



CATCHY

CATCHY TECHNOLOGIES BRAND GUIDELINE MANUAL

The Catchy App brand guidelines are your definitive reference to ensure that we represent the Catchy App brand consistently in every execution.





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BRAND STORY

Catchy is your digital local..., local shop, local café, local community centre.

Catchy is where you get a trusted referral of where to find baklava like your mum makes.

Catchy is where you shop for that last-minute gift and make appointments at the salon.

Catchy is where you meet people who enjoy the same workouts and events as you.

Catchy is where you "run" your errands and meet new friends.

Catchy is your community.

Welcome.



CORE VALUES

Connection is the reason Catchy exists and is woven into every experience consumers have with Catchy.

Catchy connects people to services and products, as well as, people who have similar interests to them.

We are your introduction and your source of recommendation, we are your trusted neighbour.



BRAND ESSENCE

Catchy, find people who
... like YOU do.

Like like YOU do.

Gym like YOU do.

Shop like YOU do.

Live like YOU do.

Ship like YOU do.

Attend like YOU do.

Go like YOU do.

You yoga every week but you've never met anyone in the class.

On Catchy you book your yoga class and can see who else is booking the same class.

You message a person who is booking the same class and invite them to grab a smoothie after the next class.

The rest is history... you've been yoga buddies ever since.

Catchy allows you to find the people that LIKE the same things YOU DO.

Its those real life shared passions that form the strongest friendships.

Catchy, find people who Like like YOU do.



TONE OF VOICE

The Catchy App brand voice can be described as:

- Friendly
- Inclusive
- Curious
- Encouraging

Be mindful that tone is consistent and current across all implementation.



LOGO

THE BASICS

The main icon is an integral part of the Catchy brand.

The three drop pin icons represent the three pillars of Catchy's philosophy connecting people through interests.

The circular chat box that encapsulates them is meant to represent communication between like-minded people and the rings inside show when a connection happens.



LOGO

VARIATIONS OF COLOUR

There are three variations of the Catchy logo.

- I. These include the main logo icon
- II. The full logo with simple typography
- III. The specialized Catchy typography.

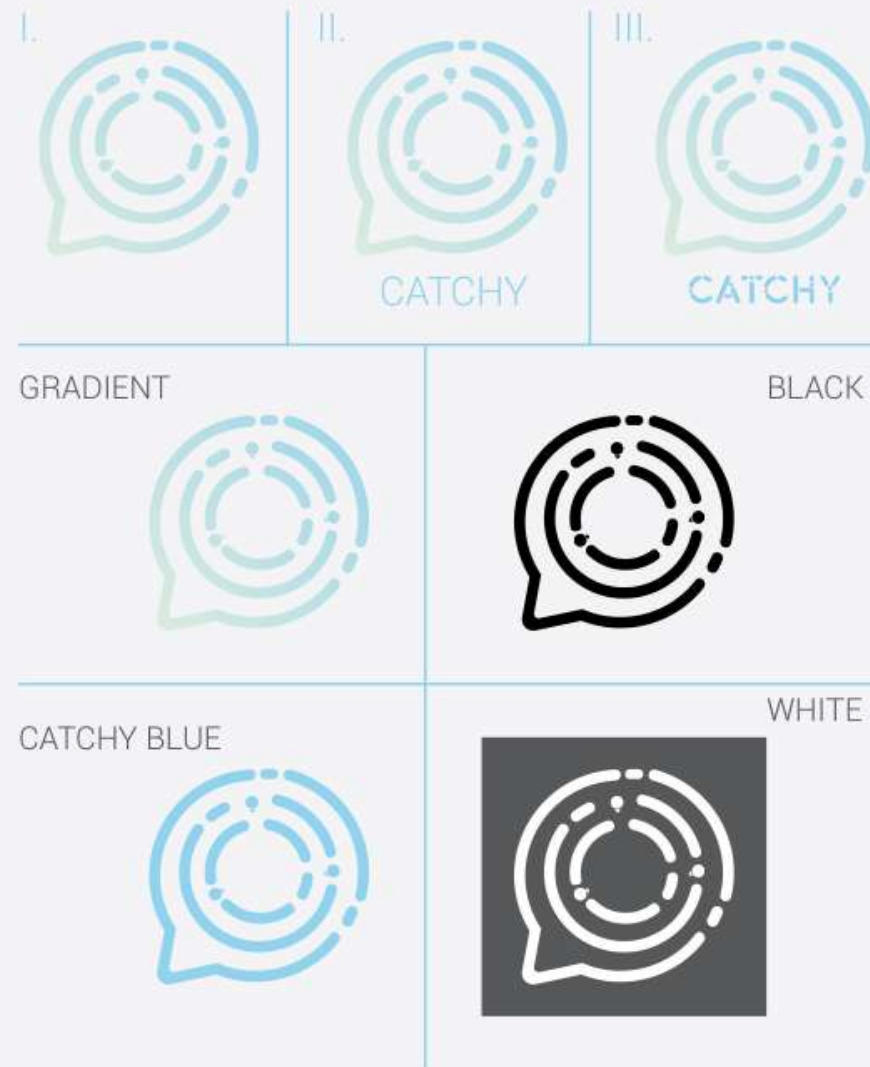
The logo is always either blue gradient, black, white or Catchy blue.

It must be legible and maintain the integrity of its form. Never show the Catchy logo in any other colours.

I. The main logo icon is used on social media tiles, business card, letter head, electronic direct mail, websites and any fixed components/collateral.

II. The full logo with simple typography is used on all brand applications.

III. The specialized Catchy topography is to be used as an accent in text or digital marketing materials.



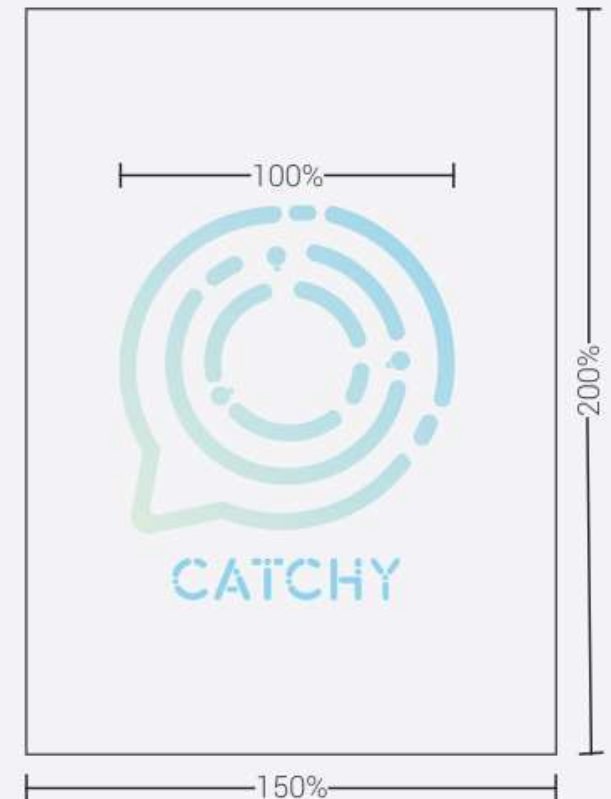
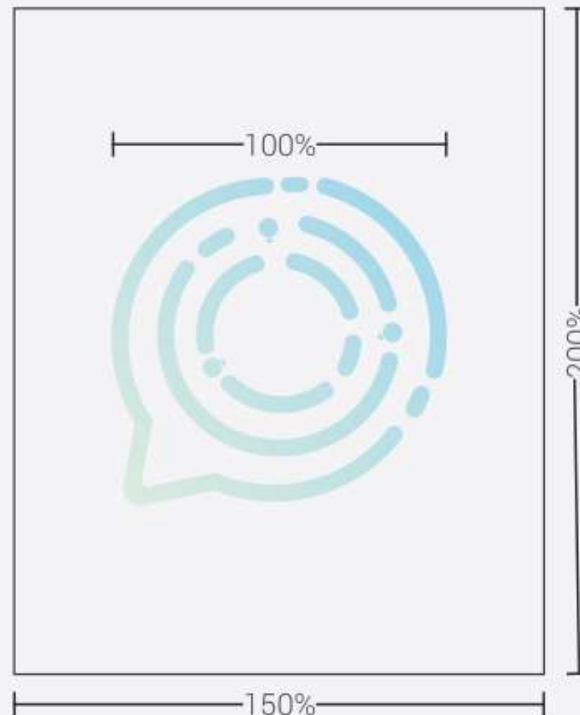
LOGO

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

When you're using the logo with other graphic elements, make sure you give it some room to breathe.

The empty space around the logo should be at least 150% of the width of the logo (125% for the right aligned logo) and 200% of the height of the logo.

To ensure the logo maintains its visual impact and is legible, do not make it any smaller than indicated on this page.



LOGO MISUSE

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. To illustrate this point, some of the more likely mistakes are shown on this page.



DO NOT
APPLY OUTLINES



DO NOT
APPLY DROP SHADOW



DO NOT
APPLY EFFECT



DO NOT
MODIFY ALIGNMENT



DO NOT
MODIFY PROPORTIONS



DO NOT
MODIFY FONTS



DO NOT
REMOVE ELEMENTS



DO NOT
SKEW OR STRETCH



DO NOT
USE COLOURS OR
TONES OUTSIDE
THOSE SPECIFIED



DO NOT
USE MULTIPLE
COLOURS



DO NOT
APPLY PATTERNS



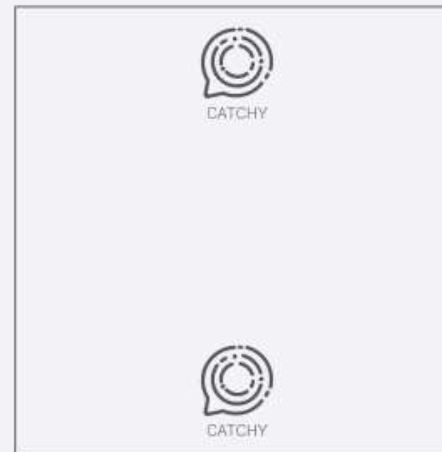
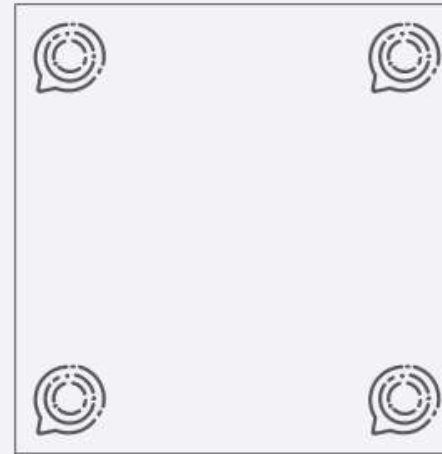
DO NOT
USE ON BUSY
BACKGROUNDS



LOGO LOCATIONS

Regardless of communication size or dimension, the logos can only ever be placed in certain locations. This keeps logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system.

Please keep in mind the logo clear space requirements



COLOUR COLOUR PALETTE

Colour is important to us. It expresses who we are and how we feel. It sets us apart from others, makes us stand out from the crowd. Our blue gradient colour represents the vast sea of potential at our fingertips. It encourages a sense of calm in our exploration for new and interesting things and connections. Catchers have always been a sea of blues. However, as we move forward the catchy blue will become our highlight colour. As much as we love our colour, we know it looks best against a clean black or white canvas. Catchy blue should only ever sit on black, white or a non-duotoned photograph. If it ever appears in a brand communication, it should be the only brand colour in that communication.

R: 226 G: 238 B: 222

C: 12 M: 0 Y: 15 K: 0

R: 145 G: 210 B: 240

C: 45 M: 0 Y: 2 K: 0

Main logo (gradient)

1. transparent background
2. black background
3. white background



White Logo on coloured background

1. solid blue
2. blue (light) gradient
3. black



Black Logo on coloured background

1. solid blue
2. blue (light) gradient
3. white



TYPOGRAPHY FONTS

Our fonts are simple and universal. They create a sense of style and bring information to life.

Our fonts were chosen to complement our overall design aesthetic, for their detail and for their functionality in diverse settings.

These are the only fonts for approved use. The intended use is described next to each font.



PRIMARY:

MOON LIGHT

MOON BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

1234567890

Moon Light is suitable for headings and subheadings. Do not use for body copy. To ensure Moon Light maintains its visual impact and is legible, do not make it any smaller than 9pt for print and 20pt for web/mobile.

HEADLINE:

GOTHAM HTF BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Gotham HTF is suitable for headings and subheadings. For subheadings, choose from Bold or Bold Italic weights. To ensure Gotham HTF maintains its visual impact and is legible, do not make it any smaller than 7pt for print and 16pt for web/mobile.

BODY:

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Roboto Light is suitable for body only. To ensure Roboto Light maintains its visual impact and is legible, do not make it any smaller than 7pt for print and 16pt for web/mobile.

SPECIAL:

CATCHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

CATCHY a special font that was created to be combined and highlight the intricacy of the logo. It is to be used for commercialized collaterals and can be used with or without the logo.

PHOTOGRAPHY
IMAGING DIRECTION & FOCUS



BRAND APPLICATIONS

STATIONARY

Our branded stationery includes a letterhead, with compliments slip and business card. To ensure global consistency, it must be printed on: Letterhead: 200gsm uncoated stock with compliments slip: 250gsm uncoated stock Business card: 400gsm uncoated stock with spot varnish for the logos (back only)



BRAND APPLICATIONS

BUSINESS CARD

Uncoated stock Business card: 400gsm uncoated stock with spot varnish for the logo (back).

Die cut logo (front)

FRONT



BACK



BRAND APPLICATIONS

LETTERHEAD

Letterhead: 200gsm uncoated stock

With compliments slip: 250gsm uncoated stock



Unit No: 1273
DMCC Business Centre
Level No 1
Jewellery & Gemplex 3
Dubai
United Arab Emirates



Unit No: F19
DMCC Business Centre
Level No 13
AG Tower
Dubai
United Arab Emirates



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+966 591 234 198

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dignissim pretium consectetur. Curabitur tempor posuere massa in varius. Pellentesque viverra nibh eu vehicula mattis. Nullam porta facilisis justo, a feugiat dolor sodales sed. Vestibulum neque nisi, elementum tincidunt metus sit amet, egestas bibendum enim. Aenean a blandit elit, vel rutrum mi. Nunc dapibus turpis sed massa aliquet tincidunt.

Pellentesque id neque ligula. Nullam posuere, ligula a mattis posuere, lacus nisl adipiscing nunc, eu congue justo est ut diam. Nam quam nibh, dignissim non consequat in, semper eget purus. Nulla arcu sapien, viverra vitae metus tempor, congue ornare diam.

Pellentesque vel nibh tempus, ullamcorper tortor sed, bibendum augue. Phasellus sollicitudin justo et quam aliquam sollicitudin. Sed eget nibh mollis, mattis sem et, viverra nulla.

Ibrahim Mahmoud
Co Founder



BRAND APPLICATIONS

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BRAND APPLICATIONS ELECTRONIC DIRECT MAIL

EDM is used as tailored (and targeted) content to customers. It is an excellent opportunity to deliver a succinct product or brand message.

It should always reflect the overall brand voice and prescribe to the same graphic and brand messaging conventions as other forms of brand communication. The most effective EDMs are driven by a strong, well composed image.

EDM TEMPLATE



BRAND APPLICATIONS
LANDING PAGE

COMING SOON



BRAND APPLICATIONS

SOCIAL MEDIA TILES

Social media is integral to building our brand customer acquisition and engagement. It is also often the first impression a customer gets of our brand and how they gauge our brand personality. That's why it so important to ensure we represent the brand in the best way possible.

Please be mindful of logo placement, colour, typography, photography and image layout (refer to pages 4-14).

Best practice when posting on social media is to keep copy to a minimum on the social tile itself and to include full details in the copy of the post.

Our ratio for brand vs product posts is two product posts to one brand post, with ideally one product post being from the brand and one customer generated product post.



BRAND APPLICATIONS

EVENT COLLATERAL

When configuring brand placement for event collateral, the same brand guidelines should apply across colour and typography. Typically, event collateral is for external use and aimed at interacting with existing customers but should also be easily identifiable to those not familiar with the brand. This application is where the icons and the brand name are utilised in a more oversized fashion.

When planning an event, considering the visual composition and impact of the overall site. Please refer to the Global Marketing Services team for guidance and examples.

