AddMe

THE WORLD'S EASIEST WAY TO SHARE YOUR DIGITAL PRESENCE

Brand Guidelines

Version 1.0 **–** Feb 2018

Usage Guidelines

LIGHT BACKGROUND

#1272cc

rgb(18, 114, 204)

#093a68

rgb(9, 58, 104)

#6b6b6b

rgb(107, 107, 107)
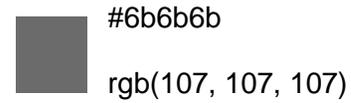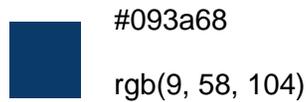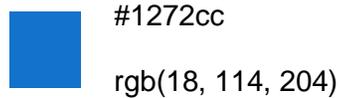
In public use, the trademark symbol may be used in the upper right section of the logo

DARK BACKGROUND

#FFFFFF

rgb(255, 255, 255)
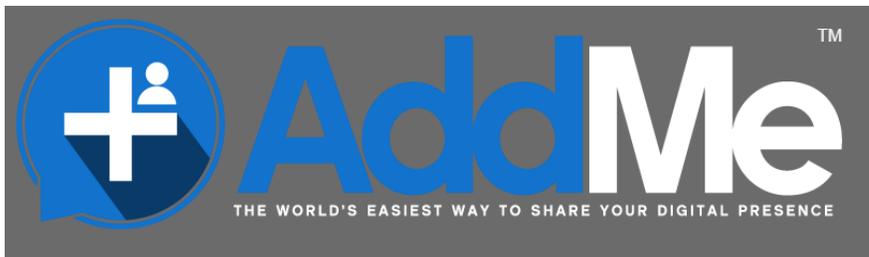
ALTERNATE (USE WITH PERMISSION)

#313131

rgb(49, 49, 49)

#191919

rgb(25, 25, 25)

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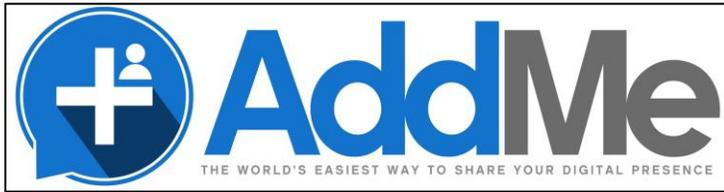
LOGO IN A CONTAINER

The AddMe logo mark can also be shown with a container around it - however this would be a secondary use case. Please us the AddMe logo without a container where possible.

PROFILE IMAGE OR APP BUTTON

When the AddMe logo is to be used in a branded setting, e.g. Facebook or Twitter pages, a shortened logo mark can be used. Do not use the shortened logo mark in places where AddMe isn't the established brand to avoid confusion. The shortened logo should not be used on catalyst marketing materials without accompanying full logo.

CLEAR SPACE GUIDELINES

Please make sure to give ample space around the AddMe logo and any other graphic elements it is placed next to. There should be equal distance given to all edges of the logo and other elements. Ideally, please give distance equaling half the logo height between the logo and other elements. At minimum, give at least one quarter the logo height of distance between the logo and other elements.

Usage Guidelines
BRAND GUIDELINES

- When referring to our app to users, say AddMe or the AddMe app.
- "He / She added me on AddMe" "Add me on AddMe"
    - NOT "He / She got my AddMe"
- Do not use terms that are or can be construed as slang in official communication (NO wanna, gonna, or yo).
- Never use profanity in official communication or marketing materials.

POSITIONING LINES

OVERARCHING POSITIONING LINE

- The world's easiest way to share your digital presence.

FOR USERS

- *"You In QR"*
- *"A Snapcode, For Everything Else"* (Not to be used in publications)

PRIMARY TYPEFACE USAGE

PRINT USAGE

For body copy, please use either Helvetica Neue Light or Regular. For headlines, please use Helvetica Neue Bold. Helvetica Neue Regular can be used for headlines, but make sure there is enough visual hierarchy between the headline and body copy with size or color differentiations. Helvetica Bold can be used to stress importance on a word, phrase or callout within body copy or captions.

We prefer sentence case typography, and when possible please use left aligned rag right for body copy and headlines.