BRAND BOOK

simple connect

simple connect

BRAND BOOK 2021

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INTRODUCTION

About Company

The team at SimpleConnects' #1 priority is saving our costumer's sanity, time and some money. We are normal everyday people who understand how daunting the moving process can be. Just like you, we've been there, and we set out to re-imagine the moving experience.

Our expertise and know-how in the relo-tech market combined with our partnerships with many leading providers allows us to provide an unmatched experience for new or existing customers.

Mission and Vision Statement

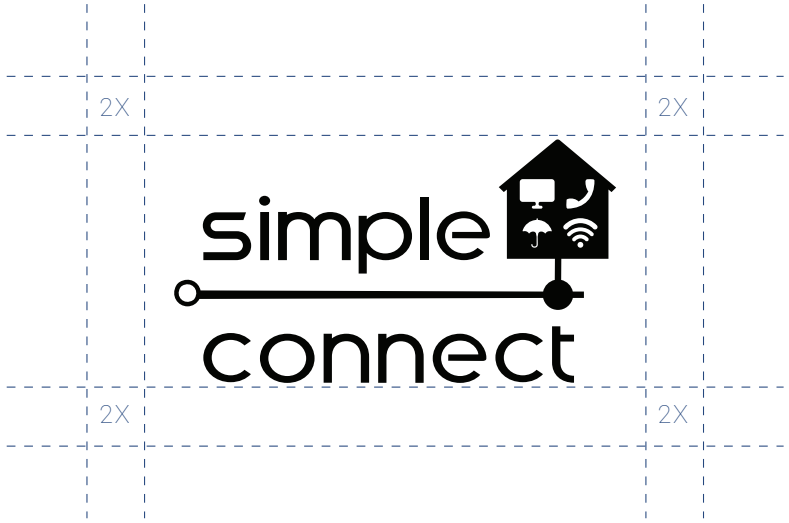
Timeliness, Efficiency and Service with smile.
SimpleConnect wants to heighten your moving experience by being your VIP, white glove, home services concierge. Our team of highly trained Solutions Specialists will guide our customers through shopping for, reserving and setting up home services that best fit their lifestyle.

LOGO IDENTITY

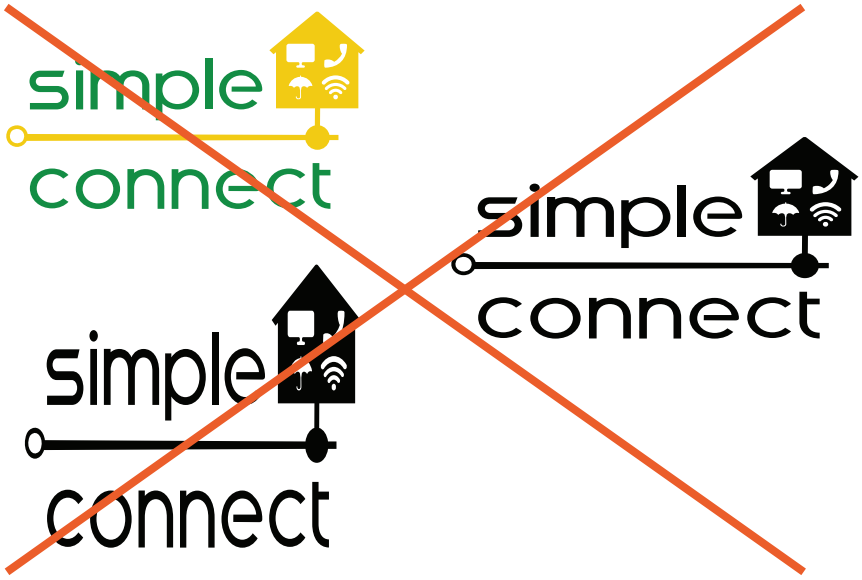
Logo Usages

For use when the communication is referencing SimpleConnect. To ensure consistent use, never embellish, alter coloring, rotate or attempt to recreate SimpleConnect brand assets.

DO



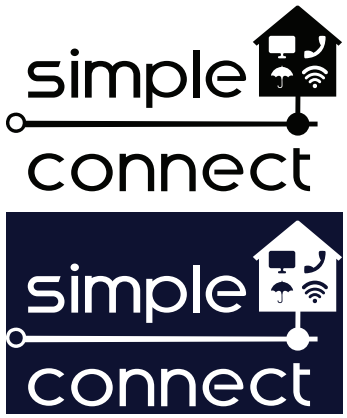
DO NOT!!



Color Variations

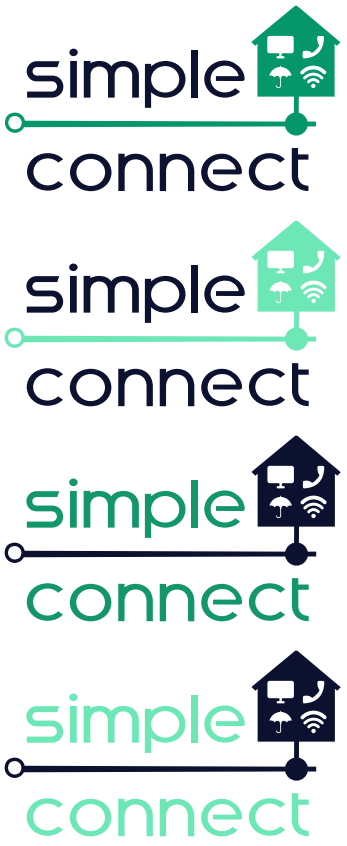
Colors are available for tinting. Tints are used for adding definition to charts and tables that require subtle variations. As well as, to ensure total readability of text.

BLACK & WHITE



ONE COLOR

TWO COLOR



REVERSED

PRIMARY COLORS

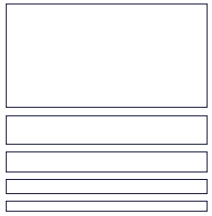
Color Using

Our brand is associated with the below blue and green color palette. Modifying the colors is prohibited. If you are unable to use the correct color, you may revert to black or white.

BLACK

PANTONE Black 6 C
For Web Use
Hex #00000
R: 0 G: 0 B: 0
For Printing
C: 0 M: 0 Y: 0 K: 100

WHITE

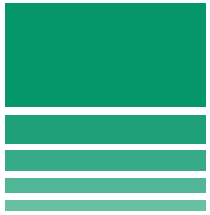


For Web Use
Hex #ffffff
R: 255 G: 255 B: 255
For Printing
C: 0M: 0 Y: 0 K: 0

NAVY

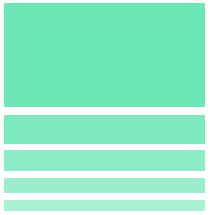
PANTONE 296 C
For Web Use
Hex #0E1231
R: 14 G: 18 B: 49
For Printing
C: 95 M: 90 Y: 47 K: 62

GREEN



PANTONE 7724 C
For Web Use
HEX #059669
R: 5 G: 150 B: 105
For Printing
C: 000 M: 012 Y: 100 K 000

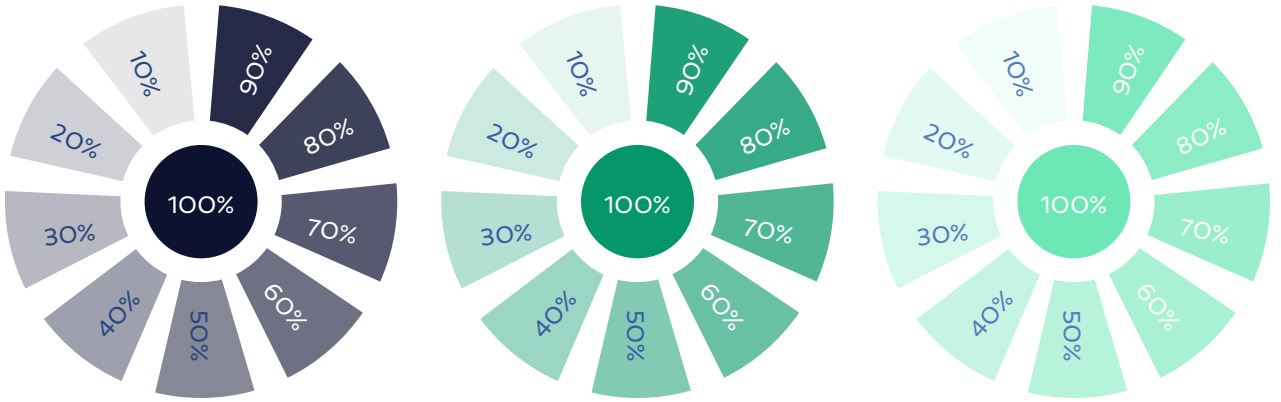
LIGHT GREEN



PANTONE 115 U
For Web Use
HEX #6EE7B7
R: 110 G: 231 B: 183
For Printing
C: 49 M: 0 Y: 40 K: 0

Tint’s

Colors are available for tinting. Tints are used for adding definition to charts and tables that require subtle variations As well as to ensure total readability of text.



Typography

Font Style

‘Spinnaker’ is our main typeface. It is used for all types on copy, mainly sub-headings and body text and on all communication materials .

‘Roboto Bold’ is our secondary font to use on verbiage that needs to stand out such as titles and headings.

PRIMARY FONT

Spinnaker

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890

SECONDARY FONT

Roboto Bold

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@$%

Hierachy

Title
36 pt
-50 Tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘‘
123456789£$?!<>{}[]#¢™®

Headline
18 pt
-50 Tracking

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘‘
123456789£$?!<>{}[]#¢™®

Sub-Heading
14 -16 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘‘
123456789£$?!< >{}[]#¢®

Body
11 - 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘‘
123456789£$?!< >{}[]#¢®

STATIONERY

Business Card

simple connect

WWW.SIMPLECONNECT.COM

Envelope & Letterhead

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MERCH

Various pieces of merchandise maybe be created using the brands colors or in black and white. The logo should always be clearly readable.

OUTDOOR

Sign Board Design Guideline

Message on a single idea by using minimal words. Drivers have an average of 7 seconds to read your copy. Fonts must be readable with letters that are scaled for distance. Background must be kept simple, using one or less images on a background that creates contrast.

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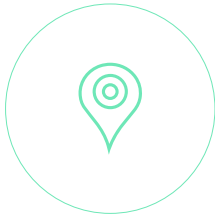
connect
Moving, just got easier.
Connect it all, in one call!
WWW.SIMPLECONNECT.COM

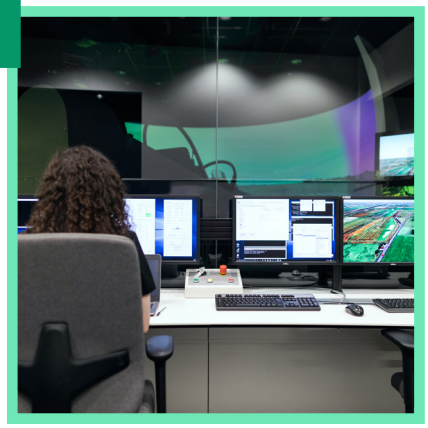
ICONS

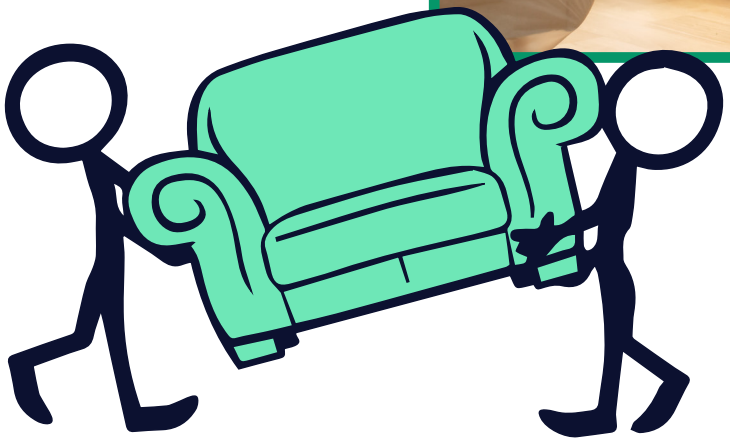
Icons and Assets can use the three SimpleConnect core colors, or white for dark backgrounds.



IMAGERY

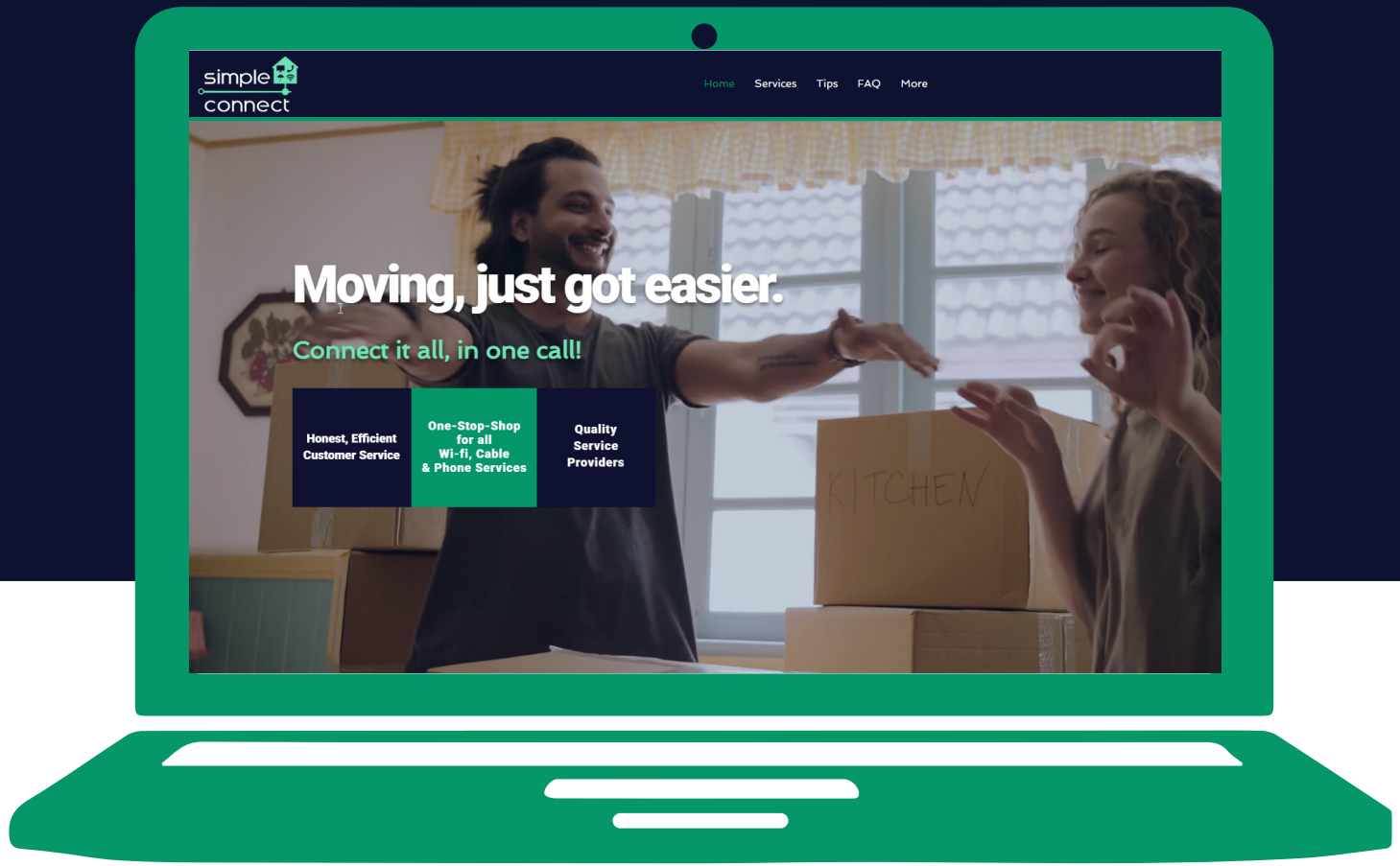
SimpleConnect is a trustworthy, casual, friendly, diverse and ambitious company. The imagery used to present this institution should reflect those attributes. Images should be relevant to the content, give a feeling of happiness, community and success.





Monaco Grand Prix

WEBSITE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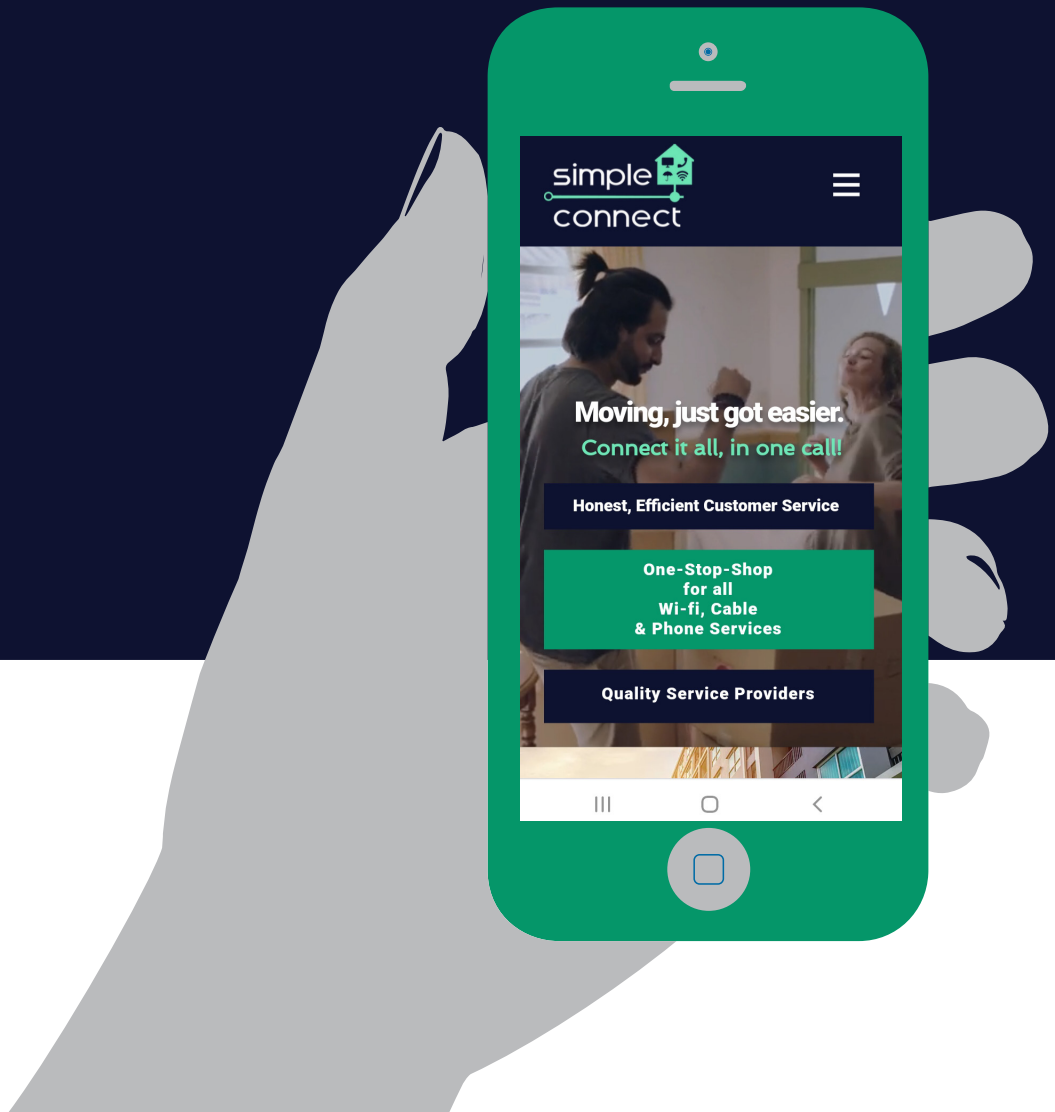
Home
Services
Tips
FAQ
More
Moving, just got easier.
Connect it all, in one call!
Honest, Efficient Customer Service
One-Stop-Shop for all Wi-fi, Cable & Phone Services
Quality Service Providers
KITCHEN

MOBILE APP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CONTACT INFORMATION
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