

Brand Guidelines

These guidelines are intended to ensure consistency with our brand in order to develop a recognizable image for the company everywhere it appears.

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Our Brand System The Signature

There are two primary variants, or "lockups", of the signature: a horizontal and a stacked version.

The horizontal lockup has been designed to be the primary, go-to version, but the stacked variant is a completely acceptable alternative to the main signature. The stacked signature should be used as substitute for the primary signature if the space into which it is being applied will enable the signature to be more evident and impactful—in other words, use the stacked lockup in situations where it fits better and fills more of the space.

HORIZONTAL LOCKUP (primary)



STACKED LOCKUP



Our Brand System Color Palette

The color palette for the brand includes the primary colors utilized in the signature itself. However, additional colors are included that can be used as design accents in other brand elements and materials.



#FD5825

CMYK: 0/80/93/0 RGB: 253/88/37 Pantone 171



#222222

CMYK: 72/66/64/72 RGB: 34/34/34 Pantone Neu. Black



#3FABAF

CMYK: 71/12/33/0 RGB: 63/171/175 Pantone 7472



CMYK: 38/31/31/0 RGB: 164/164/164 Pantone 422

#EAF0F6

CMYK: 7/2/1/0 RGB: 234/240/246 Pantone 649



CMYK: 5/3/3/0 RGB: 239/239/239 Pantone 663





Our Brand System Typography

Poppins is the font of choice for all typography applications outside the custom font styling in the logo itself.

There are many reasons for selecting Poppins as the corporate font. Its classic sans serif style is timeless and sophisticated. It delivers exceptional versatility due to its full family of font weights from light to extrabold including italic versions at every step. Finally, It is a standard Google Font, so it can be downloaded for free and easily installed on any computer.

Since the font of choice is a Google
Font, it can also be embedded into a
website and leveraged there,
enabling the brand to be extended
across mobile and print in a
consistent fashion.

Headlines-Poppins Light

Subheaders—Poppins Regular

Body Copy—Poppins Regular

Poppins Light
Poppins Light Italic

Poppins Regular
Poppins Regular Italic

Poppins Medium Italic

Poppins Semibold
Poppins Semibold Italic

Poppins Bold Italic

Poppins Extrabold
Poppins Extrabold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ Abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Applications - Acceptable Uses

The signature lockups can be altered to some extent in order to adapt to specific applications more organically without compromising the integrity of the overall brand.

Follow the usage examples provided here as a guideline for the types of alterations that are acceptable.

Always leave adequate margin (breathing room) around the signature when it's situated next to other content or imagery. Keep a minimum amount of clear/white space equal to the size of the "S" in the Sidekick wordmark on all sides.



Include the tagline, but only in accordance with the lockups shown below.





Applications - Acceptable Uses

Other variations of the signature are acceptable too, particularly in situations where the requirements call for limited colors









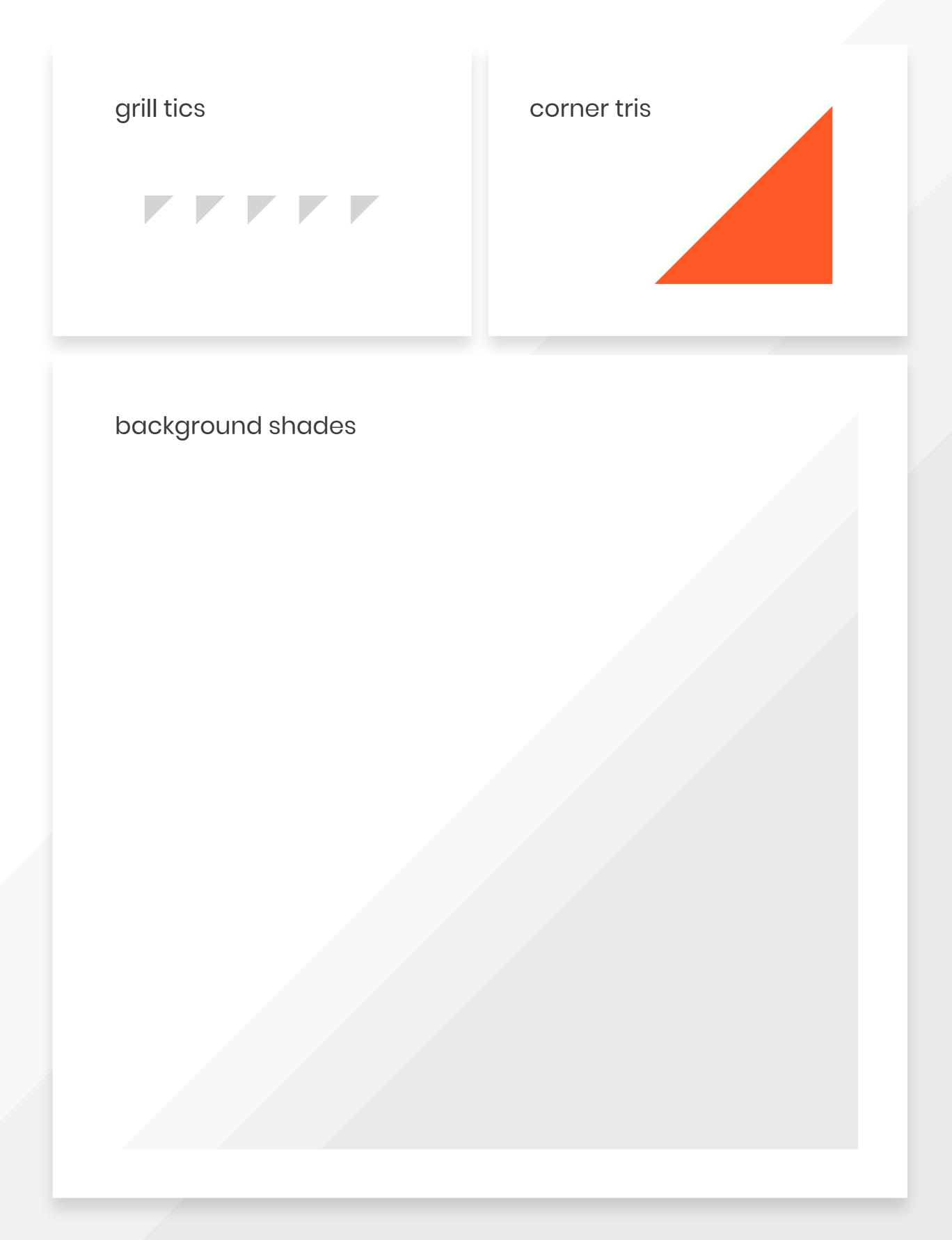






Applications Design Motifs

The signature sports a subtle design element that anchors several very every graphic motif used in other aspects of the brand imagery. The "i" in Sidekick is reflected as a graphic element itself within certain layouts. However, more specifically, the nick in the i that separates the i-dot from the base is a 45-degree triangle shape that infuses its influence into all aspects of the brand identity. These motifs make a powerful impression that can quickly be identified as the Franchise Sidekick brand.





Applications Marketing Materials

Notice how the graphic elements shown on the previous page have been applied to the marketing material art on this page, giving these assets a greater brand appeal than the logo could ever do on its own. The design motifs are important in helping establish and define the company's complete brand identity.





Franchise Sidekick 555 North 5th Street Omaha, NE 55555

Dear Valued Franchisee,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Proin sagittis nisl rhoncus mattis rhoncus urna neque. Ut porttitor leo a diam sollicitudin tempor id eu nisl. Egestas erat imperdiet sed euismod nisi porta lorem mollis. Vulputate enim nulla aliquet porttitor lacus luctus accumsan tortor. Amet justo donec enim diam. Facilisi nullam vehicula ipsum a arcu. Congue nisi vitae suscipit tellus mauris a. Mauris cursus mattis molestie a iaculis at erat pellentesque. Facilisis mauris sit amet massa. At lectus urna duis convallis convallis tellus id interdum velit. Tristique et egestas quis ipsum suspendisse ultrices gravida dictum fusce. Fames ac turpis egestas maecenas pharetra convallis posuere. A arcu cursus vitae congue mauris.

Volutpat blandit aliquam etiam erat velit scelerisque in dictum. Nec nam aliquam sem et tortor consequat id porta nibh. Morbi tristique senectus et netus et malesuada fames. Viverra tellus in hac habitasse platea. Proin nibh nisl condimentum id