



# BRAND GUIDELINES

Welcome to Friends Link : Building Your College Circle

A world where every student feels connected and supported by a strong network of friends.

Friends Link simplifies college friendships. We use smart technology and engaging activities to connect you with like-minded individuals, fostering a welcoming community where you can build lasting bonds.

[www.friendslink.com](http://www.friendslink.com)





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## MISSION

Friends Link: Building Lasting College Friendships, One Connection at a Time Our mission is to create a welcoming community where you can find like-minded individuals, break the ice with ease, and forge connections that extend far beyond the app.

## VISION

Vision: We envision a world where every college campus fosters a vibrant network of friendships, ensuring no student feels isolated during their academic journey

## VALUES

Connection  
Inclusivity  
Innovation  
Empowerment  
Authenticity



# LOGO USAGE



FRIENDS LINK LOGO: KEEP IT CLEAR, CONSISTENT, AND COOL!

USE IT RIGHT:

OFFICIAL FRIENDS LINK MATERIALS ONLY (WEBSITE, APP, MARKETING, MERCH).  
CLEAR AND UNOBSTRUCTED VIEW WITH SPACE AROUND IT.  
MINIMUM SIZE: 1 INCH (PRINT) / 100PX (DIGITAL).

USE OUR SIGNATURE PALETTE (CHECK BRAND GUIDE FOR SPECIFICS).  
APPROVED SECONDARY LOGO AVAILABLE FOR SPECIFIC CASES.

DON'T DO IT:

ALTER COLORS, PROPORTIONS, OR FONTS.  
USE ON UNAUTHORIZED MATERIALS.  
DISTORT, ROTATE, OR MANIPULATE THE LOGO.  
USE IN A NEGATIVE, DISCRIMINATORY, OR OFFENSIVE WAY.

## COLOUR PALETTE

### Deep Teal

Representing trust, stability, and reliability, our deep blue hue establishes a sense of professionalism and reassurance.

RGB: 5,76,89

Hex: 054c59

### White

The calming White reflects the nurturing and inclusive nature of our platform and highlights its purity, fostering a sense of growth and harmony.

RGB: 69,196,192

Alpha: 100

Hex: 45c4c0

### Light Teal

The vibrant light teal accent adds a touch of energy and optimism, capturing the enthusiasm and joy of our student community.

RGB: 0,0,0

Alpha: 100

Hex: 000000



# Friends Link





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# TYPOGRAPHY GUIDE

TWO COOL FONTS, ONE HAPPY BRAND:

**PRIMARY FONT (HEADINGS & TITLES): (FONT NAME HERE – E.G., MONTserrat) – STRONG & CONFIDENT!  
SECONDARY FONT (BODY TEXT): (FONT NAME HERE – E.G., OPEN SANS) – CLEAR & EASY TO READ!  
KEEP IT CONSISTENT:**

USE THESE FONTS, DON'T SWAP THEM.  
HEADINGS GET THE FANCY FONT, BODY TEXT GETS THE CHILL ONE.  
SIZE MATTERS – MAKE SURE IT'S READABLE EVERYWHERE!  
LOOKING GOOD BUILDS TRUST!





# Image, Pattern icon & Illistarstion

## IMAGERY:

FOCUS ON PEOPLE: SHOWCASE DIVERSE GROUPS OF STUDENTS SMILING, LAUGHING, AND INTERACTING.  
POSITIVE VIBES ONLY: IMAGES SHOULD FEEL ENERGETIC, INCLUSIVE, AND CONVEY THE JOY OF FRIENDSHIP.  
AUTHENTICITY MATTERS: USE REAL-LIFE PHOTOS OR HIGH-QUALITY ILLUSTRATIONS THAT RESONATE WITH OUR TARGET AUDIENCE.

## PATTERNS & ICONS:

SIMPLE AND FRIENDLY: OPT FOR CLEAN LINES, GEOMETRIC SHAPES, OR PLAYFUL PATTERNS THAT COMPLEMENT OUR LOGO AND BRAND COLORS.

ICONS THAT SPEAK VOLUMES: USE CLEAR AND CONSISTENT ICONS TO REPRESENT FEATURES WITHIN THE APP OR WEBSITE.  
COHESIVE FEEL: ENSURE PATTERNS AND ICONS INTEGRATE SEAMLESSLY WITH OTHER VISUAL ELEMENTS.

## ILLUSTRATIONS (OPTIONAL):

ADD A TOUCH OF WHIMSY: CONSIDER USING FRIENDLY AND APPROACHABLE ILLUSTRATIONS TO ENHANCE USER EXPERIENCE.

MAINTAIN BRAND ALIGNMENT: ILLUSTRATIONS SHOULD REFLECT THE OVERALL BRAND PERSONALITY AND COLOR PALETTE.

## Consistency across all elements

Imagine Friends Link, a social app connecting people. Consistency is key for their brand:

- **Look:** Logo, colors, fonts all reflect friendship and connection (think puzzle pieces, warm colors).
- **Talk:** Friendly, positive voice that welcomes everyone.
- **Message:** Focus on finding friends and shared interests ("Find your friends, find your interests").

This consistency across everything (app, website, social media) helps Friends Link:

- Be recognized and remembered by users.
- Build a sense of community and belonging.
- Earn trust and encourage positive user experiences



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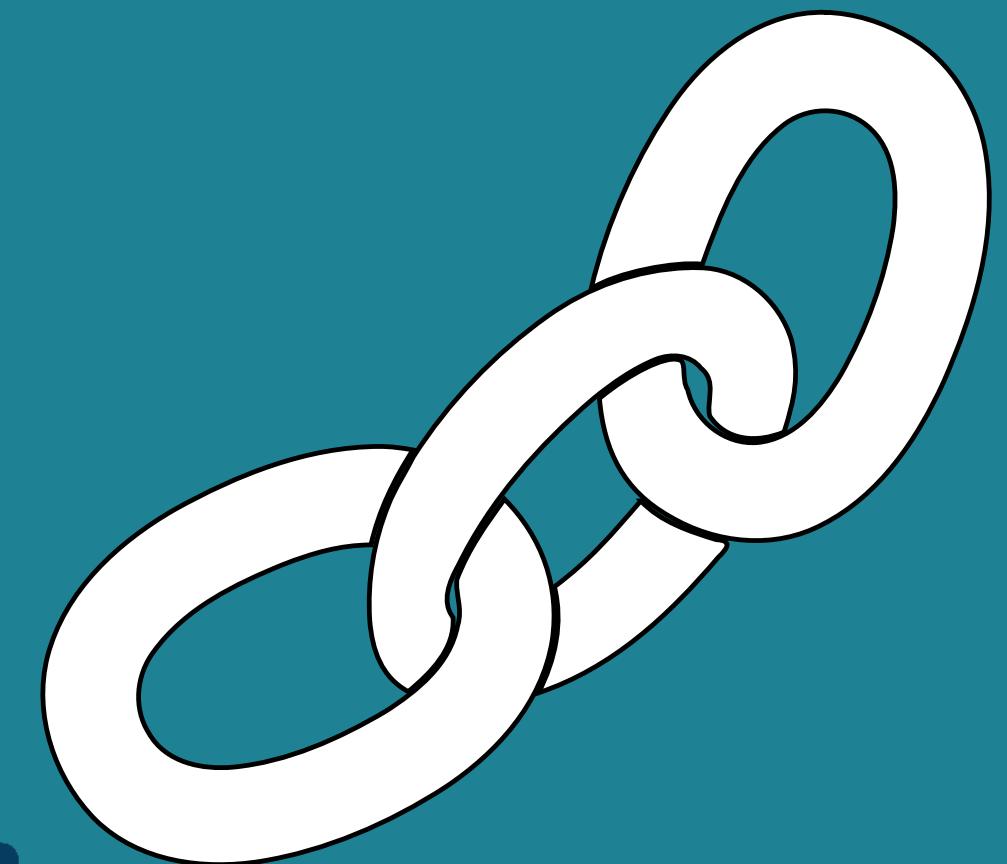
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# THANK YOU

Keep relationship, choose friends wisely



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