

wherever you go



**WIGO is a Georgian gas station
network created for real people
on the move.**

Logo

Logo is inspired by the shape of a smile.
Designed in both Latin and Georgian
alphabets, it ensures local relevance while
maintaining an international presence.

A subtle visual play adds depth to the
design: in the Latin logo, the letter “w” is a
mirrored version of the Georgian letter “m”,
while in the Georgian version, the letter “z”
is a rotated form of the same character.

The Latin logo features the word "wigo" in a dark teal, rounded, sans-serif font. The letter "w" is stylized with a thick, curved stroke that forms a wide smile underneath the text. The overall shape of the "w" and the smile is symmetrical.

Latin

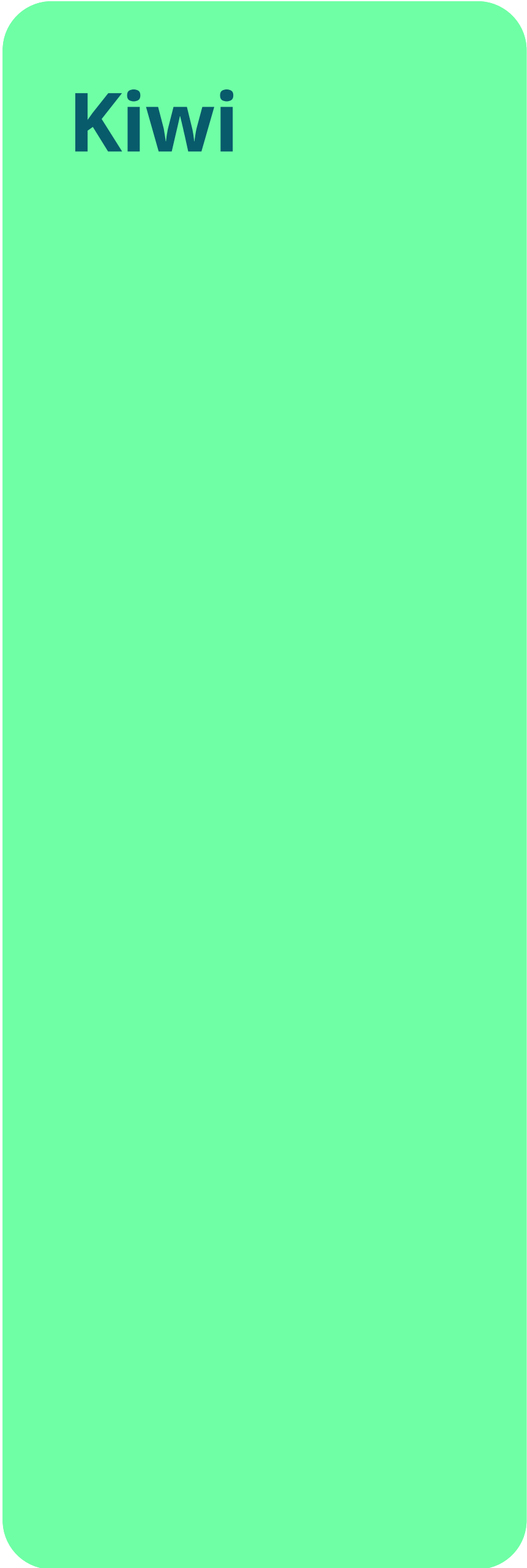
The Georgian logo features the word "ზოგო" (Zogo) in a dark teal, rounded, sans-serif font. The letter "ზ" (Z) is stylized with a thick, curved stroke that forms a wide smile underneath the text. The overall shape of the "ზ" and the smile is symmetrical, mirroring the Latin version.

Georgian

Colour

Wigo's core colour palette is designed to convey energy, friendliness, and approachability.

At the heart of the palette are Forest and Kiwi, primary colours that bring a sense of reliability and freshness. Supporting shades like Carrot, Mint, Lavender and Melon add warmth and vibrancy, creating a dynamic and inviting visual tone.



პრემიუმი

Premium 95

2.87

დიზელი

Diesel

2.81

Smiles

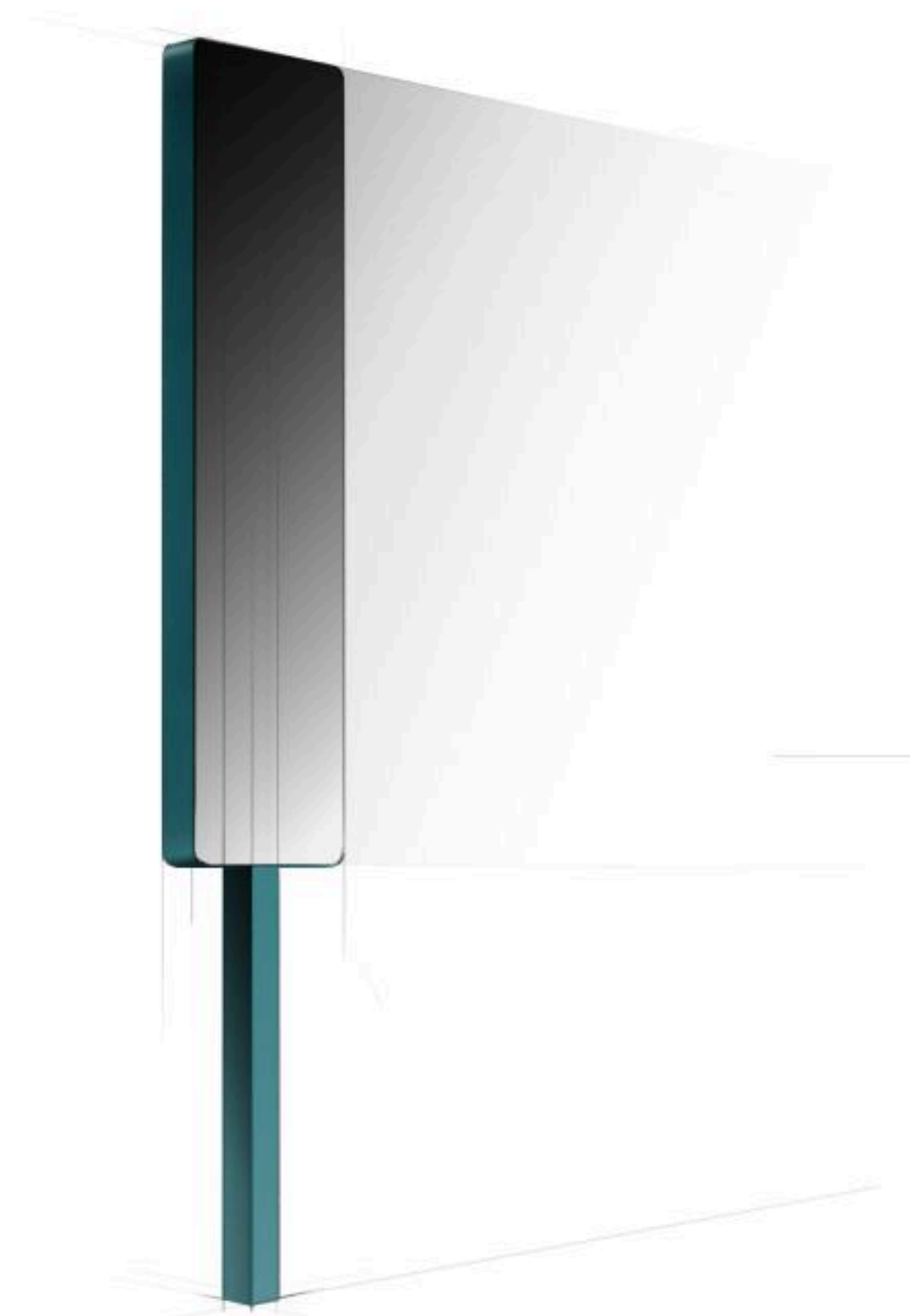
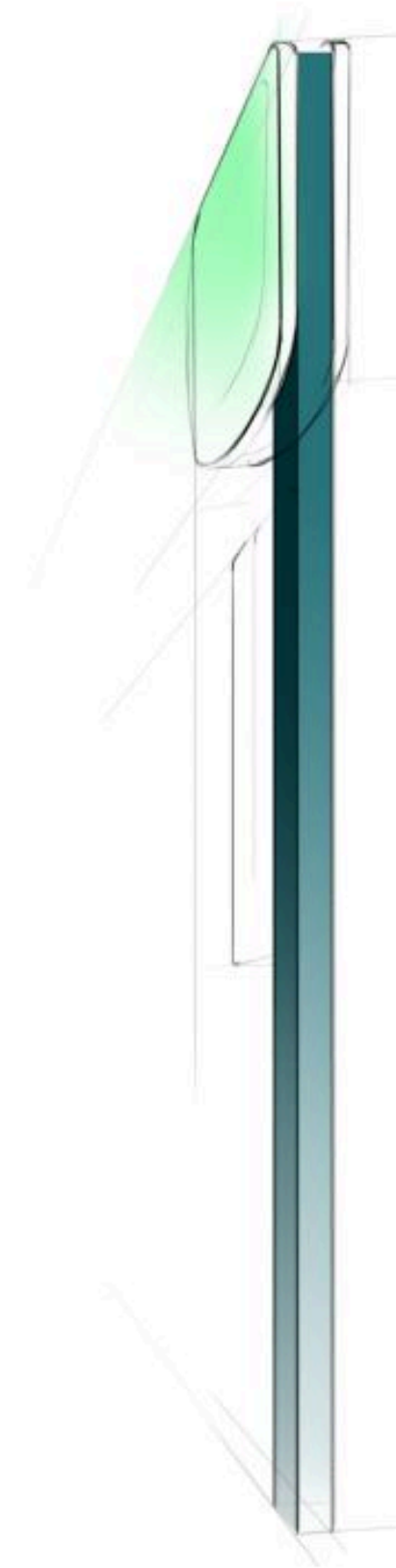
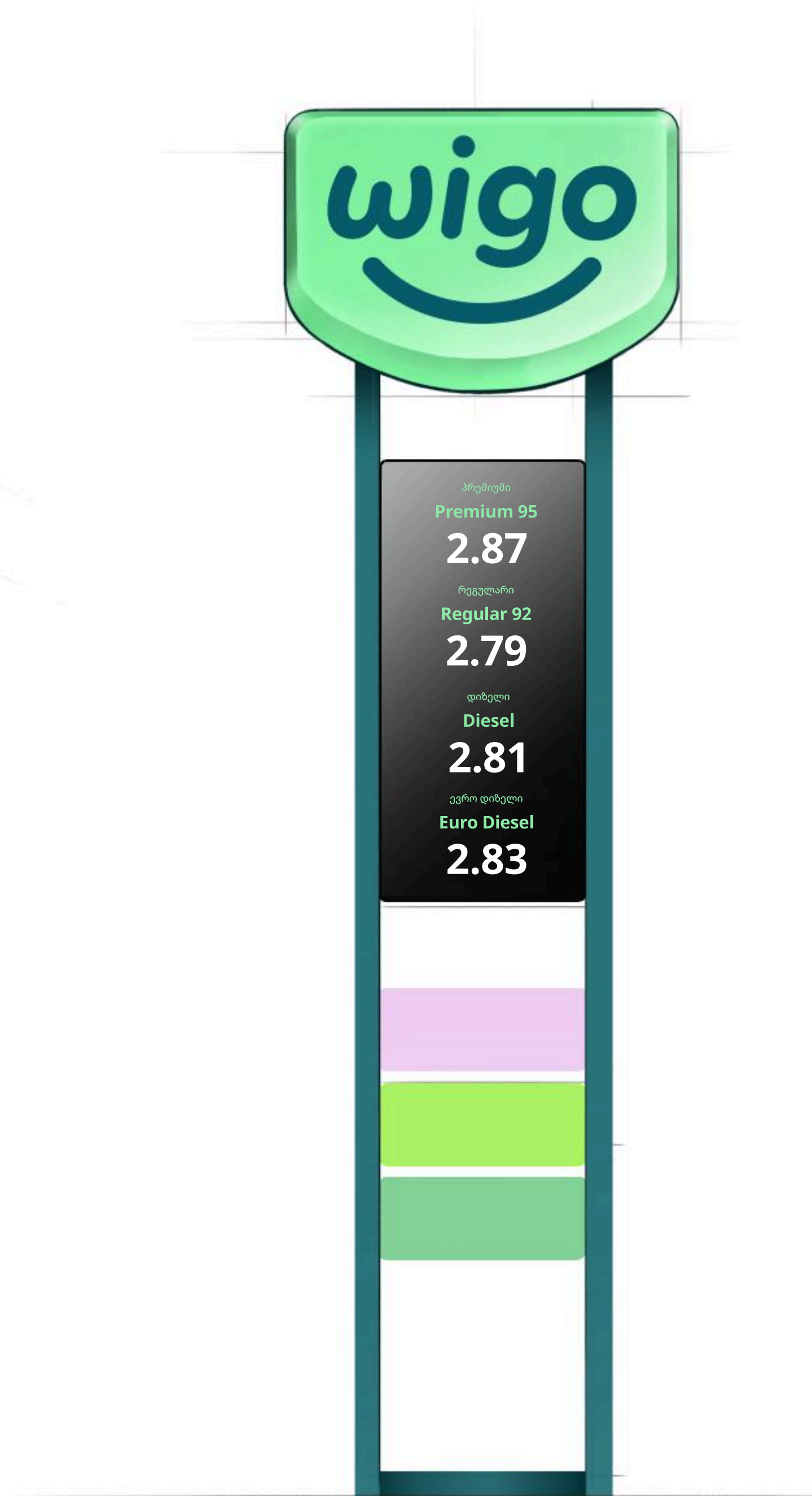
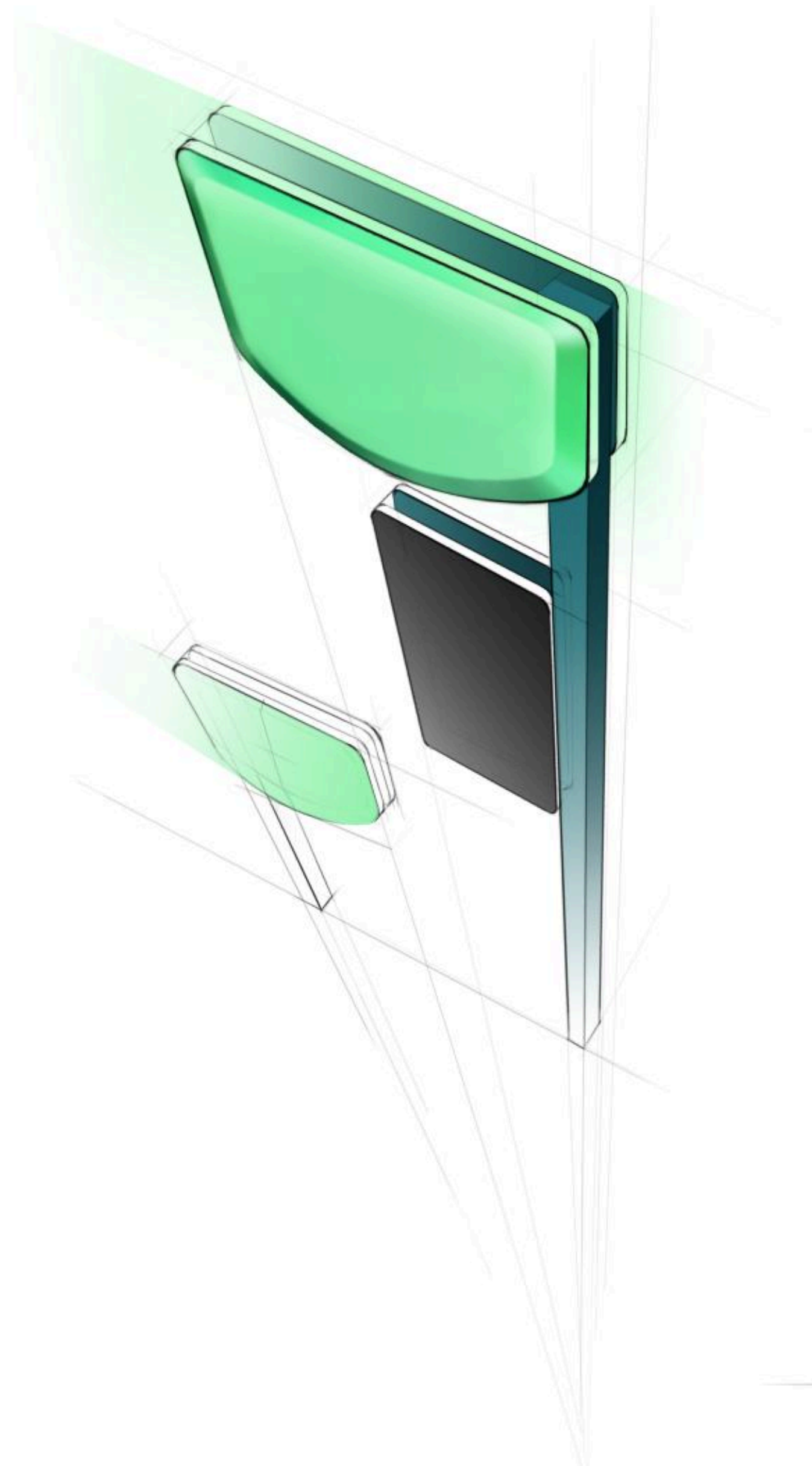
The smile recurs throughout our identity. Graphic elements inspired by smiles can be used across layouts, illustrations, and promotional materials to reinforce Wigo's uplifting character.

It is allowed to experiment with shapes behind the smile and create new variations, as long as they are based on the original logo smile and maintain visual balance.











Styling



Layouts

The sticker-style layouts are ideal for:

- Posters and billboards
- Digital advertising
- Social media content
- In-store signage

**Wigo is a low-cost
petrol station chain
created for real
people on the move.**

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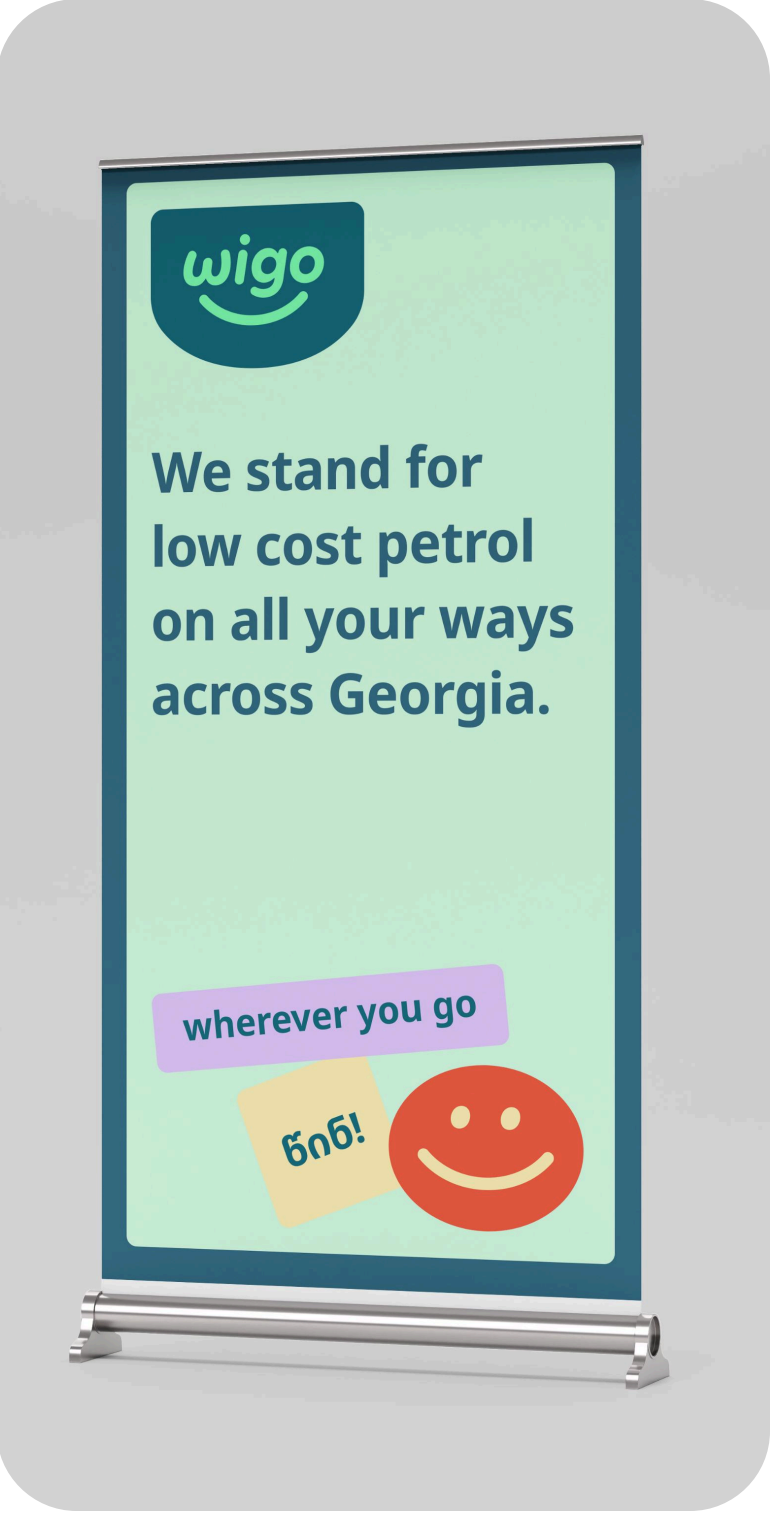
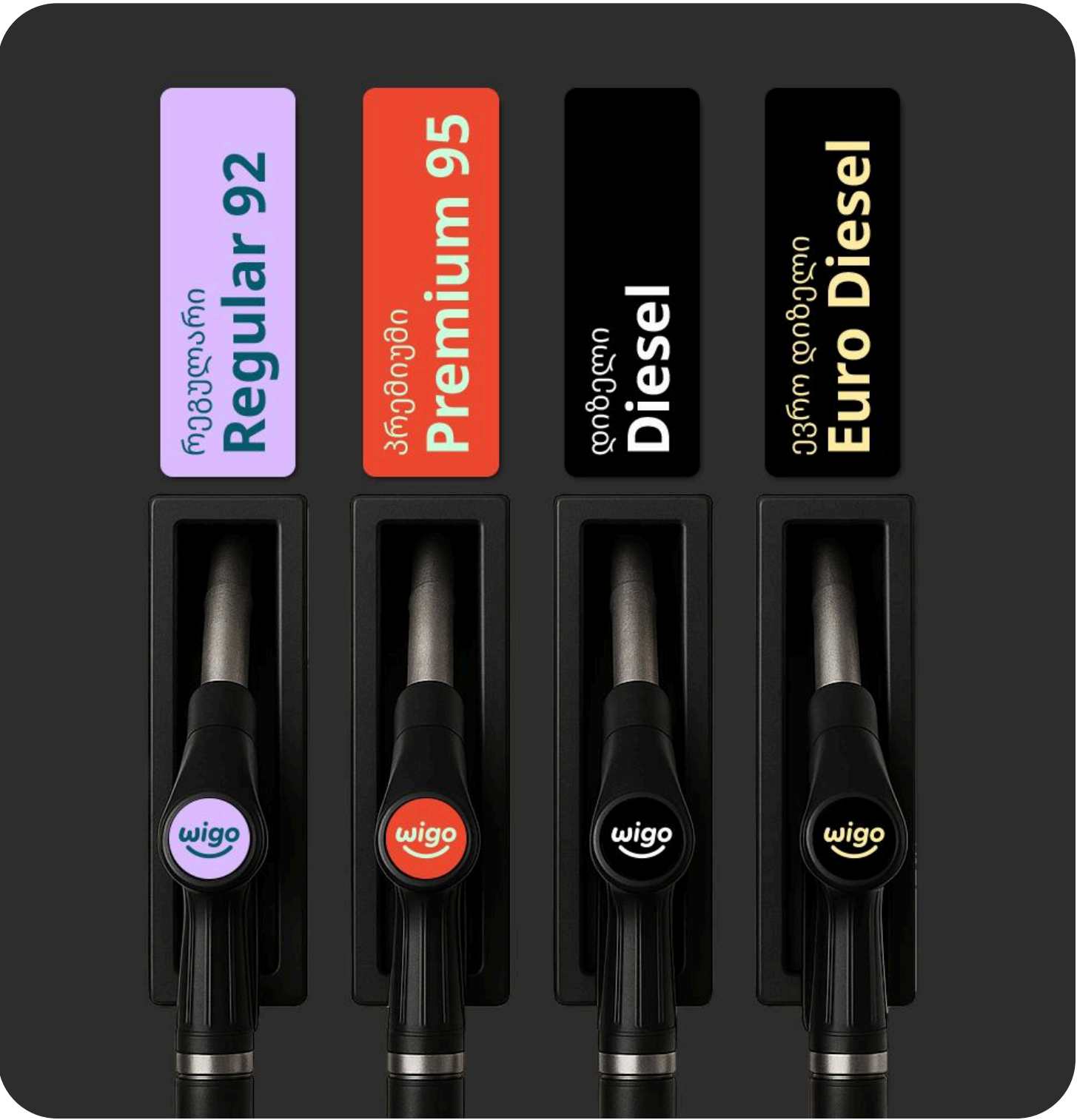
2.79¢

2.81¢

wigo

For family road trips





**WIGO brand establishes
a fresh presence in the Georgian fuel
market, meeting the demands of
today's drivers who seek ease, joy,
and reliability on the road.**



Ready, set, *wigo*

