



BRAND IDENTITY GUIDELINES





Brand Vision & Mission



Vision

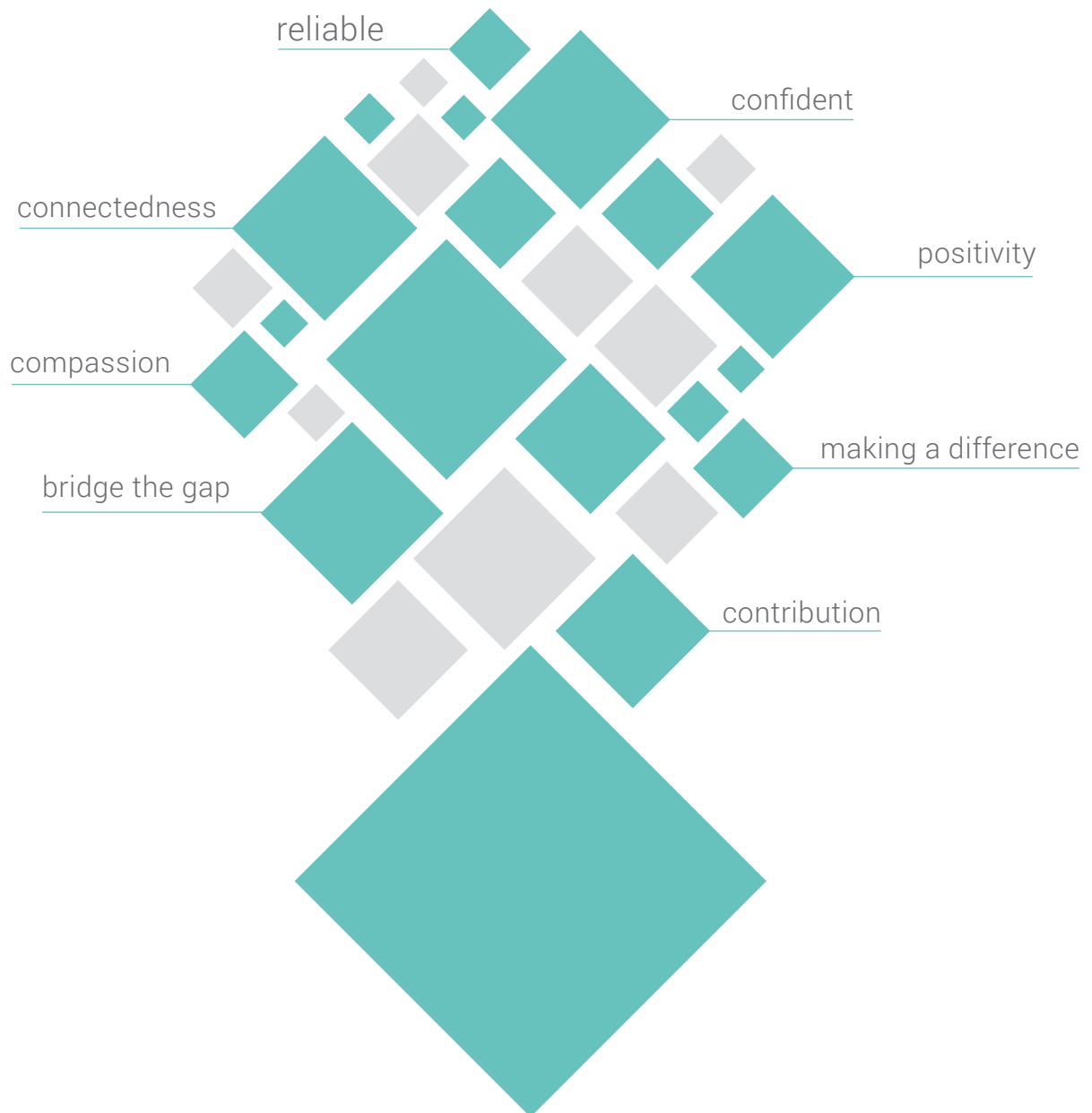
To provide a single common platform that bridges the gap between the available talent and talent seekers across the entertainment industry.

Mission

To provide a platform for the entertainment fraternity to connect, collaborate and create something that makes a difference.



Brand Values





Brand Voice & Tonality





Brand Promise



We provide a platform for the global entertainment fraternity to **connect**, **collaborate** and **create** something which makes a difference.



Logo Design for Flixmates



FLIXMATES



Logo with Tagline



FLIXMATES

connect collaborate create



Connect

As far as our global village is concerned, connecting is become a necessity now-a-days. Media aspirants also need the connectivity with utmost importance within their fraternity. It is now easier to them to connect through Flixmates App to showcase their skills and later make a team to move further in their career.



Collaborate

Working with the person you admired is always leaves you satisfied. So Flixmates App gives you unprecedented opportunity to collaborate with the upcoming aspirants you want in your industry.



Create

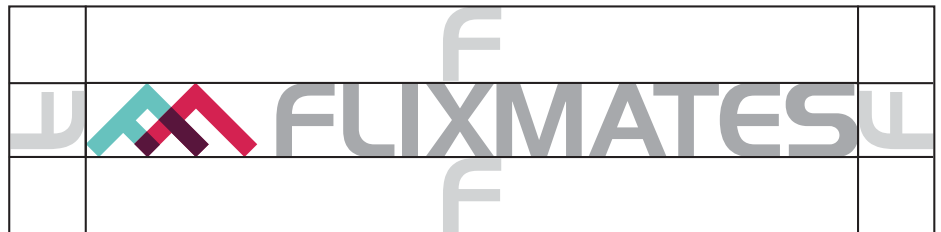
Flixmates App provides a platform to create something extraordinary, whether it is your singing talent or scriptwriting or dancing or any special talent for a reality show etc. so start creating something amazing!



Logo Specification

Proportion

F is the unit of measurement (mm, cm, inches etc.)



F-unit:
Same size as the
initial cap in the
logotype

Logotype with Tagline





Logo Proportions

Smallest Permissible Size :

The logo and symbol should never be smaller than this size

For Web Usage



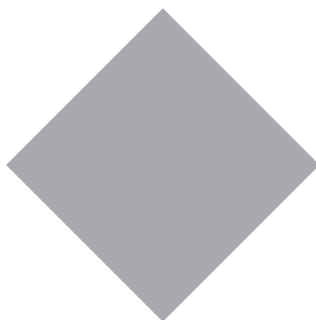
For Print Usage



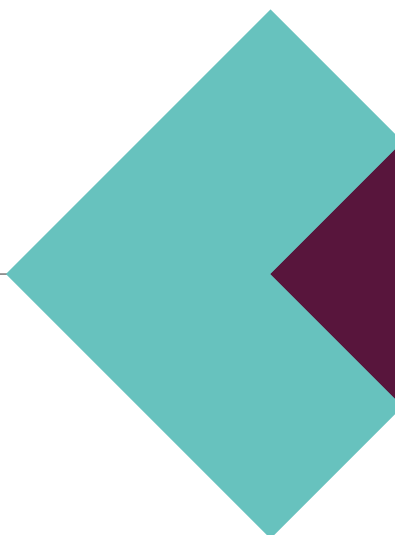


Logo Color Palette

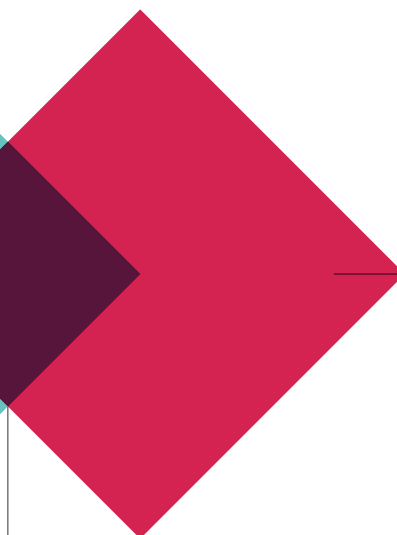
0C | 0M | 0Y | 40K
167R | 169G | 172B
#A7A9AC



57C | 2M | 29Y | 0K
103R | 194G | 190B
#67C2BE



53C | 96M | 47Y | 46K
88R | 21G | 60B
#58153C



11C | 99M | 60Y | 1K
212R | 34G | 81B
#D42251



Dos and Don'ts for the Logo

Never change and break the Logo unit



Never use the logo in perspective



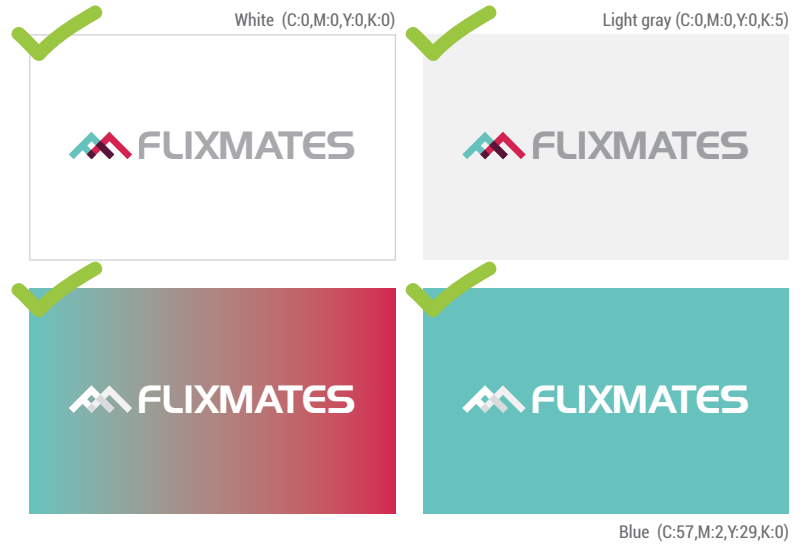
Never stretch the logo or symbol



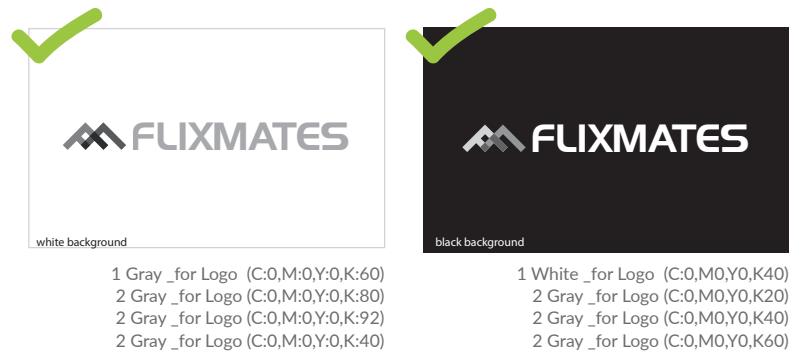


Color reproductions in different backgrounds and accepted colors.

Always make sure that the logo is clearly visible on any background



Grayscale Logo color Option



Never use the logo in gradient or heavy background





Correct and incorrect uses of the logo

The Primary Logo Unit. To be used at most places





Usage of images

1. To Use

Use images of people that look engaged, approachable and empowered.





Defining the primary colour & secondary colour scheme

1. Primary Color



57C | 2M | 29Y | 0K
103R | 194G | 190B



53C | 96M | 47Y | 46K
88R | 21G | 60B



11C | 99M | 60Y | 1K
212R | 34G | 81B

2. Secondary Color



CMYK :	0-0-0-80	0-0-0-70	0-0-0-60	0-0-0-50	0-0-0-30	0-0-0-10
RGB :	88-89-91	109-110-113	128-130-133	147-149-152	188-190-192	230-231-232



CMYK :	89-38-64-24	75-3-45-0	60-2-36-0	45-2-27-0	13-1-18-0	15-1-9-0
RGB :	3-103-92	21-179-62	97-191-177	139-204-194	177-219-212	214-235-231



Roboto Light

Roboto Regular

Roboto Bold

Roboto Black

ABC
abc

Roboto is a classic san-serif typeface. It is a dense and very narrow typeface which is used in our sub-head and dense body copy.

1. Corporate Fonts

For all internal communication / correspondence like letters, email, proposals, process documents, excel sheets, PPTs, etc. the font to be used is Roboto Light, Regular, Medium, Bold, Black.

2. Web Usage

Roboto Light, Regular, Medium, Bold, Black.

3. Print Usage

Roboto Light, Regular, Medium, Bold, Black.



Usage of company name in texts and documents

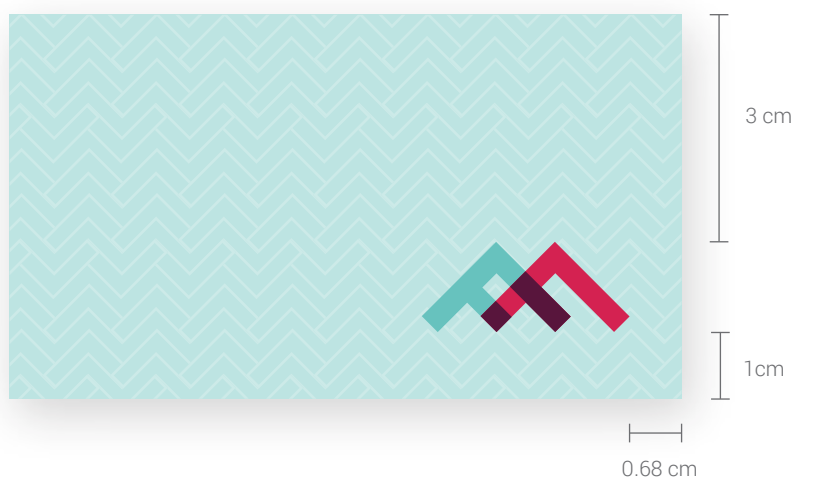
1. FLIXMATES..... ✓
2. Flixmates..... ✓
3. FlixMates..... ✗
4. flixMates..... ✗
5. flix mates..... ✗
6. connect collaborate create..... ✓
7. Connect Collaborate Create..... ✓
8. connectcollaboratecreate..... ✗
9. ConnectCollaborateCreate..... ✗
10. Connect collaborate create..... ✗



Visiting card

Visiting card

Width - 3.5 inch x Height - 2 inch



Name

Font: Roboto (medium)

Point Size: 9 pt.

Colour: C-57/ M-2/ Y-29/ K-0

Address, Mob, Email, Tel, Fax etc

Back: Roboto (regular)

Point Size: 6/8 pt.

Colour: C-44/ M-36/ Y-36/ K-1

Designation

Font: Roboto (medium)

Point Size: 9 pt.

Colour: C-44/ M-36/ Y-36/ K-1

Website

Back: Roboto (medium)

Point Size: 6/8 pt.

Colour: C-44/ M-36/ Y-36/ K-1



Envelope

Envelope

Width - 9 inch x Height - 4 inch

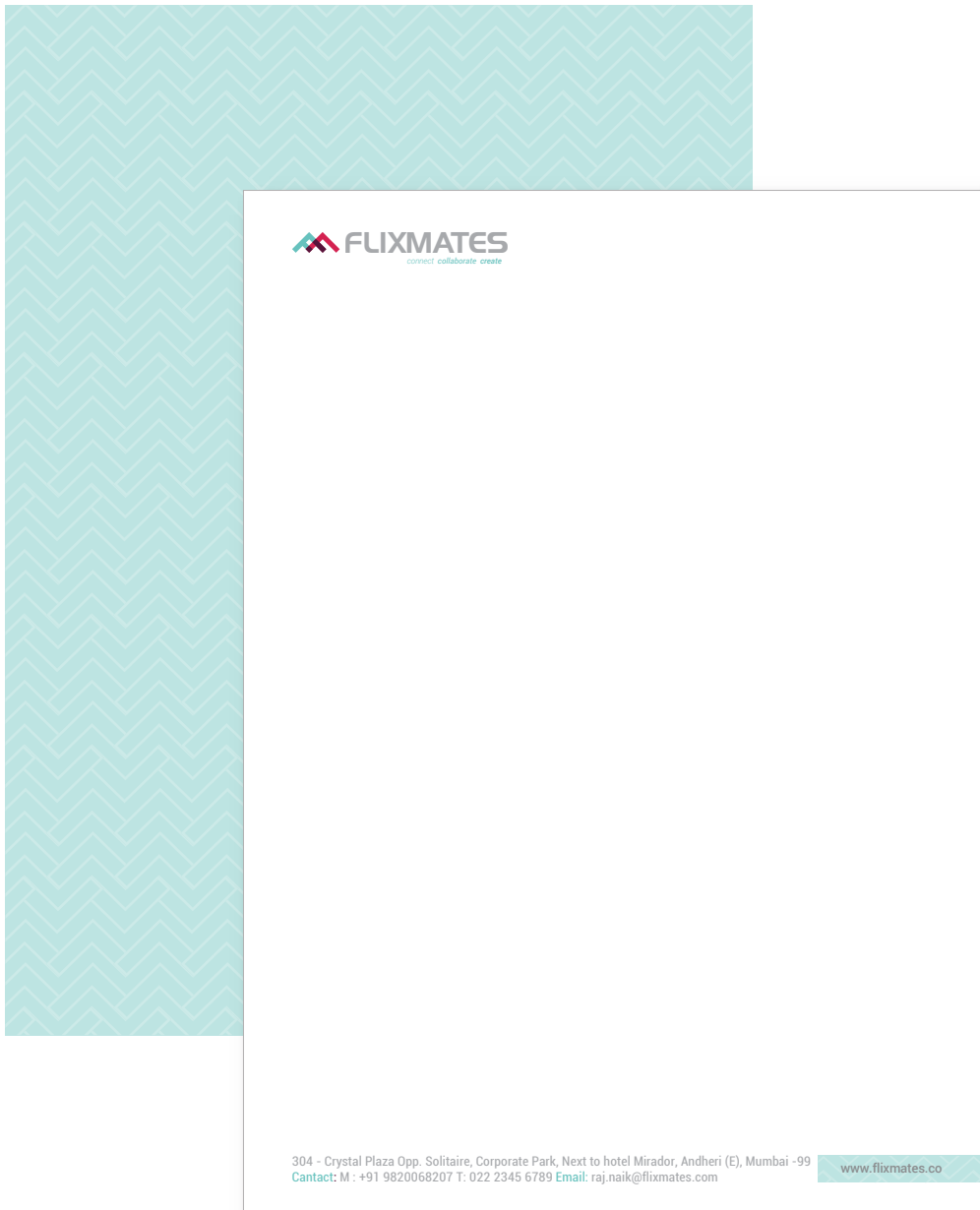




Letterhead

Letterhead

size - A4







Wanna
be the
**Next
FLIXY?**



GET CONNECTED YOURSELF TO THE UPCOMING
STARS IN FILM INDUSTRY

come join flixmates.com

is an Android app targeted to bring the entire entertainment industry (TV, cinema, theatre, stage, freelance onstage artists, reality show seekers, technicians, crew, suppliers, et all) on a single common platform wherein the users can showcase, interact, share, exchange ideas and find opportunities for their skills.

Download the
flixmates App
now!







Email Signature

Thanking you & Regards,

Owner Name
Marketing Manager | +91 98201 80338

FLIXMATES Pvt. Ltd.

70, Shanti Industrial estate, S. N. road,
Mulund (W), Mumbai 400 080, India.

T : +91 22 6798 5964, 6799 3964

M : +91 22 6798 5965

E : flixfates@gmail.com

W : www.flixfates.com



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Power Point Template




 **FLIXMATES**

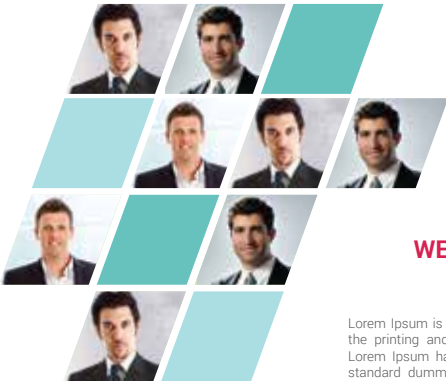
PRESENTATION TITLE
SUBTITLE HERE

Name of Presenter | Designation

CONTENT SLIDE

- Slide 01
- Slide 02
- Slide 03





**WE BELIEVE IN
OUR TEAM**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the



 **FLIXMATES**

INDIA OFFICE
Unit : 341 DLF Prime Towers, F - 79 & 80 Okhla Phase - I
New Delhi - 110020

+91 9818887798 | +91 11 41706796
john@flixmates.co | www.flixmates.co