Crowdfind

The first place to look!

2015 Crowdfind Brand Guidelines

We have put together these brand guidelines to assist you on how to implement and execute your

Crowdfind brand effectively across a range of media. These guidelines are essential to ensuring

continuity across our brand.

For additional information regarding the content of this brand guideline please contact us at:

info@crowdfind.com.

Final Logo

The Crowdfind logo is meant to act as a friendly reassurance for individuals who have lost or found an item. The process of losing something can be painful, so the Crowdfind font conveys friendliness and compassion during a difficult time. Our goal is to make the eye icon synonymous with Lost & Found. We want our users and customers to know that when they see the Crowdfind eye, they know that they will encounter a positive Lost & Found experience.

Crowdfind
The first place to look!

Logo Versions

a. Logo With Tagline Usage
This is the logo that should be used on all print and web materials.

b. Logo Without Icon Usage
Information about where this version of the logo should be used.

c. Logo Without Icon and Tagline
This version should be used when logo is used in very small dimension and the tagline is illegible.

d. Icon Usage
This version should be used on mobile icon and as an icon on customer sites.

e. Reversed Logo Usage
This logo should be used when it is placed on a dark background.

f. Reversed Logo Without Icon Usage
This logo should be used on website masthead.

a
Crowdfind
The first place to look!

b
Crowdfind
The first place to look!

c
Crowdfind

d

e
Crowdfind
The first place to look!

f
Crowdfind
The first place to look!

Sizing

Minimum Height

For the sake of legibility, the logo must never be printed smaller than .5 inches in height or 50px height by 150px width on screen. At smaller sizes it is best to use the logo without the icon and tagline

.5 in

Crowdfind
The first place to look!

Logo Usage

Isolation Zone

The isolation zone is the space around the logo. It is important that no images/ text/borders or margins are placed within 10mm of the logo.

Isolation area 10mm

Crowdfind
The first place to look!
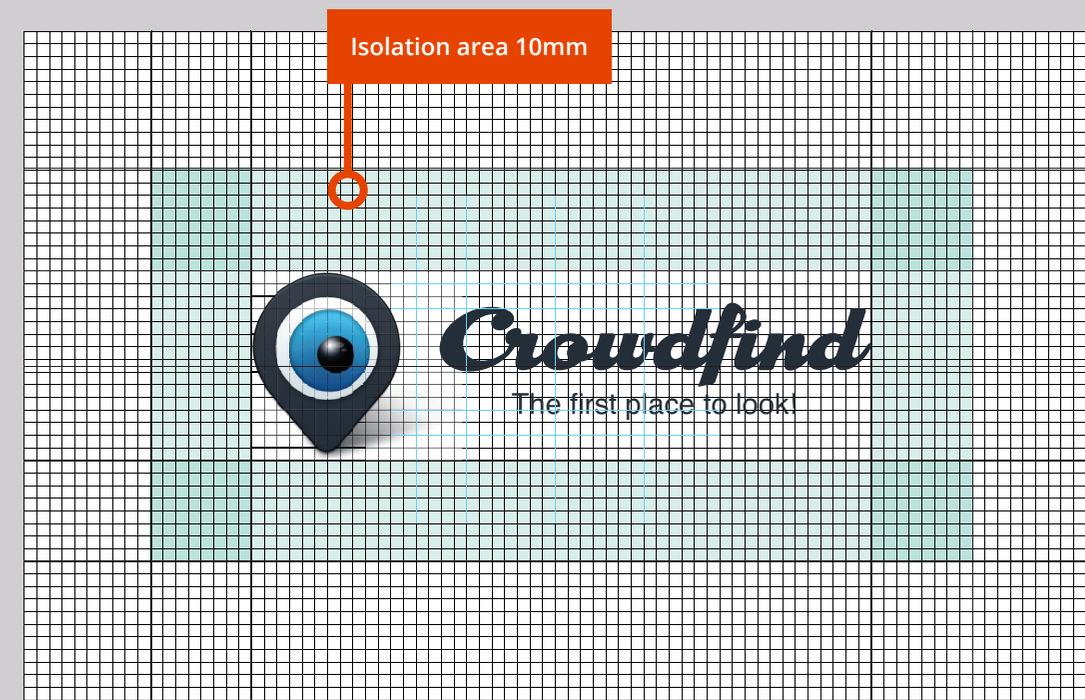
Color Usage

We have chosen
a six color colour
palette.
These include
2 main colors 3
greys and white.

Use this document
as a guide on how
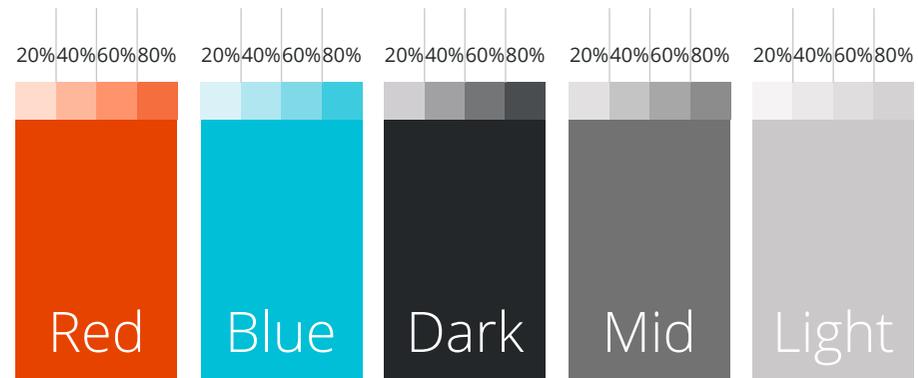to implement
these colors for
print/web.

Primary Color

Secondary Color

Medium Grey

Dark Grey

Mid Grey

White
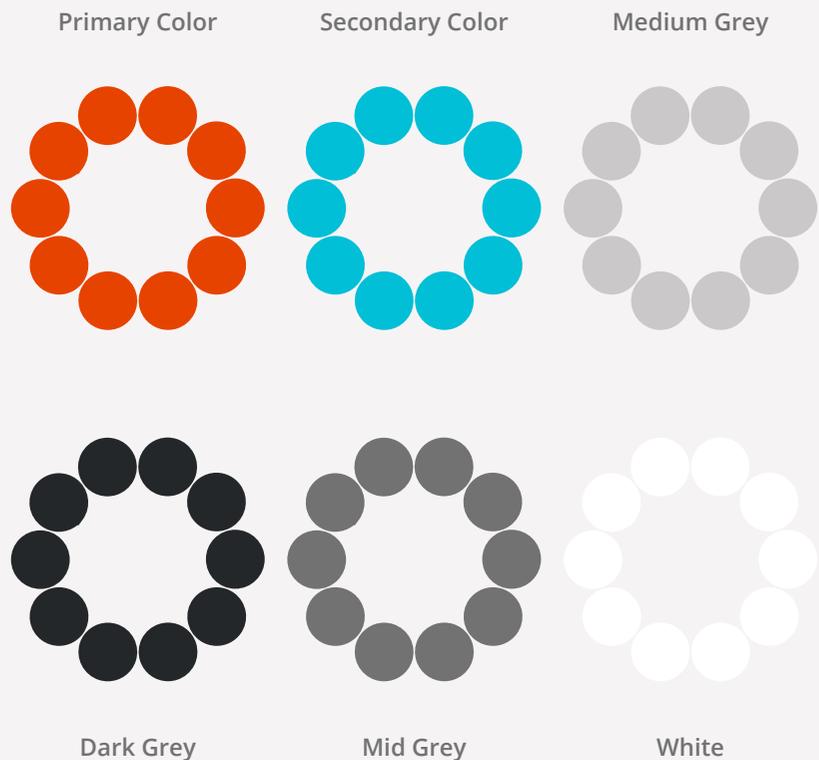
Breakdown

No's & Tints

Breakdowns for
each of the colors
in your palette.
RGB & Web colors
are for screen
use only. CMYK &
Pantone numbers
are for print.

Tints are useful
as they provide
additional colors at
no extra print cost.

20% 40% 60% 80%	20% 40% 60% 80%	20% 40% 60% 80%	20% 40% 60% 80%	20% 40% 60% 80%
Red	Blue	Dark	Mid	Light
R228/G066/B037	R090/G199/B218	R35/G35/B35	R112/G113/B112	R201/G200/B199
C4/M80/Y100/K00	C58/M00/Y14/K00	C71/M65/Y64/K71	C57/M47/Y48/K14	C21/M17/Y17/K00
Web #e44225	Web# 4bd1e2	Web#232323	Web#707170	Web#c9c8c7
Pantone #1665	Pantone #3115	Pantone #426	Pantone #424	Pantone #420

Helvetica

Typography

Crowdfind's main typeface used in the brand identity. is Helvetica for all body copy and headlines.

AaBbCc123@£$ Helvetica

Helvetic Regular
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Helvetica Light
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Helvetica Bold
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Helvetica Oblique
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@£$%

Hierachy

Font Hierachy

The hierachy refers to the order of importance of the fonts.

Title Helvetica Light — 21pt/21pt
AaBbCcDdEeFfGg
01234567890!@£$%

H1 Helvetica Regular — 12pt/15pt
(Headline) AaBbCcDdEeFfGg
01234567890!@£$%

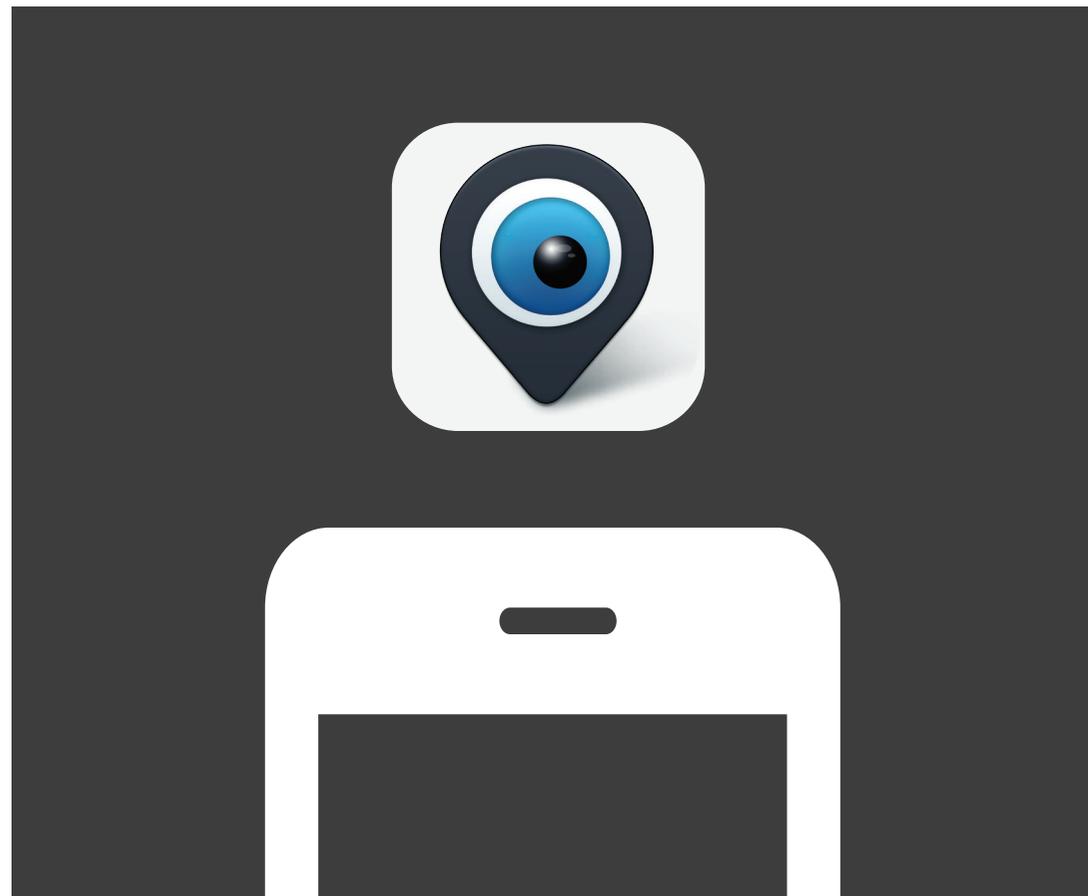SB1 **Helvetica Bold — 9pt/12pt**
(Subtitle) **AaBbCcDdEeFfGg**
01234567890!@£$%

BC Helvetica Regular — 7.5pth/9pt
(BodyCopy) AaBbCcDdEeFfGg
01234567890!@£$%

Caption Titillium Medium — 6pt/9pt
(Subtitle) AaBbCcDdEeFfGg
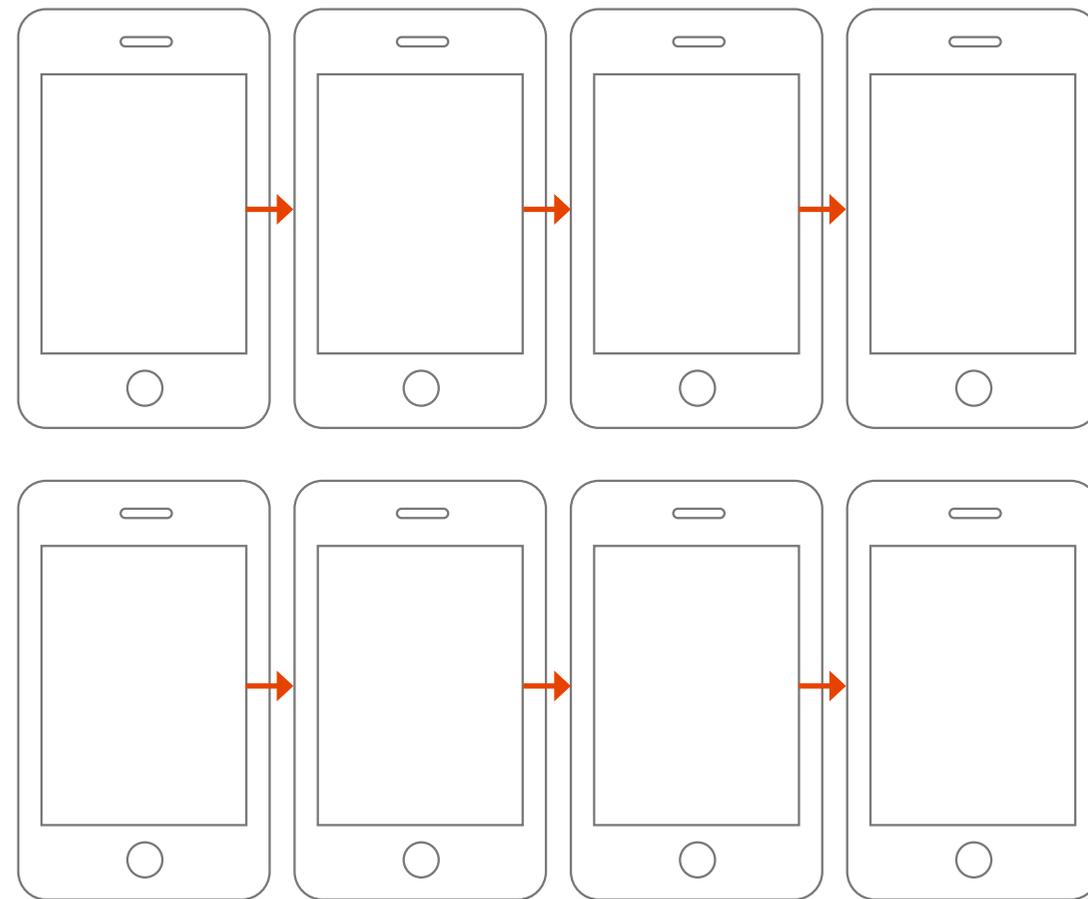01234567890!@£$%

App

App Icon

Wireframing

Wireframing refers to the basic layout, workflow and prototyping of your application.

The wireframe saves the designer the hassle of color palette, rendering, editing & adding placeholders images etc.

The arrows show user navigation page to page.

Crowdfind Website

Current

The Crowdfind website is meant to drive interested organizations to learn more about how Crowdfind can improve their Lost & Found process.

Longer Term

The Crowdfind website is the premier platform for connecting people with their lost and misplaced items. Whether an individual user or a high-traffic event venue, the website will make it easy to return lost items to their rightful owners.
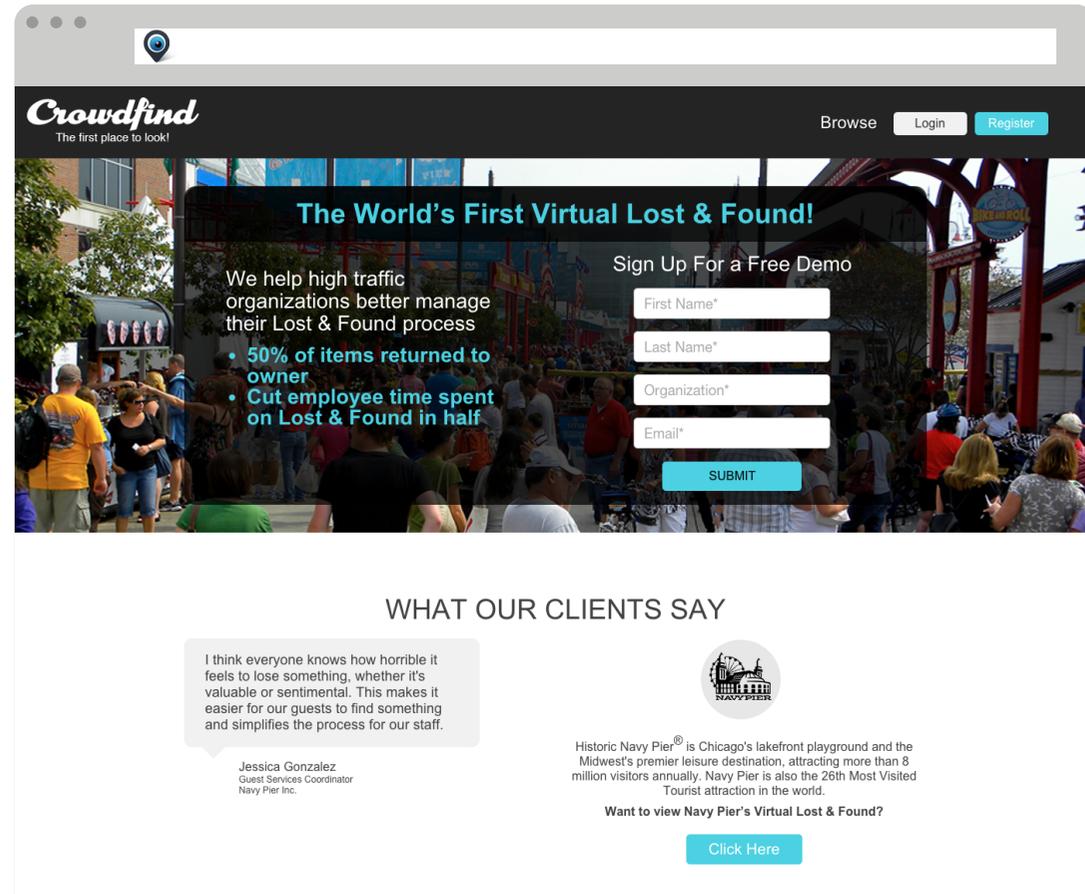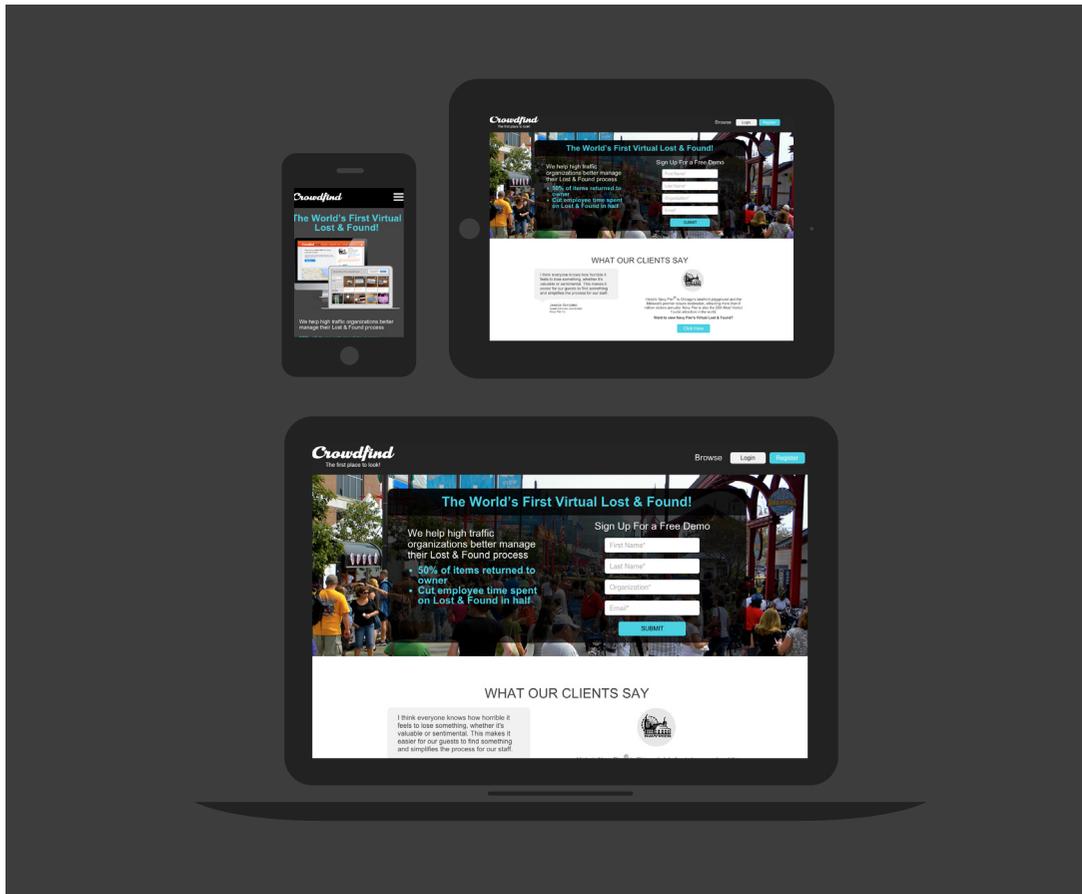
Crowdfind Enterprise

The Crowdfind
Enterprise
platform and
corresponding
Uploader app are
the tools used
by our clients
to manage their
entire Lost &
Found process.
The Enterprise
platform must
maintain a robust
feature-set with an
intuitive workflow.

Website Icons

Website Buttons

Primary   Secondary   Tertiary

Uploader Icons

Category Icons

Sam, omniani
storeru mquatem.
Ullaboria
venditatust a
consecuscid et
aut id moluptam
solum facessum
evelitate solut
vellit aut qui omnis
as aut audam
voluptur sapelitias
es modi optaqui

Automotive   Eyewear   Computers / Electronics   Bikes   Books   Wallets

Gloves / Hats   Jackets / Umbrellas   Jewelry / Watches   Keys   People   Other

Pets   Mobile Device   Sporting Goods   Tools / Hardware   Toys / Children

Admin Icons

Sam, omniani
storeru mquatem.
Ullaboria
venditatust a
consecuscid et
aut id moluptam
solum facessum
evelitate solut
vellit aut qes modi
optaqui

Print

January 1, 2015

Dear Sir,

Nam faccuptat expedit invelec eaquiani iumqur temperitat. Ceaium sunt ommskuptast aci venis et aceatibus ex assimilita nim aut pe non endisto rectia verios enihil ipicia sequatie adraunt mo molupta cus acea eccuppatur, sa dit, quies am dolendenis suntur mint. Uptatem arume delest, que sequiat iquuntios enti vel mi, ut et vel itlalia aligmatur?
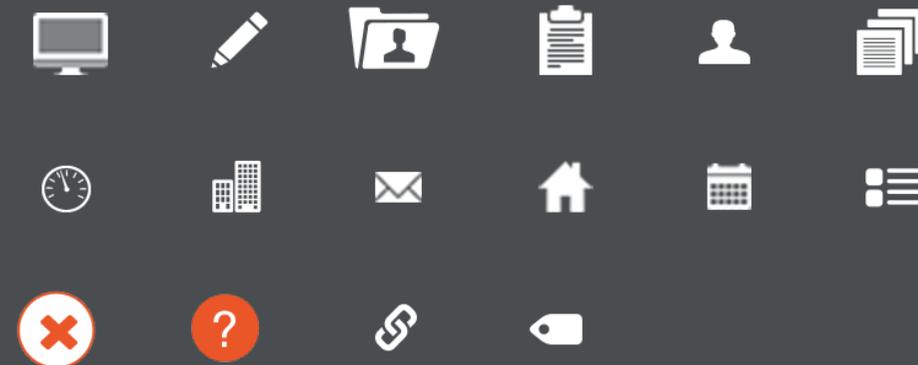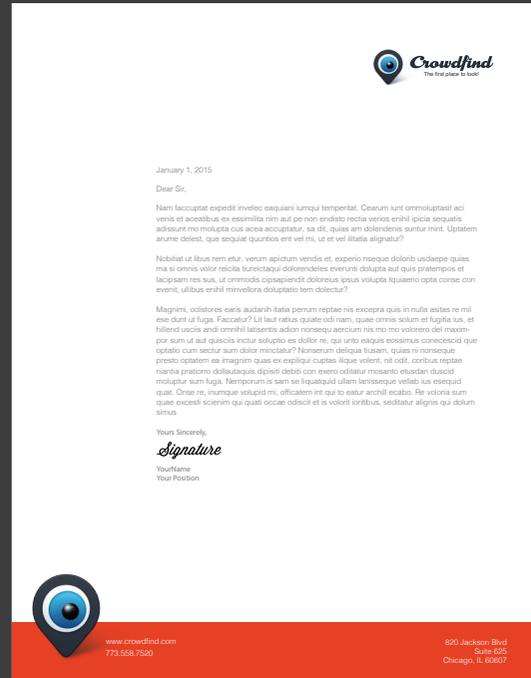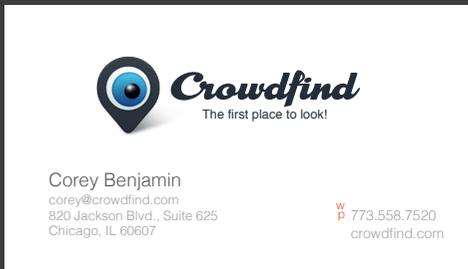
Nobitiat ut libus rem etur, verum apicium vendis et, experio noeque dolorib usdaepe quias ma si omnis volor reicita iturestaqui dolormdeles evereunti dolupta aut quis praterpos et lacipisam nis sus, ut ommodis cipsapiendit dolesed ipsus volupta tiquiaerio opta con con event, ulitlus enihil mnivellora dolupptato tem dolectur?

Magnim, oditores earis audanh italia perum reptae nis excepra quis in nulla asitas ni mil ese dunt ut fuge. Faccatur? Lit laut ratius quate odi nam, quae omnis solum et fugitia ius, et hitend uscils andi omnihil latsentis adion nonsequ aercium nis mo mo voloreni del maxim- por sum ut aut quescis incitur solupto es dolor re, qui unto exequis eosesmout conescescul que opfatio cum sectur sum dolor minciatur? Nonserum delqua tuaem, quias ni nonsequat presto oplatem ex imagnim ques ex expliqui cuptes ilique volerit, nit odit, conbus reptae nientia pratiivro dollautaquis dipisti debiti con exero oditeur mosanto etusdan duscid moluptur sum fuga. Nemporum is sam se liquieiquat ullam larisseque vellab ius esequid quat. Onse re, inumque volupid mi, officatem int qui to eatur archil aclais. Re volona sum quas excesti scienim qui quati occae odiscit et is, quies am dolendenis seditatur aligris qui dolum simus.

Yours Sincerely,

Signature

YourName
Your Position

www.crowdfind.com
773.558.7520

820 Jackson Blvd
Suite 625
Chicago, IL 60607

Email Signature Gmail

Font: Sans Serif
Name Size: Large
Title Size: Medium Bold
Email Size: Medium
Website Size: Medium

Facebook Image URL: http://www.lstreetc.com/wp-content/
uploads/2015/04/cf-fb-gmail1.png
Size: original
Link: https://www.facebook.com/crowdfindinc

Twitter Image URL: http://www.lstreetc.com/wp-content/
uploads/2015/04/cf-twitter-gmail.png
Size: original
Link:https://twitter.com/crowdfindinc

Logo URL: http://www.lstreetc.com/wp-content/uploads/2015/04/
crowdfind-logo-tagline.png
Logo Size: Medium

John Doe
VP of Product Development
email@crowdfind.com
www.crowdfind.com

Corey Benjamin
corey@crowdfind.com
820 Jackson Blvd., Suite 625
Chicago, IL 60607

w
p 773.558.7520
crowdfind.com

Marketing

Tone of Voice

Crowdfind is like a trusted friend, here to assist users and clients in their time of need. When it comes to reunions, we want to encourage our users and clients to share their stories, so Crowdfind should always be positive and enthusiastic when speaking with users and clients in these circumstances.

Professional without being stuffy. In times of loss, we want to be understanding and reassuring.

Advertising

Copywriting Style

Crowdfind is all about simplicity and ease-of-use, so sentences should be informative and to the point. Writing should not be terse, but rather offer relevant information in an efficient manner, as the audience will often either be dealing with the difficulty of losing an item, or will be a busy member of the operations staff trying to alleviate tasks on their "to do" list.

Short, simple, concise copywriting.

Imagery

Photographic Style

High Contrast Imagery

Use Horizontal Format