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Brand Guidelines

be

BOLD
DIRECT
SIMPLE

THE LOGO - LOGO

Logo should be white+green on darker background and purple+dark green on lighter background.

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THE LOGO - CLEARSPACE

Clearspace around the logo
equals to the height of the "b".

THE LOGO - LOCKUP

Spacing and alignment guidance for aligning product names with the logo.

English Lockup

Traditional Chinese Lockup

Simplified Chinese Lockup

THE LOGO – PARTNERSHIP LOCKUP

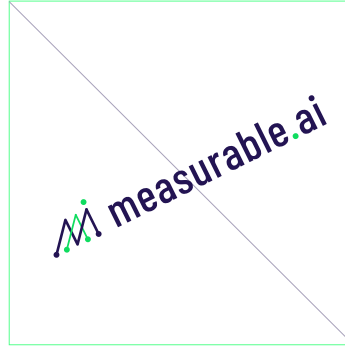Aligning partnership logos should follow
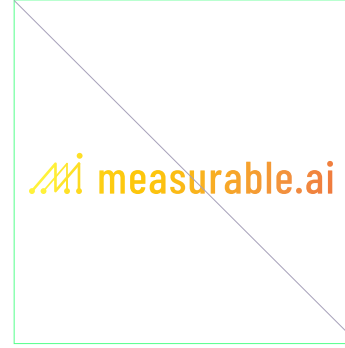clear space rules.

Horizontal Lockup

Vertical Lockup

THE LOGO - NO-NOS

It's important that our logo
appears in a consistent manner.

🚫 Do not rotate the logo.

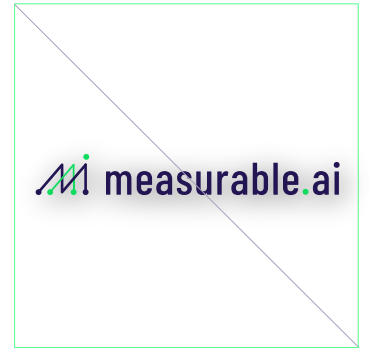🚫 Do not add effects or treatments
to the logo.

🚫 Do not stretch, wrap, or alter
the proportions of the logo.
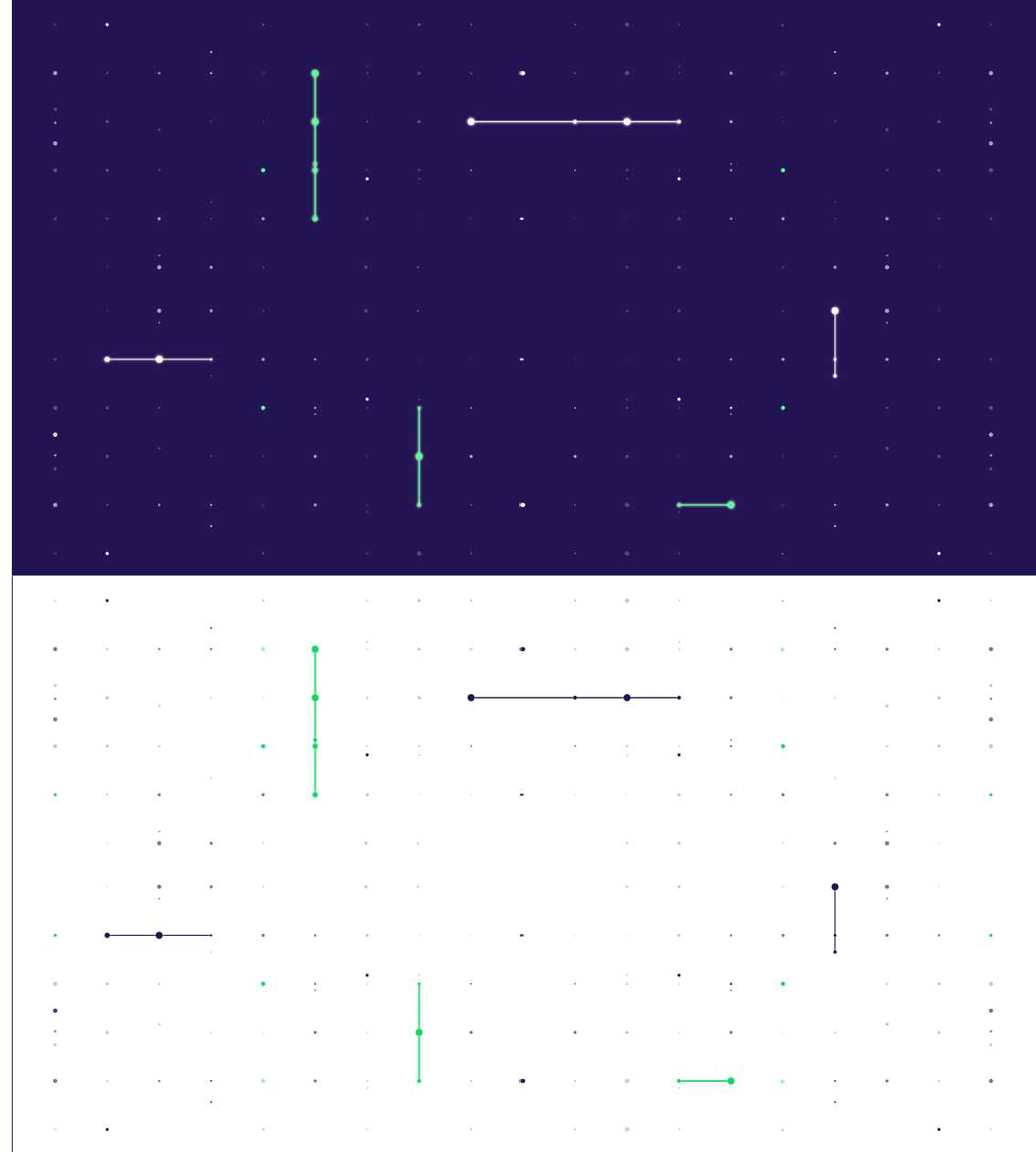proportions of the logo.

🚫 Do not overlap..

🚫 Do not add outline to the logo.

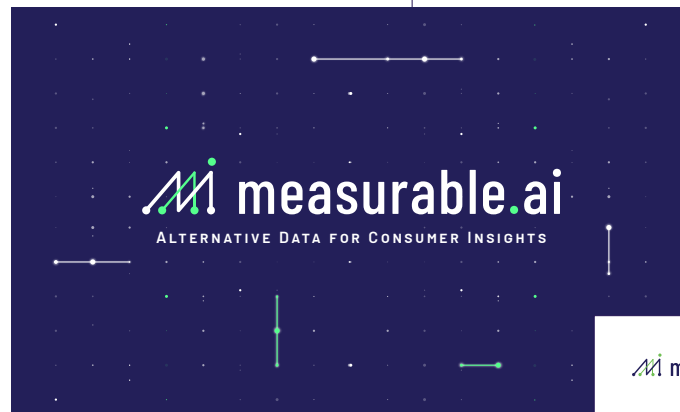🚫 Do not add drop shadow to
the logo.

BACKGROUND

There are two modes for
background - dark and light.
Elements can be taken out
in block shape for layout
purposes.

BACKGROUND - EXAMPLES

It's important that our logo appears in a consistent manner.

COLOR - PRIMARY PALETTE

Our primary palette is at the core of
our brand identity and should be used
for any static or one-off, brand-
focused executions (such as business
system, app icons, press materials).

Our primary palette consists of purple,
fluorescent green, and white.

Purple - background

RGB: 35, 20, 83
HEX: 231453
PMS: 274 c
CMYK: 100/100/30/30

Fluorescent Green - highlight text

RGB: 85, 255, 141
HEX: 55ff8d
PMS: 902 c
CMYK: 0/47/71/0

White - body text

RGB: 255, 255, 255
HEX: ffffff
PMS: n/a
CMYK: 0/0/0/0

COLOR - SECONDARY PALETTE

Our secondary palette should only
be used for light-mode.

Our secondary palette consists of
white, dark fluorescent green, and
purple.

White - background

RGB: 255, 255, 255
HEX: ffffff
PMS: n/a
CMYK: 0/0/0/0

Dark Fluorescent Green - highlight text

RGB: 85, 255, 141
HEX: 0fdc5f
PMS: 802 c
CMYK: 60/0/90/0

Purple - body text

RGB: 35, 20, 83
HEX: 231453
PMS: 274 c
CMYK: 100/100/30/30

Lt. Purple - body text

RGB: 102, 93, 130
HEX: 7b7298
PMS: 274 c (67%)
CMYK: 60/60/20/20

COLOR - THIRD PALETTE

Our third palette should only be used for icons.

Our third palette consists of light purple + fluorescent green gradient with white as an accent color.

Light Purple + Fluorescent Green gradient

Light purple
RGB: 170, 91, 255
HEX: aa5bff
PMS: N/A
CMYK: 33/64/0/0
Angle: 45 degree

White - background

RGB: 255, 255, 255
HEX: ffffff
PMS: N/A
CMYK: 0/0/0/0

TYPOGRAPHY

We use Barlow Condensed for header and our logo font. Roboto for both subhead and body copy.

Barlow Condensed

Header 01

semibold

Barlow Condensed

Header 02/Logotype

medium

Barlow Condensed

Header 03

light

Roboto
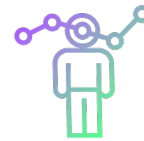
Subhead

bold

Roboto

Body Copy

regular

ICONOGRAPHY

These icons convery carry a sense of intuitive communication as they can easily be understood regardless of one's mother tongue.

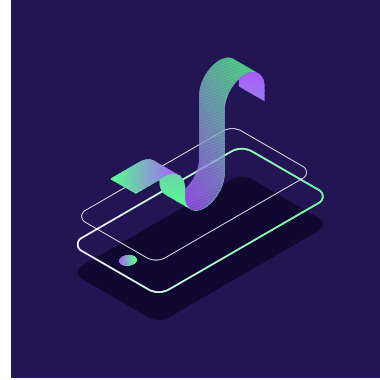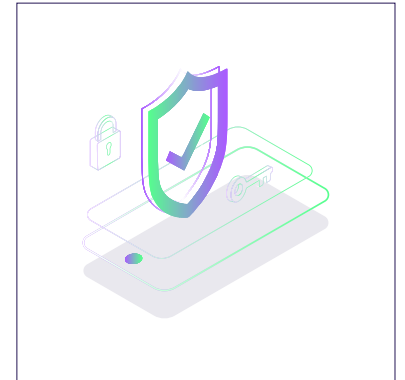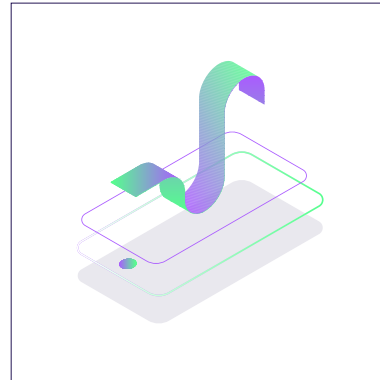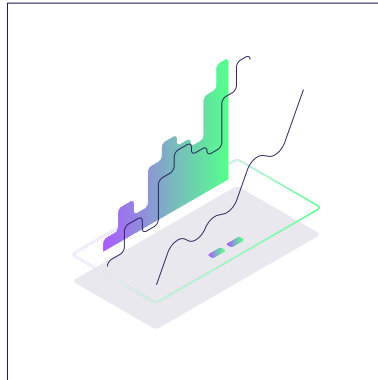|				
Media	Media	Researcher	Merchant	Financial Institution
TMT	Travel	E-Commerce	IAP	Ride Sharing
Consumer Goods	Food Delivery	User Consent	Synchronization	Consumer Insights

World Coverage | Real Time Data Dashboard | Transactional Data | Security
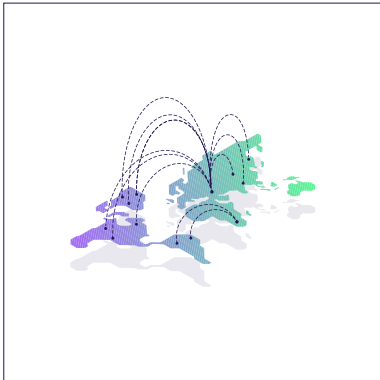
Patent	GDPR	No PPI	Historical Data	Hi-Def Data	Email Receipts	Chinese Data	Timestamp
Email ID	Currency	Language	Country	APP ID	IAP ID	Total Price	Subscription Plan
Price	Quantity	Title	Trip Fare	Service Fee	Total Fare	Promotion	Payment Method
Trip Duration	Item	Shipping	Discount	Estimated Tax	Service Provider	Cancel Date	End Date

Assets

Logo Assets
https://drive.google.com/open?id=1PD5lKzY4T1sXqm3BJ8ShIsiKg3FeLVC9

Typography Assets
https://drive.google.com/open?id=1YiQ_GzzuKeX37SQ4pBkPqvOvN-T1pYUy