



Brand & Visual Style Guide

Brand identity manual





LIEFER

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01

Introduction

Introduction

Get to know our company



About

Liefer is a courier service established to provide our customers with world-class delivery service in Algeria. Liefer is **easy** to use, **reliable** and **fast**.

Story

Liefer's name is adapted from the german word «Lieferung» which means delivery.

We chose this name because it's **simple** and **easy** to remember and describes the true meaning of our services and the objectives of the company.

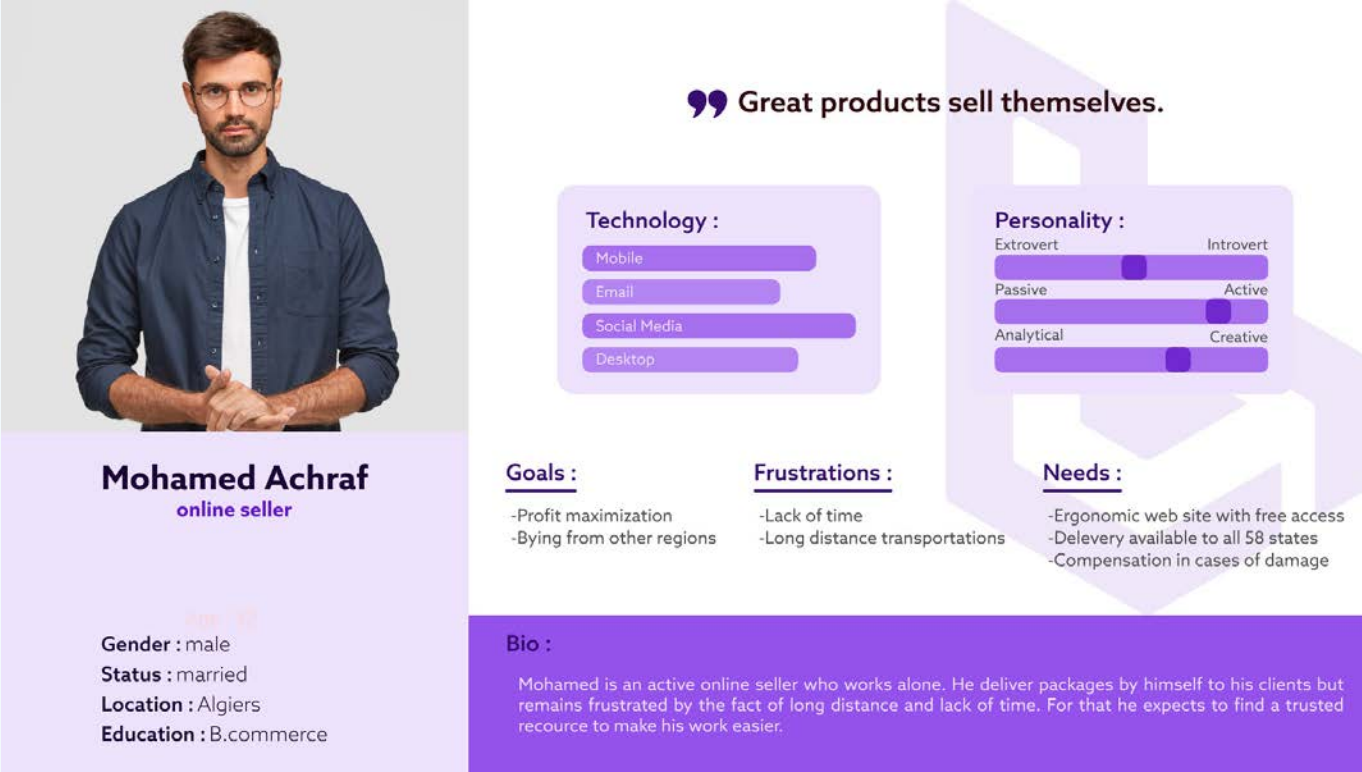
Services

We are looking to ensure to deliver merchandise to anywhere and to deliver on time by this services.

- Packaging services • Door-to-door shipping • Tracking service • Fast delivery



Audience Persona



“ Great products sell themselves.

Technology :

- Mobile
- Email
- Social Media
- Desktop

Personality :

- Extrovert — Introvert
- Passive — Active
- Analytical — Creative

Mohamed Achraf
online seller

Gender : male
Status : married
Location : Algiers
Education : B.commerce

Goals :

- Profit maximization
- Bying from other regions

Frustrations :

- Lack of time
- Long distance transportations

Needs :

- Ergonomic web site with free access
- Delevery available to all 58 states
- Compensation in cases of damage

Bio :

Mohamed is an active online seller who works alone. He deliver packages by himself to his clients but remains frustrated by the fact of long distance and lack of time. For that he expects to find a trusted recourse to make his work easier.

We are representing our ideal audience and their behaviors, goals, challenges, interests, and more by defining this persona.





The image shows a modern building with a dark grey facade and large glass windows. The word "LIEFER" is displayed in large, white, 3D block letters on the upper part of the building. To the left of the text is a white logo consisting of a stylized 'L' shape with a small square at its top-left corner. The building's glass reflects the sky and clouds. The sky is blue with scattered white clouds. The overall scene is brightly lit, suggesting a sunny day.

LIEFER



02

Logo

Logo

The Symbol and The Identity



Logo

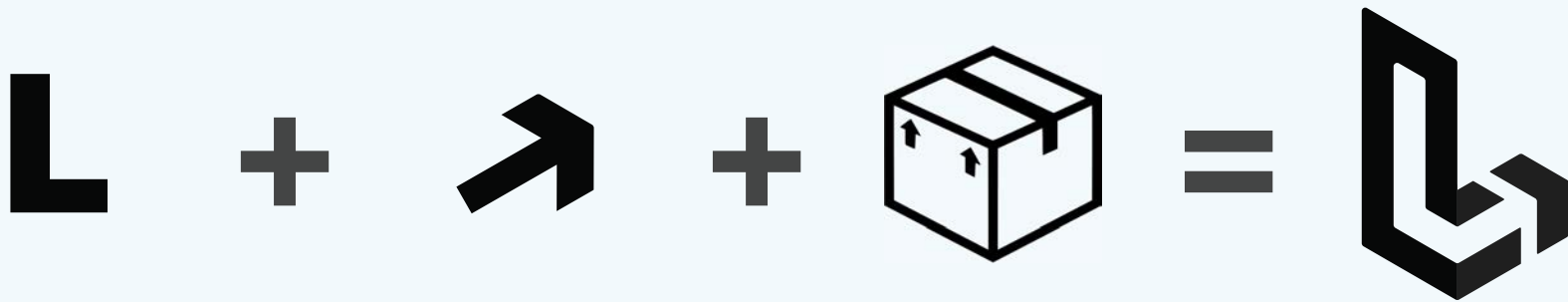


The official full fledged logo of Liefer should be used in all instance related to this brand.

The Liefer Logotype is a symbolic representation of the brand. It should not be altered in any way under any circumstances.



Concept

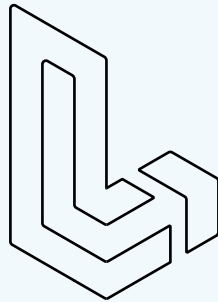
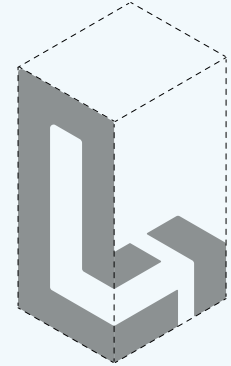
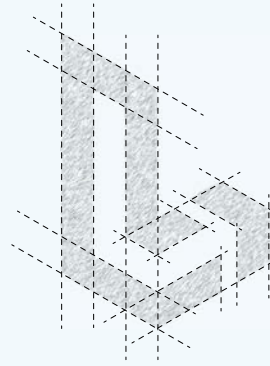


The logo is the letter L ending with the arrow , developed from a 3D looking shape wich is a cube (or a box).

- › Character (L) Abbreviation for company name (Liefer).
- › This **Arrow** served to symbolize Liefer's speed and accuracy.
- › We took the **Box** shape to our logo, to represent the packaging and the parcel.



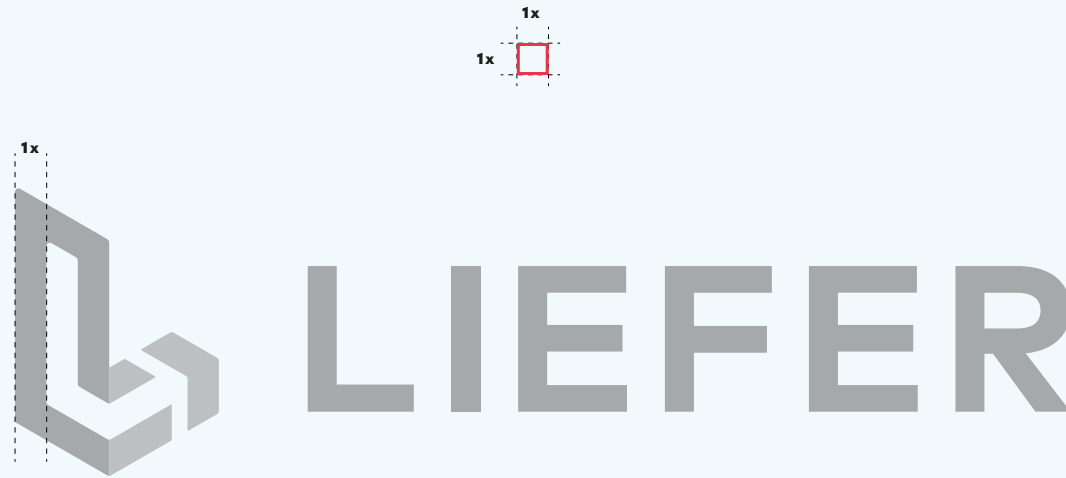
Construction



The logo is well structured, precisely measured and well crafted.
Using °60 grid system, we were able to achieve this look for our logo.



Proportion



The width of the line is the determinant factor of your logo and proportion.
The width of the line is considered to be 1x and all measurement is done using this value.



Exclusion Zone



The exclusion zone refers to the area around a logo, specifying the amount of designed clear space or containing no other graphic or text that can surround the logo.

The exclusion zone for the logo is 3x on each side of our logo.



Variations

HORIZONTAL



VERTICAL



The logo is responsive and available in a variety of color combinations. They may be used interchangeably based on the background color.



Variations

HORIZONTAL



VERTICAL







03

Color Palette

Color Palette

Bringing Our Desing to life



Primary Palette



Red Crayola

HEX: #EB3349

RGB: 235, 51, 73

CMYK: 0, 78, 69, 8

HSB: 353, 78, 92



Russian Violet

HEX: #1B0637

RGB: 27, 6, 55

CMYK: 51, 89, 0, 78

HSB: 266, 89, 22



White

HEX: #FAFAFA

RGB: 250, 250, 250

CMYK: 0, 0, 0, 2

HSB: 0, 0, 98

These colors have been selected because they contribute to the **cohesion** and **harmony** of our logo.

Denotes the boldness of our brand. Red represents **agility** in our brand.



Secondary Palette



Orange Soda

HEX: #F45C43

RGB: 244, 92, 67

CMYK: 0, 62, 73, 4

HSB: 8, 73, 96



Persian Indigo

HEX: #380D71

RGB: 56, 13, 113

CMYK: 50, 88, 0, 56

HSB: 266, 88, 44



Eerie Black

HEX: #252525

RGB: 37, 37, 37

CMYK: 0, 0, 0, 85

HSB: 0, 0, 15

These colors will accompany the primary colors in some circumstances (texts, brand,...).



liefer.com

We Take Care of It.



info@liefer.dz

+213789456123

Rue 118 Rochier Noir



04

Typography

Typography

Communicating To The World



Primary Typeface

Mark-OT

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 123 4 5 6789(! @ # \$ % ^ & * ?/{ } [] ; :)

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 123 4 5 6789(! @ # \$ % ^ & * ?/{ } [] ; :)

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 123 4 5 6789(! @ # \$ % ^ & * ?/{ } [] ; :)

Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 123 4 5 6789(! @ # \$ % ^ & * ?/{ } [] ; :)

This "Sans Serif" typography adapts perfectly to our logo.
 It has fairly round curves as well as very correct letter spacing.
 It will highlight the illustration represented by our logo.



Secondary Typeface

Roboto

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 123 4 5 6789(! @ # \$ % ^ & * ?/{}[]:;)

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 123 4 5 6789(! @ # \$ % ^ & * ?/{}[]:;)

Bold

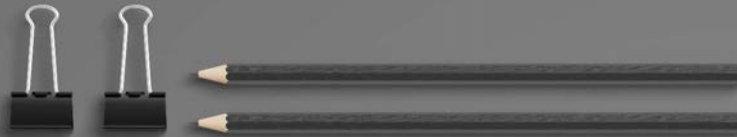
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 123 4 5 6789(! @ # \$ % ^ & * ?/{}[]:;)

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 123 4 5 6789(! @ # \$ % ^ & * ?/{}[]:;)

The Roboto is a very elegant typography and it will be used as a secondary typography.





LIEFER

Phone: +213 552657503
35000,Lorem,Street,Amet
Liefer-mail-delivery.com

Lorem Ipsum
Dolor
Amet

30 September 2021
Delivery registration

Nunc dapibus nulla ut diam accumsan, eu convallis nunc porta. Morbi euismod sapien sed accumsan maximus. Integer sit amet eleifend lacus, quis faucibus odio. Nulla tincidunt diam elit, varius rhoncus metus porttitor a. Vestibulum rhoncus massa massa, eu vehicula dolor tempor non. Vivamus et neque viverra, semper odio id, blandit neque. Pellentesque pellentesque lacus ac aliquet volutpat. Maecenas et cursus urna, vitae posuere ante. Suspendisse bibendum est magna, a ornare ante sollicitudin et. In ornare elit nisl, sit amet rhoncus purus malesuada non. Morbi varius porta lorem, faucibus aliquam tortor finibus non. Cras luctus turpis quis massa semper, sed euismod lacus varius. Nulla facilisi. Etiam auctor vel enim vitae gravida. Nulla in eros malesuada, viverra risus at, tincidunt du. Nunc dapibus nulla ut diam accumsan, eu convallis nunc porta. Morbi euismod sapien sed accumsan maximus. Integer sit amet eleifend lacus, quis faucibus odio. Nulla tincidunt

Nunc dapibus nulla ut diam accumsan, eu convallis nunc porta. Morbi euismod sapien sed accumsan maximus. Integer sit amet eleifend lacus, quis faucibus odio. Nulla tincidunt diam elit, varius rhoncus metus porttitor a. Vestibulum rhoncus massa massa, eu vehicula dolor tempor non. Vivamus et neque viverra, semper odio id, blandit neque. Pellentesque pellentesque lacus ac aliquet volutpat. Maecenas et cursus urna, vitae posuere ante. Suspendisse bibendum est magna, a ornare ante sollicitudin et. In ornare elit nisl, sit amet rhoncus purus malesuada non. Morbi varius porta lorem, faucibus aliquam tortor finibus non. Cras luctus turpis quis massa semper, sed euismod lacus varius. Nulla facilisi. Etiam auctor vel enim vitae gravida. Nulla in eros malesuada, viverra risus at, tincidunt du. Nunc dapibus nulla ut diam accumsan, eu convallis

Regards

Amir Mahmoud





05

Web Site

Web Site

Presence in the virtual world



Design System

Typography

Roboto

Display

used for desktop

**Display -64px
Extra Bold**

Heading

Headings are in 2 categories, Large for Desktop
small for mobile.

**Heading 1 -48px
Extra Bold**

**Heading 1 small -34px
Extra Bold**

**Heading 4 -20px
Bold**

**Heading 4 small -16px
Bold**

**Heading 5 -16px
Bold**

**Heading 5 small -14px
Bold**

**Heading 2 -34px
Bold**

**Heading 2 small -24px
Bold**

**Heading 6 -14px
Bold**

**Heading 6 small -12px
Bold**

**Heading 3 -24px
Bold**

**Heading 3 small -20px
Bold**



Design System

Typography

Roboto

Body

These styles can be used both for Desktop and mobile

Body Large -16px
Regular

Body small -14px
Regular

Caption Large -12px
Regular

Caption Small -11px
Regular

Footer -10px
Regular

Body Large -16px
Medium

Body small -14px
Medium

Caption Large -12px
Medium

Caption Small -11px
Medium

Footer -10px
Medium

CAPTION LARGE -12PX
MEDIUM CAPS

CAPTION SMALL -11PX
MEDIUM CAPS

FOOTER -10PX
MEDIUM CAPS

We took roboto as the **main** typeface to our website.
These are our typography design system. Which is very **harmonious**
and **responsive** to all devices.



Design System

Neutral

These colors are used as supporting secondary colors in backgrounds, text colors, separators, models, etc

				
50 #F9F9F9	300 #E1E1E1	500 #B5B5B5	700 #505050	900 #252525

Primary

The primary color palette is used across all the interactive elements such as CTA's, links, inputs, active states, etc

				
50 #EDE2FC	300 #9552EC	500 #6316C7	700 #380D71	900 #1B0637

Secondary

The secondary color palette is used alongside the primary to indicate to the user it's the secondary focus.

				
50 #F38A97	300 #EE5062	500 #E61A2D	700 #CC142A	900 #AF1124

Success

These colors depict an emotion of positivity. Generally used across success, complete states.

				
50 #E2FCE2	300 #07E2A4	500 #05AC7D	700 #047857	900 #035D44



Design System

Colors

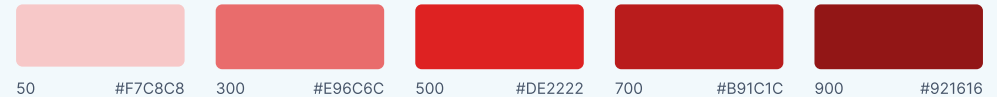
Warning

These colors depict an emotion of holding. Generally used across warning or on-hold states.



Error

These colors depict an emotion of negativity. Generally used across error states.



Shades

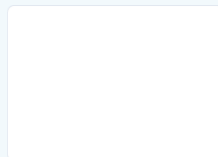
These colors are used as supporting secondary colors in backgrounds, text colors, separators, models, etc



Design System

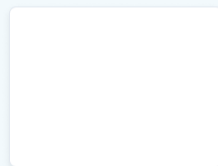
Shadow (None)

Blur: 0, Y:0, A: 0%



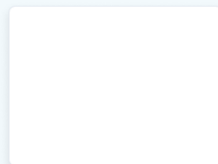
Shadow (XS)

Blur: 8, Y:4, A: 8%



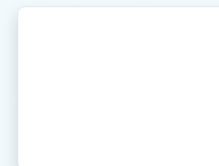
Shadow (SM)

Blur: 12, Y:6, A: 11%



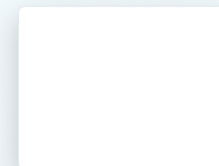
Shadow (MD)

Blur:18 , Y:9, A: 15%



Shadow (LG)

Blur: 37, Y:13, A: 21%



Shadow (XL)

Blur: 56, Y:20, A: 29%



Drop Shadows



Design System

Components

Buttons

Button CTA

Button CTA

Button CTA

Button CTA

Button CTA

Button CTA

Button CTA

Button CTA

Button CTA

Alerts



Error: Error Message



Success: Success Message



Notification: Notification Message



Design System

Components

Forms

Label

Placeholder

Focus

Filled Input

Success

Sucess



Error

Error



Dropdown



Select



Default



Checked



Disabled

RADIO BUTTON



Default



Selected



Disabled

TOGGLE BUTTON



Off



On



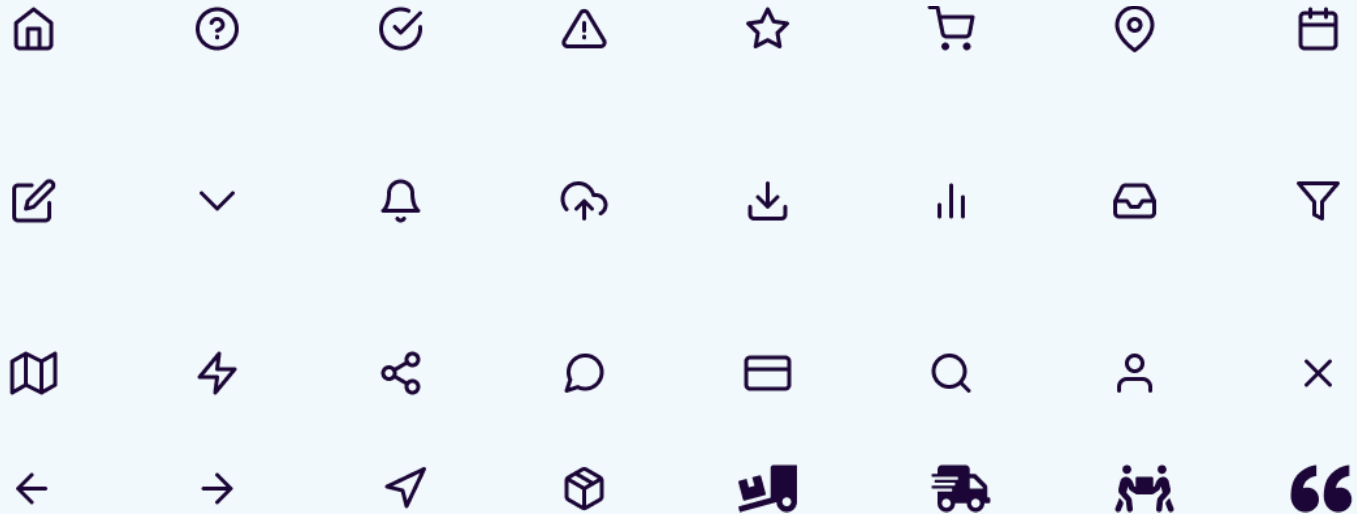
Disabled



Design System

Components

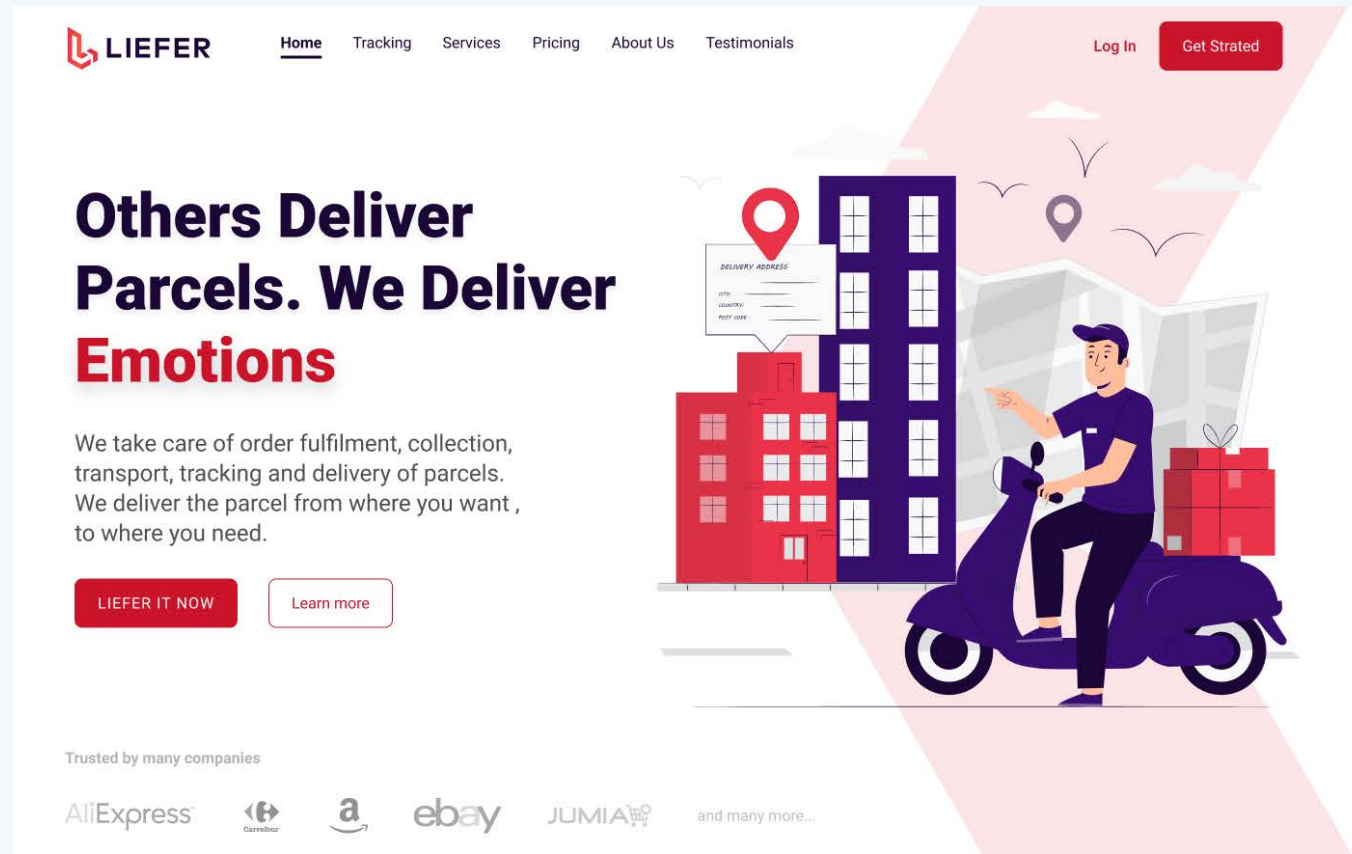
Icons



05 Web Site

UI Model

Home

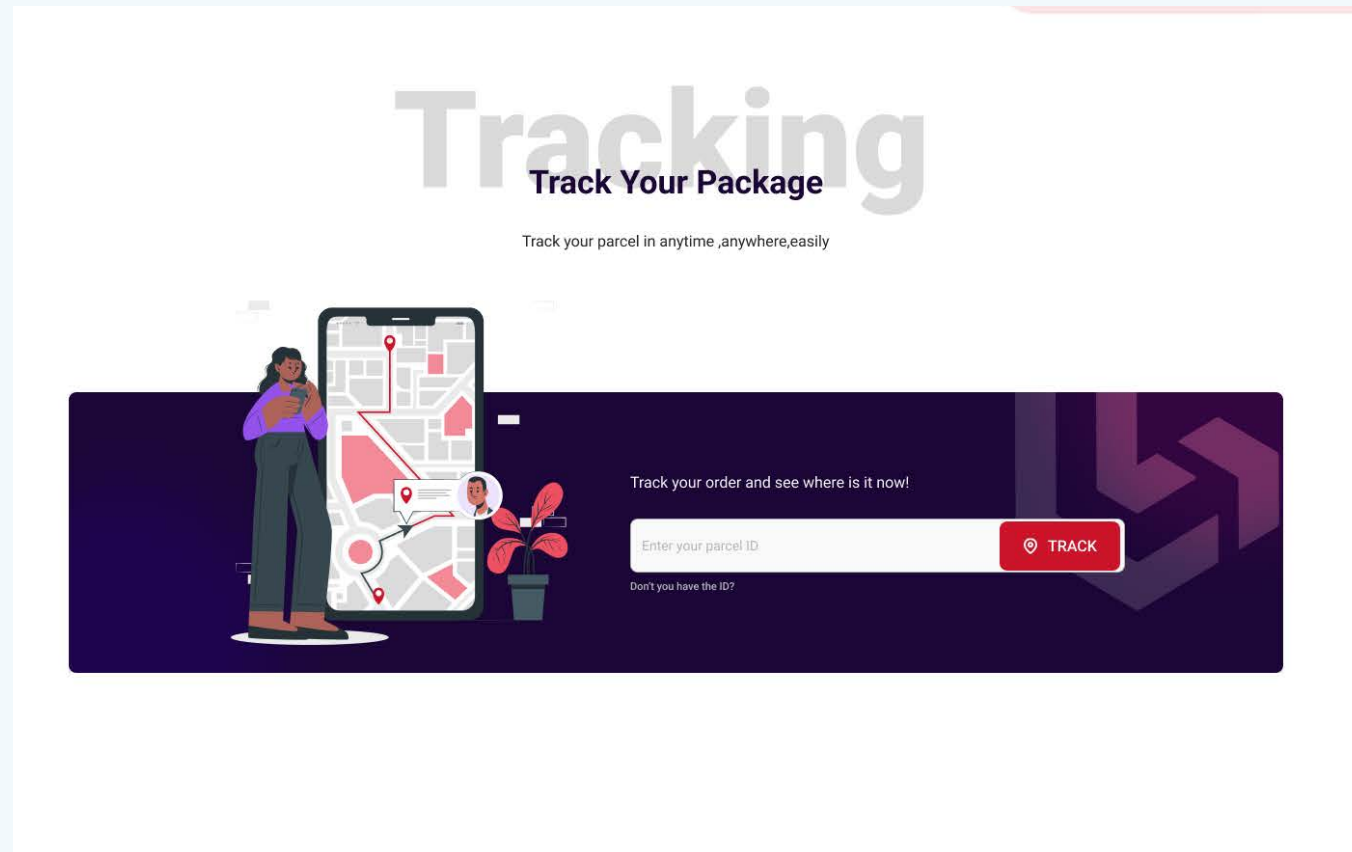


05

Web Site

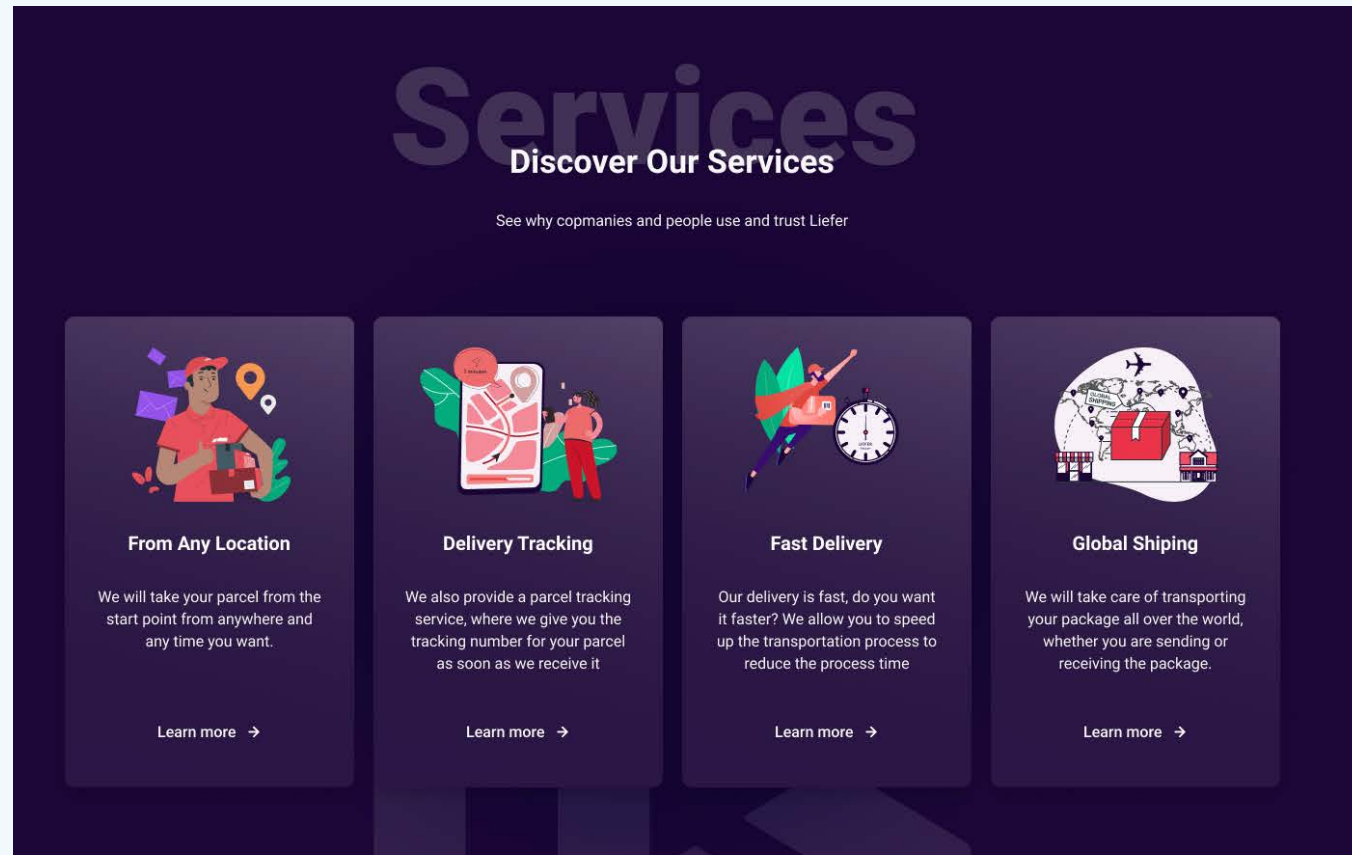
UI Model

Tracking



UI Model

Services




UI Model

Pricing

Pricing


Calculate The Price

Find out how much the service will cost you, then order one



RECEIPT	
1x	\$25,50
2x	\$299,00
1x	\$32,99
1x	\$6,50
TOTAL	\$363,99
CASH	\$400,00
CHANGE	\$36,01

THANK YOU!



Get Your Quote Instantly

Please enter your parcel informations:

Distance (Km):

Weight (Kg):

Length (cm):

Height (cm):

Width(cm):

☐ Super Fast Delivery (3%)

Estimated Price:
100.00 DZD

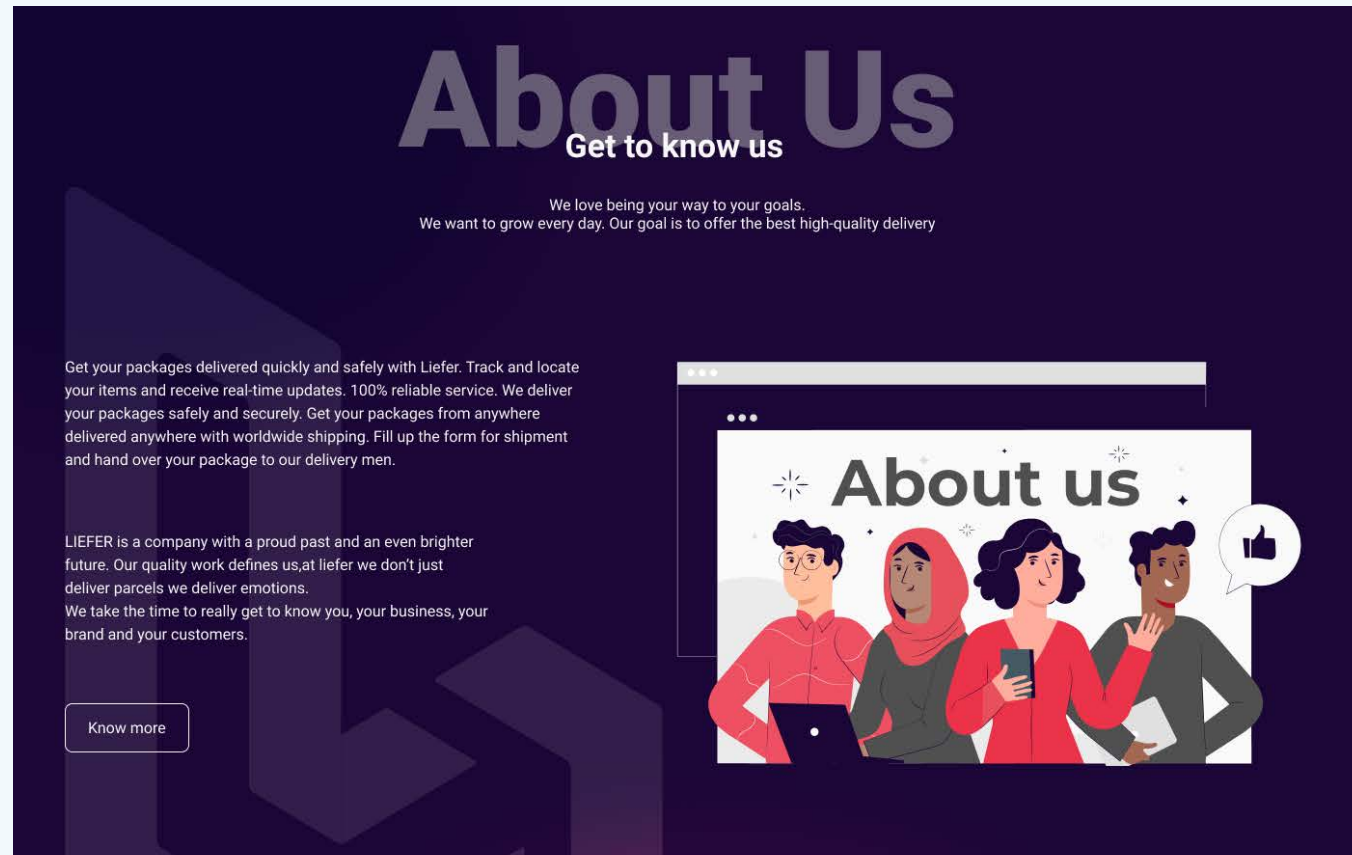
Order Delivery

Need a business plan ?



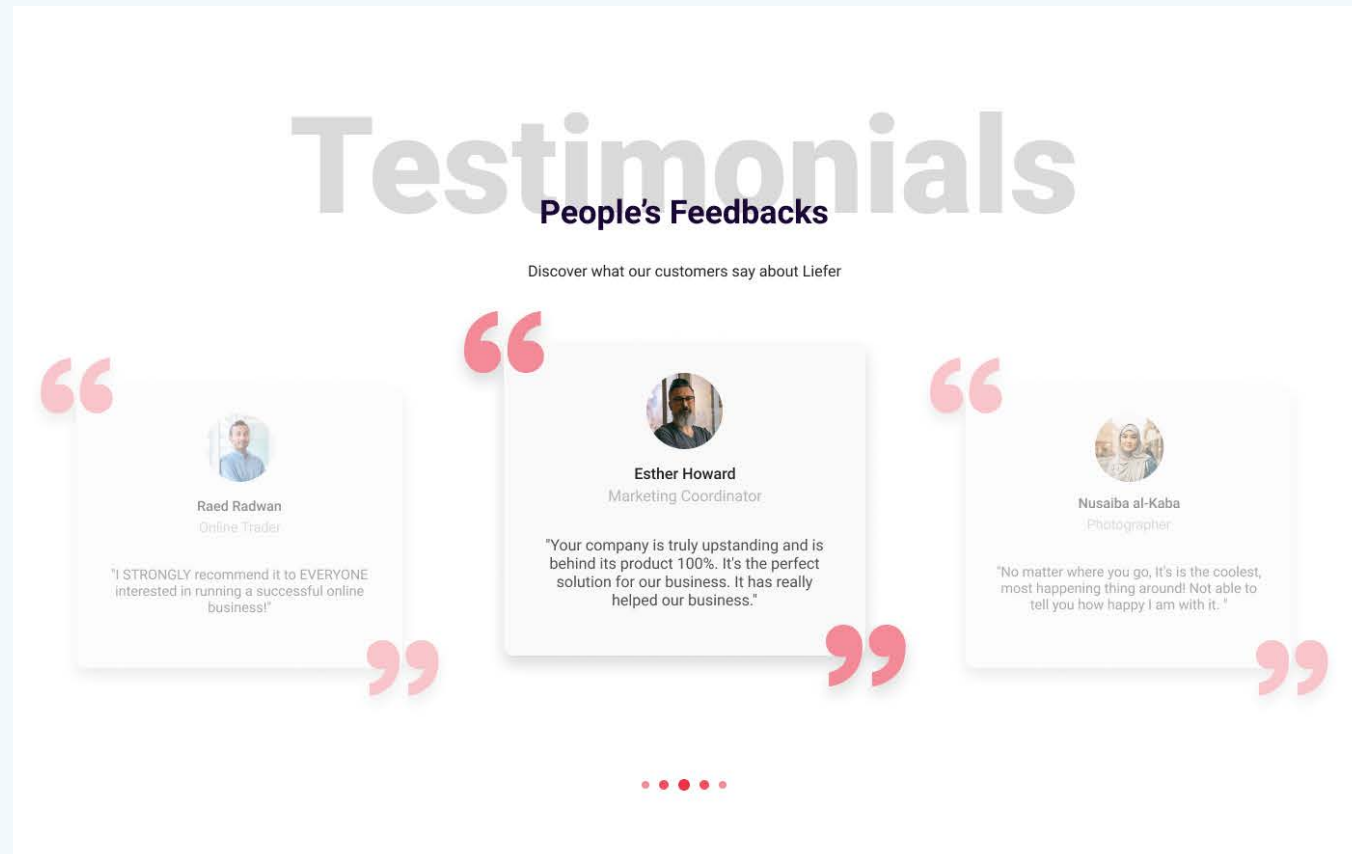
UI Model

About Us



UI Model

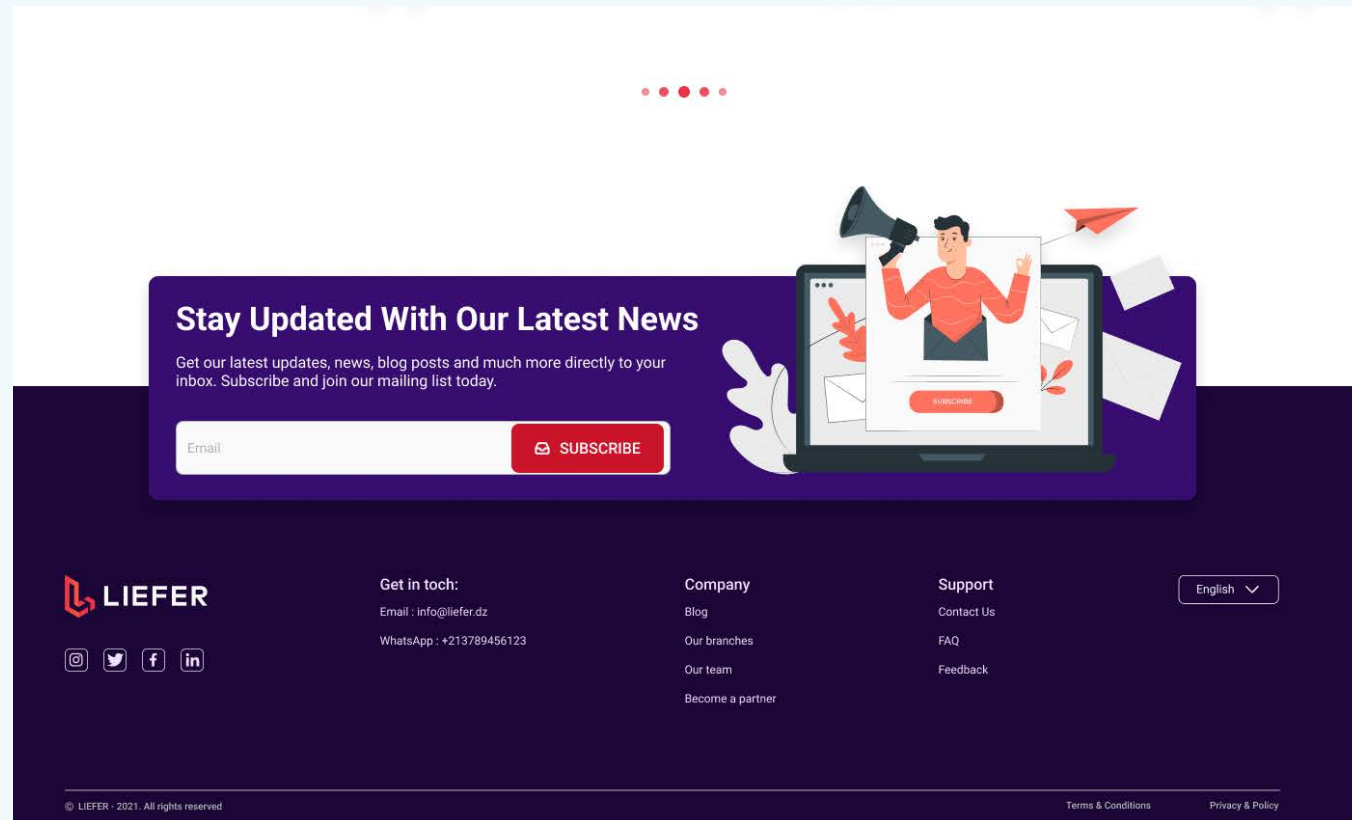
Testimonials



05 Web Site

UI Model

Footer



05 Web Site

UI Model

Connection

Welcome to LIEFER!
Register your account

Username

Email

Password

☐ I agree to the HoneyBee User Agreement and Privacy Policy.

Sign Up

[Already have an account? Log In.](#)

Welcome to LIEFER!
Get into your account

Username or Email

Password

Log In

[Don't have an account? Sign up.](#)





UI Model


Support





Contact Information

Fill up the form and our team will get back to you within 24 hours

 info@liefer.dz

 +213789456123

 Rue 118 Rochier Noir

First Name

Family Name

Email

Phone

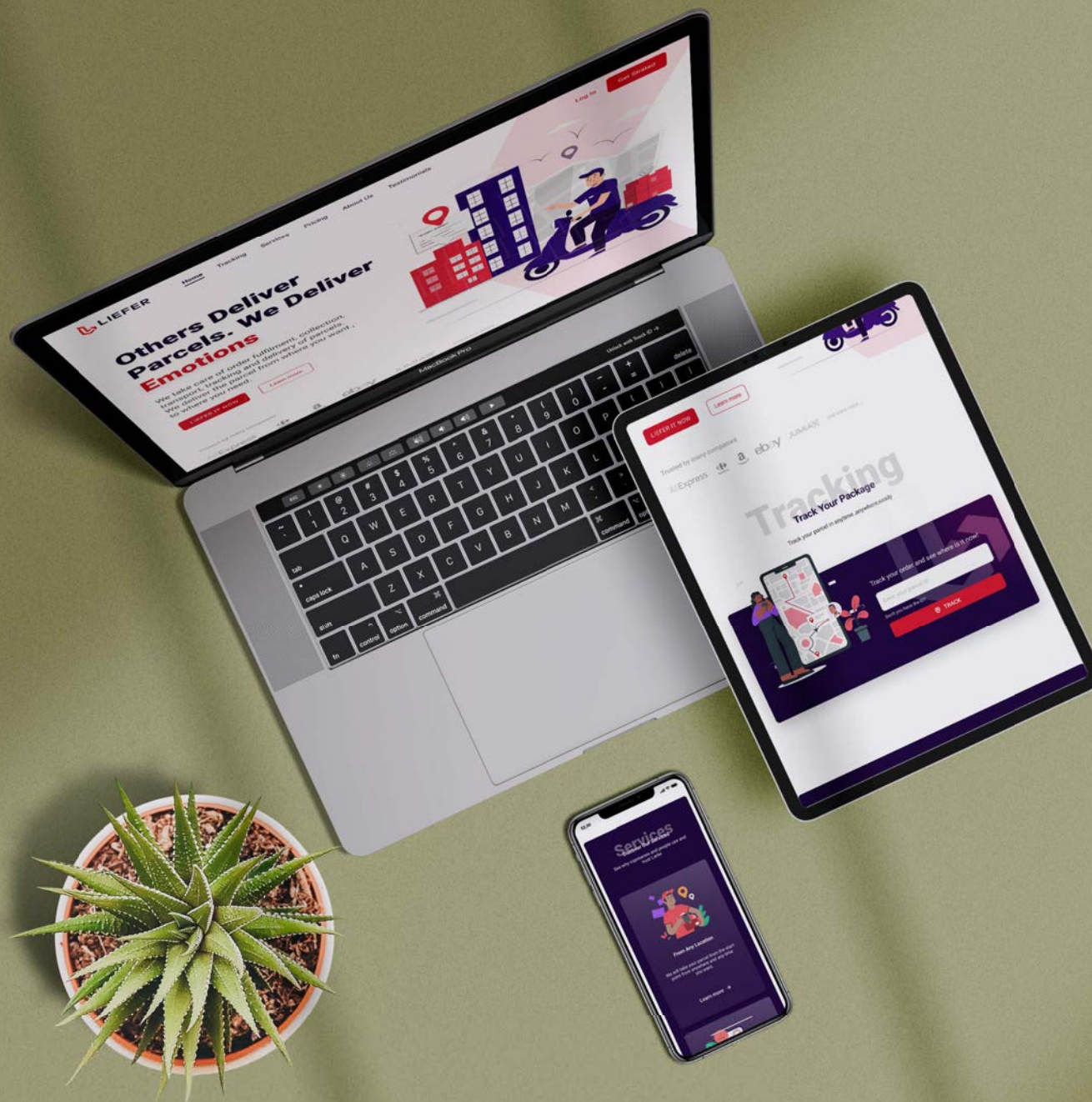
What type of message you want to send?

☒ Feedback ☐ Help! ☐ Complaint ☐ Other

Message

Send Message







Download and deliver

OR

www.liefer.com

We take care of order fulfilment, collection, transport, tracking and delivery of parcels. We deliver the parcel from where you want, to where you need.

 Rue 118 Rochier Noir
 +213789456123
 info@liefer.dz







CREDITS

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