have served and their families, weServed is your platform – a place where your service is not just remembered but rewarded. Join us in creating a legacy that resonates with your journey and honours your service.

Welcome to weServed – The go-to platform that provides real-world services to all Veterans, all in one place. Together, let's make the UK the best country in the world to be a Veteran.

Join the Movement!

STRAP-LINES

Our strap-lines capture the spirit, purpose, and promise of weServed™ in just a few words. They express who we are, what we stand for, and how we connect with the UK Armed Forces community — confidently, authentically, and with pride.

Each strap-line serves a distinct role, from defining our core message to inspiring action and reinforcing our mission. Use them consistently and carefully to ensure our tone of voice remains unified across every touchpoint.

Always use one line per asset maximum — never combine or stack multiple strap-lines within the same creative or communication.

01. Primary:

Life After Service, Sorted.

02. Secondary:

Join the movement.

03. Campaign:

You earned this_ You deserve this_ You Served.

04. Reinforcement:

Making The UK The Best Country In The World To Be A Veteran.



LOGO + INSIGNIA

The brand identity logo can be used in-full and equally represented using the insignia, backed by the blue disc.

MINIMALI TYPE
4 DOT INSIGNIA



BRAND ID

COLOUR VALUES

PROCESS

CMYK / PRINT — FOUR COLOUR PROCESS

RGB / WEB & DIGITAL — THREE COLOUR CHANNEL

PANTONE — SPECIALIST FINISHING / HIGH END. TBC

BACKING
HEX ECECEC

	HEX	CMYK	RGB
Military Gold:	998455	C: 0.00, M: 0.14, Y: 0.44, K: 0.40	153, 132, 85
Magenta:	FF0069	C: 0.00, M: 1.00, Y: 0.59, K: 0.00	255, 0, 105
Mint Green:	78F4C6	C: 0.51, M: 0.00, Y: 0.19, K: 0.04	120, 244, 198
Blue:	73C0D7	C: 0.47, M: 0.11, Y: 0.00, K: 0.16	115, 192, 215
Pink:	F9B4AB	C: 0.00, M: 0.28, Y: 0.31, K: 0.02	249, 180, 171
Purple:	6867A5	C: 0.37, M: 0.38, Y: 0.00, K: 0.35	104, 103, 165





LOGO MARK

Safe Space (16px Aspect Ratio)

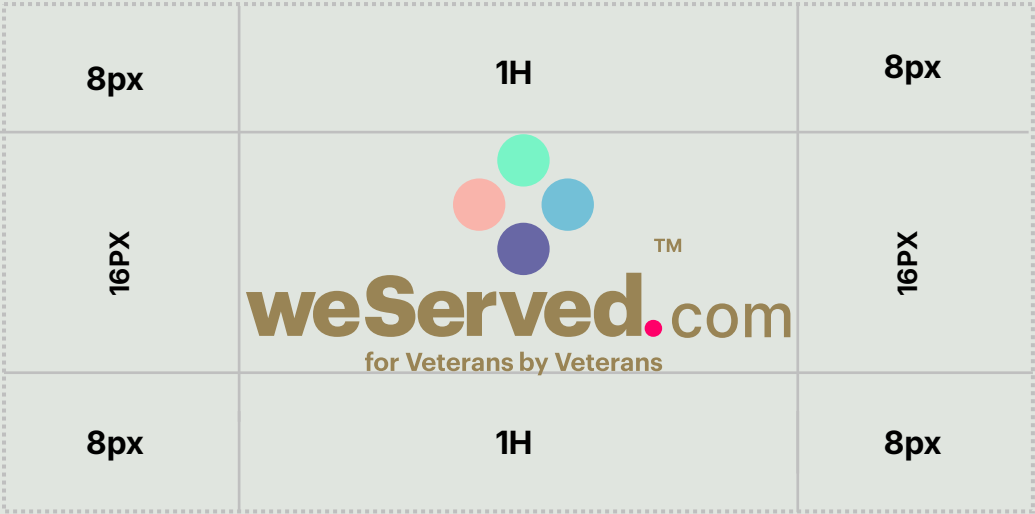
A minimum clear zone of 16px (H) & 8px (H) surrounds the logo on all sides.

This safe-space ensures clarity, legibility, and respect, keeping the mark visually strong and free from distraction.

No text, imagery, or other design elements should encroach within this area.

The space acts as a protective buffer, symbolising trust, integrity, and balance — the same principles that define the Veteran community.

MINIMAL
SAFE-SPACE



VARIATIONS

Typically speaking, the weServed™ logo should not appear across any more than four standard background colours, inc.

- White:

HEX FFFFFFFF
- Black:

HEX 000000
- S1 wS™ Blue:

HEX 1E2034
- S1 wS™ Grey:

HEX ECECEC



LASS. TAG

Coined Q2-2025, the weServed™ LIFE AFTER SERVICE tag and Union Jack inspired disc.
ATTN: REMOVE SHADOW ON PRINTED MERCHANDISE.

S1 wS™ Blue: **HEX 1E2034**

Magenta: **HEX FF0069**

NOTE MINIMUM
SAFE-SPACE



LASS. TAG

Tagline: Life After Service, Sorted.

BACKING
HEX ECECEC

Purpose & Meaning — PART #1

"Life After Service, Sorted." is more than a tagline — it's a statement of assurance and belonging. It embodies the promise that weServed™ exists to simplify, empower, and celebrate the next chapter of every UK Veteran's journey. It recognises that service never truly ends; it evolves.

Tone & Voice

- **Direct and confident** — speaks the Veteran language: no fluff, no jargon.
- **Warm but pragmatic** — reflects trust and reliability.
- **Inclusive** — resonates with all who have served, regardless of rank or branch.
- **Empowering** — conveys strength, readiness, and control over life beyond uniform.

Core Message

weServed™ provides real-world solutions for real Veterans — ensuring that every aspect of post-service life is connected, supported, and valued. The phrase "Sorted" reflects a uniquely British tone of self-reliance and quiet confidence: the job's handled, the mission continues.

**LIFE AFTER
SERVICE,
SORTED.**



LASS. TAG

Tagline: Life After Service, Sorted.

BACKING
HEX ECECEC

Purpose & Meaning — PART #2

Emotional Resonance

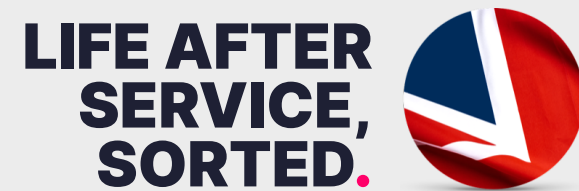
This tagline taps into the ex-Forces mindset: mission completion, trust in the team, and pride in preparedness. It reflects a mindset of *“We’ve got this”* — a reassuring voice from one Veteran to another.

Descriptive Keywords

Empowerment · Belonging · Confidence · Strength · Continuity · Support · Simplicity · Trust · Respect · Future-ready

Usage Notes

- **Primary placement:** below or beside the core logo as a supporting lock-up.
- **Tone pairing:** works best with direct, confident messaging and authentic Veteran imagery.
- **Do not alter wording or punctuation** — “Life After Service, Sorted.” must always include the comma and full stop to preserve its rhythm and tone.
- **Can be used standalone** in campaign headlines or calls-to-action to reinforce the brand promise.



TAG

Safe Space (16px Aspect Ratio)

A clear zone of 16px (H) & 8px (H) around the logo and tagline ensures clarity, respect, and visual integrity.

This protective space maintains balance, legibility, and recognition across all digital and print applications.

No text, imagery, or graphic elements should intrude within this defined area — it is the brand’s breathing room, symbolising respect and professionalism consistent with the weServed™ ethos.

MINIMAL
SAFE-SPACE



TAG VARIATIONS

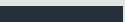
The wS™ L.A.S.S. Tag can be backed onto both light and heavy opacity imagery — However must remain clearly visible on uncomplicated backgrounds.

Where appropriate, the wS™ L.A.S.S. Tag can be reversed-out with all lettering featured in white only:



For best practice, we encourage keeping its placement to the following coloured backdrop(s).





TYPEFACE

“INTER VARIABLE”

Source — Adobe CC:
<https://fonts.adobe.com/fonts/inter-variable>

Source — Google:
<https://fonts.google.com/specimen/Inter>

Upper navigation	Inter Black
Product Title	Inter Bold
Product Description	Inter Medium
Terms & Conditions	Inter Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWwXx
YyZz

1234567890@&? weServed™

12345

DIGITAL TYPE ASPECT RATIOS

Online



DIGITAL SIZE

x2 New Desktop & Tablet (Same) + New Mobile

// mobile new site

'ws-h1-sm': '2rem', // 32px
'ws-h2-sm': '1.75rem', // 28px
'ws-h3-sm': '1.5625rem', // 25px
'ws-h4-sm': '1.375rem', // 22px
'ws-h5-sm': '1.25rem', // 20px
'ws-h6-sm': '1.125rem', // 18px
'ws-body': '1rem', // 16px
'ws-small': '0.75rem', // 12px

// desktop new site

'ws-h1': '3.75rem', // 60px
'ws-h2': '3rem', // 48px
'ws-h3': '2.4375rem', // 39px
'ws-h4': '1.9375rem', // 31px
'ws-h5': '1.5625rem', // 25px
'ws-h6': '1.25rem', // 20px

TYPEFACE.

CTA's + Buttons

weServed™ use Magenta HEX FF0069 to draw attention to site-wide action points and promotional communication(s), including digital marketing and print.

AB

Use a solid Magenta HEX FF0069 backer / block and pure white text with the “Inter Bold” typeface.

**FREE Sign Up, Log In, Learn More,
Get Offer, Join The Movement,
Jobseekers, Employers +**

Always use an uppercase character for the first letter of each word on a company CTA.



Master CTA.
(Optional shadow).



Secondary CTA.

Primary CTA Pill Button
VS Secondary CTA

CTA BUTTON STATES.

Mouse-under / Mouse-over

Primary CTA Pill Buttons

Secondary CTA Buttons — Inc. 5px Corner Radius

Mouse-under:

FREE Sign up

Master CTA.
(Optional: Gloss + Shadow).

Mouse-over:

FREE Sign up

Mouse-under:

Get offer

Secondary CTA.

Mouse-over:

Get offer

AB

DIGITAL WORKSPACE

Layout System & Grid

Part #2 Vertical rhythm — strict 8px baseline (snapline).

Spacing tokens

— XS 8 • S 16 • M 24 • L 32 • XL 48 • XXL 64.

Radius

— 8 / 12 / 16. Shadows: subtle; avoid heavy drops.

Aspect ratios (site & social)

— 1:1, 4:5, 9:16, 16:9, 3:2. Provide text safe areas.

Vertical rhythm

— strict 8px baseline (snapline).

Spacing tokens

— XS 8 • S 16 • M 24 • L 32 • XL 48 • XXL 64.

Radius

— 8 / 12 / 16. Shadows: subtle; avoid heavy drops.

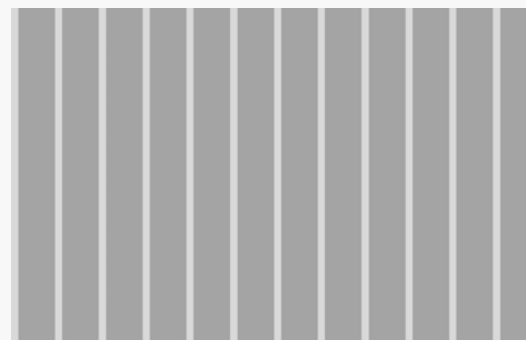
Aspect ratios (site & social)

— 1:1, 4:5, 9:16, 16:9, 3:2. Provide text safe areas.

GUIDELINES

V2-02

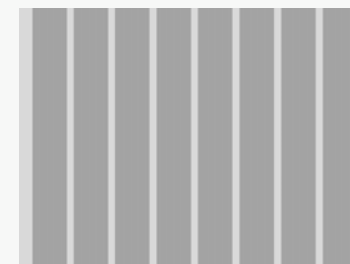
12 Standard margin & gutter



wS™ Desktop 1440px 12 column grid

Gutter: 20px / Count: 12 / Type: Stretch / Margin: Depends on your container

8 Lower margin & gutter



wS™ Tablet 834px 8 column grid

Gutter: 16px / Count: 8 / Type: Stretch / Margin: 32px

4 Even lower margin & gutter



wS™ Mobile 367px 4 column grid

Gutter: 12px / Count: 4 / Type: Stretch / Margin: 12px



wS™ 8px row grid

Design Ops — Figma & Tokens

Variables — Colour, Type, Spacing, Radius, Elevation, Breakpoints.

Libraries — wS™ Foundations; wS™ Components; wS™ Marketing Blocks.

Components — Buttons, Inputs, Cards, Offer Tile, Merchant Tile, Rating Badge, Nav, Footer, Modals, Tabs.

Contribution — document decisions in component notes; maintain release changelog in Figma.

Type-scale quick checks: type-scale.com (Major Third/Second presets).

Accessibility & Inclusivity

WCAG 2.2 AA minimum for text contrast; AAA for essential details.

Focus states must be visible and not colour-only.

Respect reduced-motion settings; avoid parallax / rapid strobe.

Alt text mandatory; reading level ~GCSE.

Use content warnings where appropriate and consistent.

Regulated Content (Finance, etc.)

On weServed™

Keep information top-level only.

All risk warnings, APRs, exclusions, KIDs and time-sensitive terms live on the vendor domain.

Use clear outbound links, explicit 'source of truth', and date-stamp.

Do not reproduce wealth warnings; route to vendor for the latest regulated copy.

Offers — Structure & Ad Formats

Ad types — Headline (16:9 & 1:1) and Thumbnail (1:1).

Pinned ads: include #645740 border to differentiate.

Mandatory elements — Merchant logo, offer summary, eligibility, Visit site CTA, rating badge, outbound link to vendor landing.

Categories — Travel & Leisure • Healthcare & Wellbeing • Insurance & Financial Services • Housing & Relocation • Training & Education • Shopping & Lifestyle • Mobility & Motoring • Utilities & Broadband • Family & Days Out • Merch & Kit.

Change control — date-stamp, archive on expiry, log in CMS.

BRAND COLOURS

The weServed™ colour palette embodies the strength, integrity, and unity of the UK’s veteran community. Each colour has been carefully chosen to **complement one another**, creating a look that feels **modern, trustworthy, and distinctly British**.

Our colours reflect the values at the heart of weServed™ — **service, respect, and belonging**. Together, they balance warmth and professionalism, allowing us to communicate with authenticity and confidence across all platforms.

Use the palette thoughtfully: allow core colours to lead, and apply supporting tones to enhance clarity, accessibility, and visual harmony. Consistent use of colour ensures every piece of communication — digital or print — feels unmistakably part of the weServed™ family.



1E2034	F9B4AB	
998455	78F4C6	
	6867A5	73C0D7

WEB COLORS

Galley of type and scrambled it to make a electronic typesetting, remaining essentially unchanged. It was popularised sheets containing Ipsum.



Web ID

02 ws™ Online



FF0069	1E1F34	2A2C44	998455	756548	78F4C6	6867A5	73C0D7	F9B4AB	D9D9D9	ECECEC	000000	FFFFFF
--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------	--------

DESIGN +IMAGERY USE

The imagery we use is a direct reflection of the weServed™ tone of voice — authentic, respectful, and proudly rooted in the UK Armed Forces community.

Using the wrong visuals can seriously undermine that message. Imagery featuring American uniforms, foreign weapons systems, or non-UK military transport (land, sea, or air) misrepresents who we are and can quickly erode trust with our audience. Inaccurate visuals often lead to complaints from our community, who notice these details immediately.

DO YOUR HOMEWORK

Always take the time to verify uniforms, equipment, and settings before using any image. The right imagery honours our community's service and ensures weServed™ communicates with accuracy, respect, and integrity.

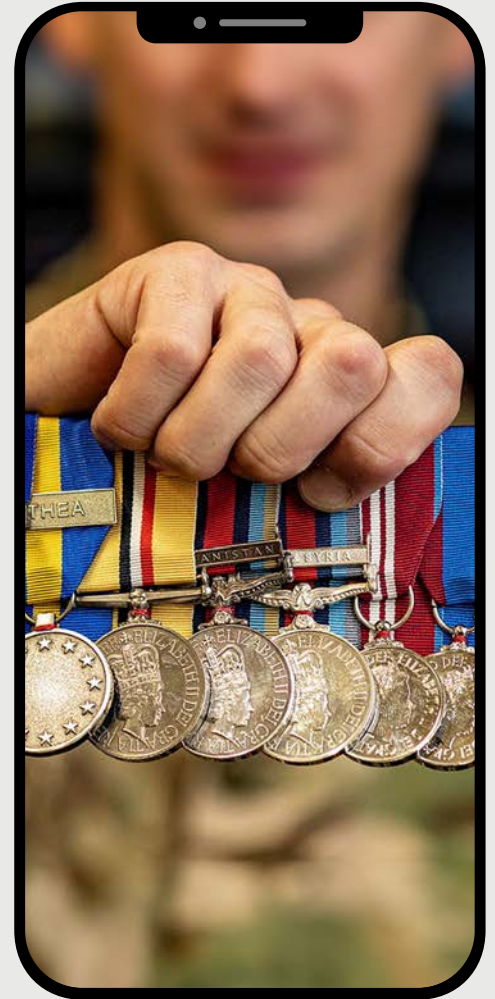
REGIMENTAL ASSOCIATION LOCKUPS

Use supplied crest within circular / shield container, scaled to wordmark cap-height.

Do not recolour crests; use neutral backgrounds.

Association name set in Inter Medium, 90% wordmark size, placed below.

Usage limited to approved hubs and pages; follow all tone/visual rules.



IMAGERY USE

DO

Use verified, UK-specific imagery from trusted or approved sources.

Showcase the human side of service — teamwork, resilience, and community.

Represent all three services (Army, Royal Navy, Royal Air Force) accurately.

Keep imagery consistent with the weServed™ tone: authentic, grounded, and respectful.

DON'T

Use photos showing American or foreign military uniforms, weapons, or equipment.

Include non-UK vehicles or aircraft (e.g., Humvees, F-16s, Abrams tanks).

Overuse filters, stock clichés, or unrealistic action shots.

Assume an image is correct — always check and confirm before use.



PROMOTIONAL IMAGERY

Promotional imagery should always reflect the clarity, confidence, and professionalism of the weServed™ brand. Keep visuals clean, uncomplicated, and sharp, allowing the message and subject to take centre stage.

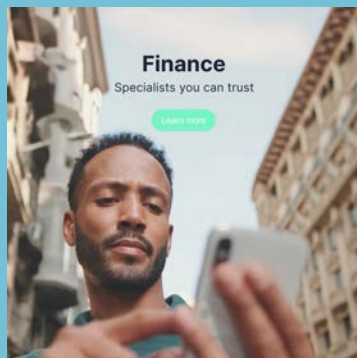
Avoid bitmapped or low-quality images that appear pixelated, stretched, or blurred — they compromise both the visual impact and credibility of the brand.

Imagery must be relevant and relatable to veterans, service leavers, and their families, reinforcing the lived experience of the UK Armed Forces community. Ensure that all visuals accurately align with accompanying copy, so the tone, message, and image work together seamlessly to communicate with authenticity and respect.



DIGITAL RES.

72 DPI



PRINT RES.

300 DPI



72dpi for web and digital assets. **300dpi** for print materials

SOCIAL



In the fast-moving world of social media, getting your visual dimensions right is non-negotiable. Whether you're posting on Instagram, Facebook, LinkedIn, Discord, X (formerly Twitter), or TikTok, the correct formats ensure your brand always looks sharp, consistent, and professional.

Each platform displays content differently — from how images are cropped to how videos are previewed. Using the wrong size or ratio can leave your visuals looking blurry, awkwardly cut off, or out of alignment with your brand's quality standards.

This section provides the latest recommended dimensions for all key platforms, helping you plan, design, and publish with confidence — so every post looks its best wherever it appears.



SIZE MATTERS

While technical accuracy is essential, how we look and sound across platforms matters just as much. Every image, post, and video should feel unmistakably weServed™ — authentic, respectful, and connected to the UK Armed Forces community.

- **Use imagery and language that reflect real experiences and genuine people.**
- **Keep colours, typography, and tone consistent with our core brand style.**
- **Balance professionalism with warmth — we speak with our community, not at them.**
- **Ensure every visual upholds the trust, pride, and respect our audience expects.**

Getting the details right — from image sizes to tone — ensures that weServed™ communicates clearly, confidently, and with integrity across every channel.

SOCIAL PLATFORM DIMENSIONS / 2025



Instagram

Facebook

LinkedIn

Discord

TikTok

X / Twitter



SOCIAL

— GRID, FORMATS & LINKTREE

Grid: reuse 8px baseline; respect safe zones.

Formats: Reels/Stories 9:16; Feed 1:1 & 4:5; Thumbnails 16:9.

Style: authentic UK settings; avoid US military tropes.

Link in bio: Linktree required; consistent campaign UTM tags.

Moderation: zero tolerance on abuse/scams; escalation path set (see Community).

— CHANNEL TACTICS (from Social Playbook)

TikTok — High-res, subject in 2–5s, captions, music; wear merch. Don't: ask users to leave platform, sell overtly, or split-screen.

Facebook — Family/community updates; links allowed; avoid essays.

X (Twitter) — News, partnerships, short video or one image; keep it formal and concise.

YouTube — Tutorials, community projects, awareness; titles justify length.

Instagram — Cinematic sequences; minimal on-frame text; no AI or overloads.

SOCIAL

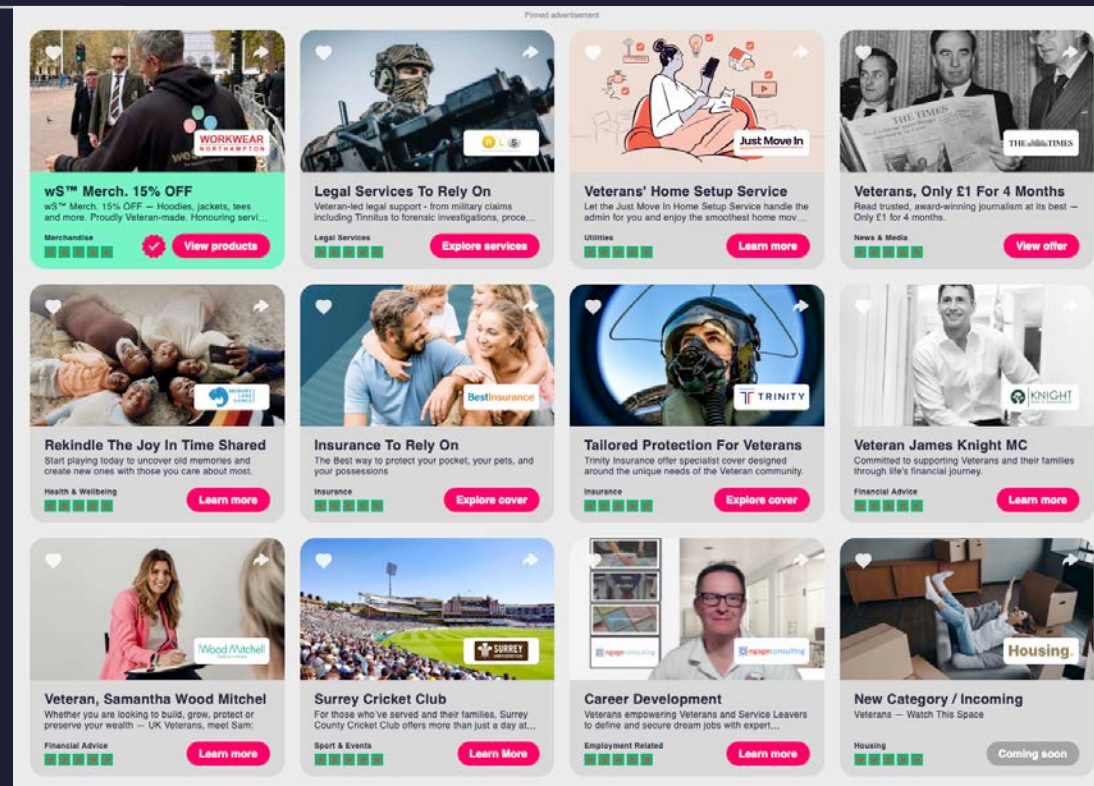
— SOCIAL PROOF & RATINGS

wS™ star rating (1–5) on offers, partner tiles and case studies.

Current default: internal five-star rating for weServed-rated products/services unless superseded by external proof.

External ratings: display Trustpilot, Feefo, etc., with embedded links.

Disclosure: mark internal vs external rating and date-stamp.



LETTER

SAMPLE

EMAIL RULES

Templates — Newsletter • Offer spotlight • Jobs weekly • Transactional.

Layout — Single column 600–680px; 32px padding; body 12–16px.

Preheader — 35–90 chars. From name — weServed™.

CTA — #FF0069; min 16px height. Footer with legal, unsubscribe, social, company details.

Accessibility — Alt text always; link clarity; no image-only emails.

weServed™

Dear Sir,

01/01/2022
DATE:

LOREM IPSUM IS SIMPLY DUMMY TEXT OF
THE PRINTING AND TYPESETTING

essentially unchanged. It was popularized sheets
like Aldus PageMaker including versions.

Essentially unchanged. It was popularized in the
1960s with the release of Letraset sheets like Aldus
PageMaker including versions of Lorem Ipsum.



BIZ-CARD

The weServed™ business card reflects our brand's professionalism, authenticity, and community-first ethos. Clean, confident, and uncluttered, it combines simplicity with purpose — mirroring the clarity and trust we bring to every interaction.

The front of the card communicates identity and credibility: clear typography, balanced spacing, and our signature logo mark convey authority and approachability in equal measure. Every detail reinforces our commitment to veterans by veterans — proud, dependable, and forward-looking.

The reverse side carries our primary tagline — “Life After Service, Sorted.” — serving as a bold reminder of our mission to make life after service seamless, supported, and empowering. The message is paired with a QR code, offering a modern and efficient connection point.

Each QR code can be customised to link either to the main weServed™ website or to an individual team member's bio, creating a more personal and interactive experience. This ensures every exchange — digital or face-to-face — feels meaningful, relevant, and true to the weServed™ brand.

DIGITAL SIZE

85mm × 55mm (UK standard)

Hugh Andree

Veteran, CEO & Co Founder

+44 (0)77889 72446

handree@weServed.com

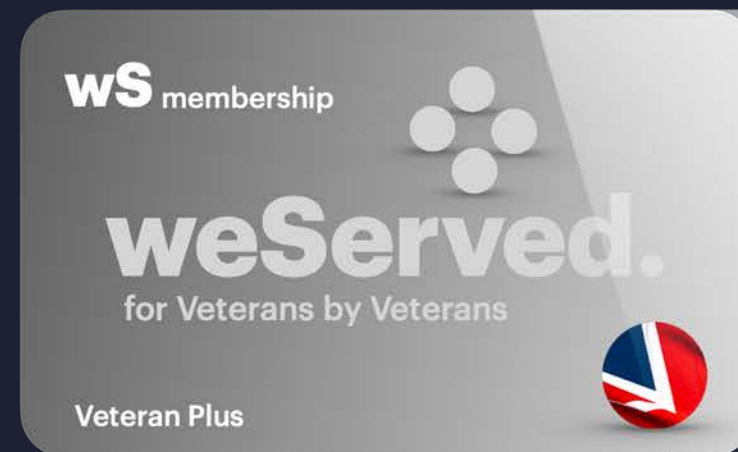


**LIFE AFTER
SERVICE,
SORTED.**



LOYALTY-CARD CONCEPT.

More than a card — it's a badge of belonging. The *weServed™* Card connects Veterans and their families to exclusive rewards, savings, and services designed with them in mind. Every tap reflects recognition, respect, and real-world value — a tangible symbol of life after service, sorted.



END.

Address:
UK Veterans Ltd.
28 Old Town,
SW4 0LB

Email:
hello@weServed.com

Social Media:
weServed#01 Instagram %id



V E R S I O N 2 . 0

THERE ARE MANY, OR RANDOMIZED WORDS DON'T
LOOK EVEN SLIGHTLYE.

