

**Simplify**

**BRAND MANUAL**



# Index

## I. Our Brand

Who we are	4
Why us	5
Our values	7
Personality	9
Voice and Tone	11

## II. Our Design

The Logo	15
Rules	16
One Color Use	19
Backgrounds	22

Misuses	24
Color	25
Typography	26
Product Logos	27

## III. Contacts

30

# I. Our Brand

In this section you can get to know Simplify, as well as its values and traits. You'll also find why we present ourselves to the world as we do, and the way we communicate with it.

## Our Brand — Who we are

Simplify is a multidisciplinary company that can help anyone find a quick and easy way to solve any burden of their everyday tasks using technology and multimedia. With our main goal being facilitating everyone's life, simplify resembles the way our company fixes our clients everyday problems: simply.

### **Vision:**

To make information more easily accessible.

### **Mission:**

To help remove the burden of everyday tasks;  
To help promote a better understanding on unapparent topics.



## Our Brand — Why us

Simplify, more than a company, it is like a friend to our customers. It's the one that will always remind you that no matter the problem you have, we are always able to think of a solution together.

Our employees are the living proof that there is always an answer for you, because no matter the burden you are facing, an easy, quick and effective solution is just waiting to be put to practice, and that's where Simplify comes in.





## Our Brand — Our Values

Simplify always focuses on four strong values to answer all of our challenges:

**Diversity:** from the nature of our company to its core, we are a multidisciplinary company with people from various backgrounds;

**Collaboration:** we work in various teams, all formed by at least one member of each department to ensure everyone works together;

**Quality:** we help our clients with their issues, by creating easy, fast and efficient solutions;

**Simplification:** With all this, we are able to remove any burden of our clients life by simplifying it.



## Our Brand — Personality

Our brand is a reflection of our company values and way of working. We are **creative, easy-going, thoughtful, respectful, optimistic open-minded and always ready for a challenge.**

**Adding** to this, we are proud to have a brand that is very humane, Simplify is made with people from various backgrounds, ages and points of view which allows us to be as close with our client as possible.



## Our Brand — Voice and Tone

Following our brand and identity, we are very direct and simple on what we tell to the world. Simplify always has a clear simple and straight forward message to its listeners, no matter the place or situation.

We use formal vocabulary, but with enough warmth and optimism to always pass the message of a friendly, yet professional company.



1. Glued Bknd

2. Solid Colors



Affinity Layout

A bullet & a Journal

SIP  
APP



## II. Our Design

In this section, we explain all our visual aspects, from the logo, identity, colors and typography, as well as the visual rules when using our company's name.

The Logo

Simplify



## Our Design — The logo

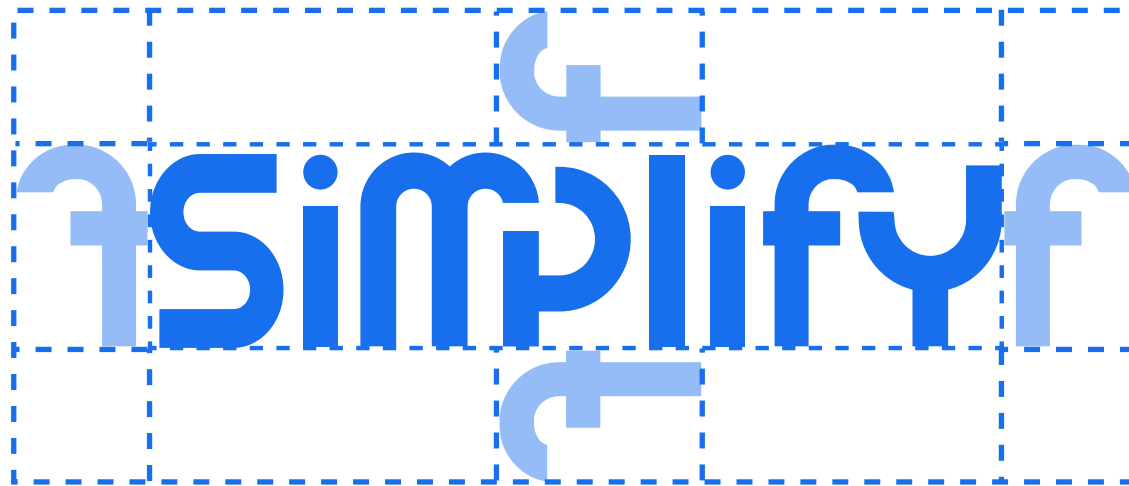
The logo for 'Simplify' is rendered in a bold, blue, sans-serif font. The letters are interconnected, with the 'i' and 'm' sharing a vertical stroke, and the 'l' and 'i' in 'ify' also sharing a vertical stroke. The overall design is clean and modern, with a strong blue color.

This logo represents the flowiness and agility that the company faces every challenge by playing with some typography connections, which is also a nod to how simplify can always find the most appealing way to connect all of its projects.

The color, a strong blue, gives the idea of a futuristic company, that is always up and ahead of its time.



## Our Design — Rules



Simplify's logo is only composed by typography and uses the "f" on it as a safety margin that should always be respected and followed in all documents and applications.

## Our Design — Rules

### Maximum Sizing for Small Use



90 px  
About 3cm



90 px  
About 3cm

As a way to ensure the visibility of our logo, the smallest size it can take is about 90px (about 3cm) wide.

No document or application are allowed to have smaller versions of the logo.

067  
blau  
blue

510  
clematisblau  
clematis blue

536  
mittelblau  
middle blue

150  
brillantblau L  
brilliant blue L

593  
markantblau  
striking blue

592

marinblau

## Our Design — One Color Use

Simplify's logo is white, with the preference being paired with the a blue background.

However, in case of need, like documents or applications with a white background, the blue version must be use. Adding to this, the black version of the logo can be used for only black and white and grayscale projects.

Preference of logo use is from first to last: white, blue, black.

The word "Simplify" is written in a bold, black, sans-serif font. The letters are closely spaced, and the overall appearance is clean and modern.The word "Simplify" is written in a bold, blue, sans-serif font. The letters are closely spaced, and the overall appearance is clean and modern.The word "Simplify" is written in a bold, white, sans-serif font. The letters are closely spaced, and the overall appearance is clean and modern.

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

Simplify

## Our Design — Misuses



Do not crop the logo



Do not outline the logo



Do not reduce opacity



Do not distort the logo



Do not use different colors

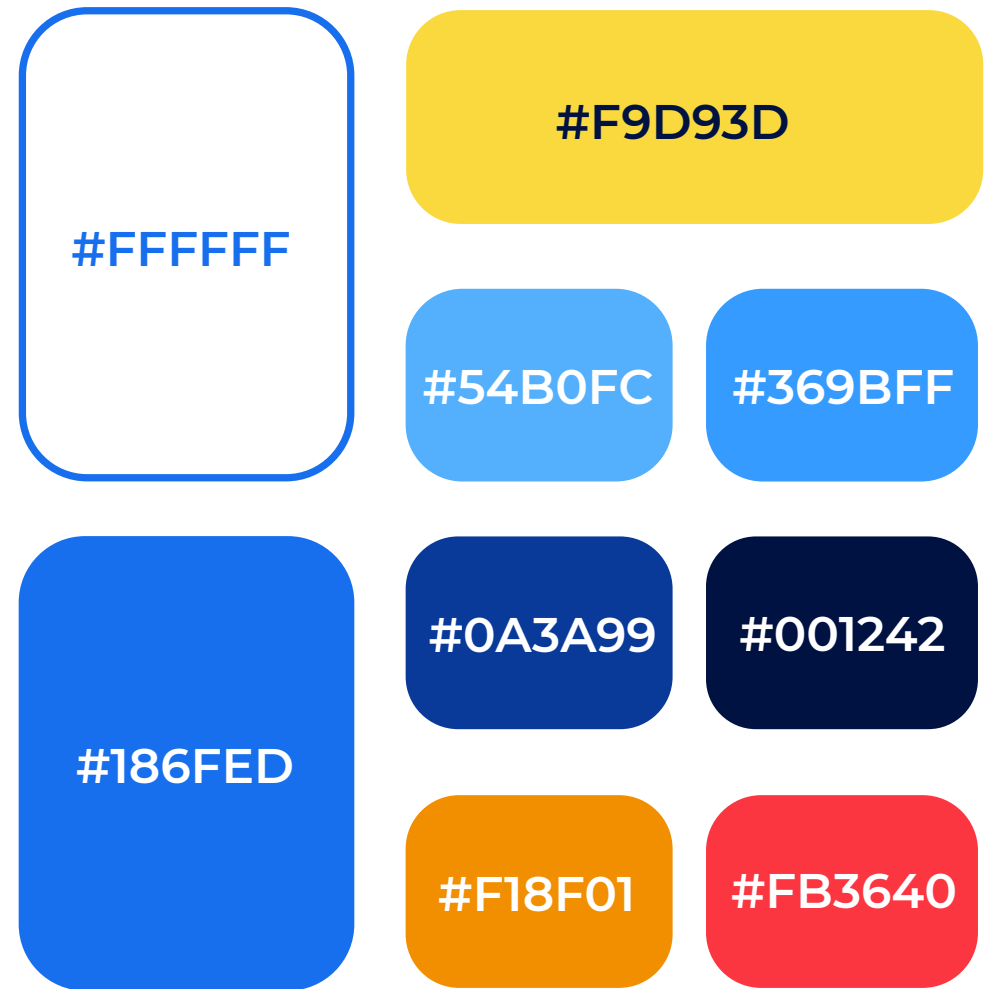


Do not use any drop shadows  
or use any other effect

This are examples of what not to do.



## Our Design — Color



Color wise, we use mostly white and blues, the principal blue being #186FED, this blue can be used in design and text.

For contrast, preference goes to our yellow #F9D93D followed by the red #FB3640 and then the orange #F18F01.

## Our Design — Typography

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789**

Montserrat Thin	<i>Montserrat Medium Italic</i>
<i>Montserrat Thin Italic</i>	<b>Montserrat SemiBold</b>
Montserrat ExtraLight	<b><i>Montserrat SemiBold Italic</i></b>
<i>Montserrat ExtraLight Italic</i>	<b>Montserrat Bold</b>
Montserrat Light	<b><i>Montserrat Bold Italic</i></b>
<i>Montserrat Light Italic</i>	<b>Montserrat ExtraBold</b>
Montserrat Regular	<b><i>Montserrat ExtraBold Italic</i></b>
<i>Montserrat Italic</i>	<b>Montserrat Black</b>
Montserrat Medium	<b><i>Montserrat Black Italic</i></b>

When it come to typography, Simplify only uses the Montserrat Type Family. Bold for titles, Semi-Bold and Medium for semi-titles, Regular for text and Light for notes. The rest can be use for other applications.

# Our Design — Product Logos

Format:



Size:



All of Simplify's Products must have the signature "by Simplify" in their main logo. This signature must follow the rules shown here. Note: here, and only here "by Simplify" can be used in any color, preferably the color of the logo.



## III. Contacts

In case of any doubt please contact:

[general@simplify-lgp.tech](mailto:general@simplify-lgp.tech)

+351 910 651 413



فيلسوف