

One Page  
Spotlight

THE CREATORS' SOCIAL NETWORK

# BRAND MANUAL GUIDELINES



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## ABOUT US

One Page Spotlight is a virtual platform for creators to create, connect and collaborate with fellow creators and organizations. With existing platforms, creators struggle to find the right audience and market as well as connect with the right organization and people.

One Page Spotlight provides creators with an authentic ecosystem of collaborators, thereby empowering them to position themselves under the spotlight.

## WHAT WE AIM TO ACHIEVE

Empower and enable artists to inspire the world.

## HOW WE AIM TO ACHIEVE

Provide a platform for creators to Create, Connect and Collaborate.  
Provide a platform for the artist community to grow.  
Generate opportunities and empower artists to create more.

## WHAT WE INTEND TO DO

### **Create a forum for Creators.**

One Page Spotlight provides an ecosystem for creators to provide them with exposure and opportunities. Passionate artists with unique and great talents go unnoticed, have little or no exposure to meet and collaborate with other artists or advance in their field of expertise.

### **Build a Community.**

One Page Spotlight helps to create, connect and collaborate with fellow creators to grow together and share knowledge.

### **Something for Everyone**

One Page Spotlight has something for everyone - creators, critics, performers, beginners, professionals, amateurs, bloggers or art-appreciators.

### **Commercialising the Creation.**

One Page Spotlight helps in commercializing what creators create and to bring out the entrepreneur inside the creator.

### **Empowering Creators.**

One Page Spotlight provides a platform to encourage cross-industry-collaboration with monetary benefits and value for self.

### **Global Collaboration.**

One Page Spotlight helps in connecting and reaching out to creators beyond geographical borders and expertise.

# LOGO

SOCIAL MEDIA

## LOGO EXPLANATION

One Page Spotlight logo is inspired by art and values associated with the creation of art.

The colour Blue is associated with the sea and the sky, which signifies freedom and imagination. It is the colour of trust, wisdom, confidence and truth.

Blue symbolizes stability, persistence, and patience which are the key factors required in the process of creating a masterpiece.

The colour Black stands for power and elegance, qualities that One Page Spotlight strives to pass on to the community of creators.

The Sphere shape calls for immediate attention and represents totality.

## LOGO PLACEMENT & COLOR VARIATION

### SOCIAL MEDIA

Placement of the logo is vital because the logo must appear on the initial view of all communications including print, digital and video so that it serves as an introduction to the brand.

#### Logo Placement



The Logo may be placed on the top right corner. In case of addition of the Logo to a pre-existing creative, it may be placed on the top left corner.  
The placement shall be 5% in from the edges of the image (action safe zone).

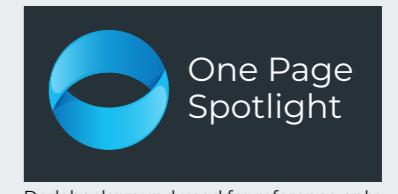
Under no circumstance shall the visibility of the logo be compromised when used in a static creative (as displayed in the image on the right side).

Non-visibility of the logo can be tackled by using only the icon.

#### Colour Variation



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Dark background used for reference only.

Original logo, with the text in black, is widely used across creatives.

Termed as negative logo, this logo is used on dark backgrounds to ensure visibility.

# LOGO

PRINT MEDIA

## WHY PRINT?

Print Media offers the chance to link paper with online content thereby creating credibility.

Printed media can be tailored to your target market, both in terms of the style of design as well as how material is distributed. Printed materials can also create engagement between the customer and the brand.

## LOGO PLACEMENT & COLOR VARIATION

Every piece of print marketing material must be consistent in the use of logo, color, fonts, typography, images and, perhaps above all, its message.  
Print is tangible.

### Logo Placement



5% in from all edges of the image  
5% in from all edges of the image

The Logo and the tagline may be placed on the top right corner. In case of addition of the Logo to a pre-existing-creative, it may be placed on the top left corner.  
The placement shall be 5% in from the edges of the image (action safe zone).

ALL PRINT MEDIA WILL INCLUDE THE TAGLINE WITH THE LOGO WITH APPROPRIATE SPACING.



Usage of brand colours to create text readability is permitted at varying opacities: 75%, 50% & 25%.

Employment of the darker colors would require the negative logo to be used as shown in the reference image below.



If the background were to be any of the brand colours - solid/texture/patterns/abstract shapes, the logo and contents: imagery, text, call to action would need to contrast in order to ensure optimum content visibility/readability.

# TYPOGRAPHY

## TYPEFACE EXPLANATION

### *Montserrat*

A geometrical sans-serif typeface designed by Julieta Ulanovsky. She was inspired by signage from her historical neighbourhood of Buenos Aires.

It is hugely influenced by art seen in the form of old posters, signage and historical buildings.

### **Esteban**

Esteban is a typeface intended to be used in texts, specially literature and poetry. It's a serif font with medium contrast tall height, medium compression, and robust serifs. vvlit offers personality, readability and economy.

## TYPEFACE AND FONT USAGE

The typeface used in the logo is 'Montserrat' and the font 'Regular' while the tagline associated with the logo uses the typeface 'Savoye Plain'. Static and motion creatives shall use the different fonts of 'Montserrat' only.

### TYPEFACES

#### MONTSERRAT

Esteban

Roboto

### FONTS

#### REGULAR

*ITALICS*

#### MEDIUM

***MEDIUM ITALIC***

#### SEMIBOLD

***SEMIBOLD ITALIC***

#### BOLD

***BOLD ITALIC***

In a static creative, the main body of information shall be in the 'Regular' font. Information that needs to make an impact: the Title, would typically need to be in 'Bold' font. Subtitles may use the 'Semibold' font.

Call to actions, websites, email addresses etc. shall use the 'Italic' fonts depending on their importance.

Fonts used in video--subtitles shall be 'Regular' while titles may be 'Medium'; words from different languages may be italicised. In case of lower thirds, the designation will use 'Italics', first names 'Regular' and surnames 'Medium' fonts.

# BRAND COLOURS

## ABOUT OUR COLOURS

### *Blue*

Blue is associated with the sea and the sky, which signifies freedom and imagination. It is the colour of trust, wisdom, confidence and truth. Blue symbolizes stability, persistence and patience which are the key factors required in the process of creating any masterpiece.

### *Black*

Black stands for power and elegance, qualities that One Page Spotlight strives to pass on to the community of creators.

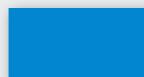
### *Grey*

Gray is the color of intellect and of compromise. It's a diplomatic color, negotiating all the distance between black and white.

## COLOURS & USAGE

Colour is fundamental to the visual identity of the brand in all its expressions and executions. They reinforce a brand's personality and qualities of the products and services offered.

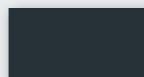
### PRIMARY COLOURS



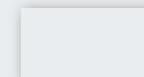
HEX #0288D1  
RGB 002, 136, 209  
CMYK 99, 35, 00, 18



HEX #90A4AE  
RGB 144, 164, 174  
CMYK 17, 06, 00, 32

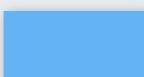


HEX #263238  
RGB 038, 050, 056  
CMYK 32, 11, 00, 78

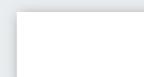


HEX #ECEFF1  
RGB 236, 239, 241  
CMYK 02, 01, 00, 05

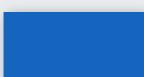
### SECONDARY COLOURS



HEX #64B5F6  
RGB 100, 181, 246  
CMYK 59, 26, 00, 04



HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 00, 00, 00, 00



HEX #1565C0  
RGB 021, 101, 192  
CMYK 89, 47, 00, 25



HEX #000000  
RGB 000, 000, 000  
CMYK 75, 75, 75, 100

The colour palette of One Page Spotlight is categorised under two main sub-categories: Primary and Secondary Colours.

Of the two sub-categories, HEX Codes: #0288D1, #263238, #1565C0, #90A4AE and #000000 are considered 'dark' while the remainder HEX codes: #ECEFF1, #64B5F6 and #FFFFFF are used as 'light' colours. This is especially important while designing static and motion media and ensuring optimum logo visibility.

Varying combinations of the colour palette may be used to create high-contrast imagery so as to highlight content.

Various measures to bring attention to different aspects of a creative--text or images-- may be taken, subject to an evaluated use of brand colours and guidelines.

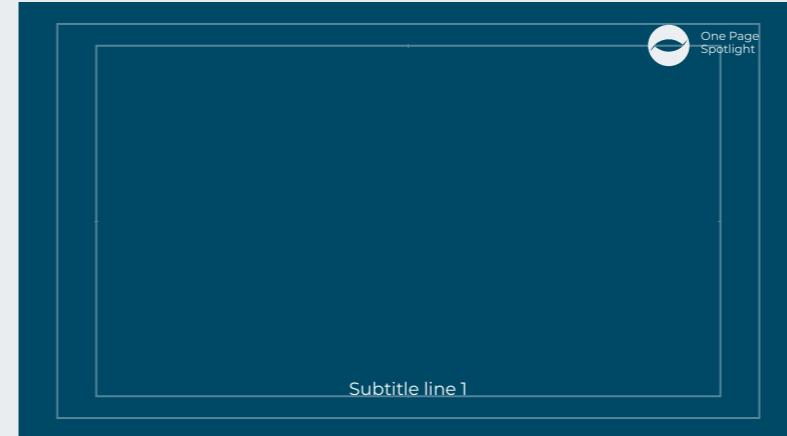
# VIDEO

## ALL ABOUT VIDEO

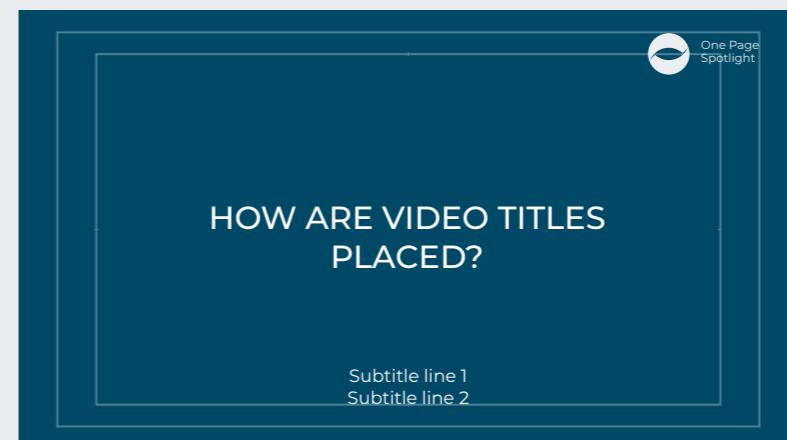
One Page Spotlight produces different videos of varying dimensions, lengths and agendas to entertain viewers and onboard them as well.

Videos are known to improve Brand Recall and they also help drive traffic to the brand's website thereby being great for Search Engine Optimisation (SEO).

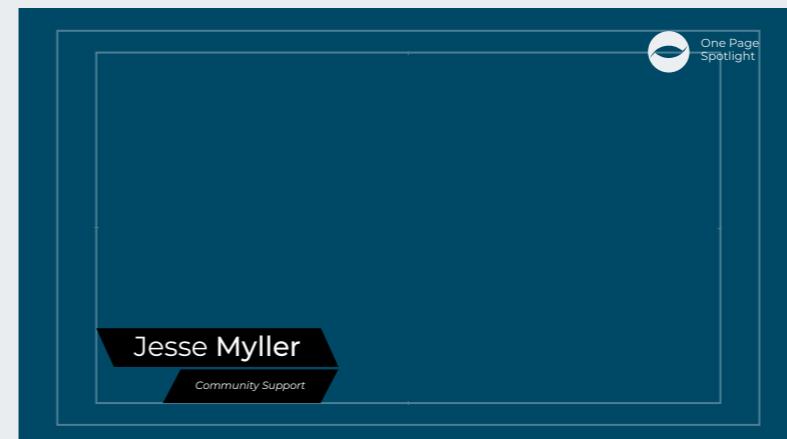
Videos get 1,200% more shares than text and images combined.



The logo of One Page Spotlight will be monochrome carrying the HEX code #ECEFF1 to 'watermark' a video subject to an excellent visibility of the element. The logos shall not carry the tagline.



Video titles shall be centre aligned to the frame and use the 'Medium' font. In case of excessive movement or readability issue, a background can be added to the titles.



Logo placement in video shall be at the top right corner. In case of addition of the logo to a pre-existing video, the logo shall be placed on the top left corner; aligned with the 'Action Safe' (as shown in reference) The length of the logo element shall be 15% of the length of the frame.

Subtitles--lines 1 & 2-- shall centrally align with the lower 'Title Safe' zone.

Subtitles shall use the 'Montserrat' typeface and not exceed two lines.

Use of a 50% grey background is permitted to increase the visibility of the text.

Placement of lower-thirds will be at the lower left corner and follow the brand colours.

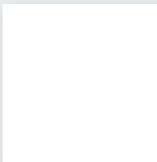
They shall be aligned with the 'Title Safe' zones as well.

## MISCELLANEOUS

This section includes various other aspects with relation to One Page Spotlight.

### DROP SHADOW

The use of drop shadows, to create a sense of depth, are permitted. The specifics are as follows:



HEX CODE: #263238

OPACITY: ~33%

BLUR STRENGTH: 5 px

DISTANCE: upto 5px

### BORDERS

Borders may be used to give dynamism in creatives. Borders may be used as shown in reference images A and B.

Border thickness would be 1.5% of the image.



### LOGO VARIATIONS

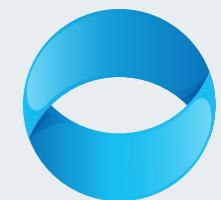
The One Page Spotlight logo also features a flat option and one without the text.



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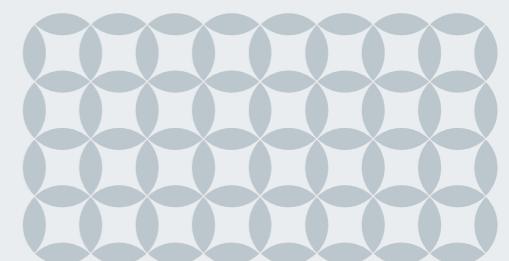
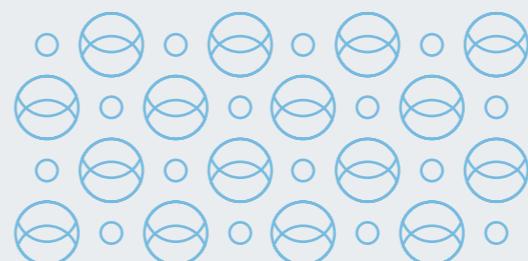
Monochrome



Icon

The flat icon shall only carry the HEX Code #0288D1.

### PATTERNS



## MISCELLANEOUS

### DO'S AND DONT'S

- Logo should always be given some breathing room ~5% of the frame size.
- If the logo needs to be placed on a dark background or imagery, the negative logo should be used.
- **Do not** tilt, rotate, stretch, skew or distort the logo in anyway.
- **Do not** add unnecessary embellishments like drop shadows, gradients, embossing to the logo.
- **Do not** alter the official colours, text, typeface, font, placement of elements of the logo.



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