

Brand Guidelines. V 1.0.2

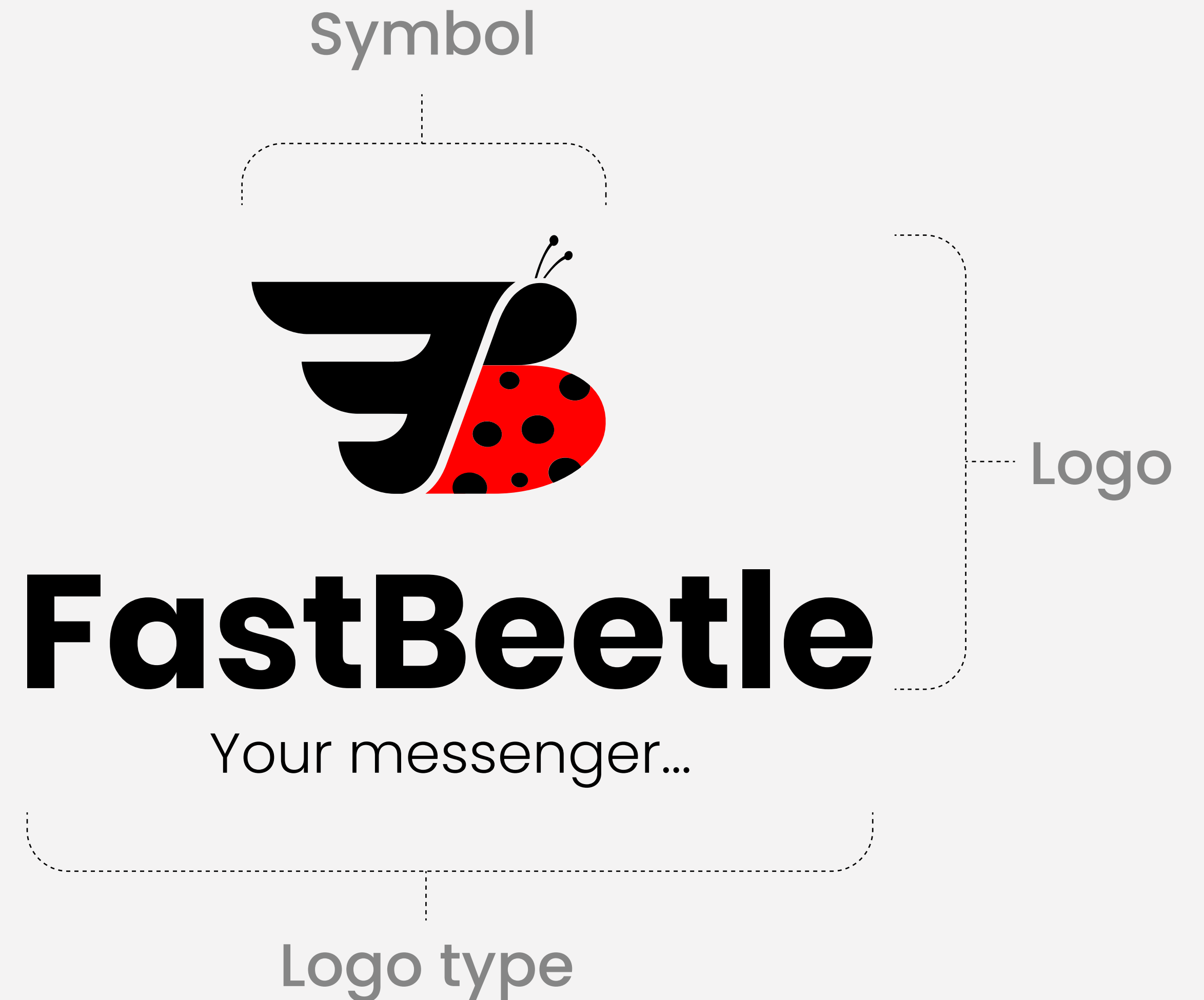


This document communicates the brand identity of fastbeetle. If you opt to use any trademarks, logos, designs, and/or other brand features, **keep it according to the brand guidelines.**

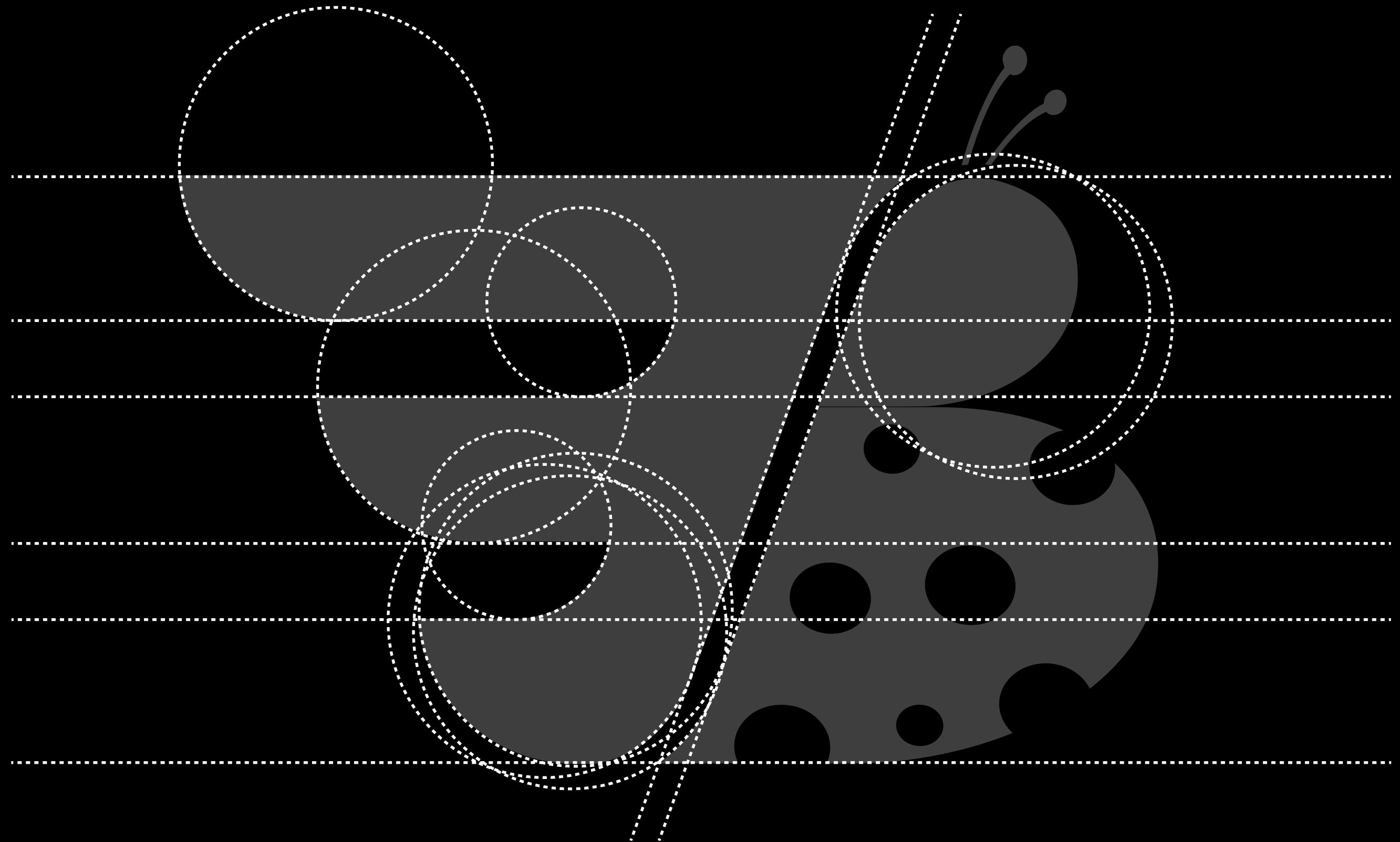
Logo

The **FastBeetle logo**

Our Logo includes our symbol and logotype, designed to work together in a central lockup. The symbol is only used as standalone in some special cases, otherwise it is always used in conjunction with logoType.

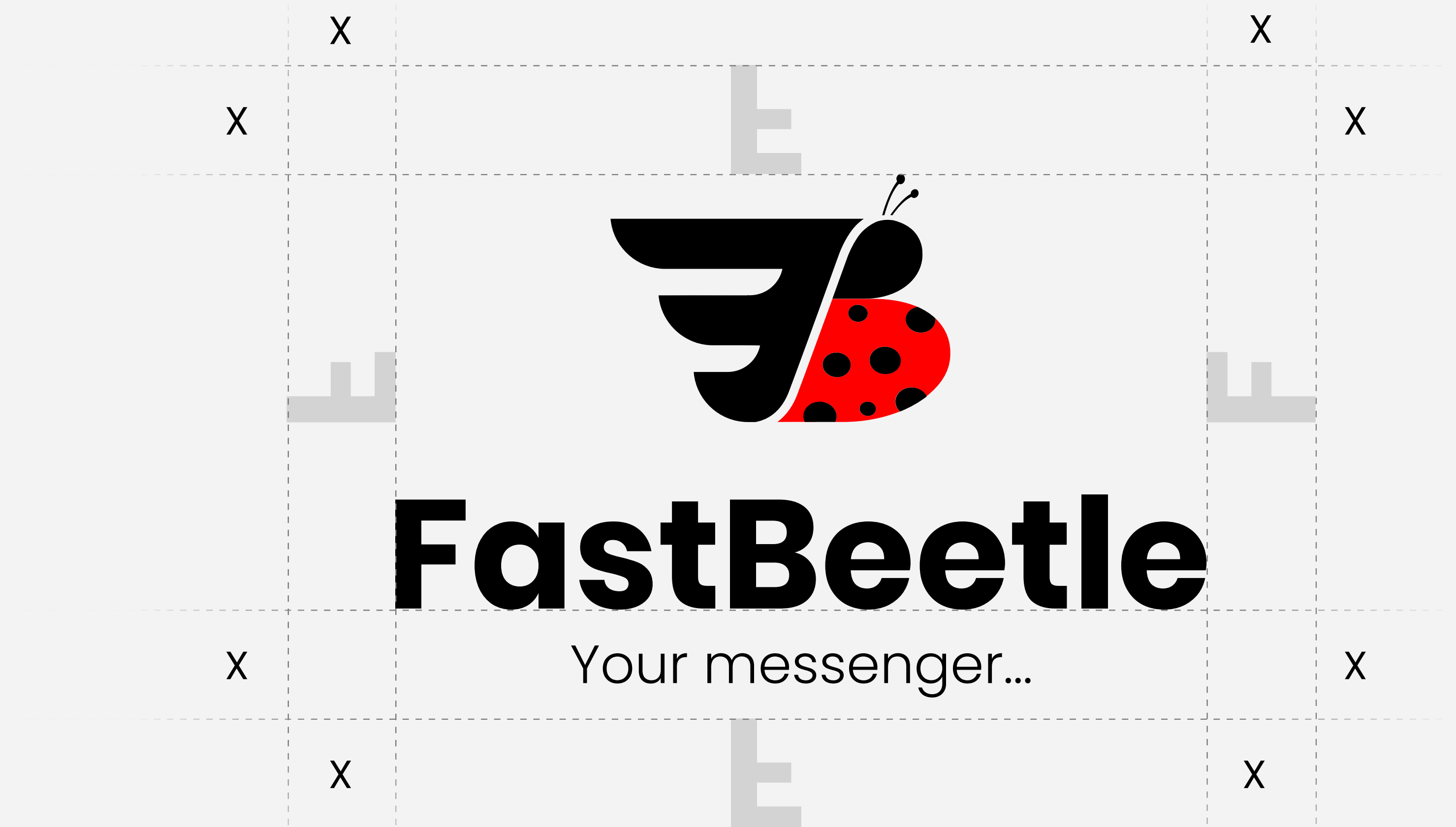


Logo **Construction**



Logo Propotions

 | X is height of "F"



Minimum Size

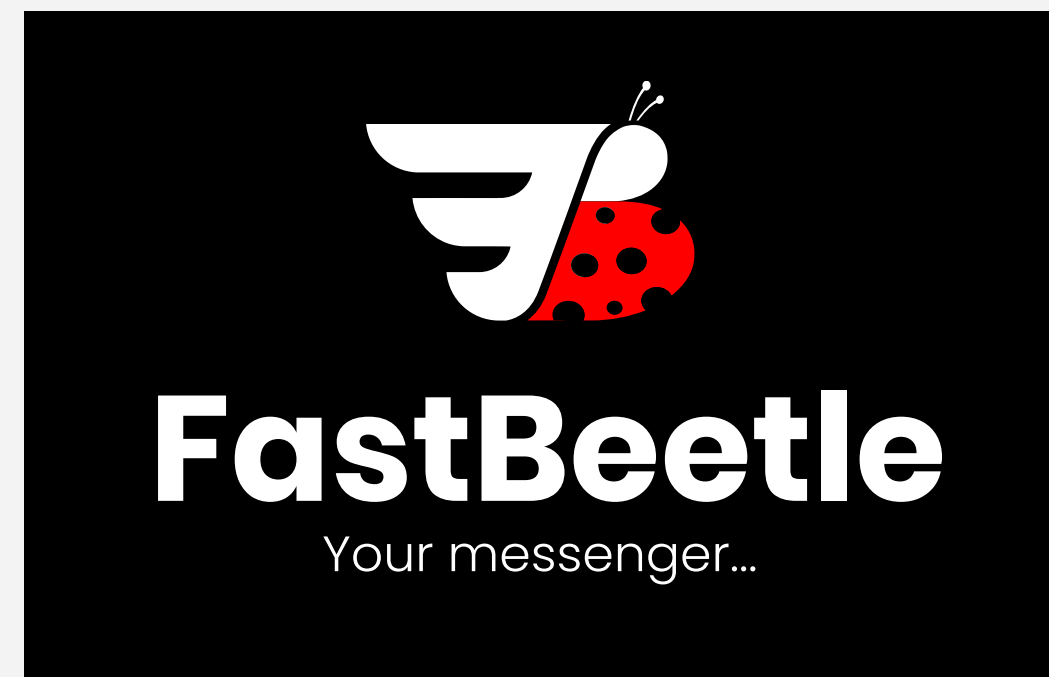
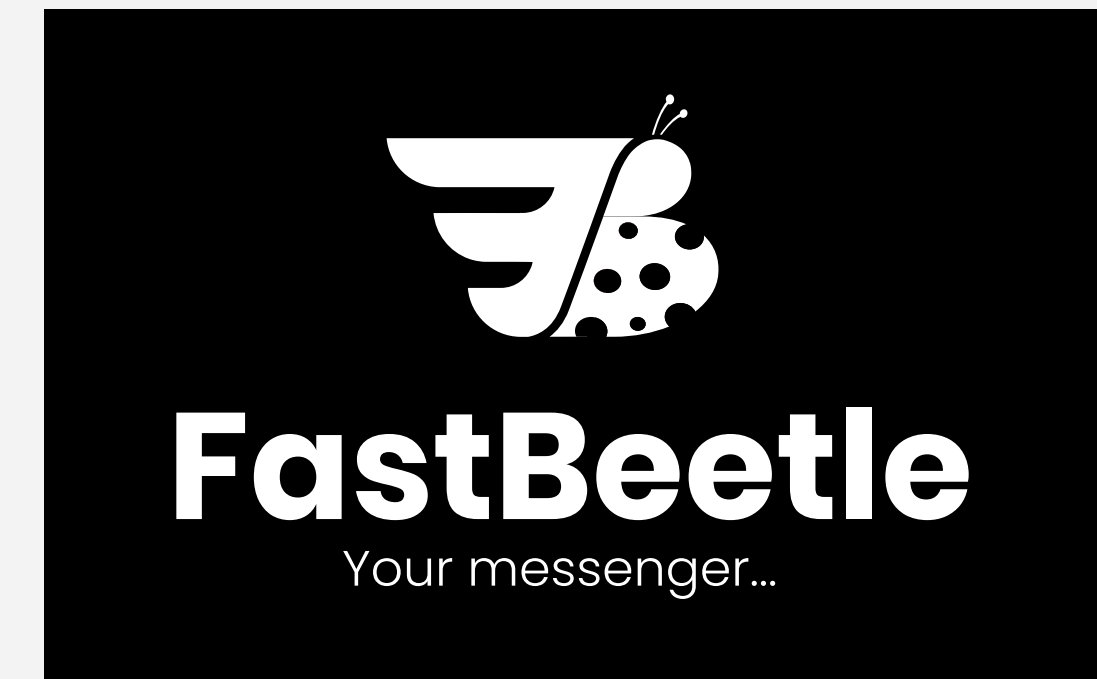
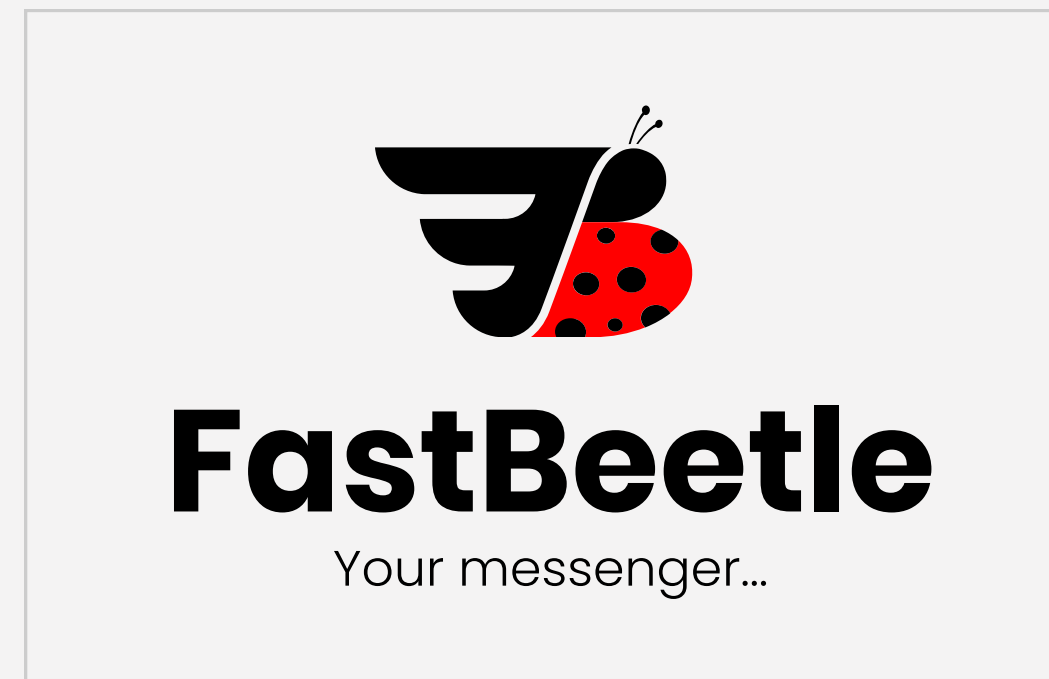


The FastBeetle logo should never be smaller than **115px** in digital or **25mm** in print.



The FastBeetle symbol should never be smaller than **41px** in digital or **10mm** in print.

Reversed &
Single color



Don'ts

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.



Do not stretch the logo



Do not change the order of lockup



Do not rotate the logo



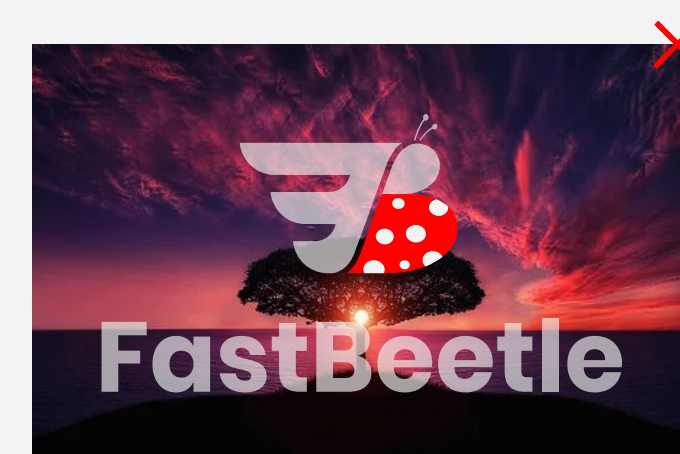
Do not use gradient



Do not fill the logo with image



Do not outline logo



Do not use with busy background

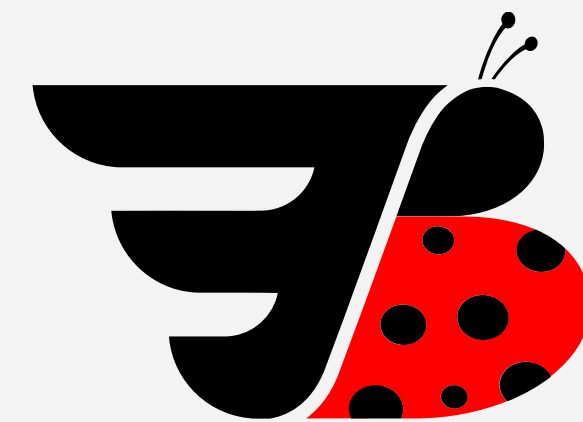


Do not add drop shadow

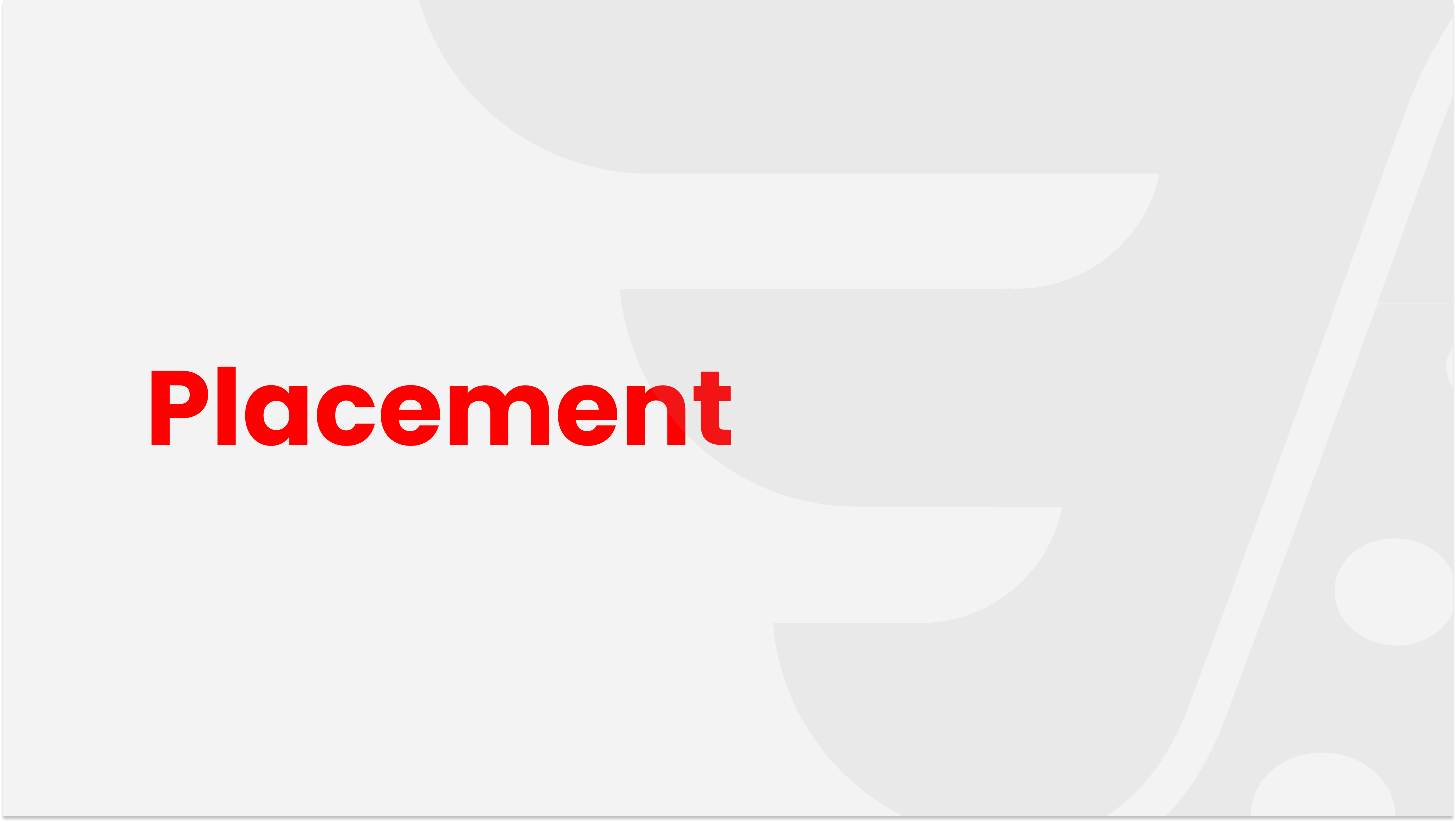


Do not change the order of lockup

Secondary
Lockup



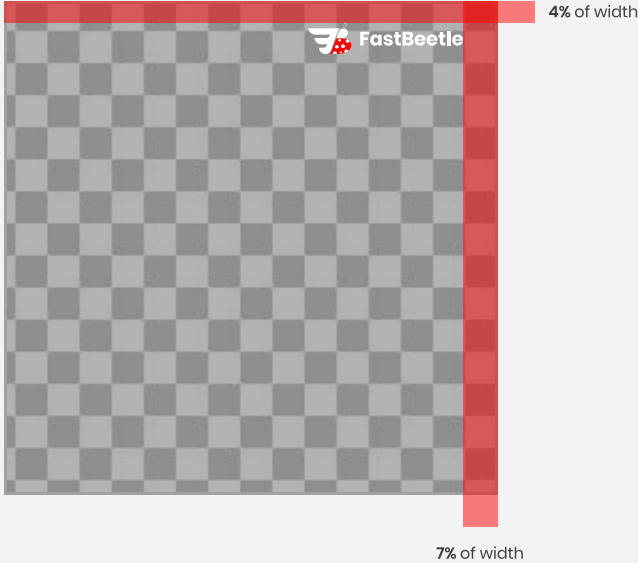
FastBeetle
Your messenger...



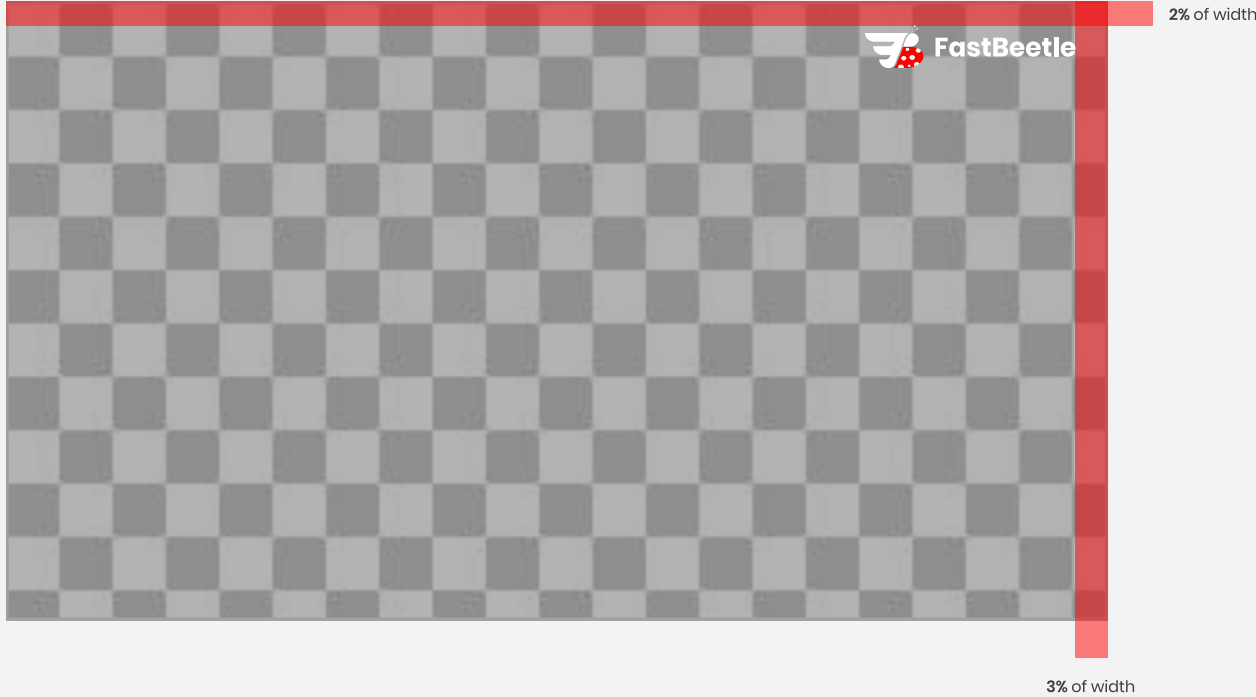
Placement

Social media Placement

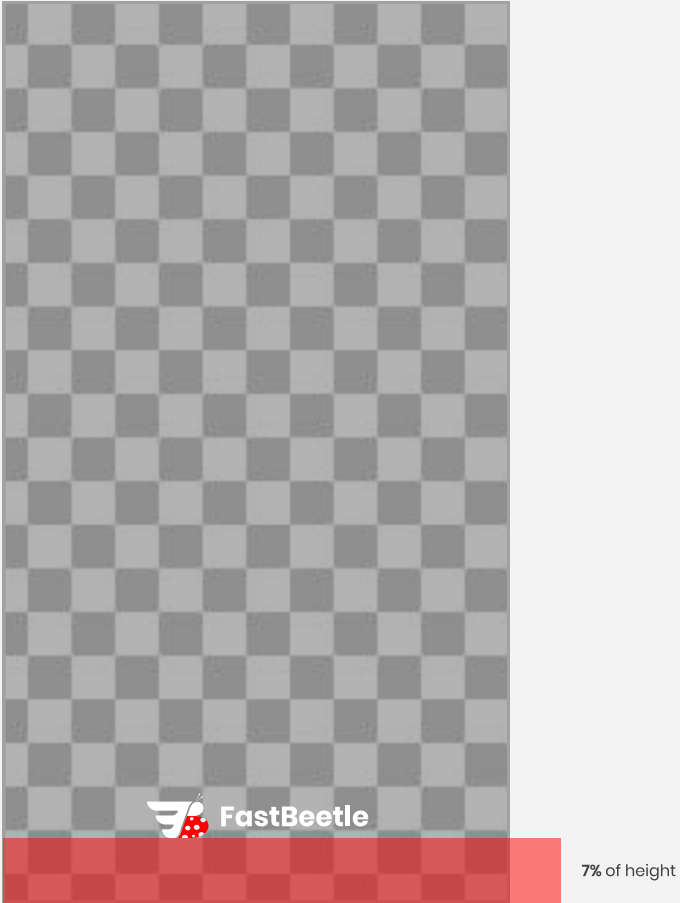
1:1 Instagram, Facebook, etc.



16:9 Instagram, Facebook, YouTube etc.

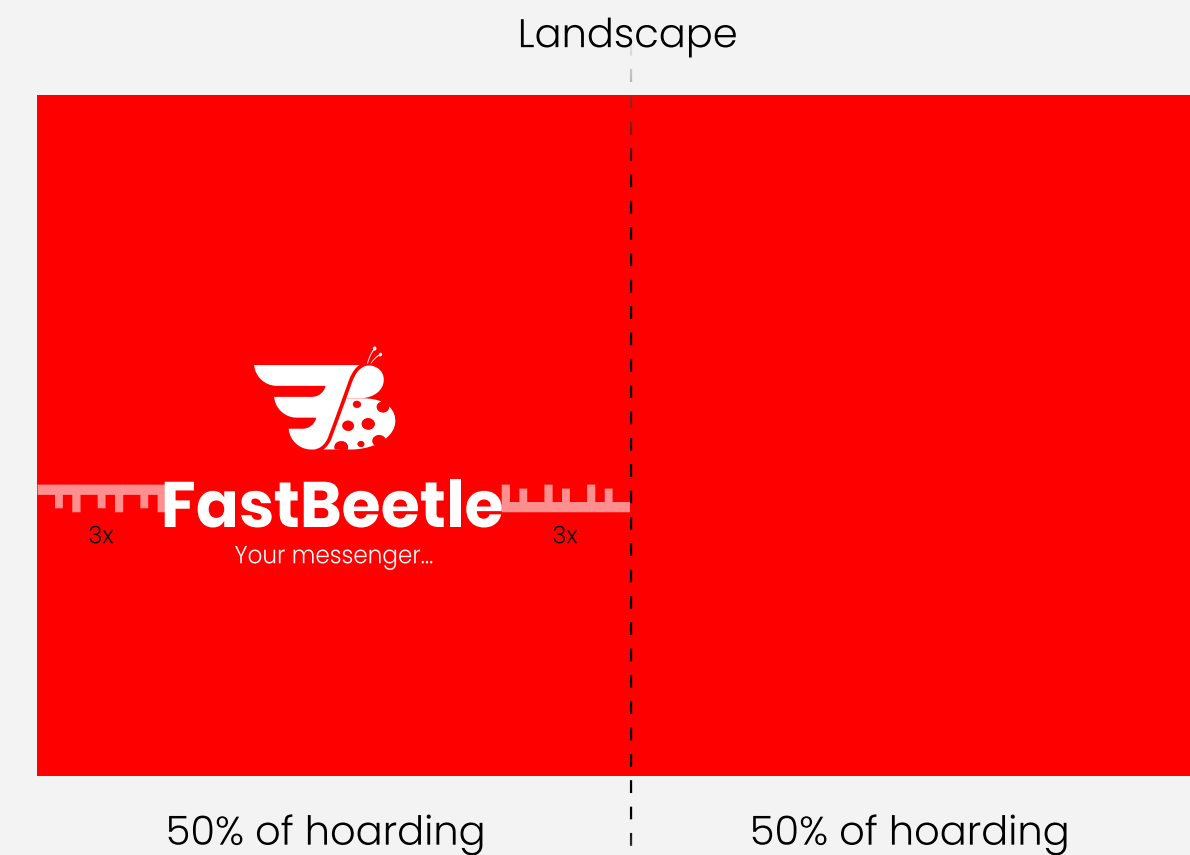


9:16 SnapChat, Instagram stories



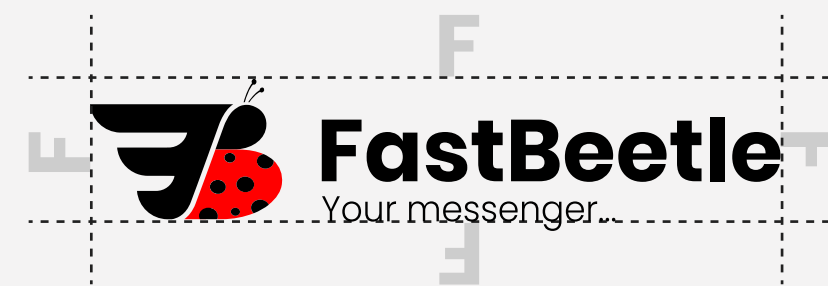
Generic Hoardings Placement

- **In Landscape:** divide the board in 2 halves and place the logo in center of one half, Keeping atleast 3X spacing
- **In Potrait:** Put logo in center of board while keeping at least 5X of spacing from top and 4X spacing from the left and right side



Partnership Placement

Use any (horizontal or center) lockup, however keep the clearing space atleast a height of one "F" on each side. Dont use the logo in any other color apart from the original or grey color



Mascot

Meet
Aziz



Riding bike



Standing with cup



Driving Truck



Delivering Package



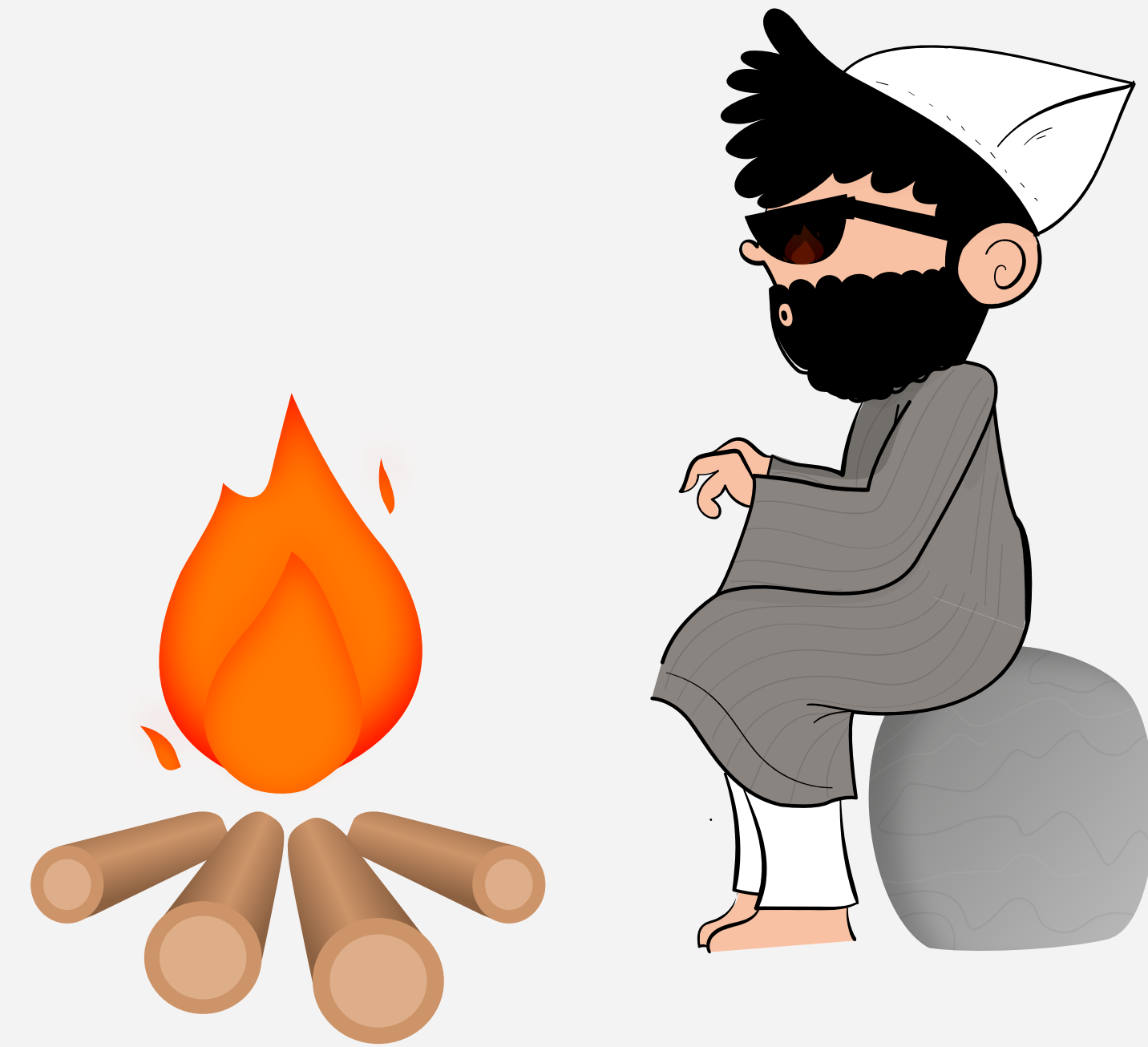
Using laptop



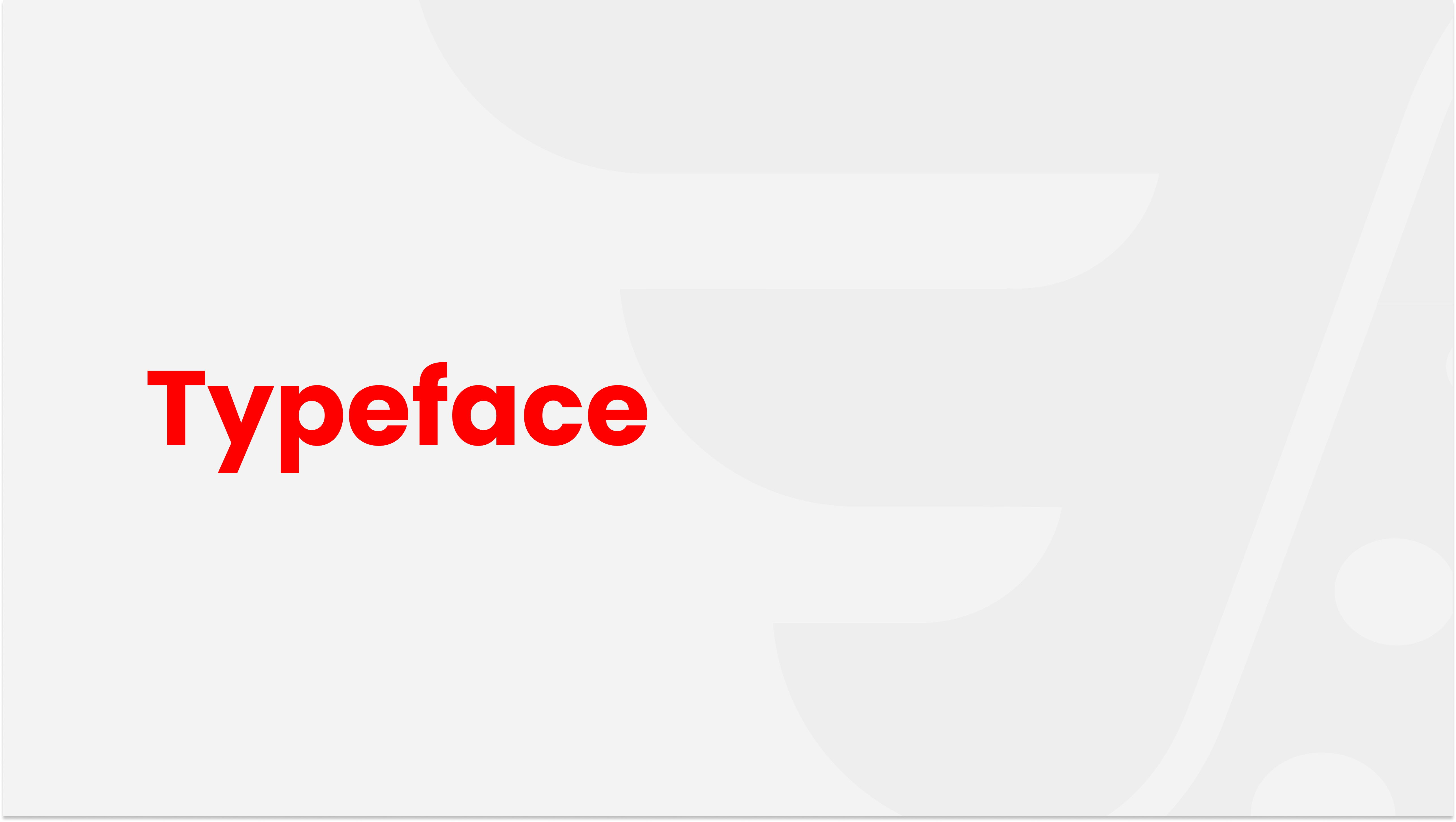
404



Rider with ATM



Azeez with bonfire



Typeface

Poppins

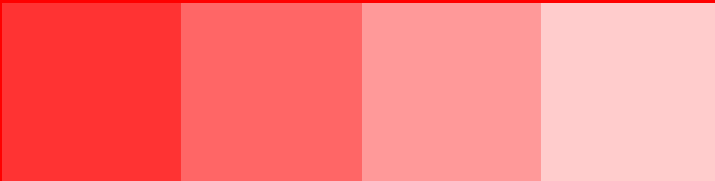
Our main typeface is poppins
paired with Roboto

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										
0	1	2	3	4	5	6	7	8	9		
Light		Regular		Medium		Semi-bold		Bold		Black	

Color

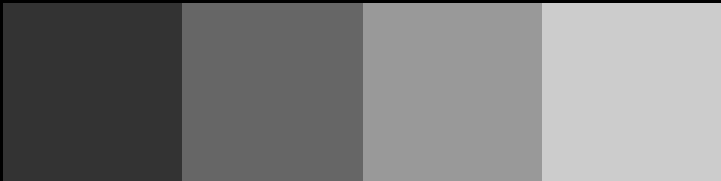
Fast red

#FF0000
rgb(255,0,0)
hsl(0,100%,50%)
cmyk(0,100,100,0)



The black

#000000
rgb(0,0,0)
hsl(0,0%,0%)
cmyk(0,0,0,100)



Beetle grey

#F8F8F8
rgb(248,248,248)
hsl(0,0%,97.3%)
cmyk(0,0,0,3)



Just white

#FFFFFF
rgb(255,255,255)
hsl(0,0%,100%)
cmyk(0,0,0,0)

Tagline

Your messenger...

Icons



Change log

Brand guidelines v1.0 – 01-June-2021

First version of branding guidelines.

Brand guidelines v1.0.1 – 08-July-2021

Added “rider with ATM” in mascot.

Brand guidelines v1.0.1 – 10-November-2021

Added “Azeez with bonfire” in mascot.

Brand guidelines v1.0.2 – 18-April-2022

Added “Azeez with truck and delivering package” in mascot.