

FIND RATE

BRAND IDENTITY GUIDELINES

TRIDENT | NOVEMBER 2019

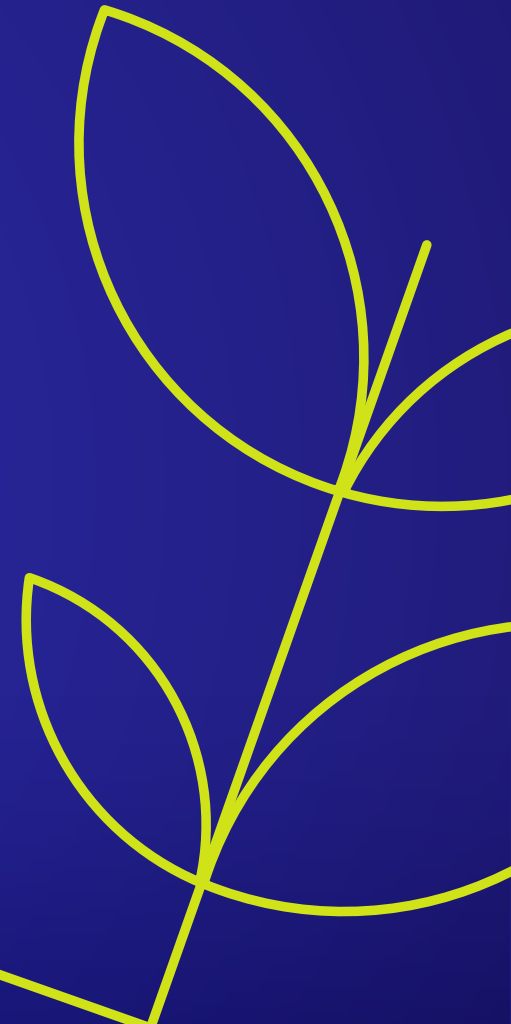
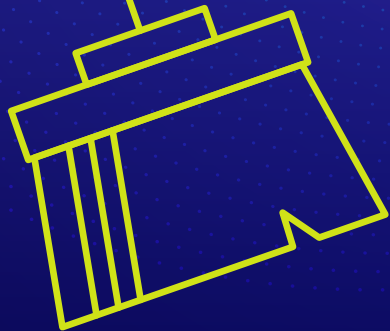




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INTRODUCTION

The importance of visual guidelines for any business or organisation could be summarised in one sentence: "Don't put the cart before the horses". It is one thing to create visually appealing communication tools, but it is of crucial importance to remember that these tools will eventually define what FINDRATE is. Appending our logo on dissimilar productions, streaming in from every direction, would leave an impression of untidiness. But it would also make our brand less recognisable.

Consistently following visual guidelines, on the other hand, helps people define who and how different FINDRATE is. It also saves precious time which would otherwise be spent trying to reinvent the wheel or briefing subcontractors. A consistent branding means more hours spent on content and less on unnecessary layout experimentation.

This document provides a new set of visual guidelines for FINDRATE, which are meant to lay the new foundations of our existing communication products while leaving room for creativity. They revolve around two core elements: a refreshed logo, which ensures visual continuity while seamlessly integrating our brand name and tag-line.

It translates the idea of "community", which is now how FINDRATE defines itself. These guidelines are now an integral part of this definition as well, and as such should become a point of reference for anyone working on internal and external communication products.



ABOUT FINDRATE

FINDRATE is a place where people look for professionals and tradespeople. It is a free service that allows people to contact the help they need and rate their services to add value to them. We tell their journeys along the way.

The rating system is tremendously important for the trades because it ranks them on the site, in addition to having a direct economic impact. The rating connects with shoppers club to give significant discounts where good reputation is rewarded.

We drive customer service and direct commercial interests from their work. We drive truth and reward this.

We share stories of the FINDRATE community, their problems. These stories are unrelated to the products themselves and more targeted at wants and the way people interact amongst themselves.



FINDRATE SYMBOL

FINDRATE's symbol is a strong brand ambassador which helps in the dissemination of the brand's visual identity.

The symbol is closely related to the nature of the endeavour; get better deals as a community! This amalgamation of elements is

explicit in terms of magnifying glass and star which conveys the meaning of finding help and rate the service.

The whole identity can be used as a stand-alone on particular deliverables/ occasions and as a graphic to accentuate brand recognition.



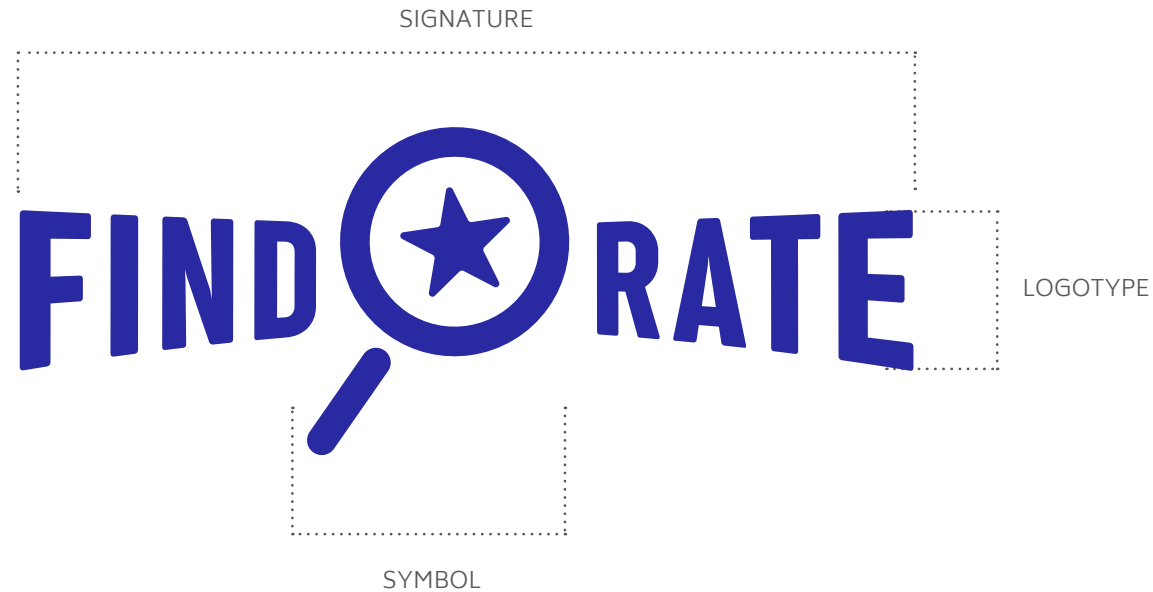
Nevertheless, the choice of using the symbol independently should be thoroughly considered to avoid negative disruption in the branding strategy of FINDRATE.

FIND  RATE

1.0 | LOGO



1.1 | LOGO WITH LOGOTYPE



The FINDRATE logo is our signature.

This signature is the key building block of our identity. It must be at all times consistent. It reinforces the message of a clear, strong identity for FINDRATE. Every aspect of FINDRATE's activities on view internally and externally should be identified by use of the logo.

All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

1.2 | COLOUR VARIATIONS

1. Main logo for use on digital materials.

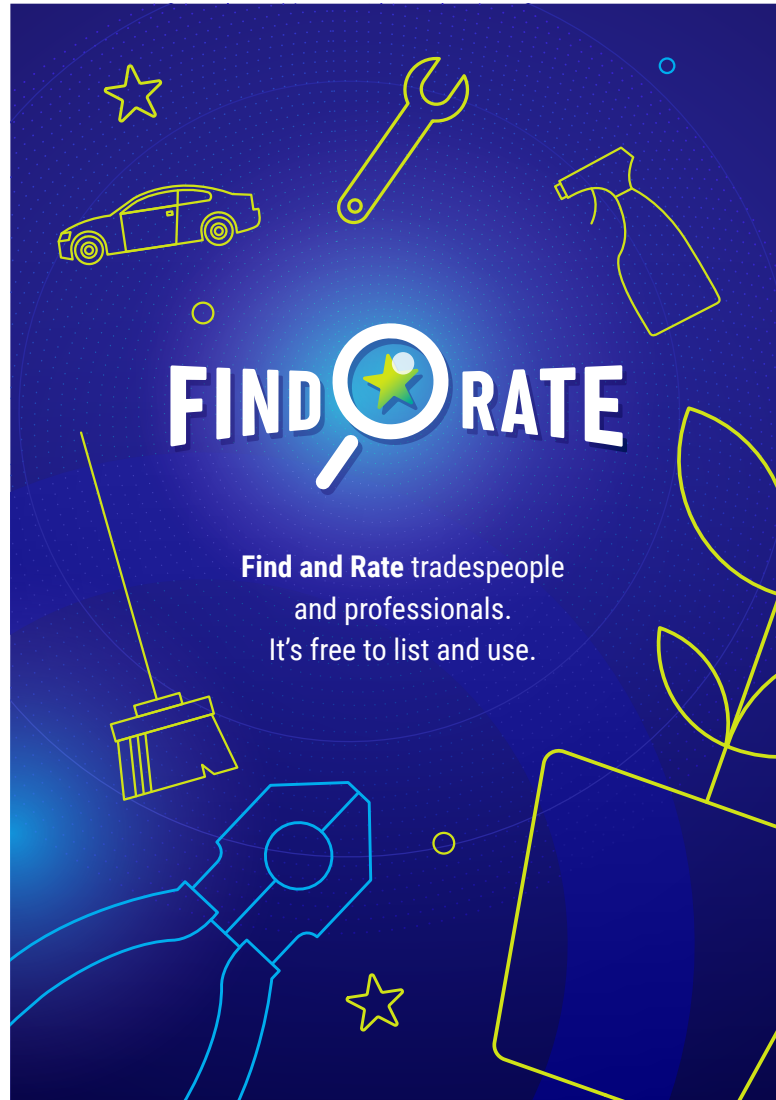


2. Logo for use on printed materials.



The FINDRATE logo can be used in full colour as well as in one colour, based on the supporting hues which will be advised further in this document. The different versions of the logo should be properly used on strategic communication materials to ensure brand continuity and recognition.

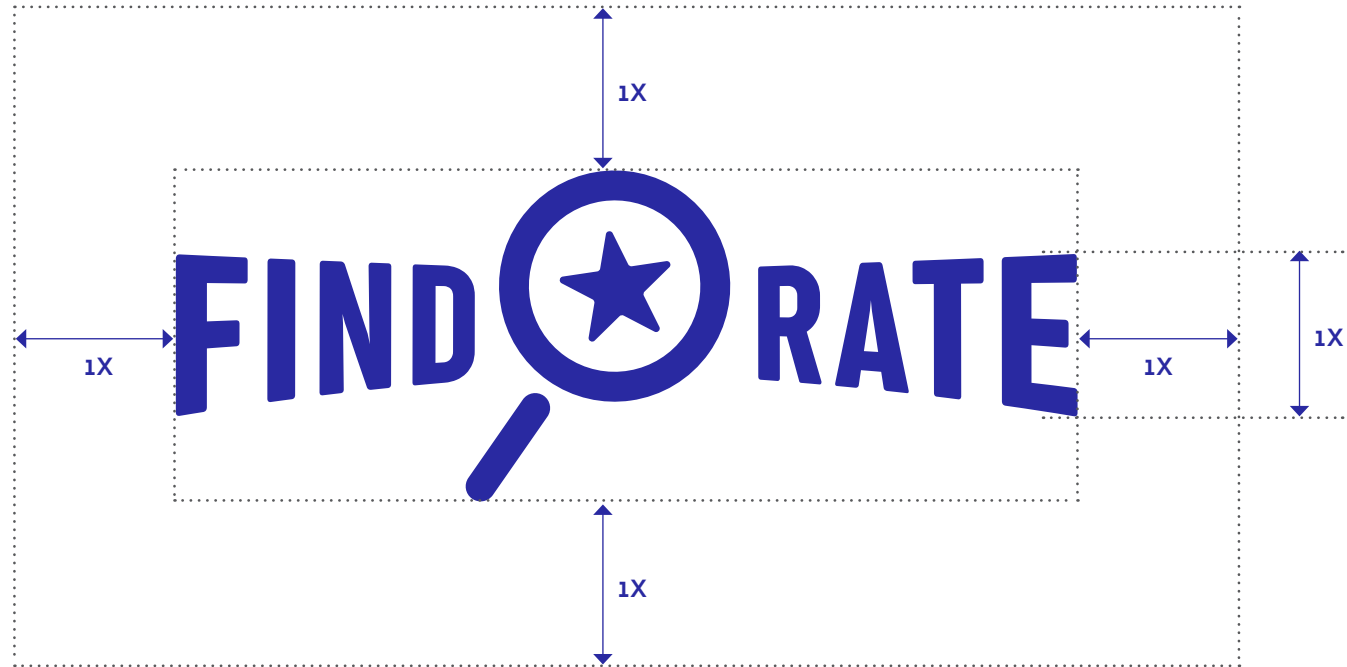
1.3 | USE IN ARTWORKS



The main objective of a logo is to remain recognisable in whatever situation.

FINDRATE logo is no exception. It is advised that whenever the logo is used it is placed on a dark or light plain background to ensure legibility.

1.4 | CLEARANCE



To ensure the integrity of the FINDRATE logo, no design elements such as typography or graphics may intrude on the logo clearance. The logo clearance is equivalent to the height of the logotype as shown in the above illustration.

1.5 | THINGS TO AVOID



DO NOT DISTORT THE LOGO
(HORIZONTAL DISTORTION)



DO NOT DISTORT THE LOGO
(VERTICAL DISTORTION)



DO NOT ENCROACH ON
THE LOGO'S CLEARANCE

Palicaut vessin Etrac fex
nition ltat, te, se desin
resulvit, unum diAn hos
obus etri, quodi poena-
tus. Hucepost reditiam
ret? qui populin dit.



DO NOT CHANGE
THE COLOR



DO NOT DISPLACE
LOGO ELEMENTS



DO NOT PUT THE LOGO
AT AN ANGLE



DO NOT CHANGE
THE LOGOTYPE



DO NOT CHANGE PROPORTIONS



DO NOT USE THE LOGO
IN LOW RESOLUTION

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2.0 | COLOURS

2.1 | COLOURS

D.BLUE	L.GREEN	D.BLUE	L.GREEN
PANTONE ?	PANTONE ?	PANTONE ?	PANTONE ?
CMYK C 100 M 100 Y 29 K 20	CMYK C 20 M 0 Y 90 K 0	CMYK C 85 M 77 Y 49 K 64	CMYK C 8 M 72 Y 18 K 0
RGB R 32 G 32 B 102	RGB R 216 G 223 B 40	RGB R 38 G 44 B 64	RGB R 224 G 108 B 146
Web #212166	Web #d9de29	Web #262c40	Web #e06c92

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3.0 | FONTS



3.1 | FONTS - PRINT AND DIGITAL

One family is used in FINDRATE texts in digital and print documents: **BIRYANI**.

BIRYANI, which is much more legible, is used for corporate communication, commercials, annual reports, brochures, flyers, adverts, posters and website for main titles and texts. No other fonts may be used for the core texts. As for emails it is very important that you use only **Arial** font family.

BIRYANI EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

BIRYANI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

BIRYANI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

BIRYANI SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

BIRYANI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

BIRYANI EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

BIRYANI BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%^&* ()

3.2 | FONTS - HEADLINES

The tagline says something special about the FINDRATE's brand. It is the company's motto! It gives the essence of why FINDRATE exists.

The tagline is intentionally set in **SUGO PRO CLASSIC** (easily available on Google Fonts), which is different from the normal typeface, **BIRYANI**, used for common texts.

SUGO PRO CLASSIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUGO PRO CLASSIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

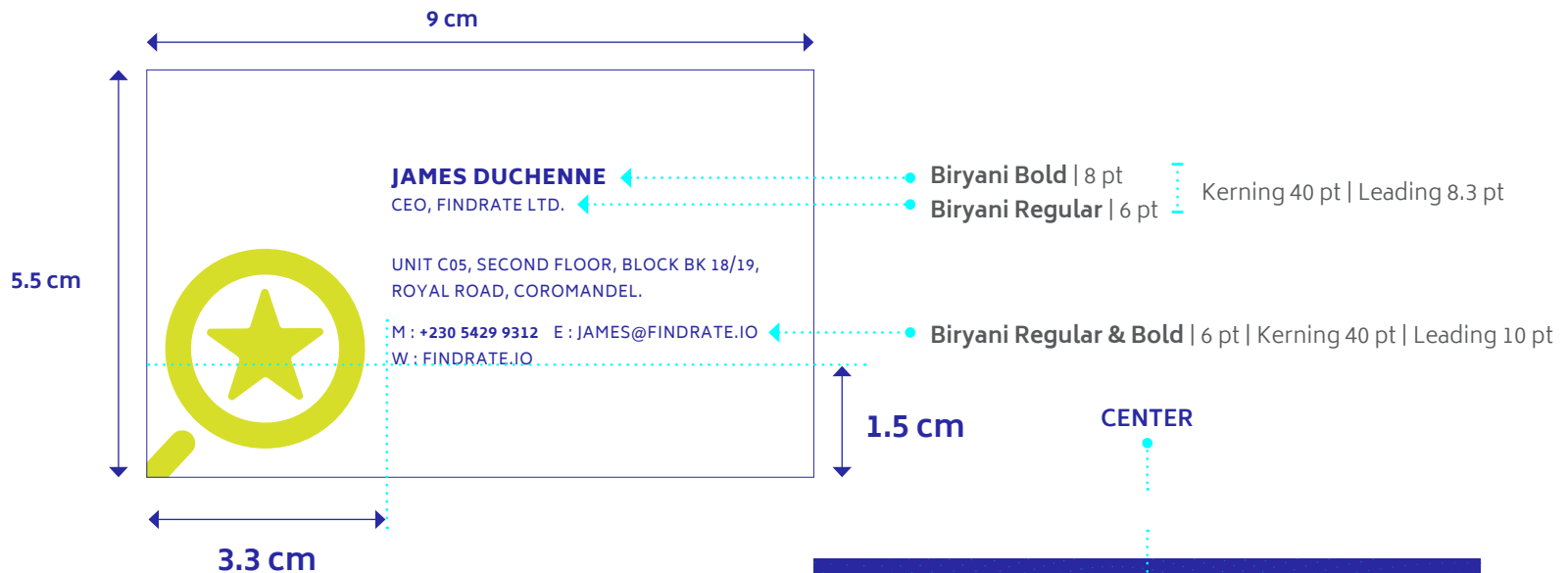
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4.0 | PRODUCTS

4.1 | BUSINESS CARDS

FINDRATE business cards are effective networking tools for its employees and also serve as a promotional tool for the company.

It features two sides: one with the FINDRATE full logo on a green background, and one with the contact details of both FINDRATE and the owner.



PRINTING RECOMMENDATIONS :

- PAPER WEIGHT | 350 gms
- SPECIAL COLOUR | HOT FOIL FOR LOGO

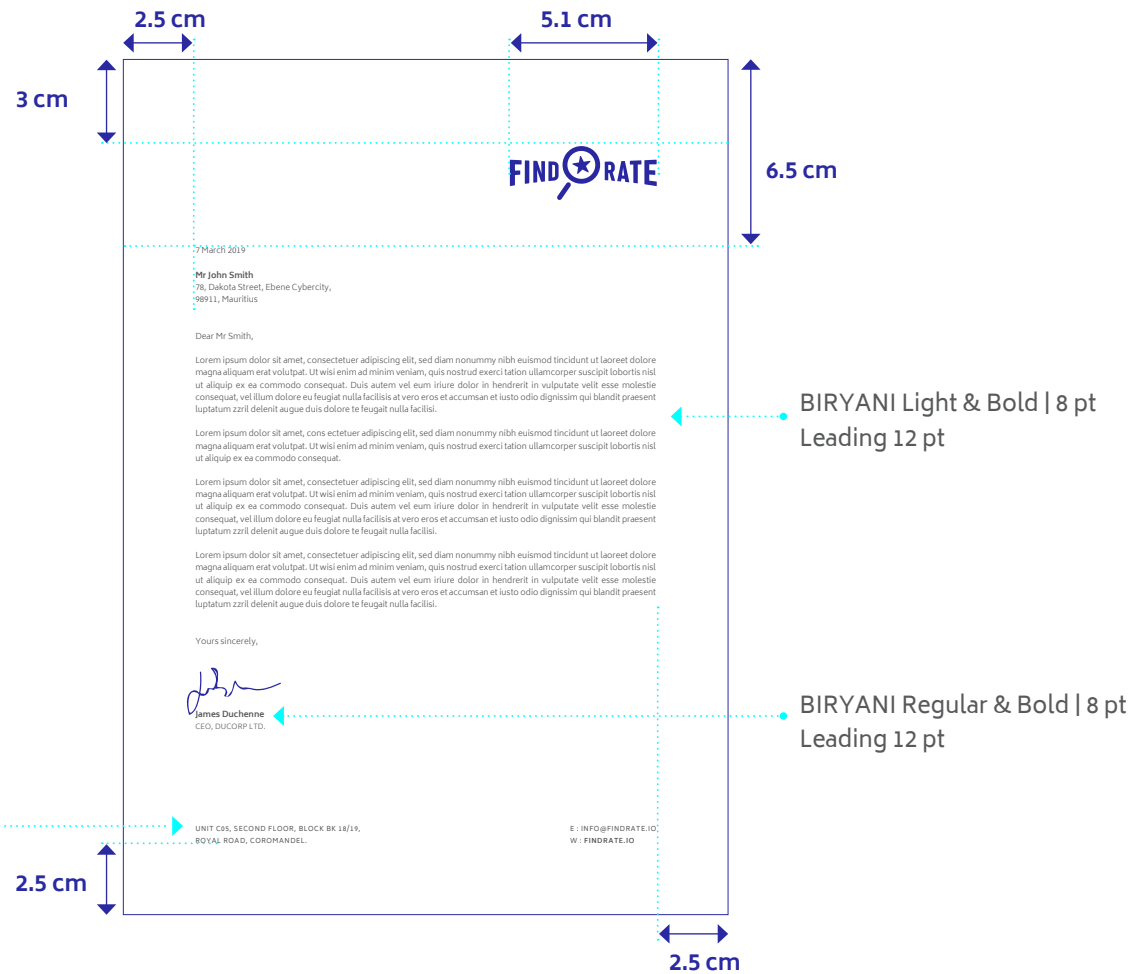


4.2 | LETTERHEAD

FINDRATE letterhead is a must, as it serves as an additional advertising and branding tool.

Please follow the guidelines to ensure proper communication and branding strategy.

BIRYANI Regular 6.5 pt | Kerning 80 pt
Leading 11.5 pt



4.3 | CAP

The cap is an accessory that can be used for everyday activity. The objective is to disseminate the FINDRATE brand. Unlike traditional forms of advertising such as tv and radio ads, print, or online marketing, apparel based advertising that "walks" is more likely to gain attention.



4.4 | T-SHIRT



The T-Shirt forms part of the compulsory official wear for each employee of FINDRATE. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The T-shirt ensures brand recognition and is thus a very powerful tool which complements FINDRATE's branding and communication strategy.

4.5 | POLO-SHIRT



The Polo-Shirt forms part of the compulsory official wear for each employee of FINDRATE. It is their day-to-day uniform whenever employees have to meet clients and when they are on-site for a task. The Polo-shirt ensures brand recognition and is thus a very powerful tool which complements FINDRATE's branding and communication strategy.

4.6 | FACEBOOK

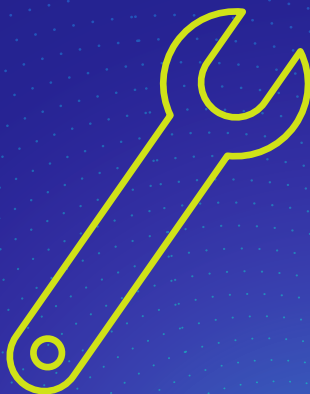
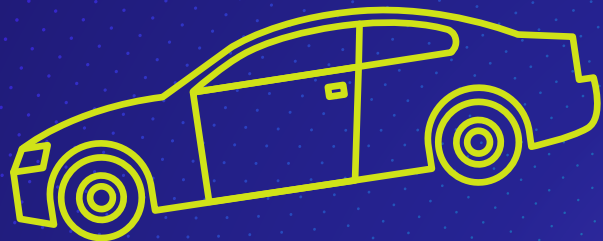
This a sample of the layouts which can be created for social media communication strategies.



PROFILE PICTURE



SOCIAL MEDIA COVER PICTURE



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WWW.FINDRATE.IO

