

A BRAND INSPIRED BY LIFE.

**Life,
with a
twist.**

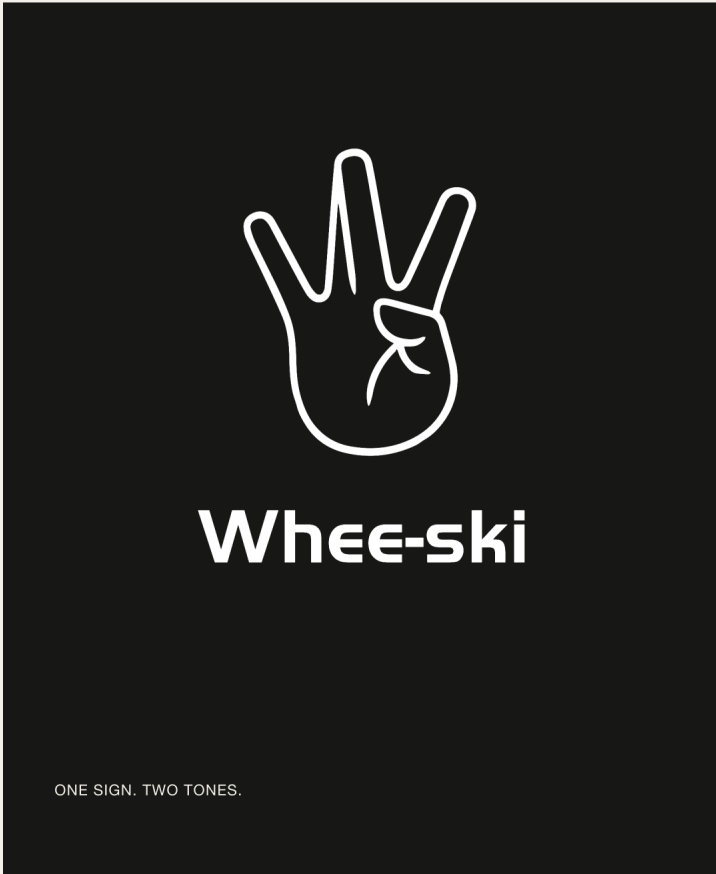


Whée-ski

One familiar gesture.



THE ORIGINAL HAND / W LOCKUP



ONE SIGN. TWO TONES.



PAPER

#F2F0E8



LIME

#D5F248

LILAC

#BDADE9

The complete identity, in its original proportions.

Everyday, reimagined.



WHEE-SKI / THE EVERYDAY EDIT



Wear it.
Play with it.
Live with it.



FASHION / OBJECTS / HOME

A different tone. The same character.

Generous type and a three-bar graphic bring order to the page.

Black and paper anchor the brighter lime and lilac.

New theme, colour and layouts / 2026.

Take the idea along.



A little out of the ordinary.

Bag front and box lid / complete flat artwork.

The applications are presentation concepts, not production dielines.

No existing product, manufacture or client adoption is implied.

A note. A tag. A hello.

WHEE-SKI

Hello,
everyday.

A little out of the ordinary.



Small details. A consistent voice.

The visual language.

A FAMILIAR SIGN

Keep the hand gesture and original Whee-ski lettering together.

Give the complete identity room to breathe on every surface.

Use black on light colours and white on a dark background.

Retain the original proportions; never stretch the mark.

A LIVELIER EVERYDAY

Set generous type against open, simple fields of colour.

Use the three bars as punctuation, separate from the identity.

Let paper and ink balance the brighter lime and lilac.

Original identity / 2022. New visual edition / 2026.

Paper and packaging applications are presentation concepts.

Life, with a twist.