

THE WISHLINK REBRAND · A WALKTHROUGH FOR LEADERSHIP

wishlink

made louder.

A brand that's *clear*
gets out of the way.
A brand that *isn't*,
taxes *everything*.

Wishlink started as a startup in 2022. Four years and three products later, the brand had fragmented. Different teams used different oranges. Different surfaces used different fonts.

Every new piece of work meant a small debate about what the brand actually was. We were spending energy litigating that, instead of building.

A custodian was overdue. This sprint gave it one.

FINDINGS

What four years of *organic growth* looks like...

9

COLOR PALETTES
IN PRODUCTION

2

COMPETING
"PRIMARY" ORANGES

3

FONTS ACROSS
PRODUCT AND MARKETING

0

DOCUMENTED
VOICE PRINCIPLES

A WEEKEND LONG ENOUGH TO COMMIT, SHORT ENOUGH TO FORCE DECISIONS

Three days. *One weekend.*

BEFORE THE SPRINT

Groundwork

We sat with stakeholders across every brand to surface the problems and spot the patterns they shared, then captured it all in a doc so internal feedback fed the sprint judiciously.

DAY 01

Discover

Reference brands, gaps, archetype debate.

DAY 02

Define

Archetype, voice, type, ownership.

DAY 03

Design

Mark, palette, system, illustration.

PRIMARY · 70% OF EVERY SURFACE

Blaze Orange

HEX

#FF6600

R 255 · G 102
B 0 · stop 700

100	200	300	400	500	600	700	800	900	950	1000
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THE NEW PRIMARY

Brighter. Louder.

More confident.

The old Wishlink was a muddy red-orange that hesitated between warm and cool. Blaze picks a side. Eleven stops, with 700 as the brand-mark stop the logo lives on.

Hero. Everyman. *A wink of Jester.*



55%

HERO

We help our users win. The brand picks a side, and the side is the creator. Confident, ambitious, never neutral.

30%

EVERYMAN

Accessible, never pretentious. We belong to the creators we serve. Plain language, no jargon, no posturing.

15%

JESTER

A wink. A brightness. The reason a Wishlink banner doesn't read like a bank's.

Three archetypes, *a full spectrum.*

Once the **Hero / Everyman / Jester** mix was locked, we anchored a colour to each: **Blaze** for the Hero, **Selective Yellow** for the Jester's wink, a cool neutral spine for the Everyman. From those anchors we built outward, keeping the same fun and contrast, into a full system for designers and product.

PRIMARY

70%

Blaze Orange

HERO • BRAND MARK



SECONDARY

20%

Cerulean Blue

INFORMATION



Selective Yellow

JESTER • ATTENTION



TERTIARY

10%

Salem

SUCCESS



Red

DESTRUCTIVE



Purple

PROMO ACCENT



Pink

LIFESTYLE ACCENT



NEUTRAL SPINE

PRODUCT

Mercury

LIGHT MODE



Onyx

DARK MODE



EXPRESSIVE

OFF-HIERARCHY

Lime

YELLOW-GREEN



Teal

BLUE-GREEN



New wordmark. *New monogram.*

Wordmark

THE FULL LOGO

Monogram

THE ICON

EXISTING

wishlink

EXISTING

wl

UPDATED

wishlink

UPDATED

wl

Same message. *Better voice.*

01

Push notification

Lockscreen · 2 lines · no time to waste

DON'T

wl

Wishlink

now

Big news! Your latest collab campaign is now LIVE. Go check it out and start earning today!

DO

wl

Wishlink

now

Meesho wants you on a campaign. ₹4,500 flat + 8% commissions. Open to read more.

02

Creator payout email

Subject + first line

DON'T

wl

Wishlink <payouts@wishlink.com>

2:14 PM

Your earnings have been processed!

Dear Creator, We are pleased to inform you that your earnings disbursement has been initiated for the cycle ending 30 April 2026.

DO

wl

Wishlink <payouts@wishlink.com>

2:14 PM

₹12,450 is on the way, Riya

Should land in your account in 2-3 working days. This payout covers 47 orders between 16-30 April.

ADJECTIVE

COMES FROM

Backing

Hero archetype + Mission, “putting creators at the centre”

Plainspoken

Everyman archetype + Bharat-rooted audience

Confident

Hero archetype + Vision, claiming category leadership

Warm

Everyman archetype + Foundation V1, “supported through highs and lows”

Witty

Jester archetype + Purpose, creators are trust, and trust includes joy

What changed, *in plain terms.*

● BEFORE · WISH-UI V0

wishlink

- x 9 palettes in production, no canonical one
- x 2 competing "primary" oranges
- x Rubik in product, other faces in marketing
- x No documented voice principles
- x No upstream contract; each product invented its own



● AFTER · BRAND V1.0

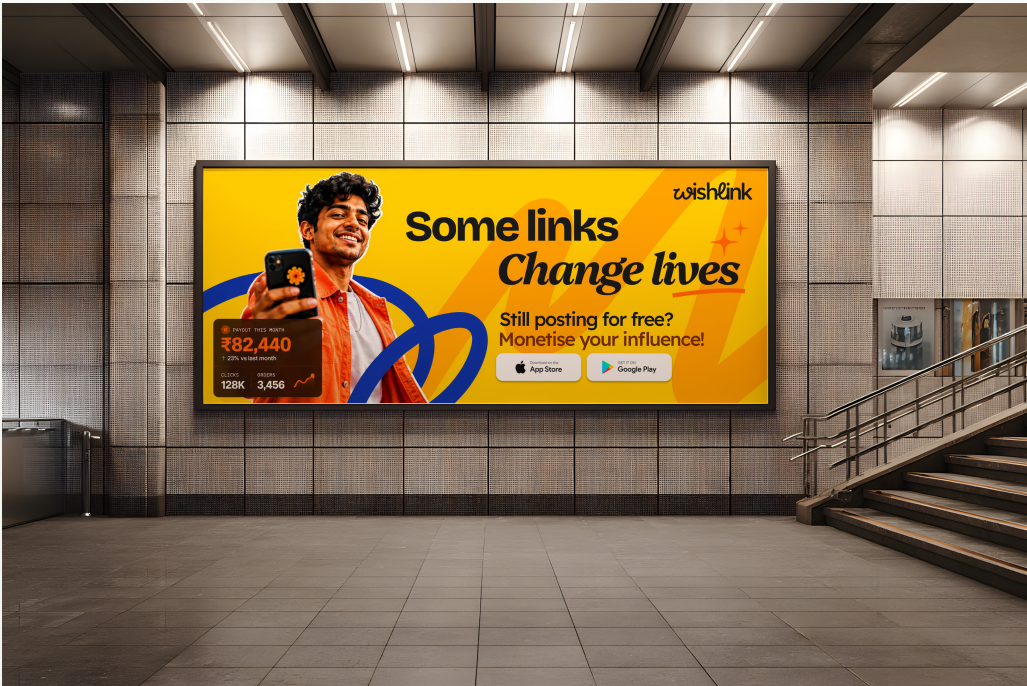
wishlink

- + One canonical palette, 70 / 20 / 10 hierarchy
- + One primary: Blaze Orange #FF6600 at stop 700
- + Lexend everywhere, Platypi for editorial
- + 5 surfaces, voice locked, no em dashes ever
- + One upstream contract every product consumes from



OUT-OF-HOME, ON THE GROUND

Built for India. *Loud at scale.*



OOH 01 Street pillars · DLF Cyber City



OOH 02 Metro station billboard



OOH 03 Auto-rickshaw back panel



OOH 04 Metro train interior

SWAG ISN'T DECORATION. IT'S CIRCULATION.

Pick up. Carry. *Tell someone.*



Desktop wallpapers



Cap



Bottles



Mugs



Lanyards & ID



Weekly planner



Stickers

Brand value, *that compounds.*

01 · SPEED

Every creative ships faster.

Decisions are pre-made. Banners, push notifications, onboarding screens, all unblocked at the start of the brief.

02 · CONSISTENCY

Wishlink, unified across surfaces.

A creator on Instagram sees the same brand that an investor sees in a deck that a candidate sees on careers.

03 · RECOGNITION

Recall and recognition.

A documented brand is a measurable one. We can audit every quarter against the same yardstick, and watch recall and recognition compound.

04 · RECRUITING

The team that ships this, attracts the next.

A real brand book is the strongest design hiring signal we've ever had. The next five designers want to join the team that did this.

05 · PRODUCT

Every product, one system.

Brand decisions ship as design tokens, so every product consumes one upstream source of truth. The token-based architecture is the 2026 standard at the best product teams. New products inherit a brand instead of inventing one.

06 · THE ASK

One quarter, full alignment.

All our products migrate to brand v1.0 over the next quarter. We need leadership air-cover to deprioritize the migrations that block it.