



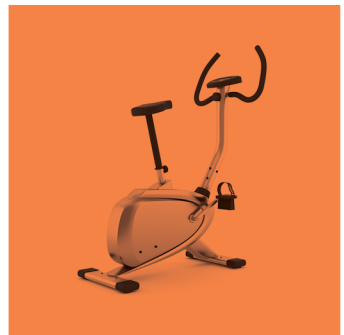
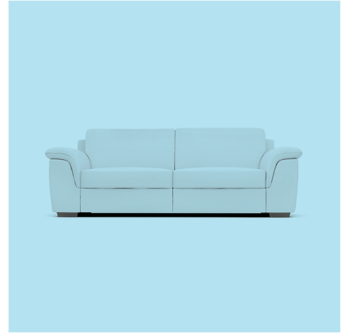
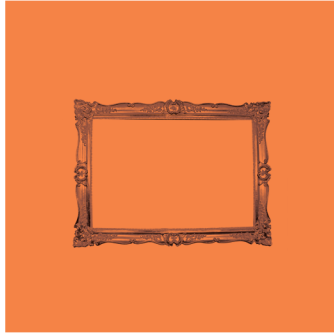
Brand Book



RASMUS

The Stuff You Need At The Price You Set.

Rasmus.com



The Stuff
You Need
At The Price
You Set.



Stuff
Matters



The Brand

We love stuff.

Our passion is getting you the stuff you need at the price you set. All of our decisions are decided based on this brand promise. To be clear we are promising two things: 'stuff you need' at 'the price you set'.



**"Repeat after me -
Stuff is not just stuff.
It has a story. We
need to tell that
story."**

Stuff You Need

Rasmus Auctions exists because people need stuff.

With that understanding, stuff is to be respected, given its deference and showcased with honor. We further understand that to respect stuff we must understand its story. Rasmus values curiosity and the exploration of the stories behind the stuff.

We are the curators of the stuff people need. Our brand demands we bring users into our love of stuff and get them equally excited and passionate. The minute a user stops seeing our stuff as just a good value or a cheaper alternative and starts buying into our mission we have a legacy buyer with less price sensitivity. That is our goal.

Repeat after me - Stuff is not just stuff.



**“Let’s ask ourselves,
were we explicit in
our educational
practices to avoid
this situation.”**

The Price You Set

Our business is unique in its execution.

Buyers get great values at our auctions. To provide those great values we have developed buyer rights and responsibilities. The Rasmus brand loves our users enough to educate them so they have a consistently fantastic experience. This may sometimes be misunderstood as detached or uncaring but we understand that to bring these deals to our users we need their cooperation. We have neither the manpower or reach to handhold during tough removals or sympathize with buyer's remorse. We do, however, have a bias towards education and preemptive action to circumvent those events.

When we reflect on customer service issues we must always ask ourselves, were we explicit in our educational practices to avoid this situation and what corrective action can we take to preempt this situation in the future.



“Explaining the world in which we find stuff. Be detailed. Be descriptive. Tell the story.”

Beginning, Middle & End

We are lucky to be in an industry that has such a special product.

Our product is event-based auctions. They have a beginning, middle and an end. Therefore our brand intrinsically understands two things; timing and uniqueness.

Timing is everything. There is a particular time and place for our auctions and when it is over, it is really over. No more opportunities to get the stuff you need at the price you set. We understand that at the beginning of an auction our users have a fleeting opportunity to get amazing stuff. Again, timing is everything. Our brand focuses intently on the perishability of each step of the process including buying, removal and remedy opportunities. When it's over, it's over. In the end, we celebrate with the users that got in on this special event. They are in a unique club. Make them feel that way.

Another incredibly important part of our understanding of our product is uniqueness. Remember, stuff has a story. It was important to its previous owner and that importance, in some other form, will be renewed with each passing owner. Our users don't care about a gold ring. They care about the gold ring from the heiress of a 100 year old estate. Stuff has stories. This uniqueness is something Rasmus Auctions celebrates by bringing our users into each events particular story.

When interacting with users we do our brand a service by explaining the world in which we find stuff. Be detailed. Be descriptive. Tell the story.



**'We constantly
refine and renew our
dedication to our
customers.'**

Educated Buyers

An educated buyer is a satisfied buyer.

Core to our brand is the knowledge that there is a direct correlation between a positive buyer experience with Rasmus and buyer education. The more educated the buyer the more satisfying the transaction. Our brand is badly damaged from buyers that often don't acknowledge the rules or in the best case have a fundamental misunderstanding of the process.

We constantly refine and renew our dedication to our customers and provide better and more accessible rights and responsibilities of the Rasmus auction process. This will qualify better buyers with more realistic expectations and increase brand goodwill immensely.



"Stuff doesn't go bad it just outlives its usefulness for a particular person or company."

Community Responsibility

Our business has a community responsibility.

We are the only thing standing between stuff and landfills because we love stuff. Stuff doesn't go bad it just outlives its usefulness for a particular person or company. We find new homes for stuff extending its useful life. Our community is depending on us to deliver a seller a quick liquidation solution and a buyer a fantastic deal cutting landfills from the equation.

We take this responsibility in the life cycle of stuff seriously and are vigilant in finding new and better ways to create positive community impact.



**"The stuff you need
at the price you set."**

Boilerplate

Our Story.

Born in 1981, Rasmus Auctions was founded to provide asset recovery and auction services to the business community. With the emergence of the digital revolution, Rasmus innovated an online-only solution combining the benefits of traditional liquidation techniques and the efficiency and affordability of digital solutions. Today, Rasmus is a market leader in internet-only event-based auctions honoring its legacy of innovation and continuing its tradition of high-quality service. Rasmus Auctions has the stuff you need at the price you set.



**'Rasmus is
synonymous with
innovation.'**

The Future Is Bright

Innovation Is In Our DNA.

Rasmus is synonymous with innovation. We use high-technology paired with the unique auction experience to get businesses and people the stuff they need at the price they set. Remember, our company would be using bid boxes and experiencing in-person inefficiencies and certain decline if we did not see the future a long time ago. Built into our brand DNA is the fire of innovation consistently asking us to self reflect, refine and take leaps. This is built deep.

Our brand demands we keep pushing up the difficult and rewarding hill of innovation.



Brand Voice

Pitch Perfect.

Rasmus Auction has a friendly and informative voice rooted in mutual respect and gratitude. Our buyers/users expect us to both inform and delight them.

We know a lot about stuff and we like to show pictures of our world class stuff. However, we are not the annoying kid in the class that knows everything. We keep our hand down but our voice up. We are cool and confident, share when we have something to really add to the conversation and help as much as possible. Engaging users/buyers to share their stuff with us is also something we really like to do.

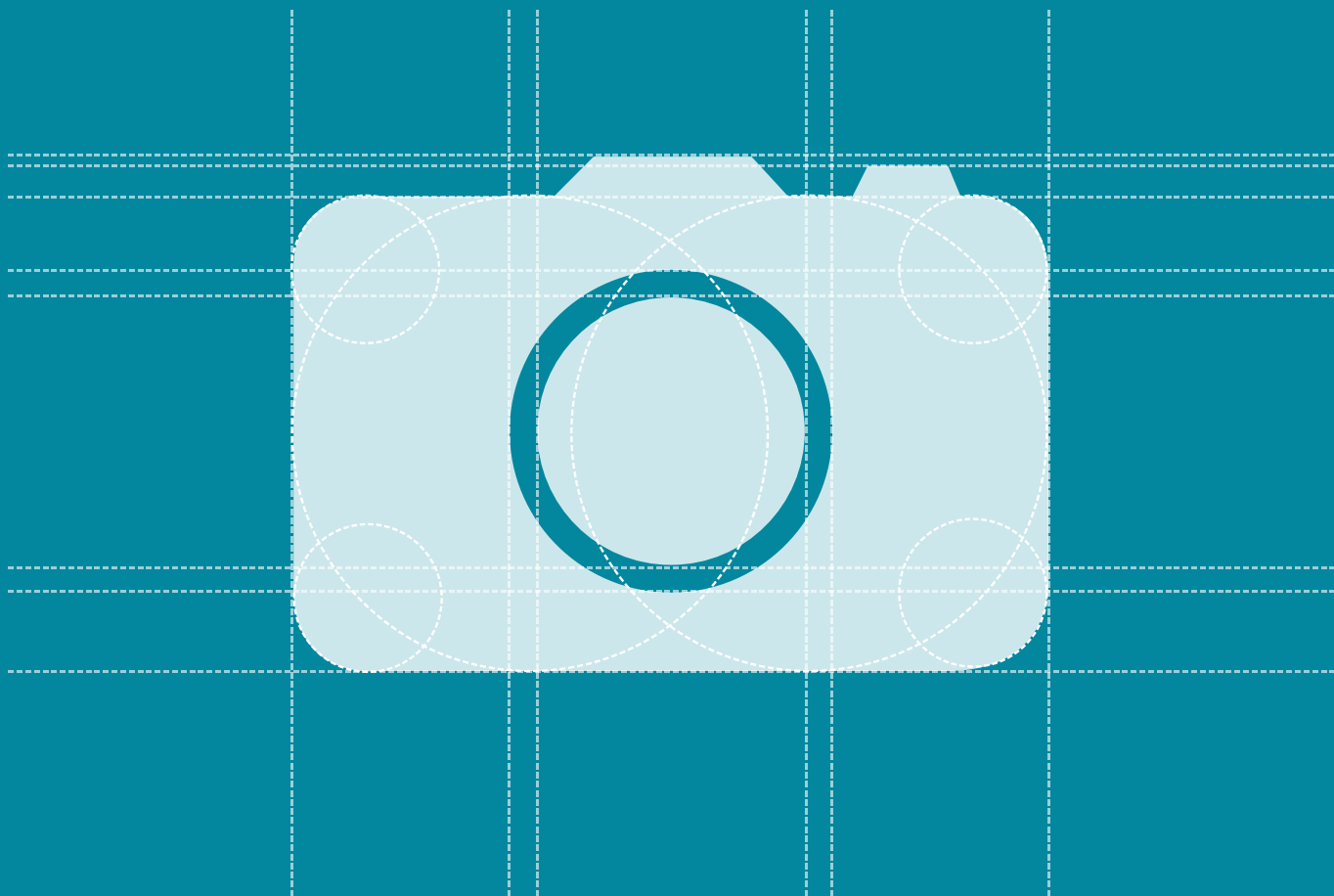


Our Culture

Be Curious.

Our buyers and our stuff has stories. We must be ever vigilant in our curiosity finding and telling the stories we come across. Remember, our buyer does develop a bond with just a piece of pottery but they would get excited about a piece of pottery that was hand-spun by the leads in the movie Ghost.

Always be curious and inform our buyers. It's the Rasmus way.





The Look

Mindshare.

Stuff can get disorganized and end up everywhere. That is why we need some rules of the road to keep our brand experience consistent and recognizable.



Lockup

Symbol + Logotype.

Remember to use the lockup version of the logo for all professional facing material. Advertising campaigns and other brand extensions can use the bug and the logotype as separate visual elements.



RASMUS
Auctions



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The Bug

Stuff.

Our company symbol or 'bug' is a collection of stuff constructing a R. One can buy stuff from pretty much anywhere but when organized and stamped with the Rasmus point-of-view it's an easier more exciting process. The whole business is about the way we see stuff and our logo visualizes that.

R





The Logotype

**The Rasmus name is a bold statement of quality.
Monda is an expression of that.**

MONDA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

RASMUS

RASMUS

RASMUS

RASMUS



The Font

The Rasmus Auctions general use font is Raleway.
It comes in several flavors light through extrabold.
<http://www.google.com/webfonts>

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

H1 / 50pt / Light

H2 / 24pt / Bold

H3 / 14pt. / Extrabold

Body Copy / 10pt. / Regular



Colors



CMYK
84 32 30 2
RGB
8 136 161

PMS
7459c
HEX CODE
#0688a0

WEB SAFE
#009999



CMYK
5 100 54 0
RGB
227 25 88

PMS
1925c
HEX CODE
#e31958

WEB SAFE
#cc0066



CMYK
0 77 100 0
RGB
242 98 34

PMS
165c
HEX CODE
#f26222

WEB SAFE
#ff6633



CMYK
69 62 61 54
RGB
56 57 56

PMS
447c
HEX CODE
#383938

WEB SAFE
#333333



CMYK
40 32 33 0
RGB
160 160 160

PMS
422c
HEX CODE
#a0a0a0

WEB SAFE
#999999



Usage

Minimum Size


Print

.5in [ **RASMUS**
Auctions 36px

1.5in [ 108px

Digital

[ **RASMUS**
Auctions

[



Usage

Clear Space





Usage

Styling - Use only the color palette





Usage

Distortion - use the logo as intended



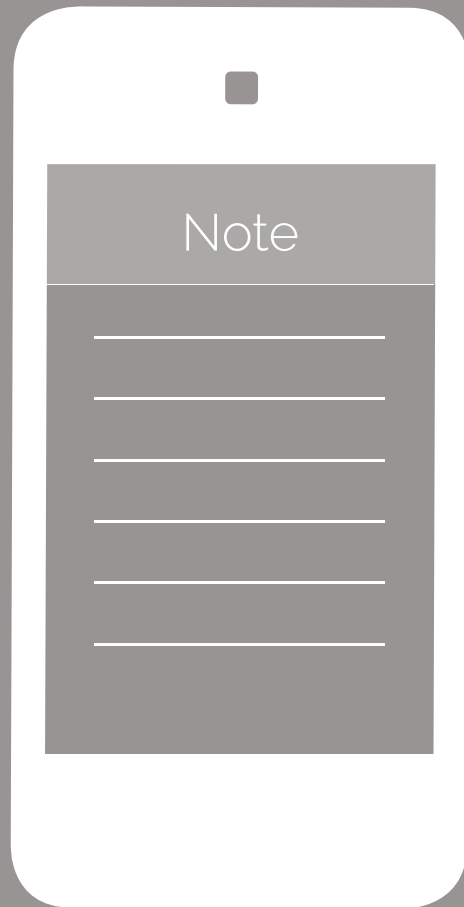
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Notes

Embrace Change.

This is a living and breathing document. The Rasmus brand is dynamic and responds to both the time and place it is represented in. Changes that enhance our promise should be encouraged and applied. Those changes that alter the promise or stray from our purpose should be strongly considered before acted on.

See you at the auction!



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