

BRAND GUIDELINES

Brand Identity Manual



FliTchr



BRAND GUIDLINES

This document will explain the basic elements of the Fitchr identity system it explains how to use the logo and style elements correctly





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CONCEPT

Details about the company and logo



ABOUT FLITCHR

An application that provides a different experience for organizing your business Contacts and contact list and make the most of them degree. It's easy to use, quick to access, and logical classifications. The application targets businessmen and project owners. Managers and anyone who has many contacts, This is achieved through the use of highly advanced technology Technologies in which artificial intelligence is used.

ABOUT LOGO

The idea is the letter F, the first letter of the application name, with a different, unique, and simple drawing that reflects the simplicity of using the application

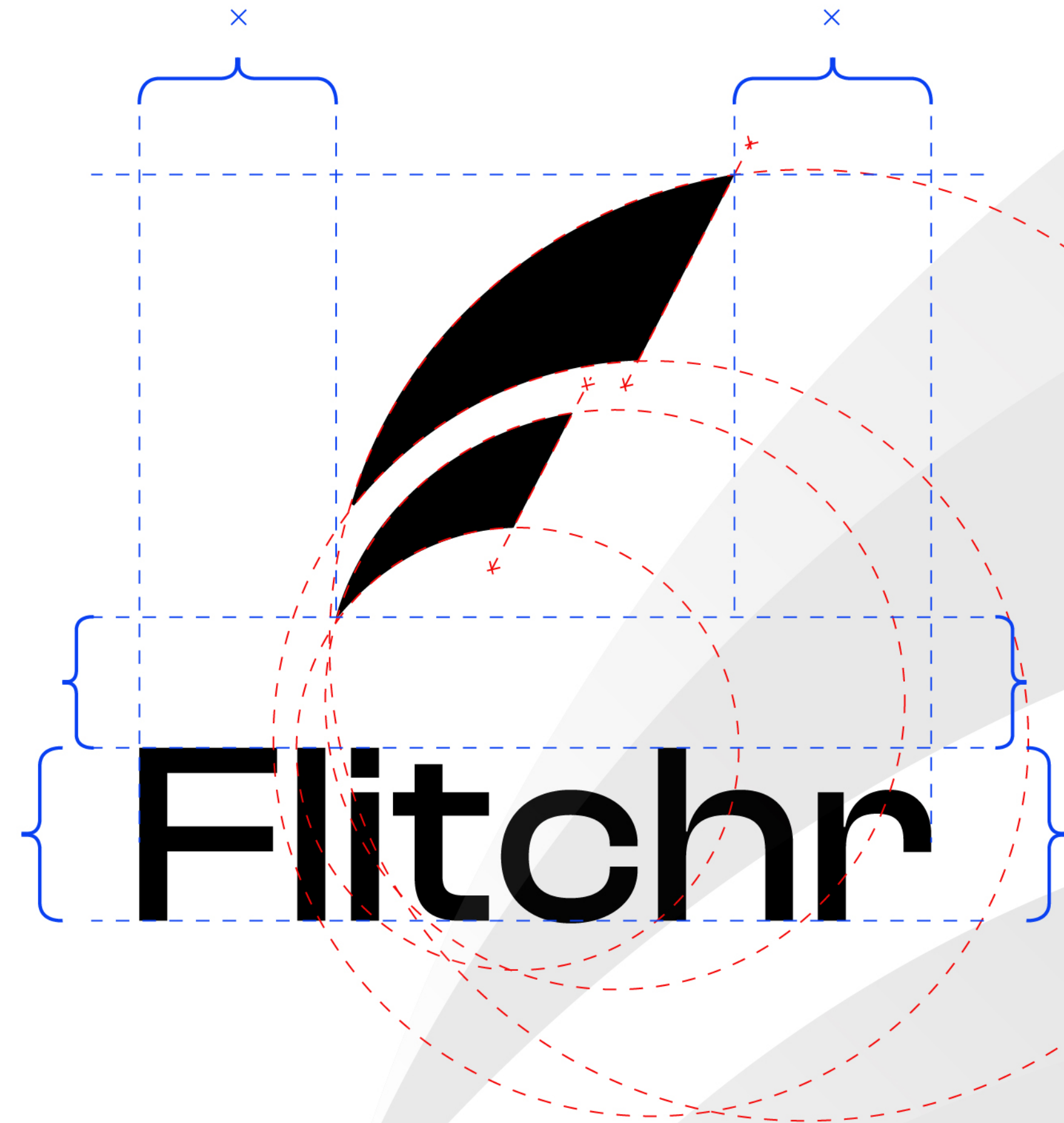
LOGO

Everything related to drawing and how to use the logo



LOGO DESIGN

the position and proportions of the logo are strictly fixed the must not be changed or redrawn for any reason.





LOGO EXCLUSION ZONE

the exclusion zone is essential for your logo to be clearly distinguishable from other graphic elements.

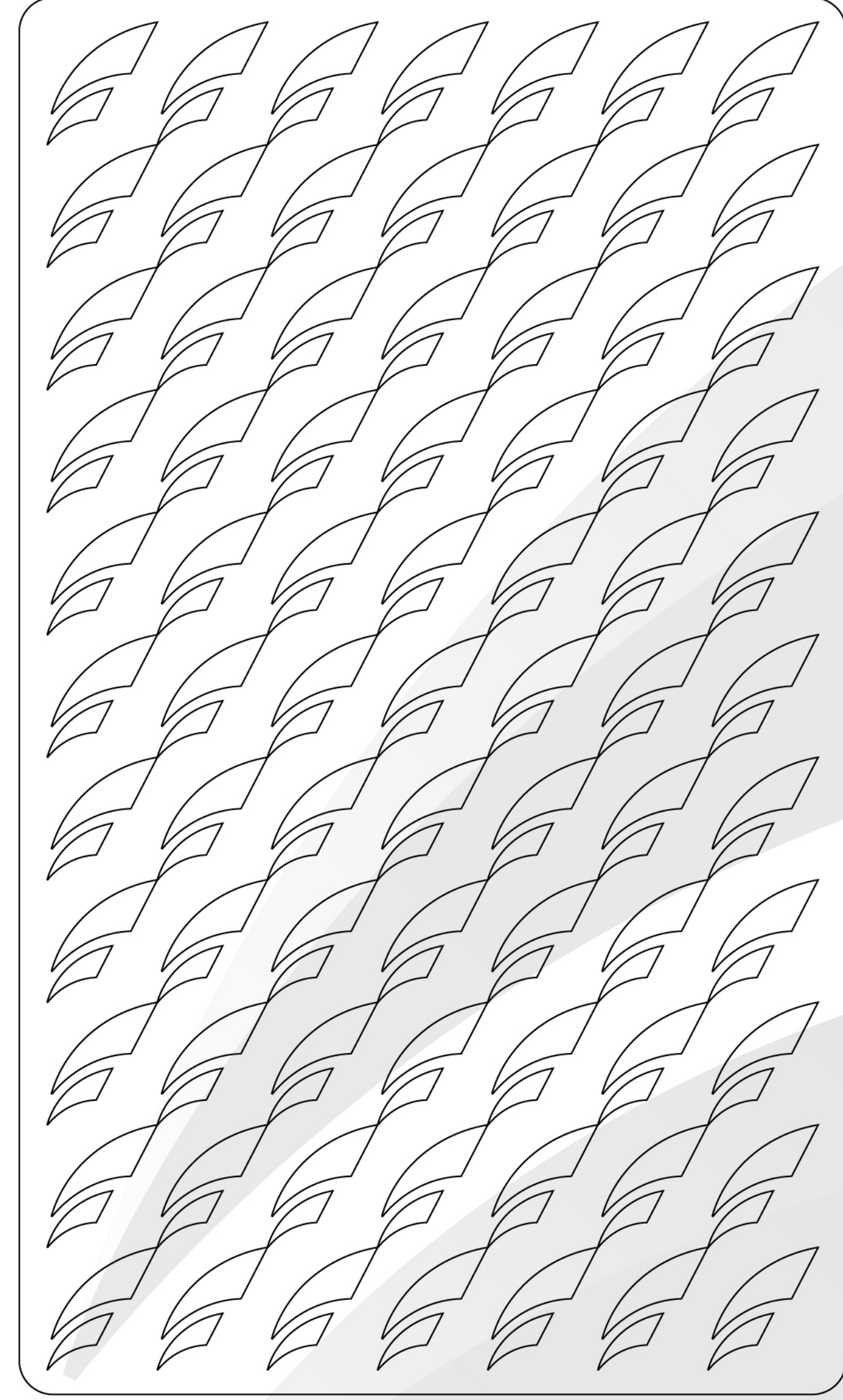
please avoid positioning any elements closer than the defined exclusion zone.



4x amount space should the exclusion zone.

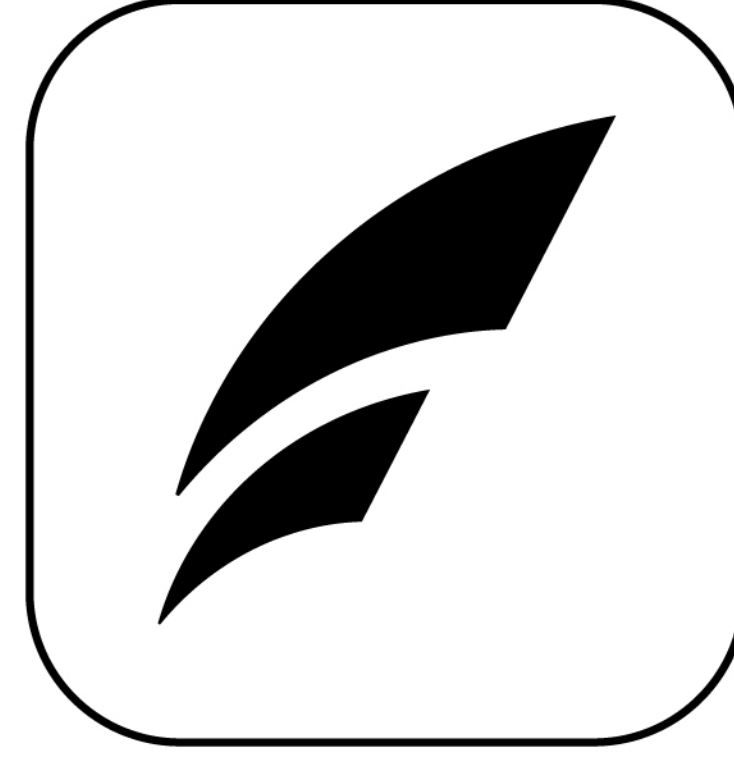


LOGO PATTERN





ICON



TYPOGRAPHY

Everything about typography is mentioned



Flichr



TYPOGRAPHY

FONT Clash Display

Extralight		ABCDEFGHIJKLMNOPQRSTUVWXYZ =/*-+ (?!) " ' ;,.
Light		ABCDEFGHIJKLMNOPQRSTUVWXYZ =/*-+ (?!) " ' ;,.
Regular		ABCDEFGHIJKLMNOPQRSTUVWXYZ =/*-+ (?!) " ' ;,.
Medium		ABCDEFGHIJKLMNOPQRSTUVWXYZ =/*-+ (?!) " ' ;,.
Semibold		ABCDEFGHIJKLMNOPQRSTUVWXYZ =/*-+ (?!) " ' ;,.
Bold		ABCDEFGHIJKLMNOPQRSTUVWXYZ =/*-+ (?!) " ' ;,.

COLOR

Everything about color is mentioned



PRIMARY COLOR

#000000

#CCCCCC



■ #000000

■ #CCCCCC

SECONDARY COLOR

#00c0f3

STATIONERY

Everything about stationery is mentioned

Saladin Saleh
CEO

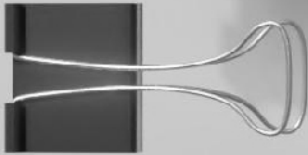


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THANK YOU