POSTLY

Guide Lines

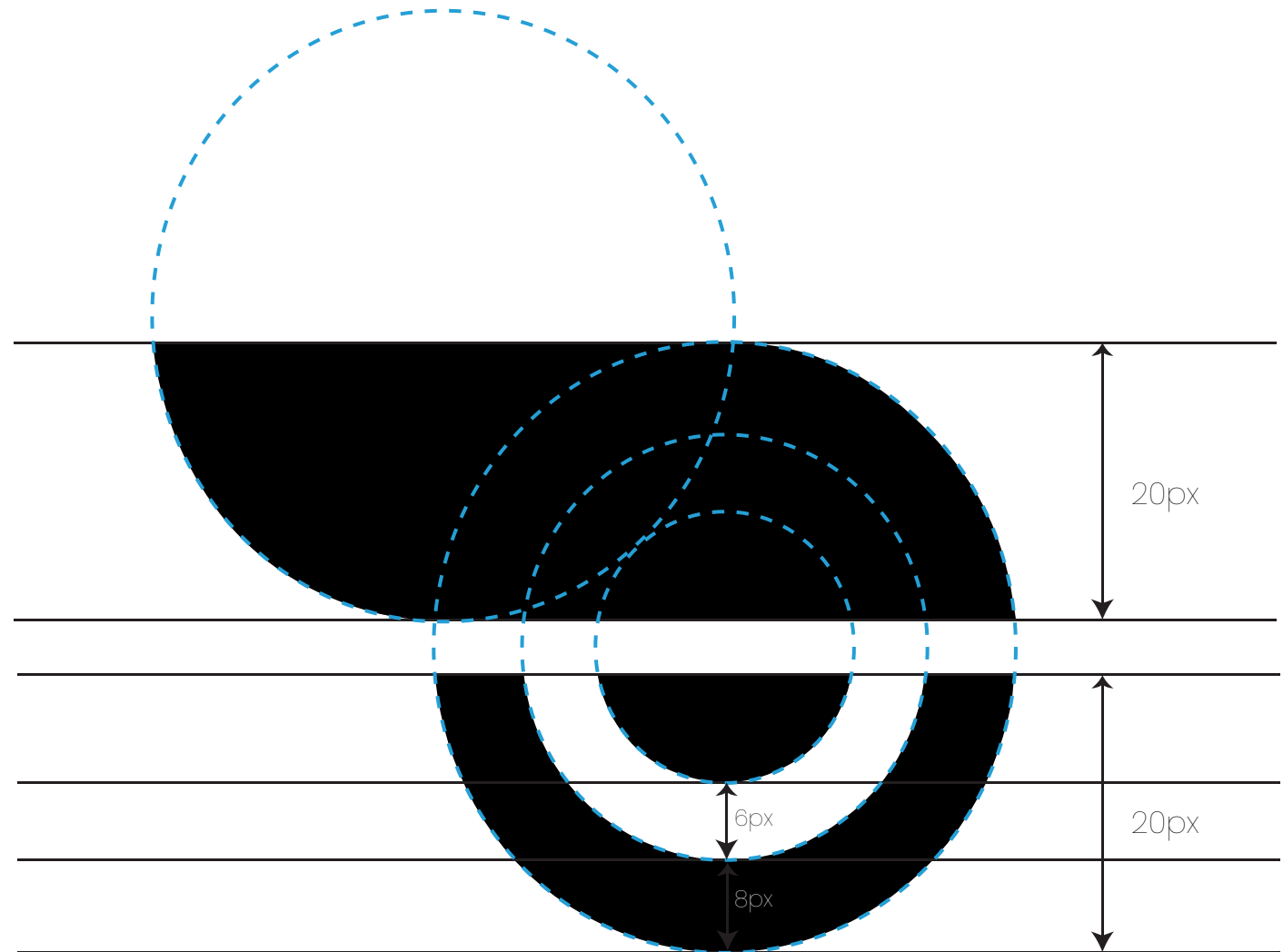**POSTLY COPERATE IDENTITY**

Chapters
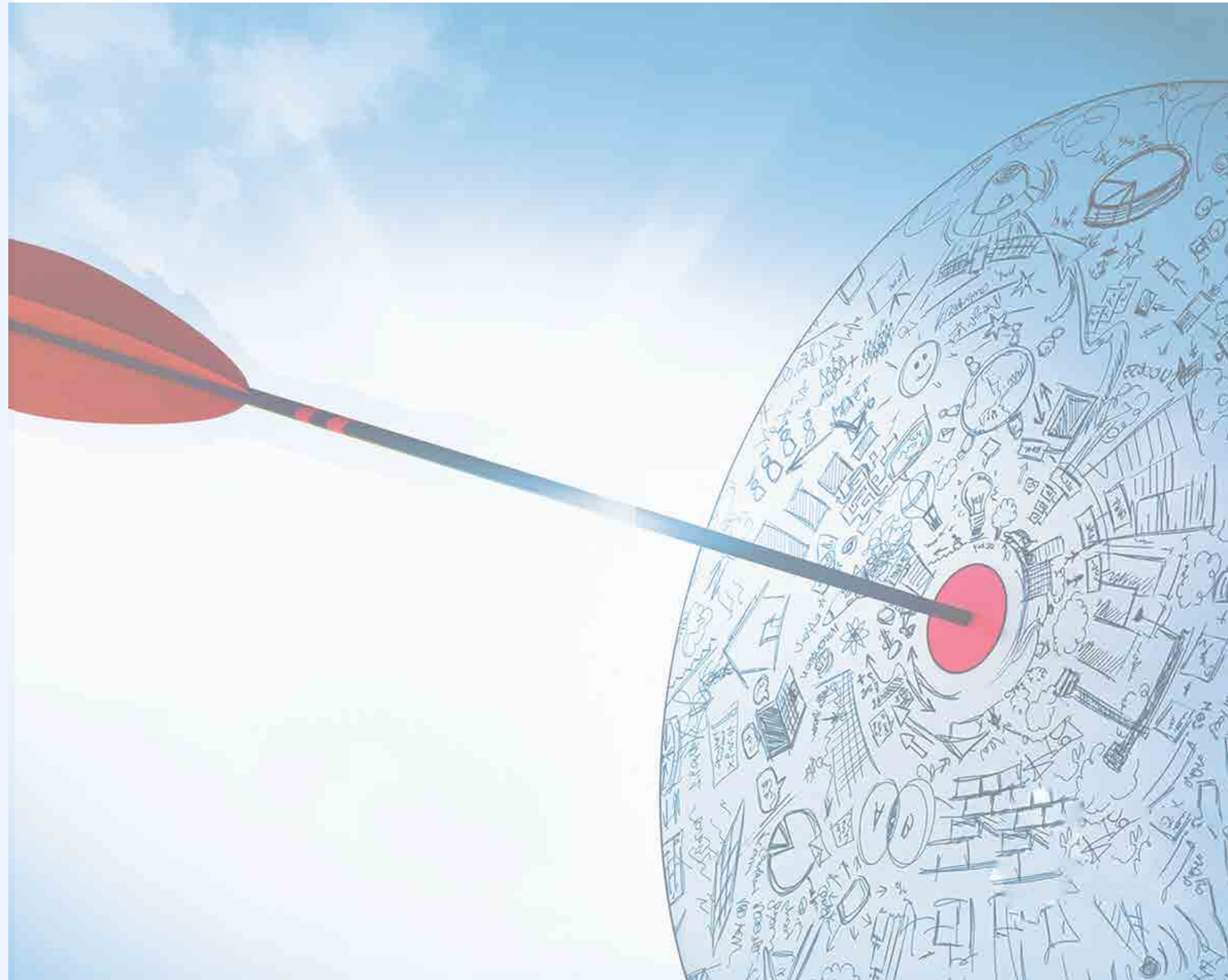
Structure

Letter P from Postly

POSTLY

20px

20px

6px

8px

LOGO
Lookups

Horizontal

The horizontal lookups option is our primary and preferred option for most applications.

Vertical

The vertical lockup option is our secondary option and best used in tight or vertically oriented applications such as portrait oriented business cards, social icons, 9x16 vertical video, etc.

Horizontal

POSTLY

Vertical

POSTLY

SOCIAL
Lookups

Rules

The side down "P" can be used as an icon even if Postly is not written just for simplicity sake.
Even on a social media icon with the profile handle next to the icon.

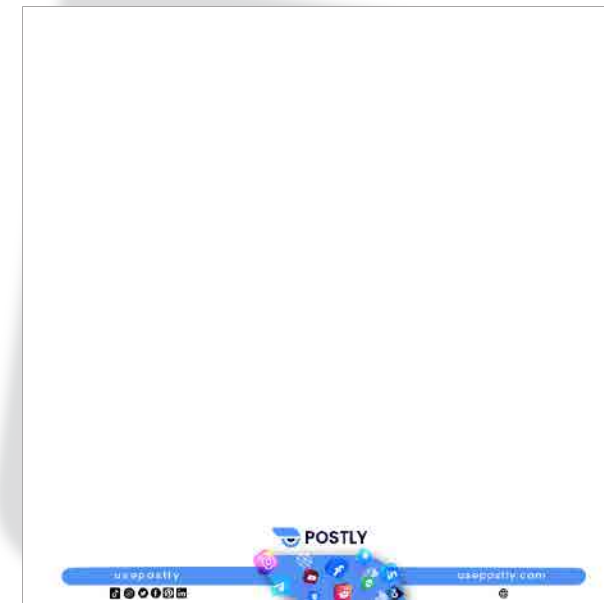The Social Media template can be downloaded if needed.

Light

Dark

Icons

Social Media Templates

LOGO COLOR
Variation

The logo exists in four color variations to enhance legibility on different backgrounds.

Full-Color

Full-color logo should only be used on black or white backgrounds. Logo should be white on dark backgrounds and black on light backgrounds too.

Monochrome

Monochrome variations exist for when a simpler solution is needed.
Black and white logos can be used on Razzmatazz background too.
Do not use white logo on Splash background

DO'S & DON'T
Lookups

Rules

Sticking knely to the rules will help achieve better logo usage experience.

a) The upper and lower part of the wordmark must be center aligned to the icon.

b) The space gap from the icon to the wordmark is 2px.

c) Stretching or shrinking is not allowed.

d) Proper positioning of the identity system must be adhered to.

PRIMARY TYPEFACE
Poppins

The typeface for POSTLY is Poppins, because of its clean, clear and legibility. It gives weight to messaging and in context of the entire identity system. It construction flows seamlessly with alignment to our uniqueness.

Primarily, Poppins Bold, Semi-bold, & Medium should be regularly used for Titles/Headers, and in some cases Extra-light and Light could be use as body text. Here below is the link to download font:
https://www.dafontfree.io/poppins-font-family/

POPPINS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

POPPINS MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE
Roboto

This is the secondary typeface mainly for body/paragraph. the font couble used on various kinds from regular down to italic.

Here below is the link to download font:
https://www.dafont.com/roboto.font/

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO REGULAR ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO THIN ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR
Palette

Color is a powerful means of visual identification, At the core of POSTLY identity system lies the color BLUE.
This color builds our visibility and recognition for Trust, Authority, Power and Loyalty which comes along with the psycology behinde color Blue.
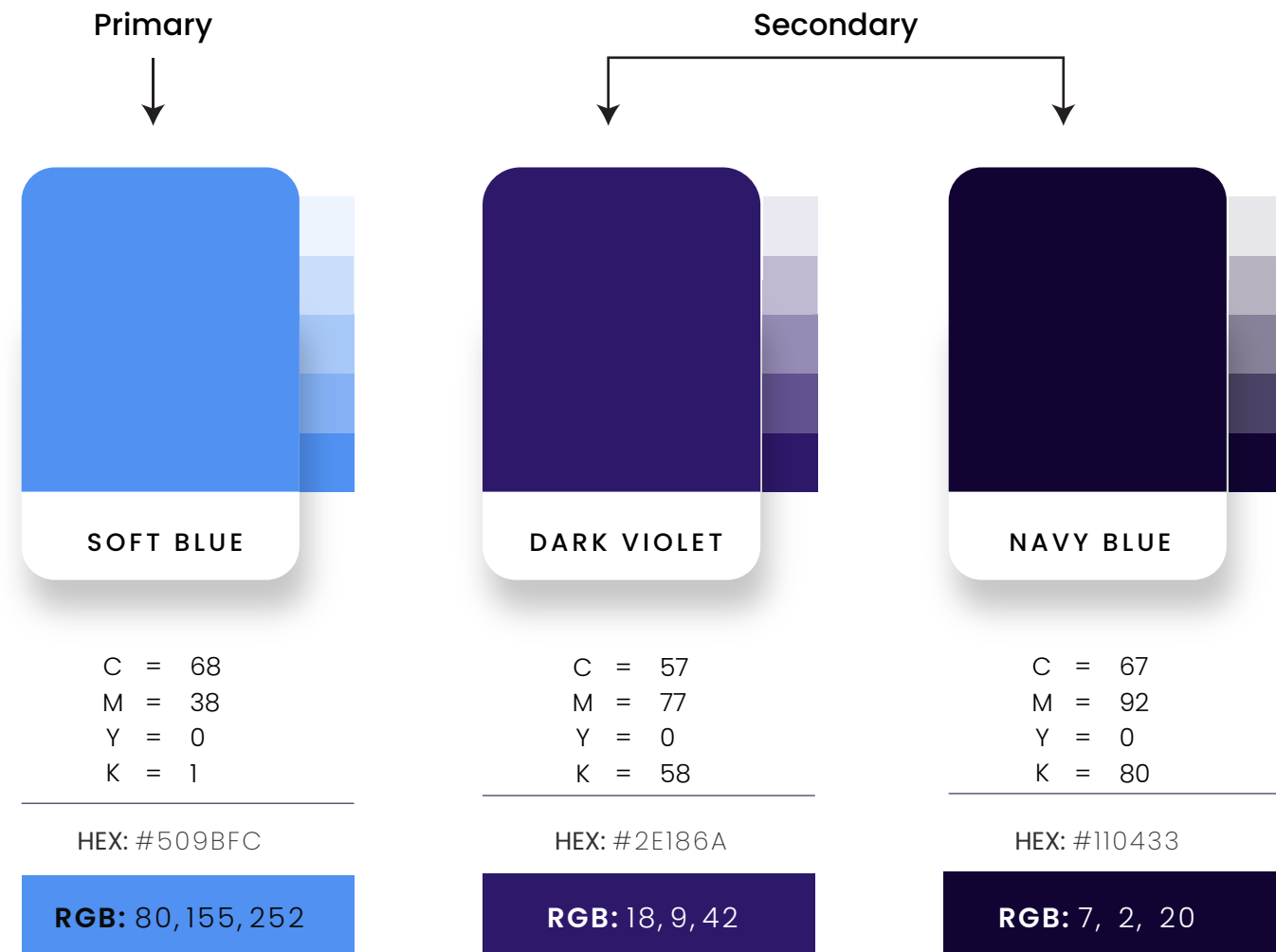
We branched out into having a primay color and secondary color alongside.

DIGITAL
Use RGB color values for all digital applications.

PRINT
Use Pantone color values when printing stationery or logo to ensure correct branding color. Use CMYK color values for all other print applications.

Primary

Secondary

SOFT BLUE

C = 68
M = 38
Y = 0
K = 1

HEX: #509BFC

RGB: 80,155,252

DARK VIOLET

C = 57
M = 77
Y = 0
K = 58

HEX: #2E186A

RGB: 18,9,42

NAVY BLUE

C = 67
M = 92
Y = 0
K = 80

HEX: #110433

RGB: 7, 2, 20

Leadership

We offers a platform to unleash the potential by serving as a catalyst for personal development and transformation and by encouraging employees and our customers to engage their values, sense of purpose and intrinsic motivation to be part of something that contributes positively to society
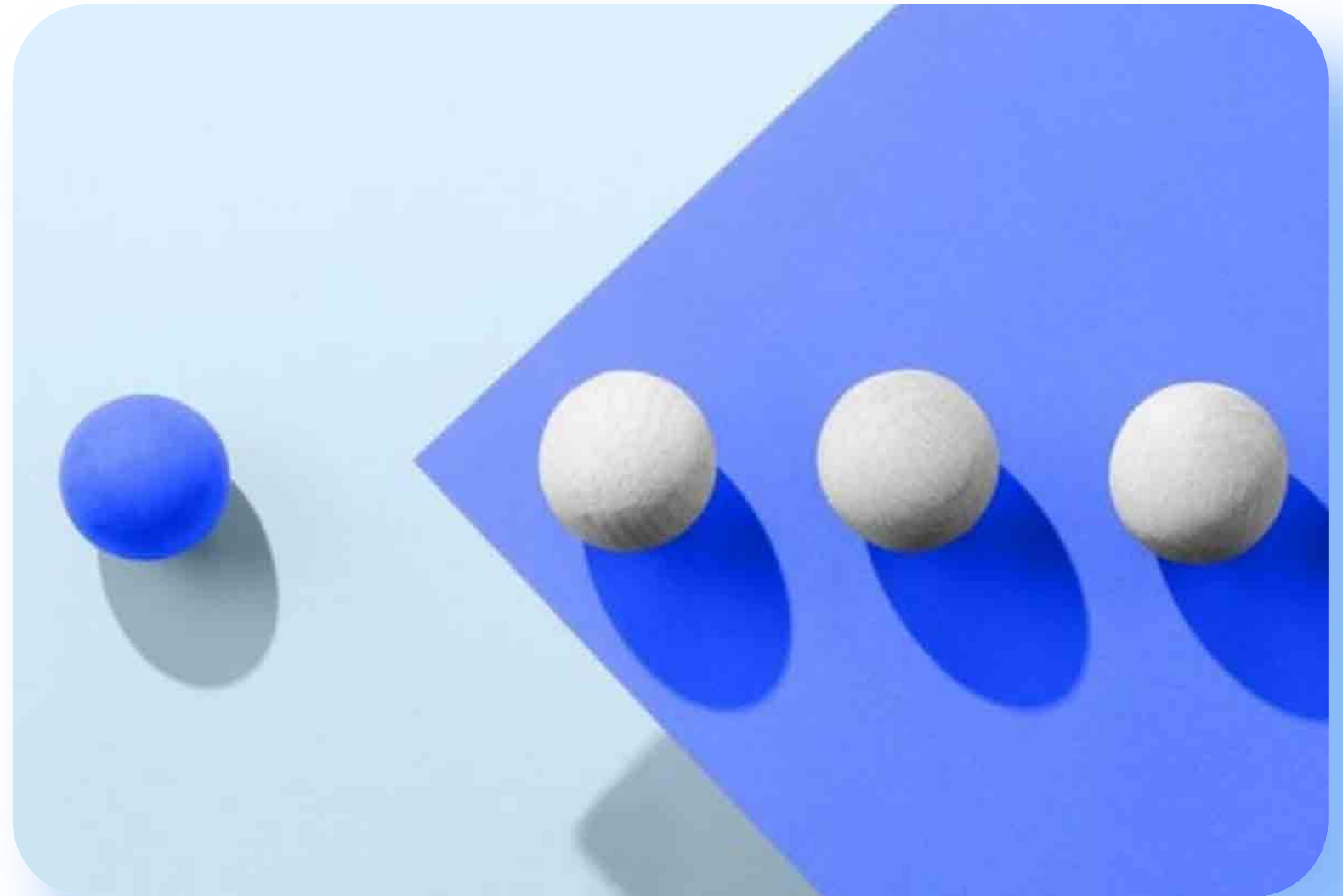
COLOR
Voice

Excellence

Through the lens of integrity, we do things with due consideration both for intent and impact, aiming to close the gap between them.

Our day-to-day practises, commit on delivering the highest quality service and becoming an indispensable partner to our clients.

COLOR
Voice

Integrity

Demonstrating honesty, fairness, honor and respect with our employees, our clients, our partners and our suppliers.

Texture

The pattern design elements are derived from the logo icon. The patterns add a level of playfulness and creativity while tying back to the Postly brand.

Use
Patterns are used to bring visual interest to compositions, it can be used as background elements or to divide and organize content.

Patterns may be used on backgrounds that provide high contrast (i.e., black or white) to aid better accessibility to the brand.
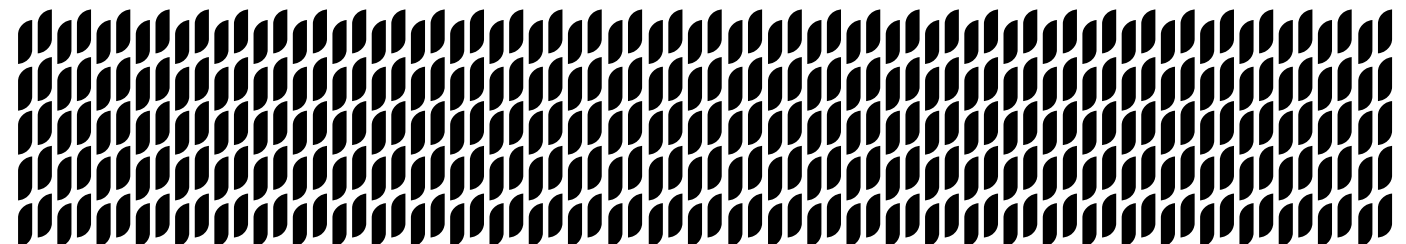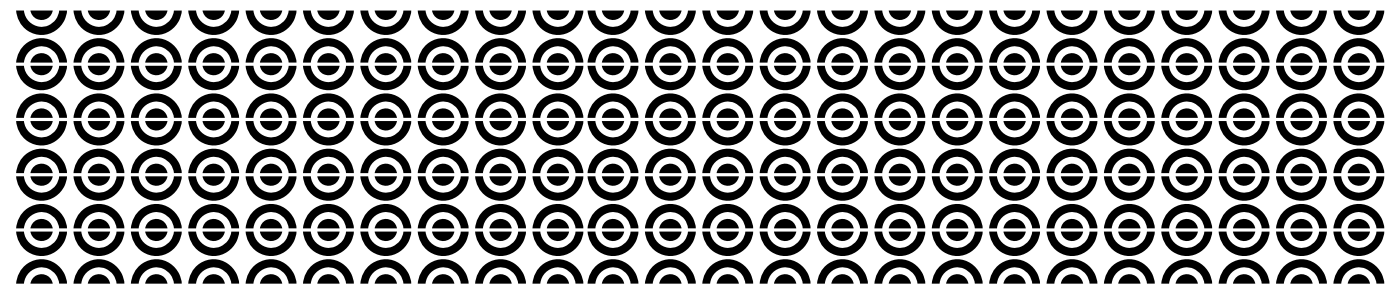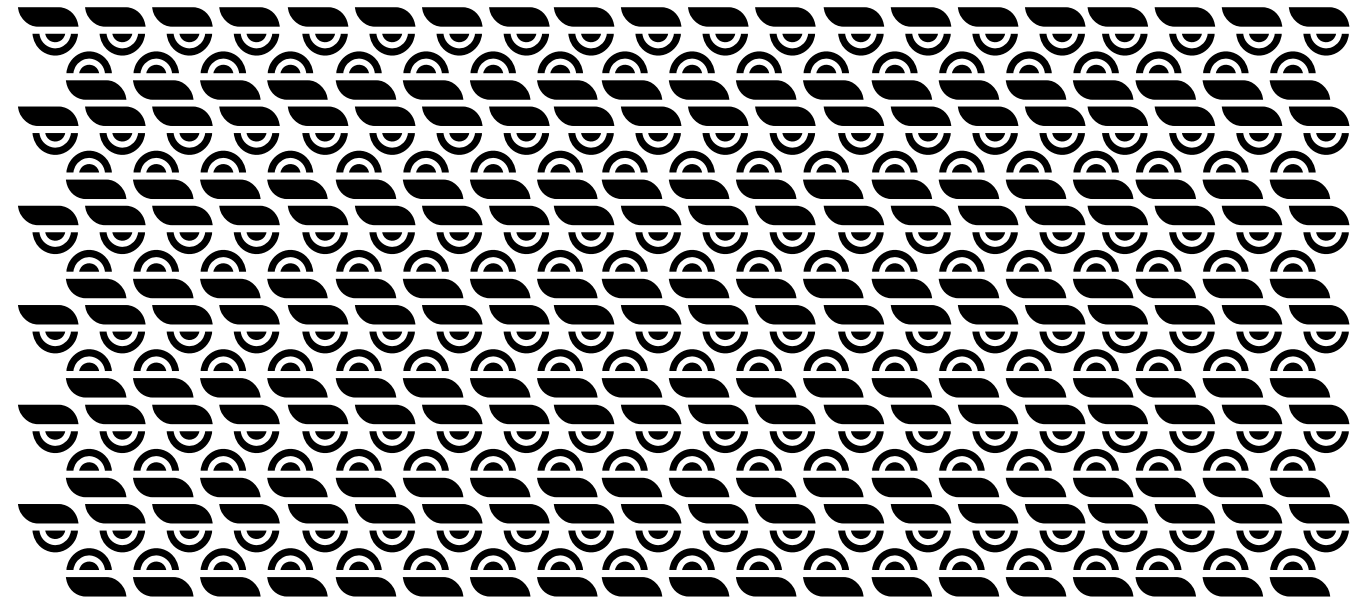
PATTERN
Texture

Application

The pattern placement depends on the type of communication.

It should be used creatively and bring visual interest to compositions while following minimum size and accessibility require-ments. Just like how it is been used here as wall finish.
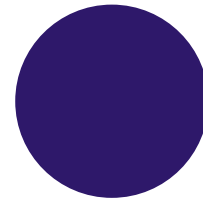
PATTERN
Texture

Application

Things Not To Do

• Do not place patterns on top of images.

• Do not place patterns on competing colors.

• Do not place pattern on similar colors.

• Do not place text on top of patterns.

Excellence

The horizontal lookups option is our primary and preferred option for most applications.

Use patterns to divide content.

Publish Everywhere
With Postly

Use patterns as graphic elements to bring visual interest.

The horizontal lookups option is our primary and preferred option for most applications.

Use patterns as graphic elements to bring visual interest and create flow.

Chapters

Imagery

PHOTO
Touchpoint

Images whether in selecting stock or actually shot, should always feature subject matter that is real, fun, bold, lighthearted, and optimistic.

Every scenario should be action-oriented to engage the viewer, and invite them into each moment. They should never be passive or stagnant.

It should never feel staged, cheesy, overly posed, or overproduced.

STYLE AND PROPERTIES
Natural light
Colorful
Active
Content
Diverse cast, objects, action, DIY, creativity, community.

MATERIALS
Identity

Examples

- Narration

- Stationery

- Business Card, Sign Up, Pens etc.

MATERIALS
Identity

Example

- Letterhead

- Advert Cards

MATERIALS
Identity

Example
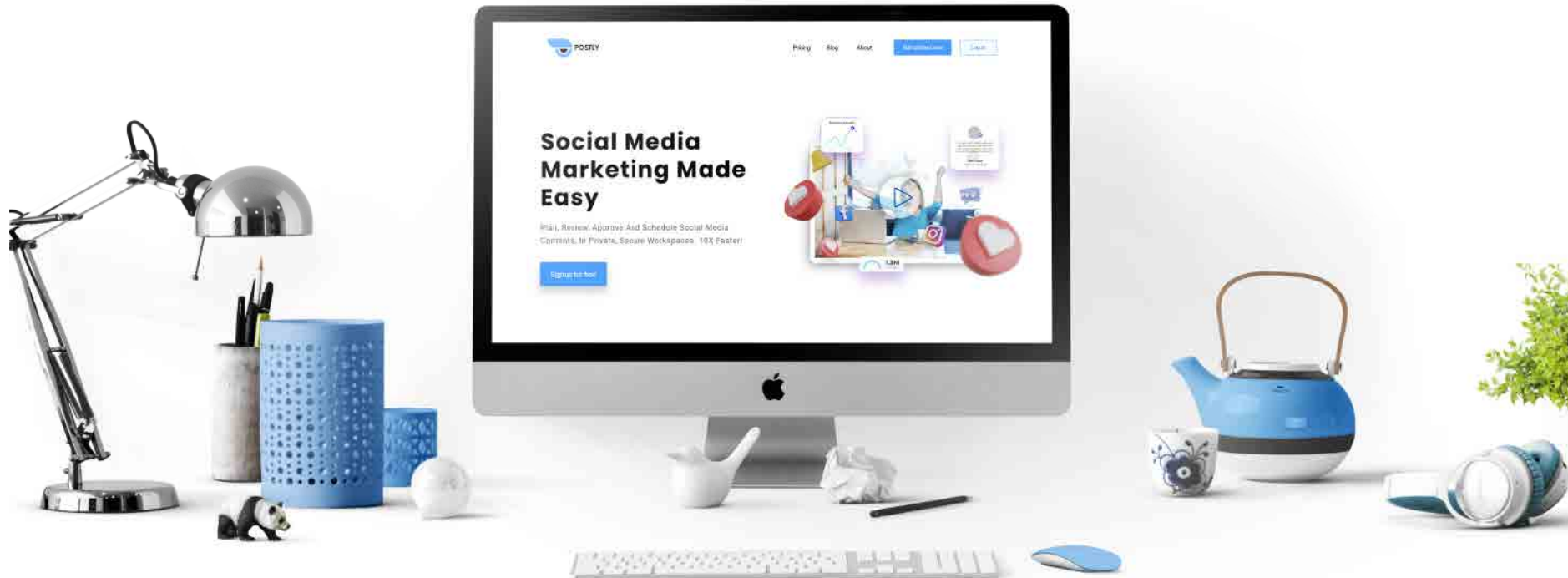
- Stationary

SOUVENiR
Packaging

Examples

- Flakes

- Mugs

- Pen

- Flag

- Office Calender
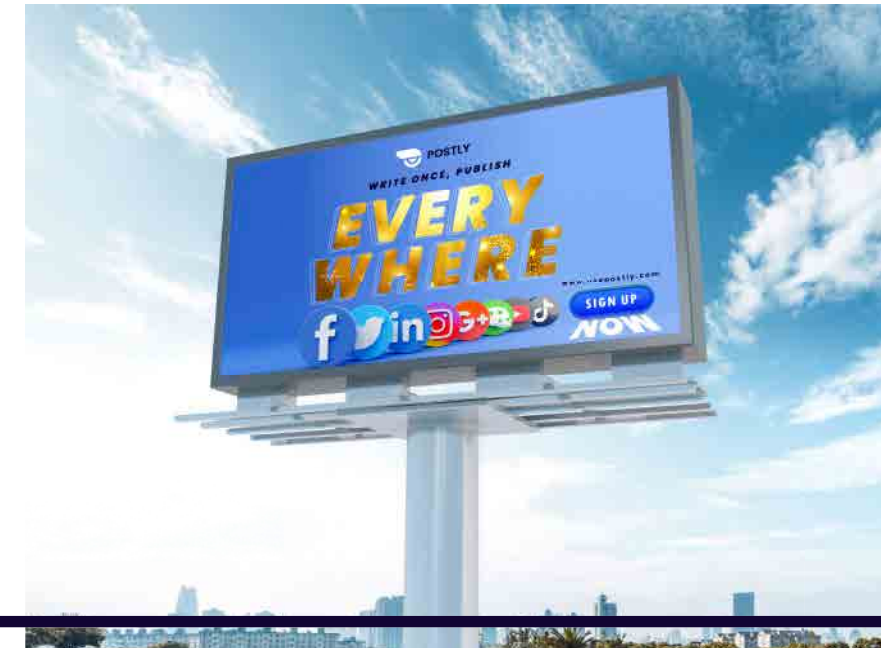
- Key Holders

COPERATE
Space

Examples

Desk Spaces

ADVERT
Display

Example

- Futuristic hologram

- LED Board

- Billiboard Stand

ADVERT
Display

Example

- LED Display Interaction

SOCIAL MEDIA MARKETING
MADE EASY

SIGN UP

www.usepo___.com

FUTURE MATERAL
Display

VISUAL
Identity

<u>**Example**</u>

Office Space

BRAND
Foundation

Our Aim

We remove all the hassles of posting on different social media platforms.

All you need is a single click of a button and Postly will do all the work for you behind the scene

Audience

We remove all the hassles of posting on different social media platforms.

Vision Statement

To become a leader in Social Media Marketing Management.

Our vision is to create new opportunities in the social media marketing management through consistent technology development that would enhance new opportunities for Businesses.

Mission Statement

We are on a mission to make Social Media Management easy again.

Managing different social media accounts is time consuming. As a Freelancer or an Agency, you will find it even more difficult managing multiple clients across these social media platforms.

Thank You