



nearby
..... by Festival Friend

| Brand | Style Guide

A woman with long brown hair, wearing a straw hat and a white tank top, is smiling and holding a glass of beer. She is at an outdoor festival or beach event, with other people and trees in the background. The image is partially covered by a purple overlay on the right side.

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BRAND OVERVIEW

SECTION

01



BRAND OVERVIEW

AT A GLANCE

Brand Style Guide

“

Exposure to 4.9million festival goers in the UK. An intelligent solution using consumer transactional data to acquire, retain and win back customers. Eminently Scalable for retailers with a nationwide presence. A totally unique and relevant way to incentivise consumers to spend.

Subscribers have an opportunity to choose up to 3 music Festival they would like to attend. Retailers incentivise your customer to spend with perks tied to their transaction value. We track spend and convert Perk value into Festival Tickets or discounts to help you purchase. top up.



BRAND LOGO

SECTION

02

Our standard Logo is a symbol that defines us to the market.

We must remain consistent to maintain the integrity of our identity.

Having a strong brand is most important and consistence is paramount to the success of any identity system. Consistent use of the logo with supporting elements helps in building brand quality and the character.



Primary Full Logo



Mark/ Just icon

Festival Friends Network

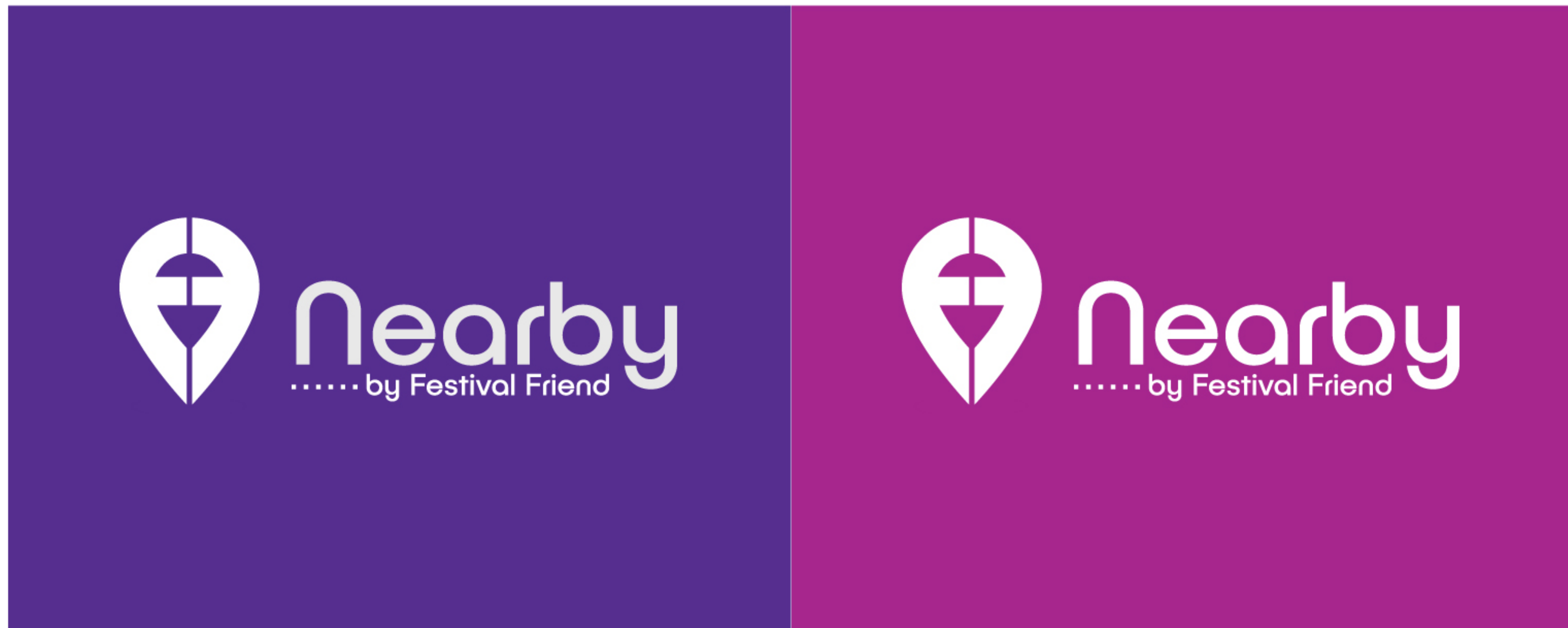
Parent Brand name

by Festival Friend

Slogan of Brand/ Subsidiary Brand name

Having a strong brand is most important & consistence is paramount to the success of any identity system. The Consistent use of the logo and logo colour variations are developed from our brand colors.

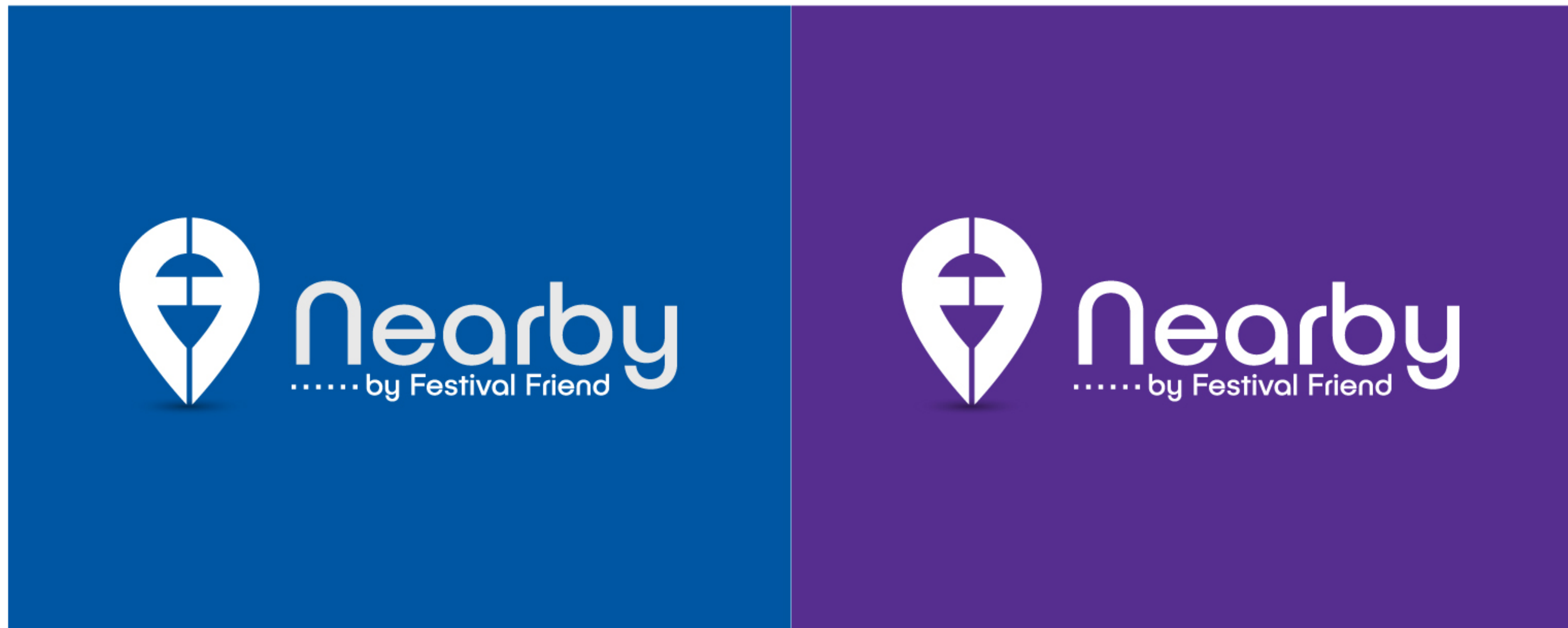
Logo color is an important consideration in our brand identity system. Colors have a significant impact on people's emotional state. Color in branding is also important because our response to a color is based on our life experiences and cultural associations.



LOGO IN COLOR VARIATION

Color variation of logo refers to the different colors used on logo's elements. Primary colors are most important of our brand icon, But some optional uses, secondary colors may be used on logo.

Color variation is the range of colors that can occur change the audience's mind within a species of mood. So, depending on place, materials & purpose our logo may be present with color variation.



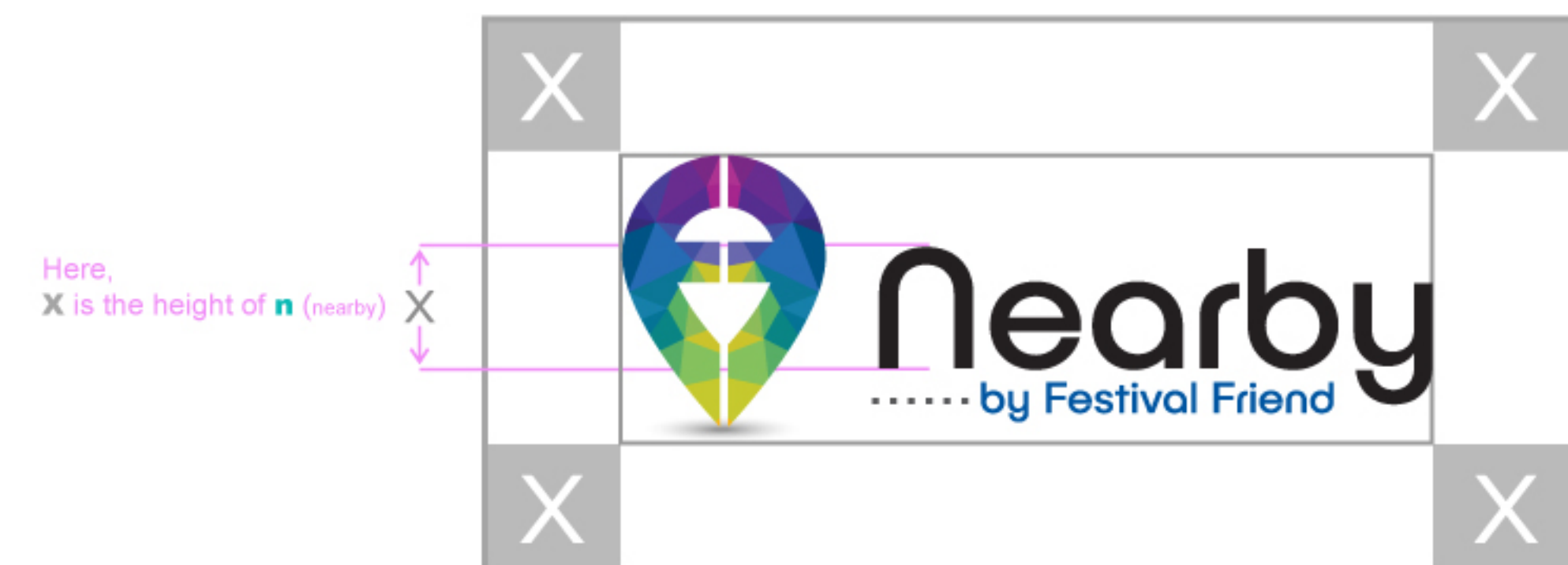
LOGO DETAILS

SECTION

03

The clear space has been established to ensure logo visibility and impact. Always maintain the Clear space zone between the logo and other graphic elements such as: type, images, other graphics and symbols etc.

It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or, message can be positioned in relation to the mark, of the symbol itself and our company name, they have a fixed relationship that should never be changed.

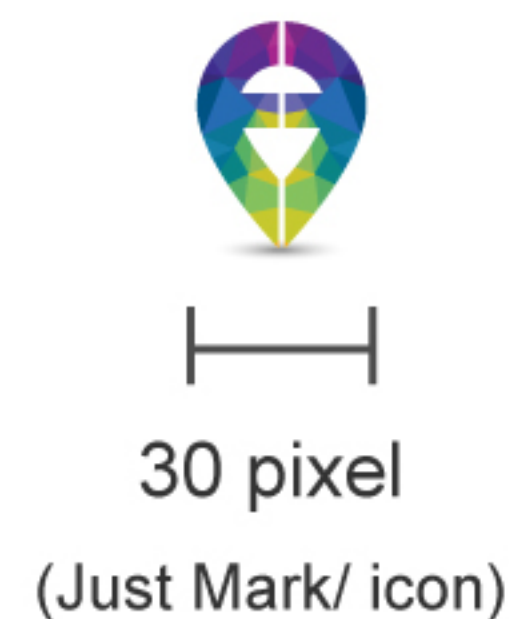


Please allow adequate spacing at all times.

At Minimum size, the logo is still clearly legible and provides a strong level of identification.

When using a lower quality printing technique (i.e. screen printing), it is recommended that the logo should be used in a larger size. The logo must never be used in a smaller size than the size shown here.

ON SCREEN



IN PRINT



LOGO USAGE

SECTION

04

DON'T MISS USE OUR LOGO



Do not distort



Do not stretch



Do not give any filter effect



Do not rotate



Do not blur



Do not use very light background



Do not use shadow



Do not use incorrect color



Do not use very busy background



LOGO ON CAP & MUG





COLOR SYSTEM

SECTION

05

PRIMARY COLOR PALETTE

The brand should always use the approved brand colors, which are presented below. The colors are meant to portray the values and attributes of our brand identity. They are meant to evoke the trusted and friendly feeling of our brand. Altering colors or changing color combinations is prohibited. Maintaining the consistent use of these colors will create recognition and strengthen our identity. The standard logo must always use the primary and supportive colors.

White

HEX

#FFFFFF

RGB

255, 255, 255

CMYK

0, 0, 0, 0

Magenta

90%

80%

70%

60%

50%

40%

30%

20%

10%

HEX

#A6268E

RGB

166, 38, 142

CMYK

44, 93, 0, 0

Blue

90%

80%

70%

60%

50%

40%

30%

20%

10%

HEX

#005485

RGB

0, 84, 33

CMYK

96, 63, 24, 8

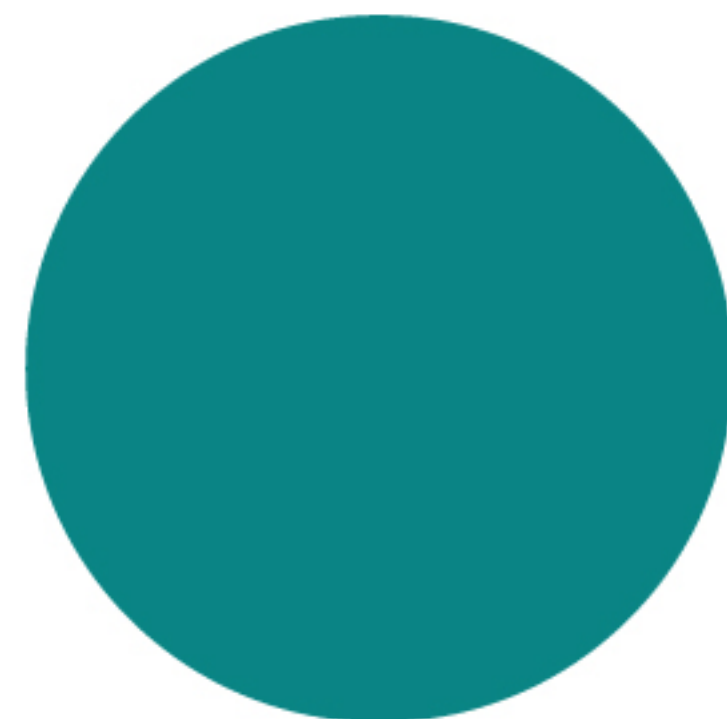
SECONDARY COLOR PALETTE

Our secondary colors are a distinct and crucial part of our identity as they compliment our main palette and make us more recognizable. Color plays an important role in our brand identity. The colors developed for our secondary palette comprise our visual identity. The colors below are recommendations for various media.

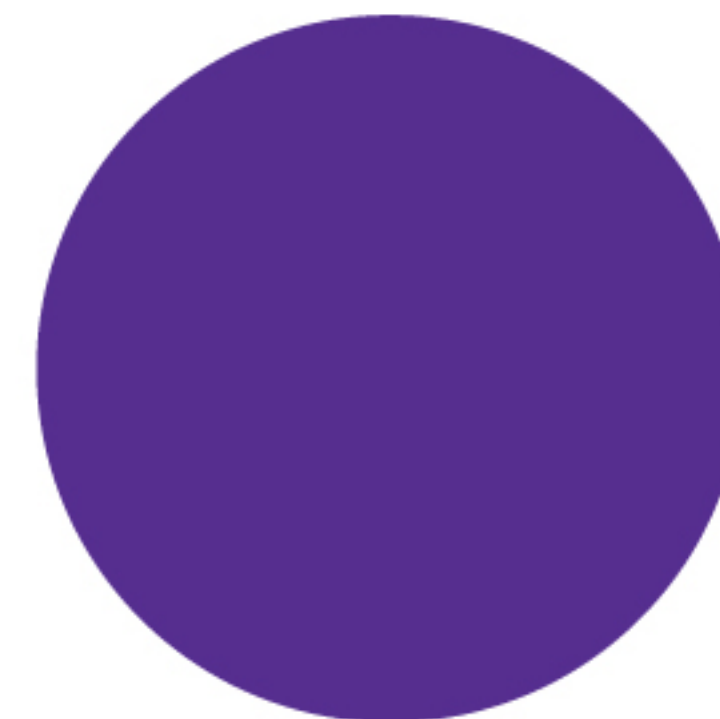
When applied consistently, the secondary brand colors provide a strong, visual link across various materials and communications, which set our company apart from the competition.



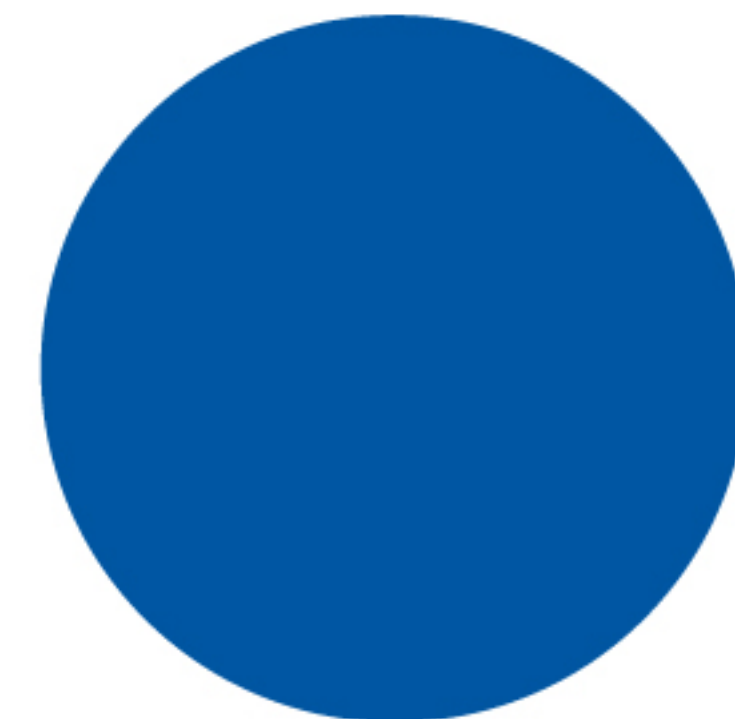
HEX #85c25e



HEX #0a8585



HEX #562e90



HEX #0056a2

TYPEFACE

SECTION

06

Clear communication is an essential part of our brand. Used consistently, font typefaces play a significant role in reinforcing the brand.

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

Montserrat

VERSIONS: Thin, Light, Extra Light, Regular, Medium, Semi Bold, Bold, Extra Bold & Black with all italic form.

Capital letters:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Small letters:

a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures:

0 1 2 3 4 5 6 7 8 9

Characters:

+ - * / , . < > ? ; ' \ : " [] { } - = () | & ^ % \$ # @ ! ` ~



Typography may be defined as the theory & practice of letter and typeface design. In other words, it is an art concerned with design elements that can be applied to the letters & text (as opposed to, say, images, tables, or other enhancements) on a printed page.

Why It's Important: There are benefits to using the right kind of typeface. First, it attracts the reader's attention and conveys a certain mood or feeling. This influences the reader's concentration, interest level, and willingness to continue reading. Second, visually appealing presentation fonts facilitate communication and audience engagement.

Publica Play

VERSIONS: Hairline, Thin, Light, Regular, Medium, Semi Bold, Bold, Heavy & Black with all italic form.

Capital letters:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Small letters:

a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures:

0 1 2 3 4 5 6 7 8 9

Characters:

+ - * / , . < > ? ; ' \ : " [] { } - = () | & ^ % \$ # @ ! ~



Typography, Layout, and Graphic Design are related with each other. Typography may be defined as the theory and practice of letter and typeface design. In other words, it is an art concerned with design elements that can be applied to the letters and text (as opposed to, say, images, tables, or other visual enhancements) on a printed and web page.

Arial

VERSIONS: Narrow, Regular, Regular italic, Bold, Bold italic & Black.

Capital letters:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Small letters:

abcdefghijklmnopqrstuvwxyz

Figures:

0 1 2 3 4 5 6 7 8 9

Characters:

+ - * / , . < > ? ; ' \ : " [] { } - = () | & ^ % \$ # @ ! ' ~




BRAND INFO

SECTION

07

WHO WE ARE?



Nearby By Festival
Friends is an innovative
customer loyalty platform that
uses everyday retail purchases
to reward Music Festival
Lovers with cashback to
buy Festival Tickets.

BRAND INFORMATION

OUR BRAND TAGLINE

Brand Style Guide

A photograph of a young man and woman smiling and laughing at an outdoor festival. The woman is wearing a straw hat and a white tank top, holding a glass of beer. The man is wearing a black tank top and also holding a glass of beer. In the background, other festival-goers and structures are visible under a warm, golden light. A pink circle with a white border is overlaid on the image, containing the text 'OUR TAGLINE'.

**OUR
TAGLINE**

“ Cashback that brings music to your ears ”



The Nearby tone of voice is Vibrant and Fun. As a company built around our users, the Nearby voice is always plain-speaking and human.

Our products are always explained in the simplest terms. If your mum couldn't understand what is being written, then it's not the Nearby voice.

Humour is an important part of the Nearby voice. No Dad joke, Promise For instance "we are that cool friend who knows how to enhance your fun."

OUR VISION & MISSION

Provide a Simple
and easy way to
exchange cashback
from everyday
purchased for Festival
Tickets.

VISION

MISSION

Mission is to
become a driving
force within Festival
Loyalty & Cashback
industry

OUR BRAND VALUES

RETENTION

Incentivise loyalty and reduce churn offering customers a new way to Buy Festival Tickets.

REVENUE OPPORTUNITY

Create a new revenue stream through retailer reward revenue.

COMPETITIVE DIFFERENTIATOR

Offer a unique way for your customers to generate value over your competitors.

RETAIL PARTNERSHIPS

Partner with some of the most well known retail brands in the UK.

MANAGED SERVICE

We manage retail partnerships and user membership.

GLOSSARY

SECTION

08

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy


TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

Do You Want to Reach Us?

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