neoLimer

Designmanual

Value proposition

Great looking and functional website.

Unique selling point

Customized and inexpensive website construction and advertising.

Vision

Growth for small bussinesses in terms of popularity and recognition.

Mission

We will give a boost to our target group's brand image on the internet.

Values

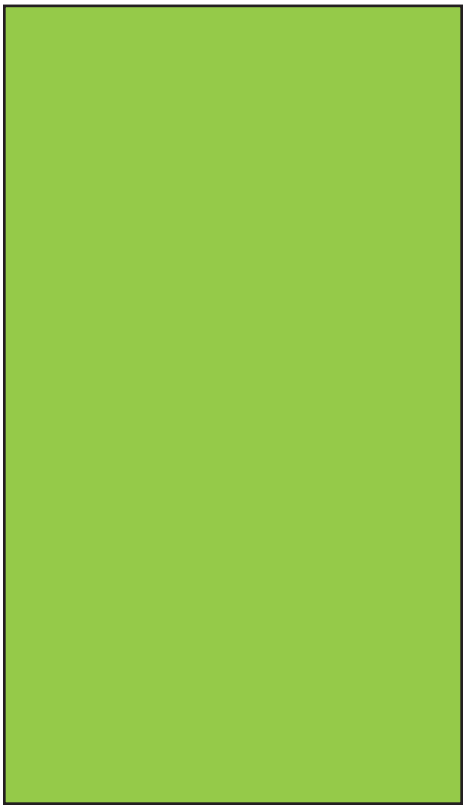
- hard work
- integrity
- customer needs first

Colors

The colors are lime green, black and white.

High contrast which creates an enviroment where every element on our webpage is easy to perceive.

#95CD49



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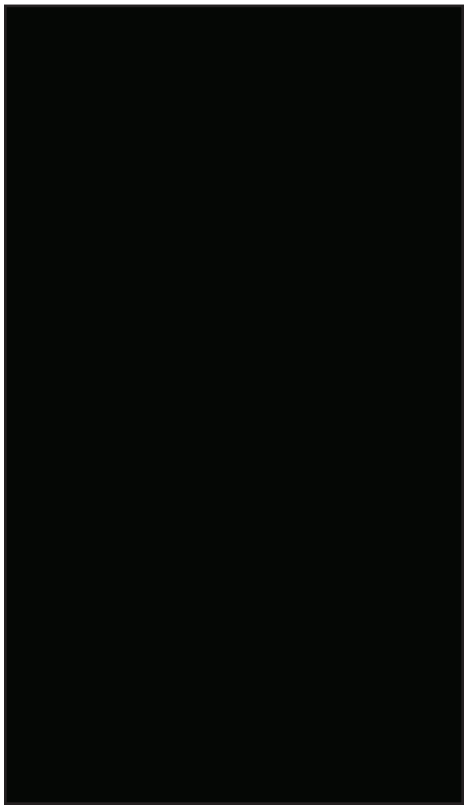

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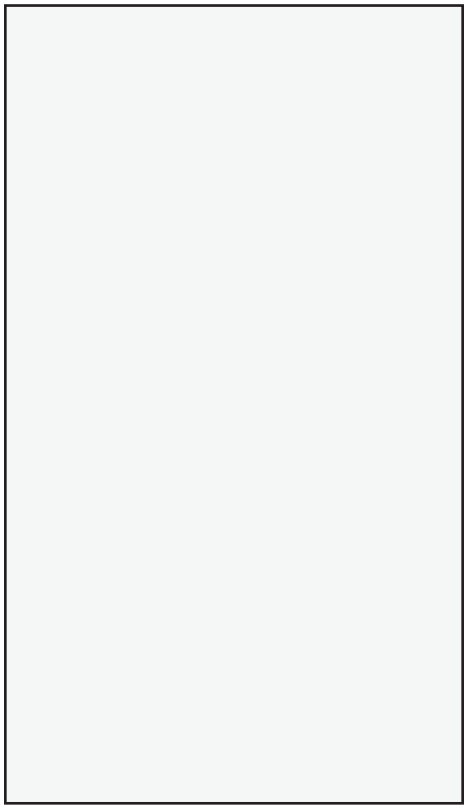
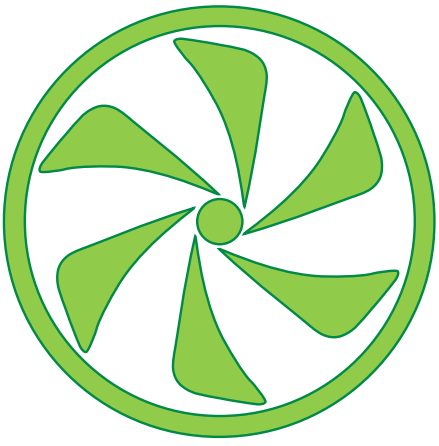
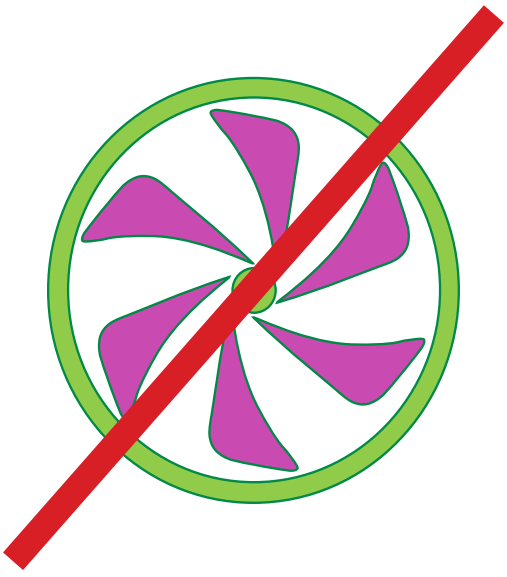


Logo

The logo has to stay on its original format colorwise, has to stay lime green.
The logo can be either seen as a ventilator, lime or a wheel.





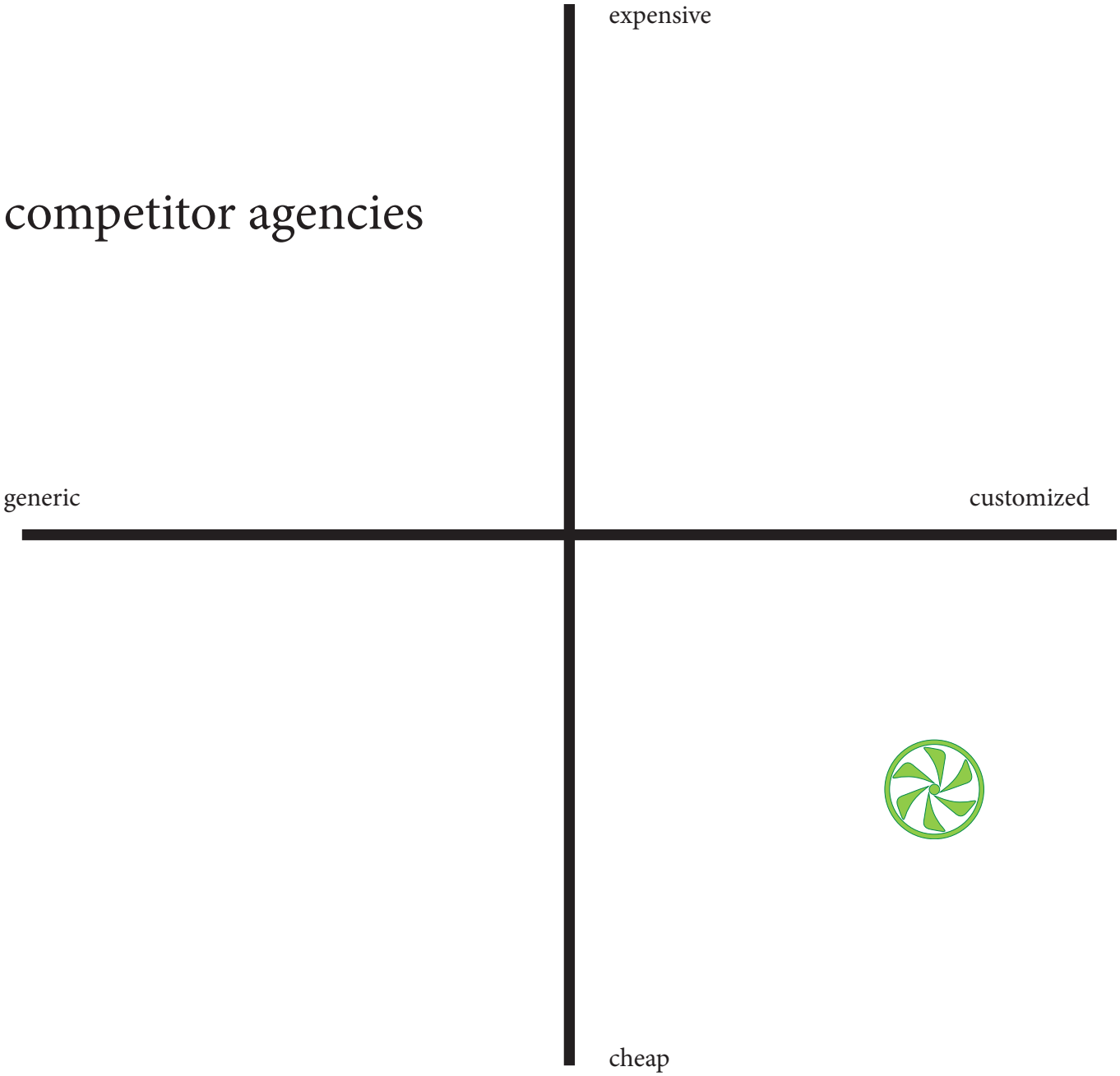
Typeface/fonts

we use the adobe font Puffin Arcade nerf for headings to make our target audience feel home.

we use arial for paragraph text so the message is understandable.

We offer custom built websites for small businesses

Brand positioning



Web banner

- value proposition stated clearly on the banners.

- call to action button in the middle of the webbanner.

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we make websites for
startup bussinesess

Check it out

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