Brand guidelines

Using Reloadly brand guidelines

We've created this guide to help you use some of our core brand elements --- Our logo, Tipography, Use case, marketing, colors...

It shouldn't take too long to read (we kept it short). Definitely check it out before you get started.

Our logo

Logo

The Logo is the focal point — an instantly recognisable symbol of the brand.
That's why it is so important to use the Logo exactly as specifed in these guidelines.

Our Logo is the combination of a simple Wordmark with the Icon.

reloadly

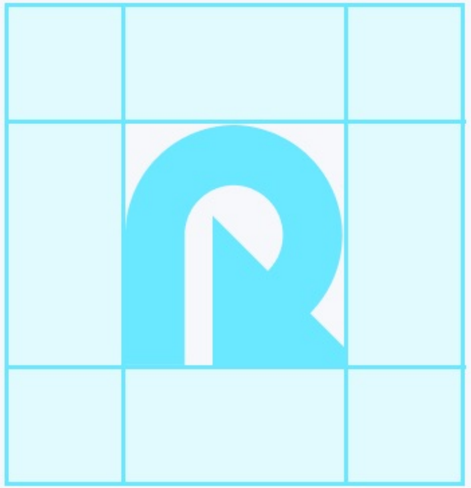
Spacing

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.

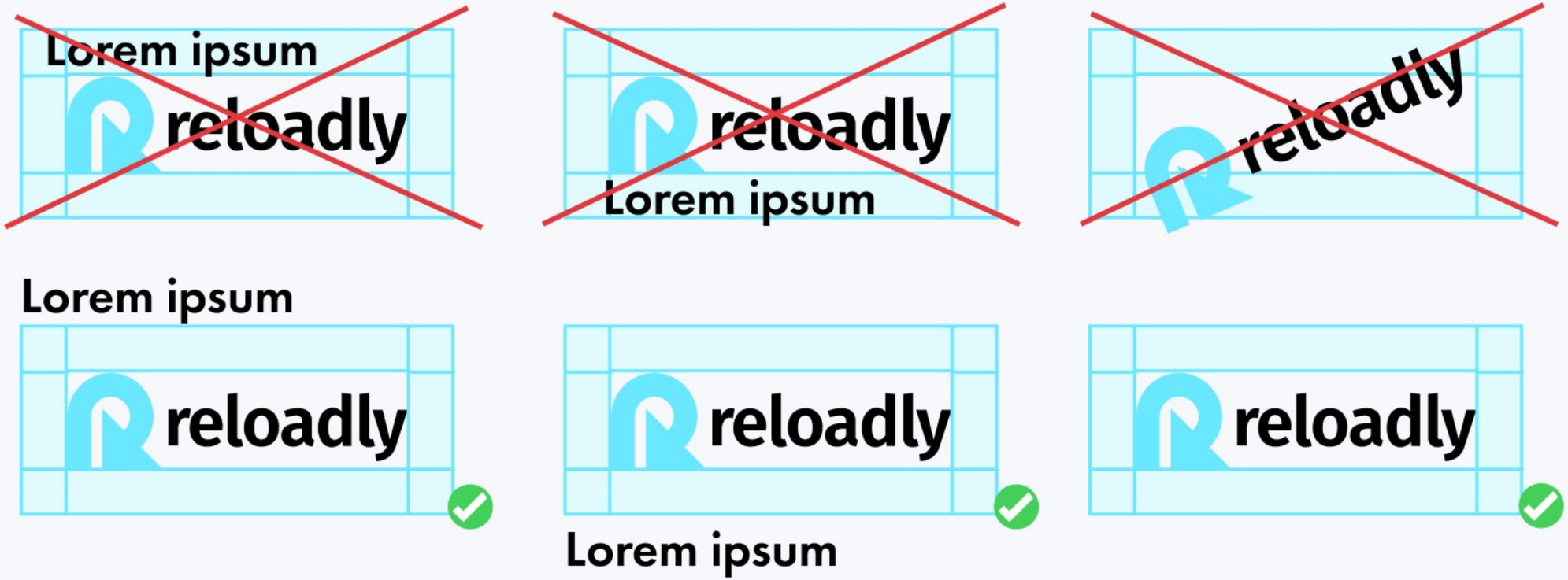
The exclusion zone is equal to half the height of the Icon (marked as × in the diagram).

- Don’t go any smaller than 16 pixels wide.



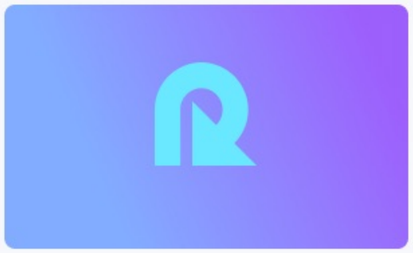
The exclusion zone

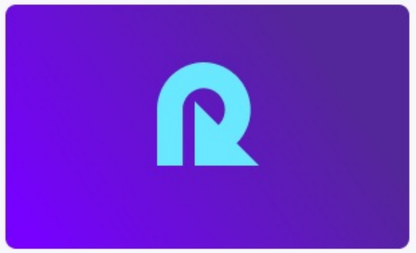
Examples:



Color

Logo color options



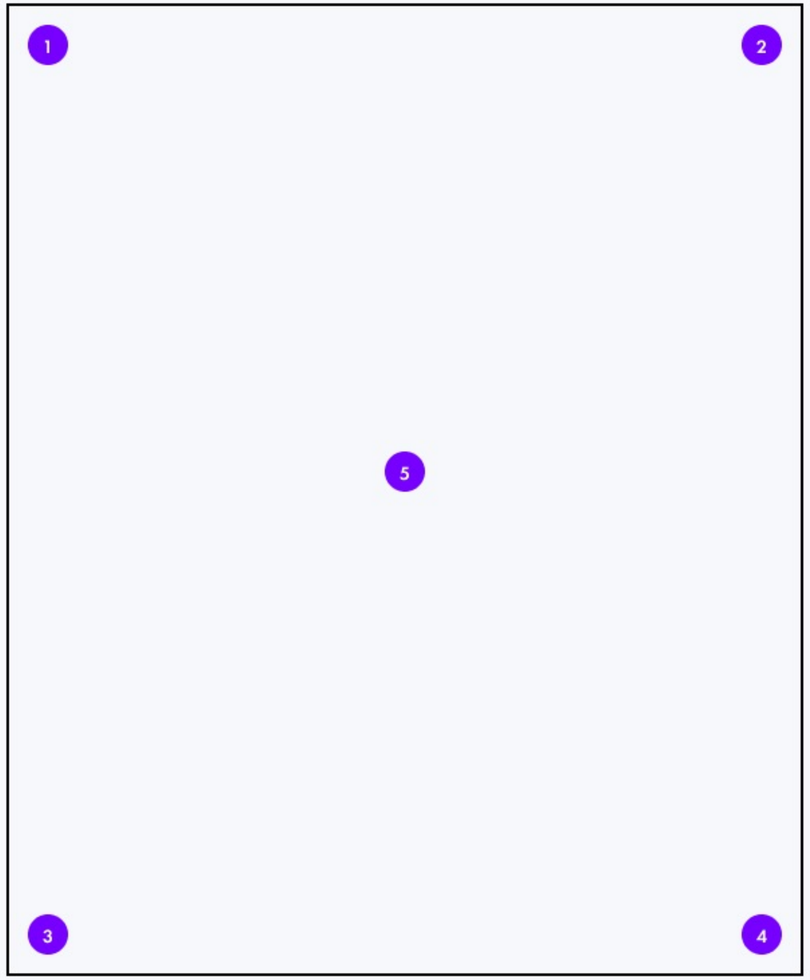


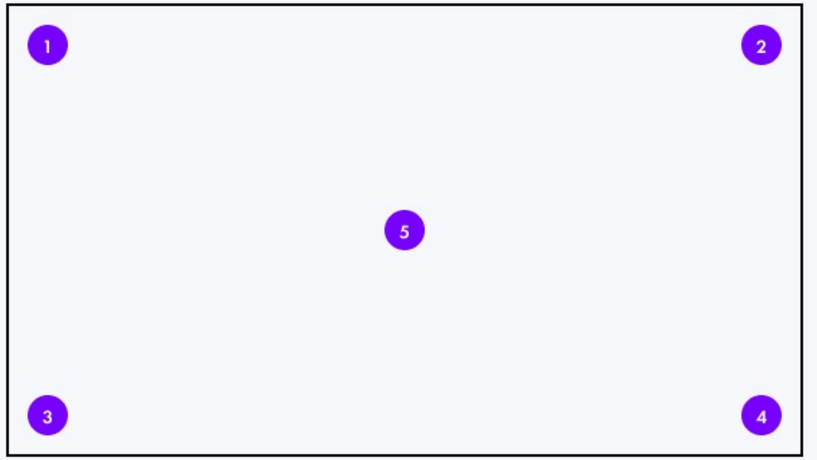
Logo placement

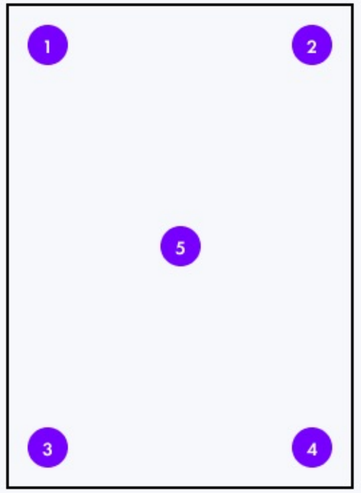
→ How to Place the Logo on a Communication

Regardless of communication size or dimension, the Logo can only ever be placed in five locations.
This keeps Logo placement simple and consistent, while allowing enough fexibility.

Please keep in mind the Logo exclusion zone when placing the Logo in a corner.





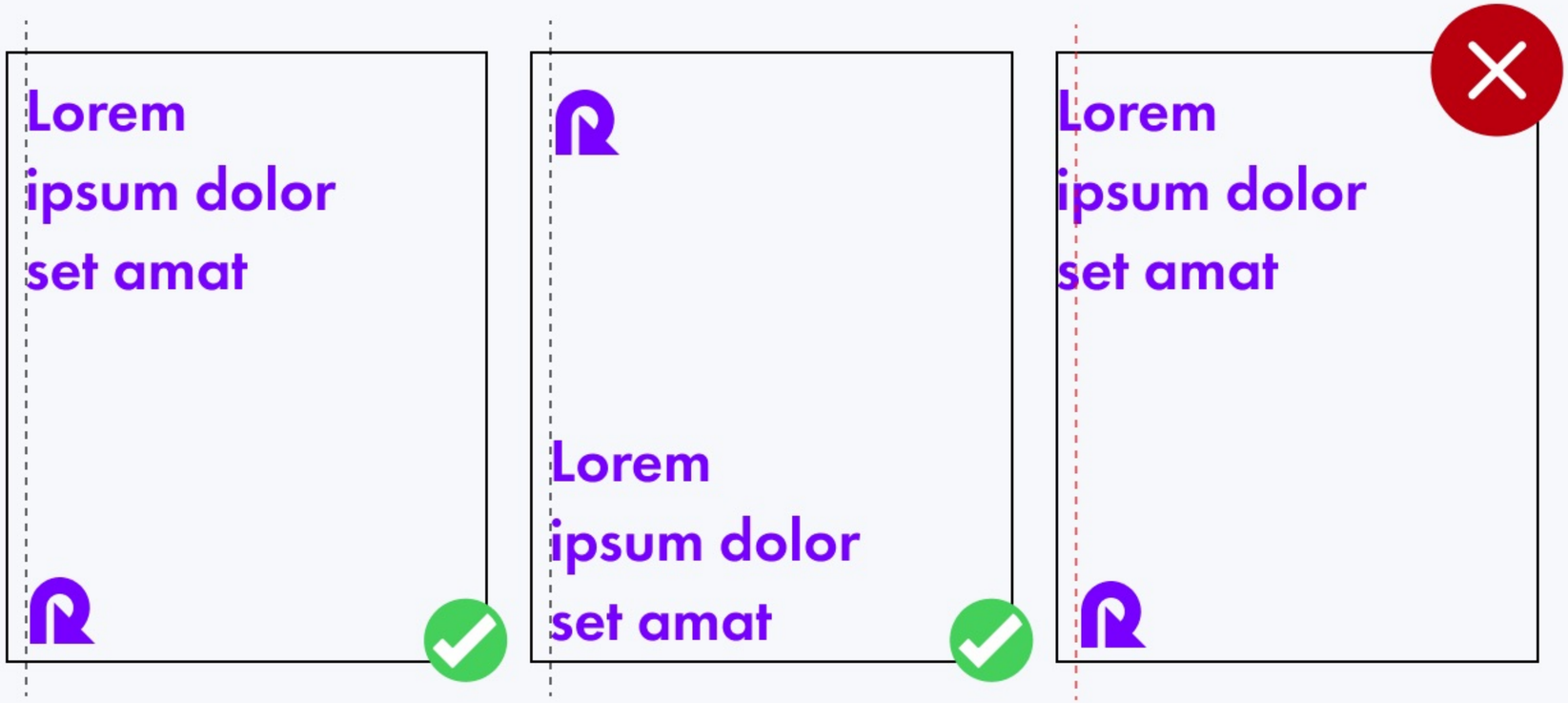


Locking the Logo with the Type

→One quick rule for Logo placement:

when typography is present in a communication, and both the type and Logo are placed to the left hand side, they should left align.

This rule only applies when the Logo is at positions 1 or 4, and the typography is aligned to
the left hand side of the communication.

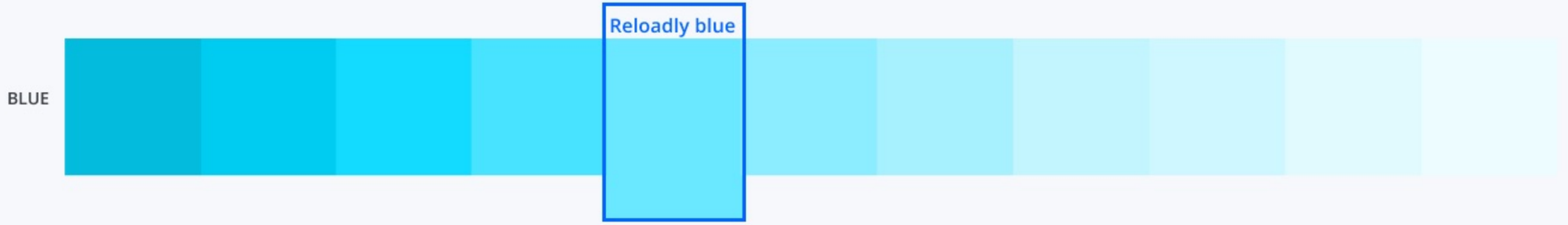


Our colors

Reloadly Colors

#6AE8FF

Reloadly blue



highlight/contrast

6AE8FF
highlight01

53FF98
highlight02

7700FF
highlight03

Reloadly secondary Colors

Gradients - Background

#7700FF #522597

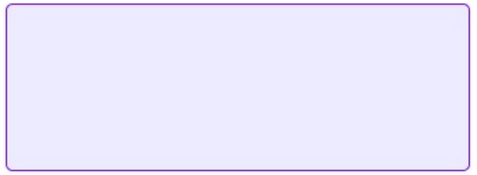
#6AE8FF #7700FF

#7700FF #6AE8FF 40% opacity

#7700FF #13EAAC

#00163A

#7700FF



#7700FF Stroke

#EDEBFF Fill

#EDEBFF

#F6F8FC

#E1FAFE

#FFFFFF

#E3E8F4

#FCFAFF #E1F2FA

Body text use recomended

Body text #FFFFFF	Body text #FFFFFF	Body text #FFFFFF	Body text #FFFFFF
Body text #E3E8F4	Body text #FFFFFF	Body text #7700FF	Body text #7700FF
Body text #3C4247	Body text #00163A	Body text #3C4247	Body text #3C4247
Body text #3C4247			

Tipography

Font - Futura PT

Font size

Example	Font	Line Height
Display 1	Futura PT	82px
Display 2	Futura PT	73px
Display 3	Futura PT	64px
Heading 1	Futura PT	57px
Heading 2	Futura PT	48px
Heading 3	Futura PT	40px
Heading 4	Futura PT	36px
Heading 5	Futura PT	32px
Heading 6	Futura PT	27px
Body 01	Futura PT	24px
Body 02	Futura PT	22px
Body 03	Futura PT	20px
Body 04	Futura PT	16px

Font weight

Aa Light

Aa Book

Aa Medium

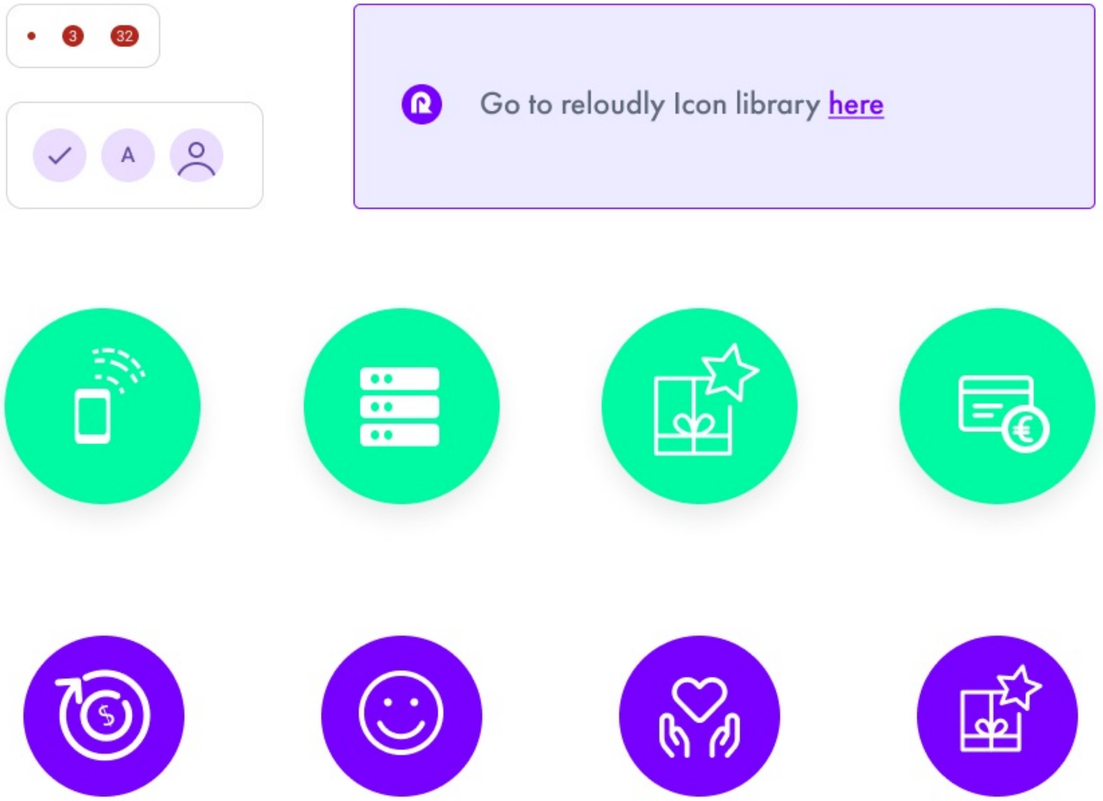
Aa Demo

Principal font

Futura PT

Iconography

Reloadly icon library



Call to action

Principal

Button + Icon →

Button

- Insert the text you need inside the button.
- You can change the icon. Choose one on the Reloadly Icon library

Other options

Button + Icon →

Button

Button + Icon →

Button

Button + Icon →

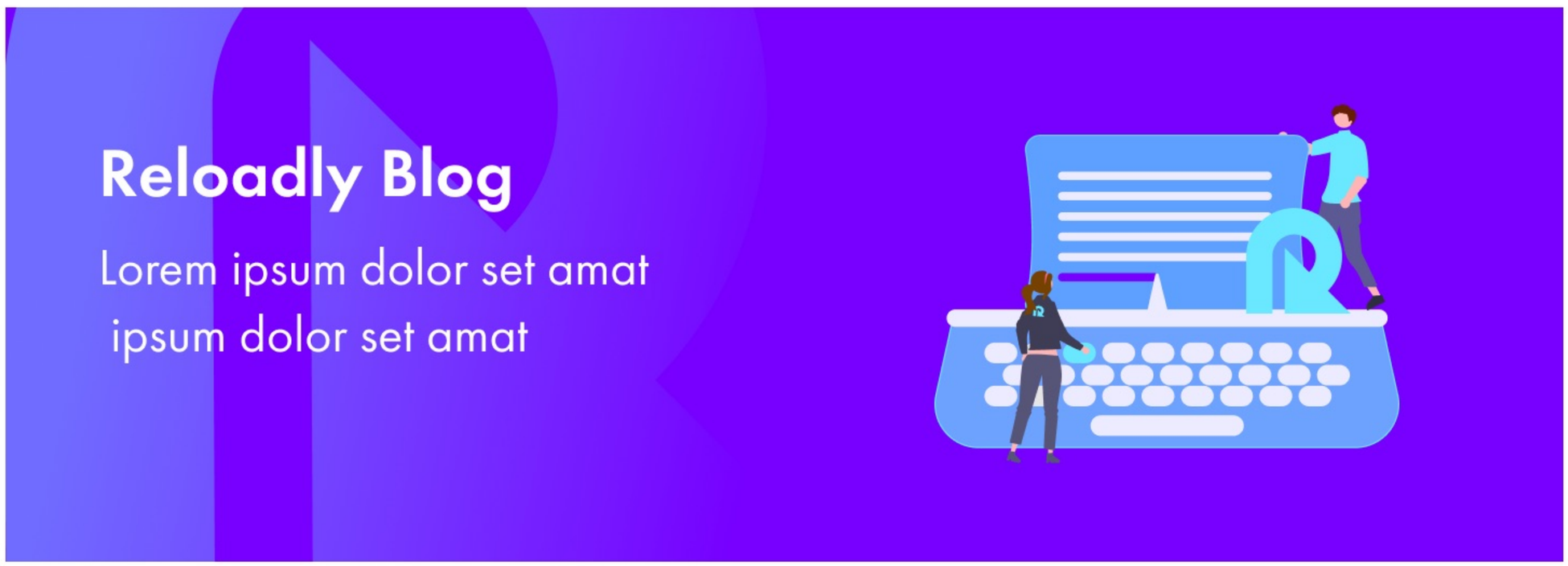
Button

Marketing templates

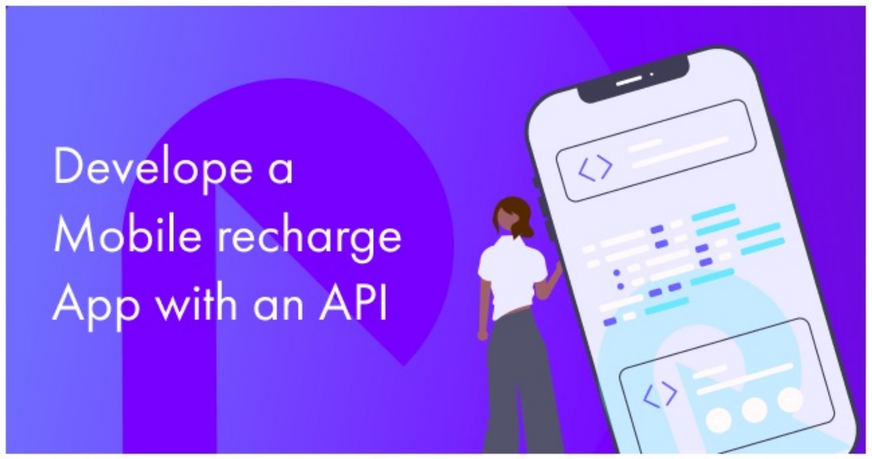
Reloadly Blog Banner

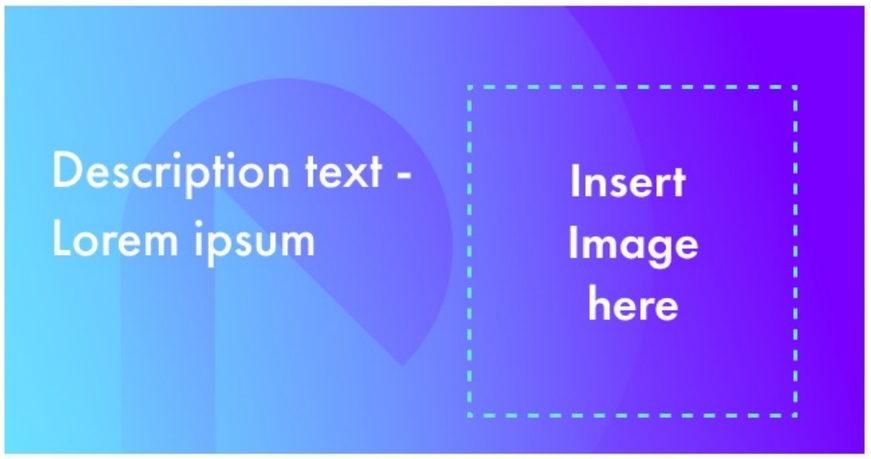
Banner background

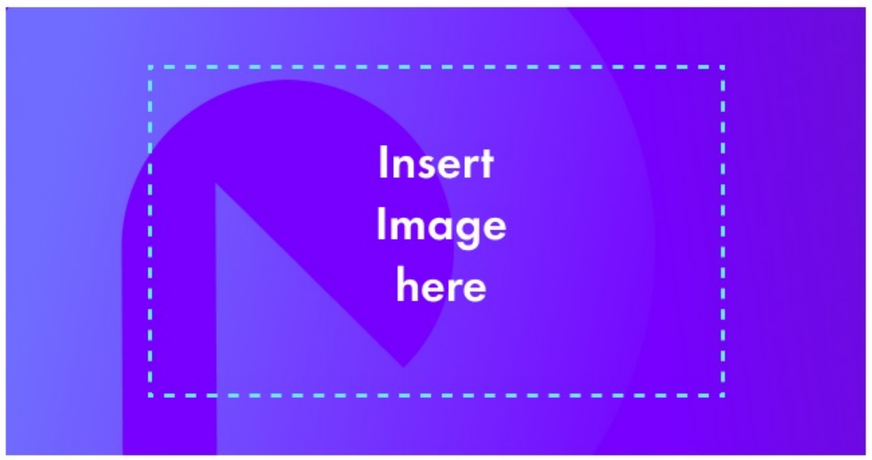
Banner example



Article


Develope a
Mobile recharge
App with an API


Description text -
Lorem ipsum
Insert
Image
here


Insert
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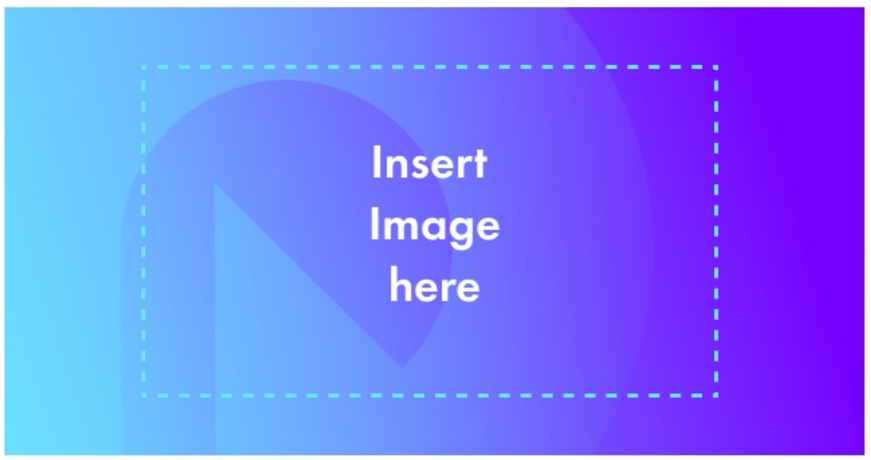
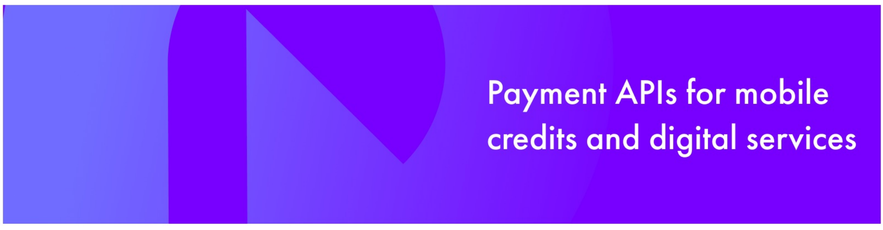
here


Insert
Image
here

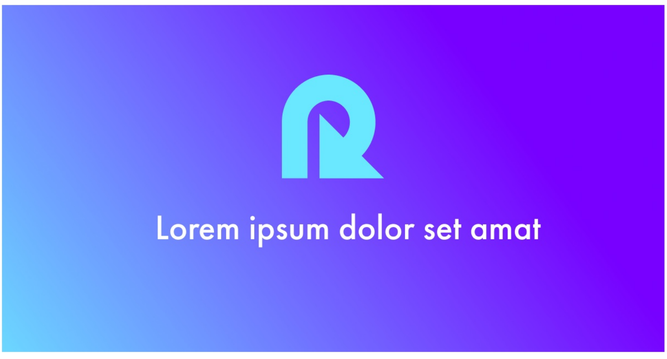
Linkedin

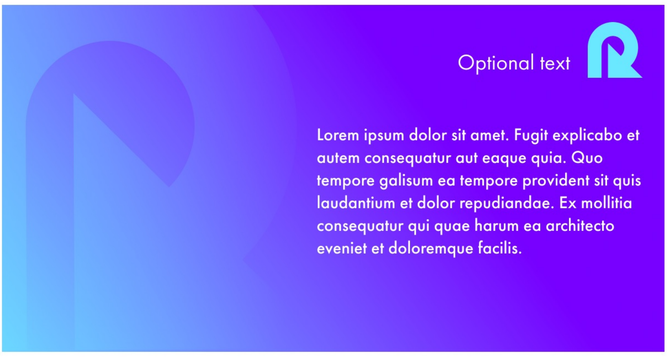
Banner



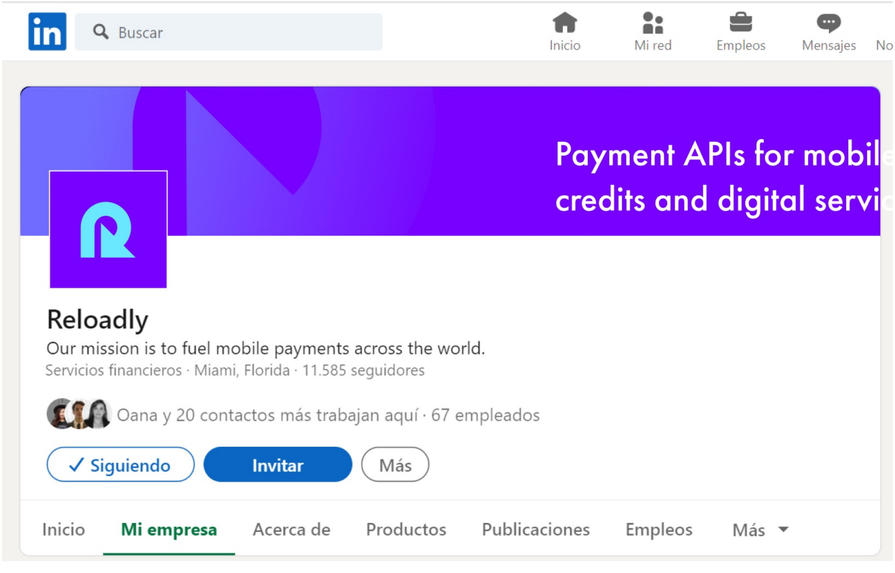
Profile picture

Post cover example



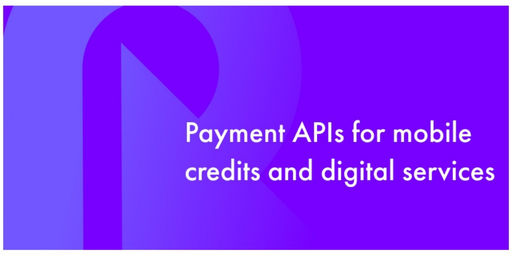


Example



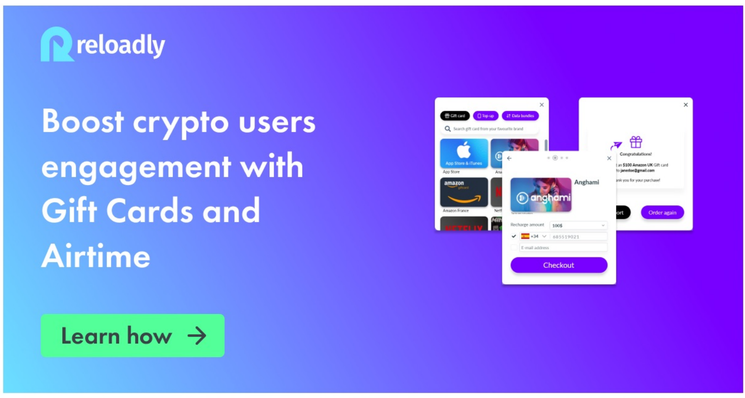
Facebook

Banner

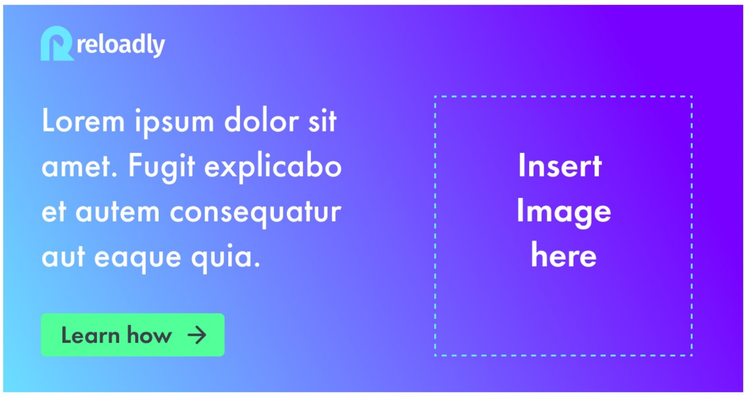


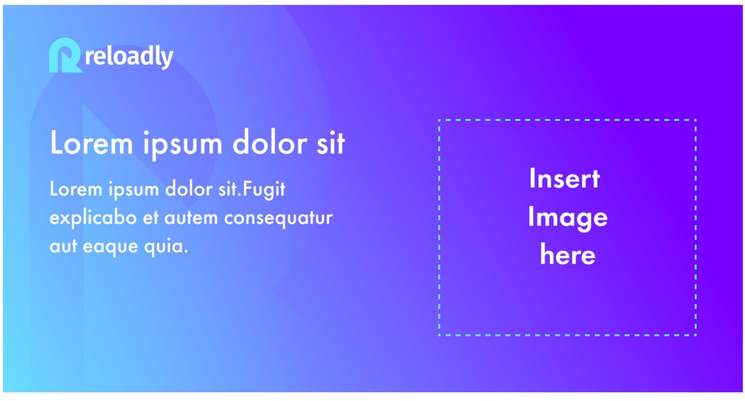
Profile picture

Facebook post



Template post





Instagram

Profile picture

Stories

Insert
Image
here

Lorem ipsum dolor sit amet. Fugit explicabo et autem consequatur aut eaque quia.

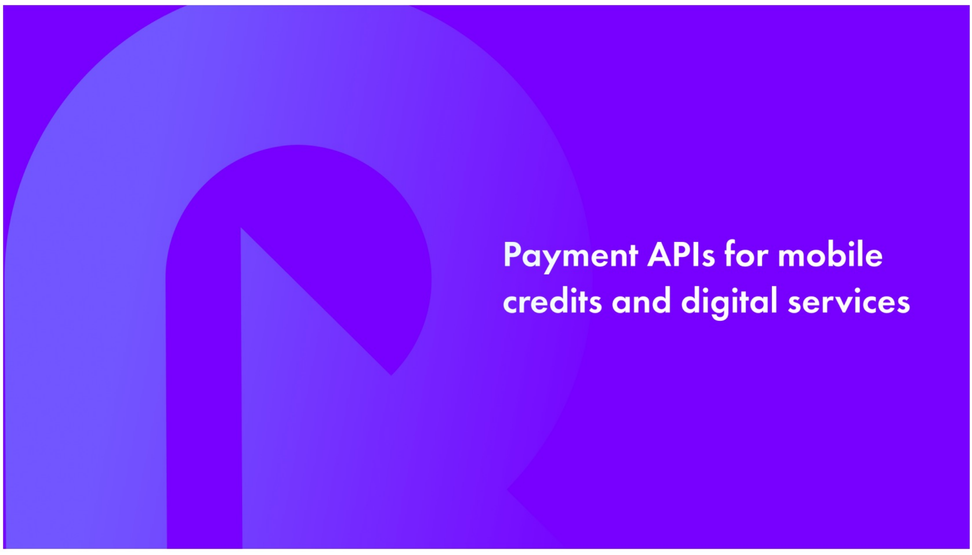
Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet. Fugit explicabo et autem consequatur aut eaque quia.

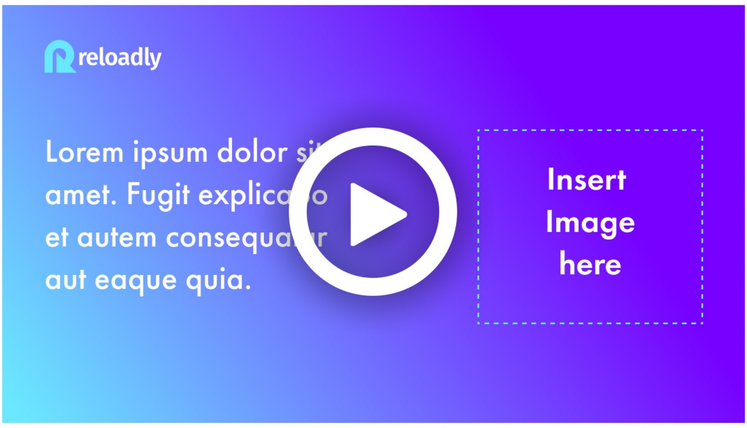
Post

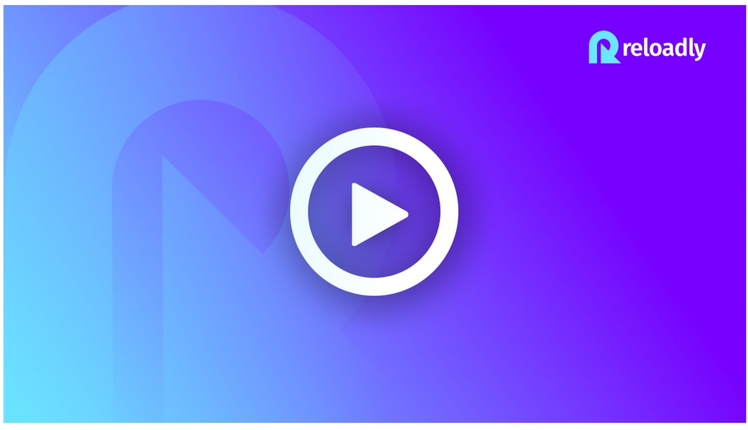
Youtube Video Covers

Banner



Profile picture





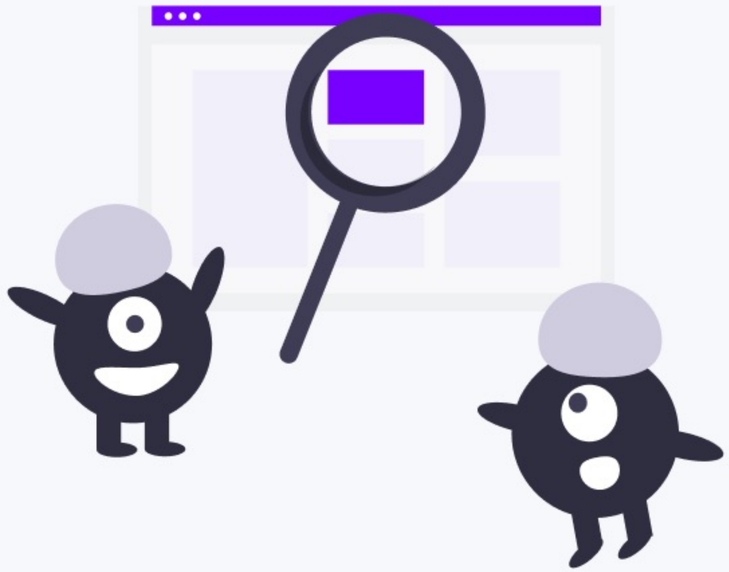
Illustrations

We are working creating a new library for the Reloadly illustration and stickers.

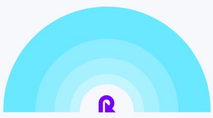
We are work in progress.

For now you can use the library we attached here.

Please edit the iliustration adapting to this Brandbook.



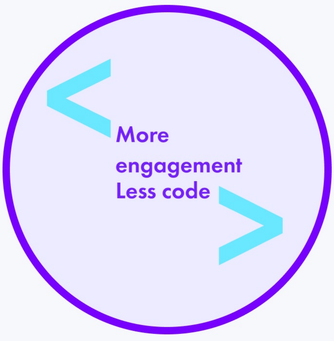
Stickers



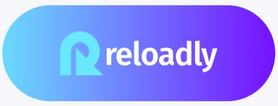
Across the world - Fuel mobile payments

API
IS ART
THAT DOES
SOMETHING

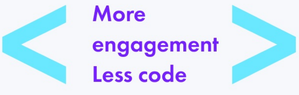
Reloadly API


More
engagement
Less code

Across the world - Fuel mobile payments


reloadly

Happy Reloads!


More
engagement
Less code

{API}

Happy Reloads!

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