

January 2017

BRAND GUIDELINES



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Vision Statement

We get dealerships & lenders bidding for your business
Fleet car prices without the costs!



Introduction

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LOGOS



PRIMARY LOGOS

The following pages outline the use of Biddly logo and its variations. It is important to adhere to these guidelines to ensure that the Biddly brand is consistent across all digital and print media.

Primary logo



Reverse logo

The reverse logo should be used on dark backgrounds / preferred ways are using on reversed dark blue background that appears in primary logo /



The Biddly logo is the one element that unifies and represents our company. It has been specially designed to show and symbolize not just our brand name, but also what is our occupation.

The title cased letters used in brand name in the logo are friendly, readable and approachable.

The magnifier icon shows that the service allows you to search and find. What you will find - of course, cars with fleet car prices.

The Biddly logo should be used only in its approved colors, empty spaces around it. The preferred ways to display the logo are primary way with dark blue, and reversed from blue color.

There are other alternative logos that can be used when primary and reversed logos are not suitable for a design.

ALTERNATIVE LOGOS

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Alternative logos should be used when primary logo and reversed logo are not suitable for a design.

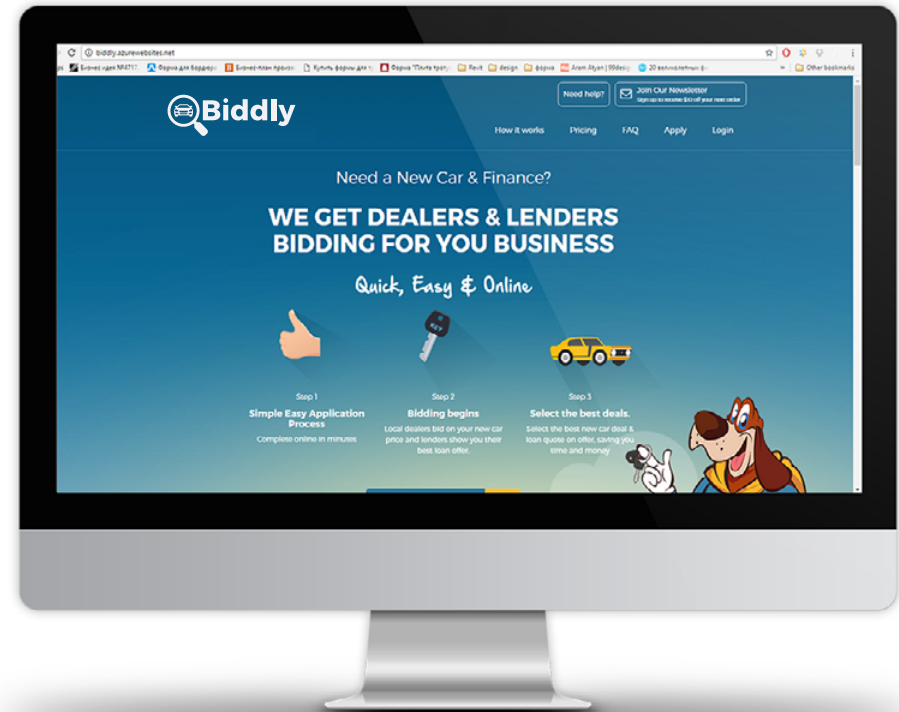
Mono logo

It is preferable that the Mono Logo is used on black and white designs only.



Knockout logo

The knockout logo should be used when placed on the Biddly blue or on a dark background.

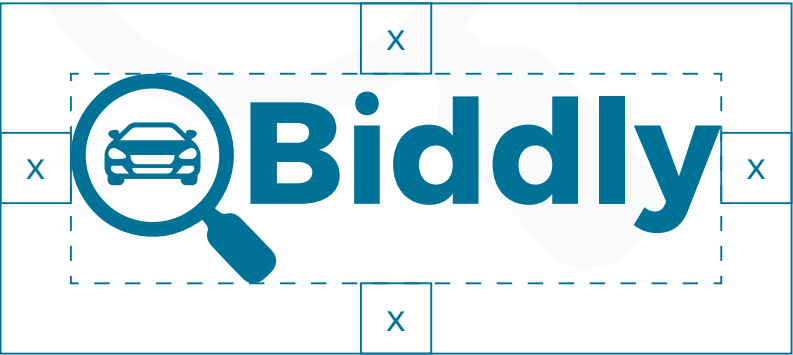


LOGO ALIGNMENT, SPACE AND MINIMUM SIZE

Use this Logo Alignment section to determine where logos should be placed in documentns, digital and print media. The Biddly logo can placed in any corner of a design spacing guidelines below. only one logo should feature on a page at a time.

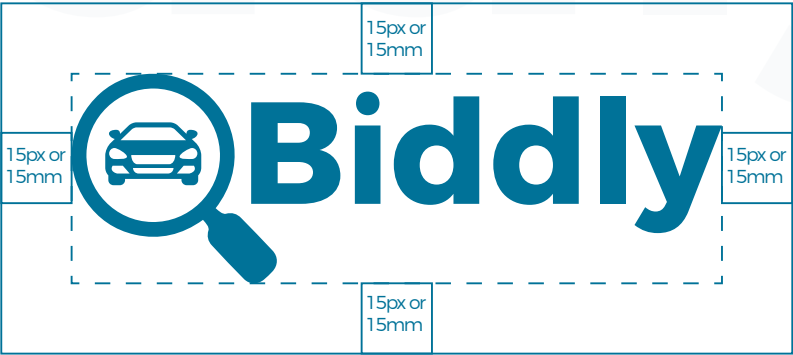
White Space

Always maintain the required clear space around the logo from the edge of a document, design elements or other documents, use square as a white space reference.



White Space Digital

Always maintain at least 15px or 15mm of white space around the Biddly logo.



Minimum Size - Print

The logo should never be reduced lower than 10mm in height.



Minimum Size - Print

The logo should never be reduced lower than 100px in height.



LOGO DON'TS

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The Biddly logo should not be altered like the following examples.

 <p>Don't distort the logo</p>	 <p>Don't stretch the logo</p>	 <p>Don't skew the logo</p>	 <p>Don't rotate it</p>
 <p>Don't place photos behind</p>	 <p>Don't place on a textured background</p>	 <p>Don't place objects behind</p>	 <p>Don't place primary logo on dark backgrounds</p>
 <p>Don't use inappropriate colors or alter the colors</p>	 <p>Don't add drop shadow or apply other effects</p>	 <p>Don't use strokes</p>	 <p>Don't use non-related backgrounds</p>



FONTS



PRIMARY FONTS

The primary fonts reflect the style and typography of the Biddly website. All Biddly staff are required install the following fonts. These are fonts will be used in formal Biddly documents, reports and designs.

Headings

MONTSERATT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%^&*()

Body

MONTSERATT LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%^&*()

Accent

Hand Of Sean (Demo)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@\$%^&*()

Example

**WE GET DEALERSHIPS & LENDERS
BIDDING FOR YOUR BUSINESS**

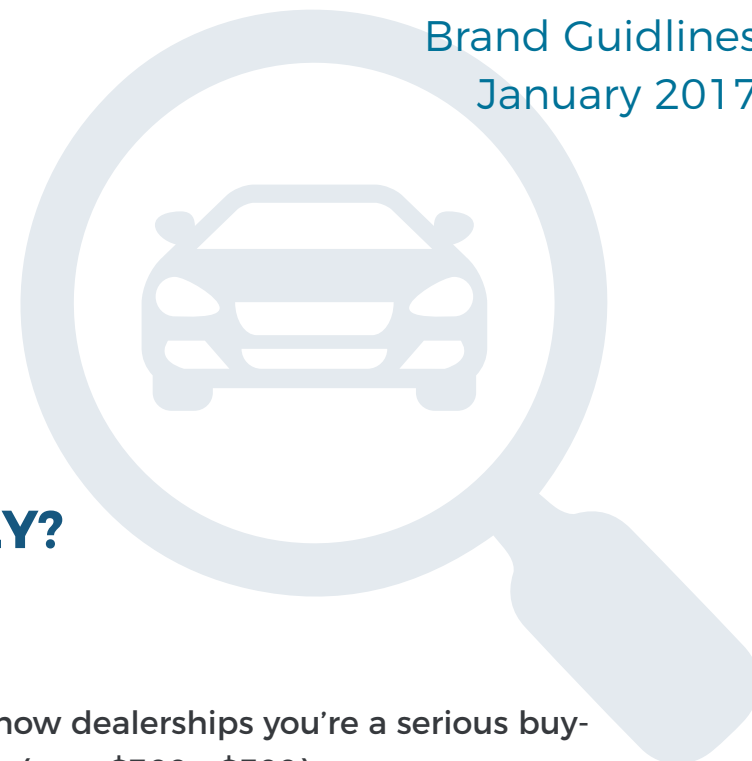
Biddly was able to save me over \$7,000 off the price of my new Jeep Grand Cherokee for me & my husband through their bid contest - they also showed me an amazing finance offer I didn't even know was available

Fleet car prices without the costs!

TYPESTYLE

The following typestyle illustrates the preferred way to use the Biddly Media Fonts in all Biddly branded collateral including reports, presentations, documents and designs.

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MONTSERATT BOLD 18-24pt

MONTSERATT LIGHT 14-16pt

MONTSERATT LIGHT 10-12pt
Alignment - left, center
Line Spacing - 1.5
No Hyphenation

RGB 22,87,127
CMYK 94, 65, 29, 10

RGB 33,36,41
CMYK 76, 67, 59, 68

HAND OF SEAN 14-16pt

WHY USE BIDDLY?

FOUR Key Reasons:

ONE: Tiny upfront cost (to show dealerships you're a serious buyer) with NO middleman fees (save \$300 - \$500)

TWO: Online price war between dealerships for your car AND lenders for your finance (save thousands)

THREE: FREE Biddly Membership - Discounted insurance (save hundreds)

FOUR: 100% Happiness guarantee - not happy? We'll refund your contest fee

Fleet car prices without the costs!



COLORS



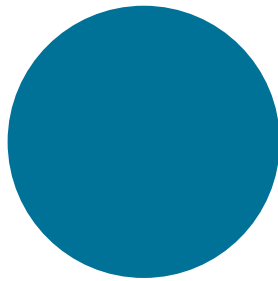
COLOR PALETTE

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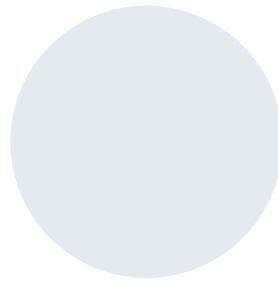
When creating Biddly colleteral, ensure that you are using colors that match the swatches below.

PRIMARY COLORS

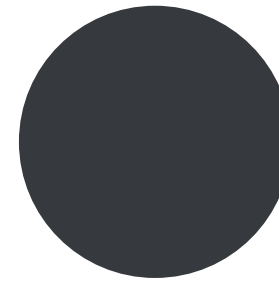
For use everyday design such as reports, documents and presentations.



RGB 22, 87, 127
CMYK 93, 40, 21, 9
HEX #16577F



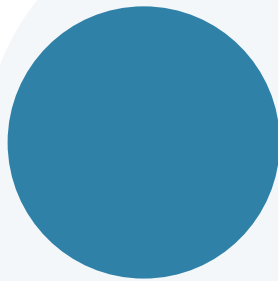
RGB 230, 236, 236
CMYK 9, 4, 3, 0
HEX #E6ECEC



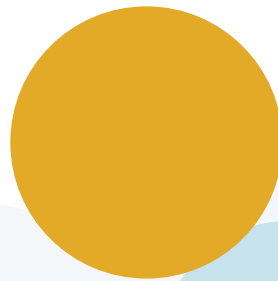
RGB 33, 36, 41
CMYK 9, 4, 3, 0
HEX #E6ECEC

SECONDARY COLORS

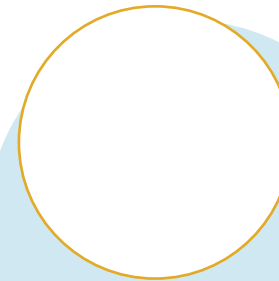
Used in advanced design to highlight and complement other design elements.



RGB 48, 129, 127
CMYK 82, 24, 10, 2
HEX #3081A8



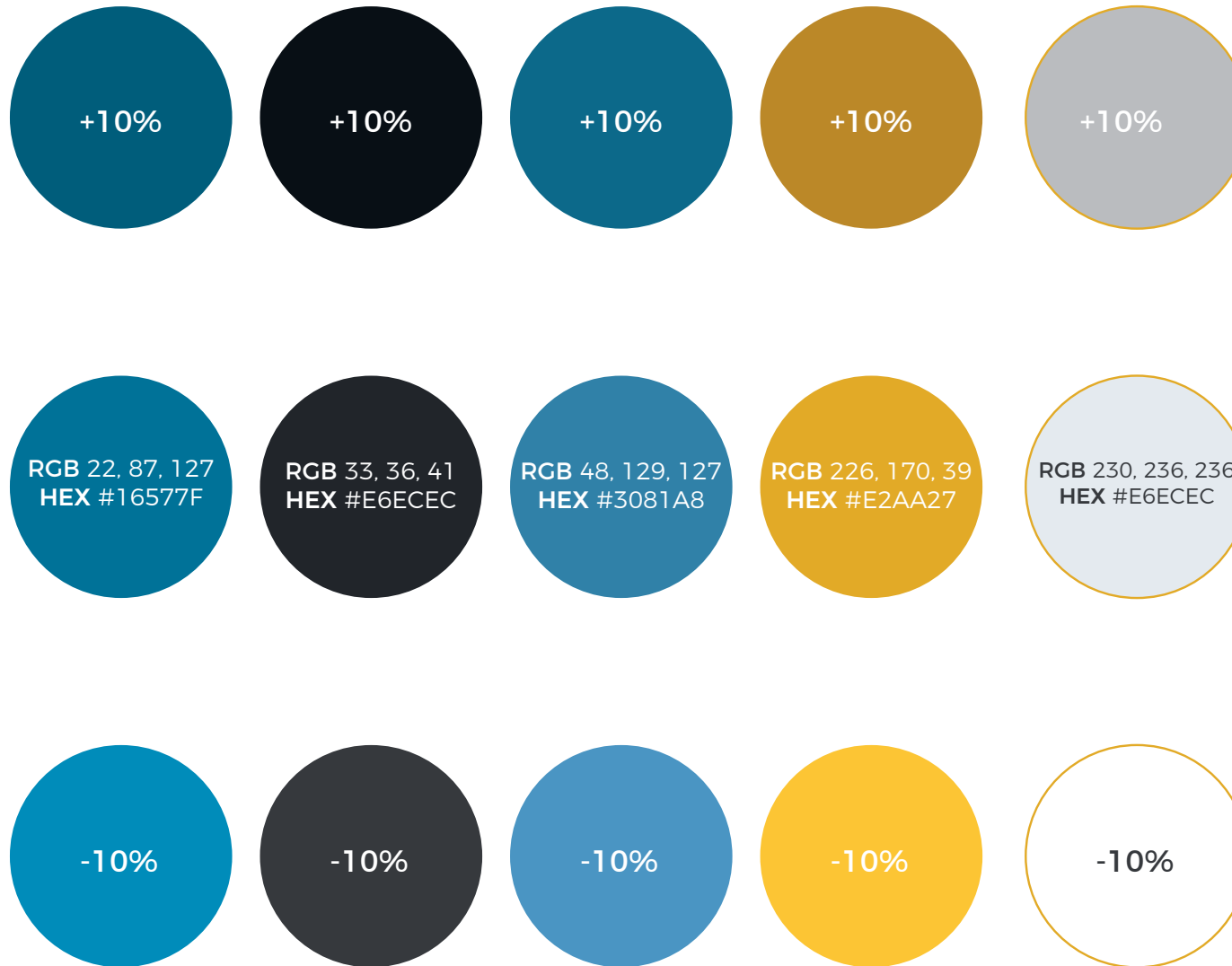
RGB 226, 170, 39
CMYK 9, 29, 82, 2
HEX #E2AA27



RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #ffffff

COLOR SHADES

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Some campaigns, ads or documents may require the use of additional colors. For this, use secondary color palette.

These color shades are reserved for advanced design, graphs and charts. Each color shade is achieved by + or - 10% of the original color.

ICON, PHOTOGRAPHY, MASCOT



ICON GLOSSARY

Biddly has a distinctive icon style, all icons used/created must be single colored according primary and secondary color palettes with solid colored shapes: 1- 1,5 pt approx.



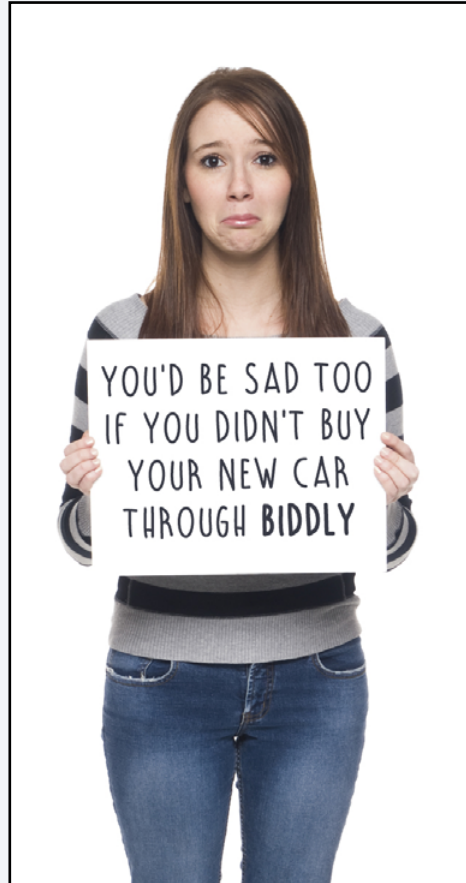
PHOTOGRAPHY

Photography selection should be based on premise that “Business is happening, Buyers are happy”, the general feel on selected imagery should reflect:

Positive business interactions
Happy business environment

Buyers happy with their results
Buyers are sad, upset because they did not used Biddly

Biddly documents, designs can include illustrations in the same style as the icons.



MASCOT

The Biddly has a mascot, which is a friendly cartoon dog wearing superman style clothes. It can be used when creating banners, ads, documents etc. Mascot appears in different poses, but the main pose is standing dog which is more preferable.

