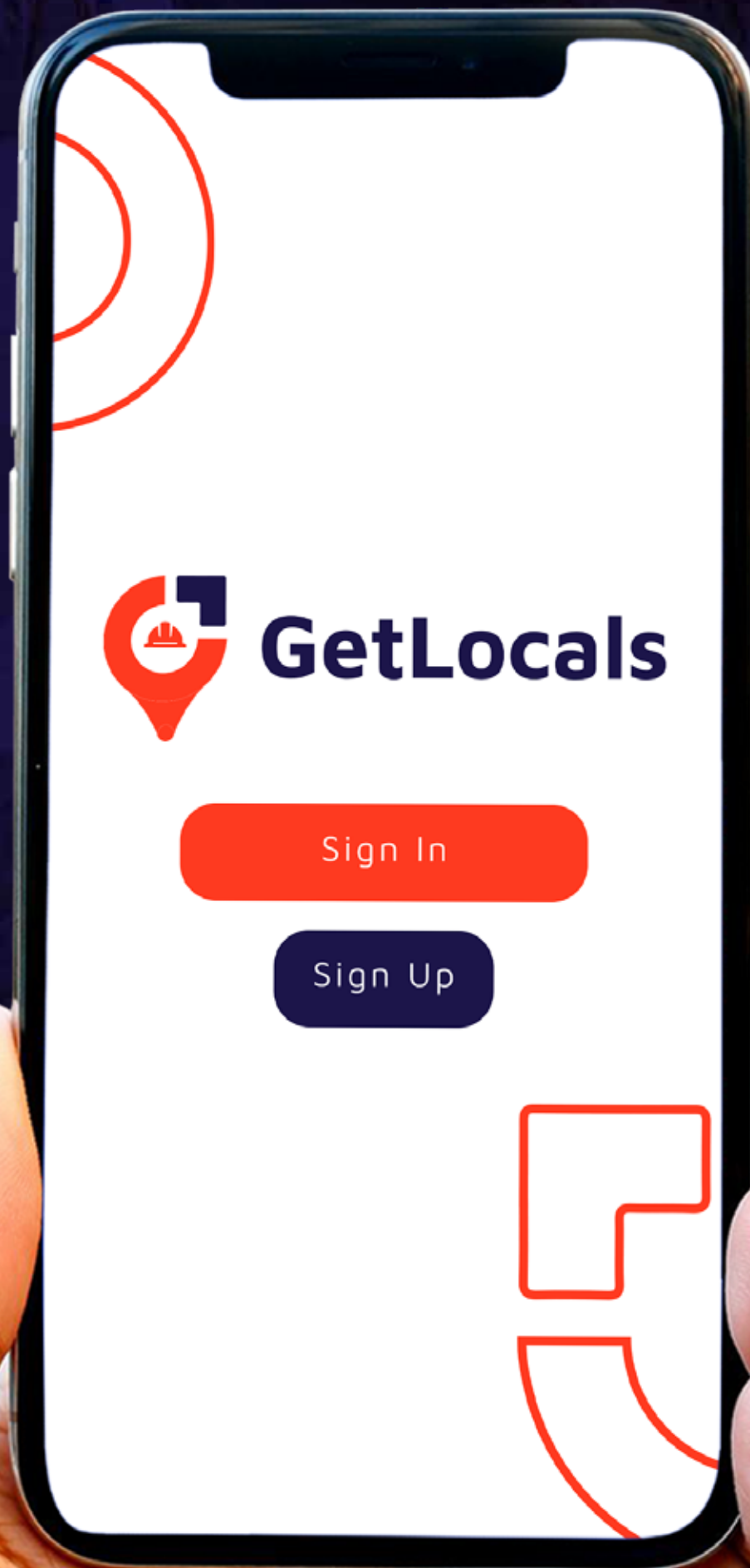


# Brand Book

Guidelines

For Host Communities

By Host Communities





# GetLocals

For Host Communities By Host Communities

## **Purpose:**

To bridge the procurement gap between contractors with projects in host communities and verified local workers. It also serves as a communication platform for events impacting socioeconomics, health, and the environment within these communities.

## **Brand Vision, Mission, and Values**

### **Vision:**

To future-proof host communities.

### **Mission:**

By providing a medium of inclusion.

### **Values:**

**Transparency:** We operate openly and honestly to foster trust and integrity.

**Inclusion:** We ensure everyone in the community has access to opportunities and information.

**Innovation:** We constantly seek new and better ways to serve our communities.

**Dignity:** We respect and honor the inherent worth of every individual.

# Logo Design

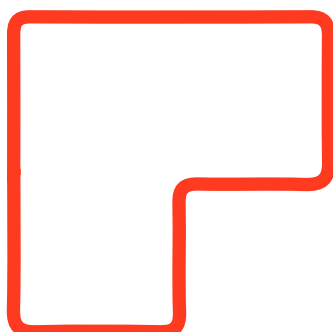
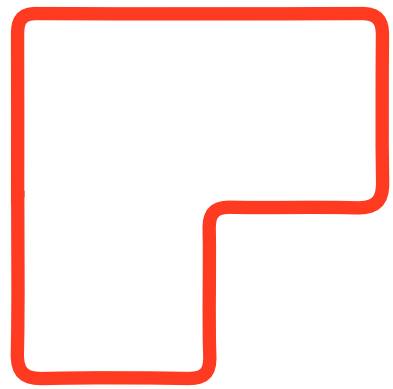
The GetLocals logo embodies the essence of community, connectivity, and trust. It is simple yet memorable, with elements that represent both the technological aspect of the app and the human-centric approach of the brand.



# GetLocals



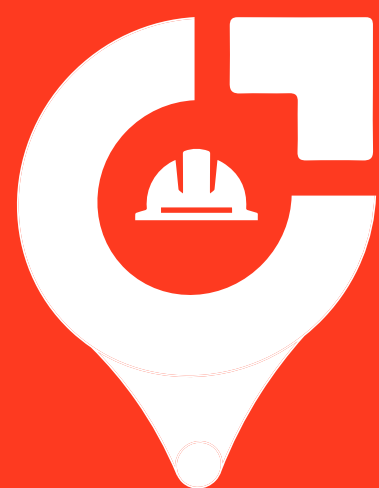
Icon



# Alternative Logo



**GetLocals**



**GetLocals**





## Usage Guidelines

**Logo Placement:** The logo should be prominently placed on all app interfaces, marketing materials, and communication platforms.

**Color Usage:** Maintain consistency in color usage to ensure brand recognition. Primary color should dominate with secondary colors used for highlights.

**Typography:** Use the primary font for headlines and major texts, and the secondary font for body text and formal documents.

# Colour

**Navy Blue (#1c154a)**

**Orange (#fe3a20)**

**Primary Color: Navy Blue (#1c154a)**

Representation: Navy blue symbolizes trust, stability, and professionalism. It conveys a sense of reliability and authority, making it an ideal choice for a brand that focuses on building strong community ties and providing dependable services. This color reflects the commitment of GetLocals to being a trustworthy and stable platform for its users.

**Secondary Color: Orange (#fe3a20)**

Representation: Orange represents energy, enthusiasm, and warmth. It captures the vibrant and dynamic nature of the communities served by GetLocals. This color embodies the brand's proactive approach in connecting people with opportunities, creating a sense of inclusivity and active engagement within the community. The lively and inviting hue of orange balances the seriousness of navy blue, making the brand approachable and friendly.



# Typography

## Primary Font: Maven Pro

### Usage in Branding:

**Headlines and Titles:** Use Maven Pro in bold or extra bold weights for headlines and titles. Its clean lines and strong presence help draw attention and create a professional, impactful look.

**Body Text:** Use regular or medium weights for body text to ensure readability and maintain a clean, approachable feel. Maven Pro's rounded characters make extended reading comfortable while maintaining a modern and polished appearance.

**Subheadings and Highlights:** Utilize medium or semi-bold weights for subheadings or to emphasize key information. This creates a clear visual hierarchy, guiding the reader through the content effortlessly.

**Buttons and Calls to Action:** Use bold or extra bold weights for buttons and calls to action, ensuring they stand out and encourage interaction.

### Alphabet Sample:

Uppercase (A-Z): ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase (a-z): abcdefghijklmnopqrstuvwxyz

Numerals (0-9): 0123456789

Punctuation: ! ? , . : ; " " ( ) [ ] { } # @ & % \$ - \_ + = / \



# Logo Application



Coffee Cup

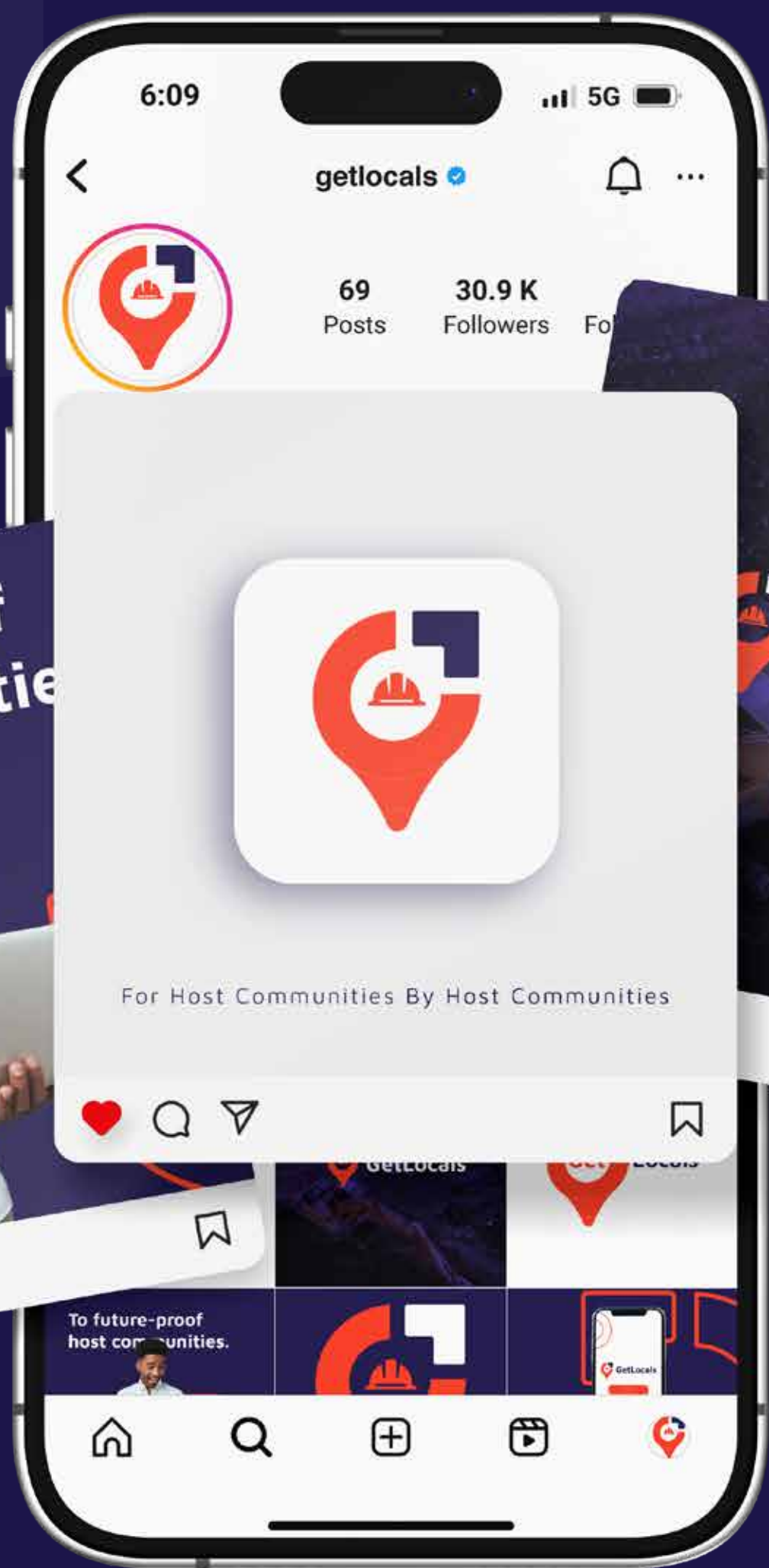


Access Card

Always ensure the correct version of the logo is used across all company's stationary. This ensures the brand is consistent and recognizable in all of our correspondence.



The logo should be placed on a solid background, preferably white or the navy blue brand color. Avoid placing the logo on backgrounds with competing patterns, textures, or other graphics that may interfere with its visibility





# GetLocals

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