

Brandbook

Brand Guidelines & Corporate Identity

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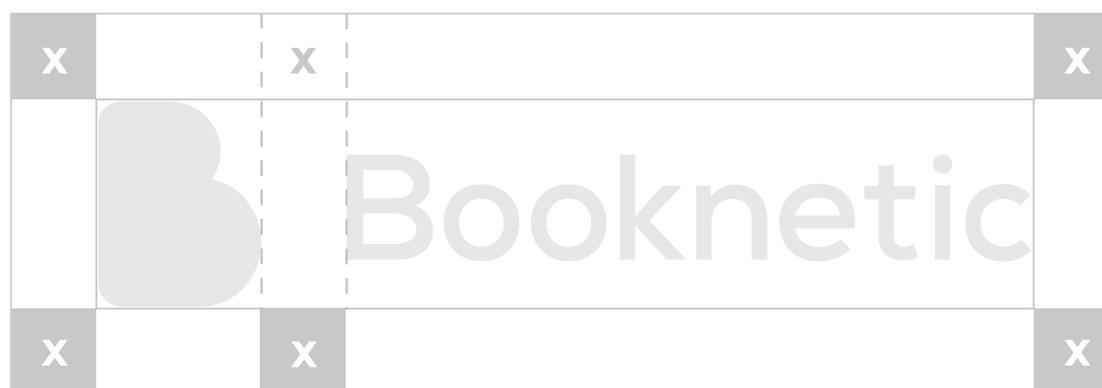
Logo options

The use of basic, full-color versions of the logo sometimes may cause difficulty. In this case, alternative, monochrome options should be used. These versions vary in background color.



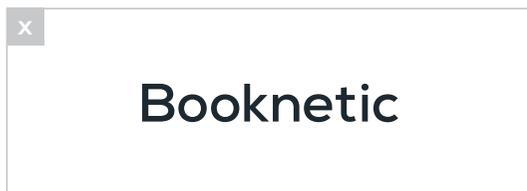
Safe Distance

In printed and digital materials, the logo must be at a certain minimum distance from other design elements. This distance is called the «**safe distance**».

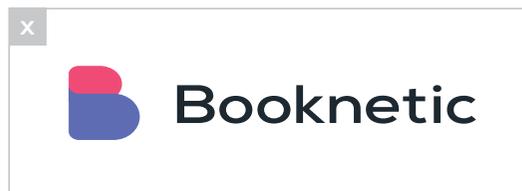


The distance between the symbol and the text is taken as the minimum distance.

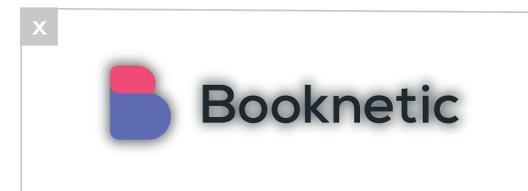
Logo misuse



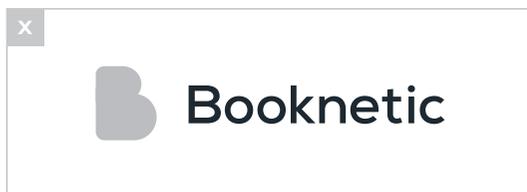
the logo cannot be used without the symbol



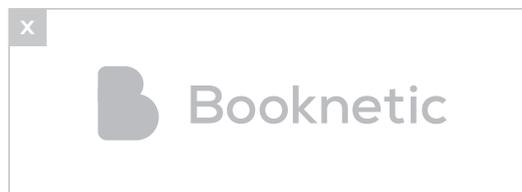
the logo cannot be enlarged by stretching it lengthwise or horizontally



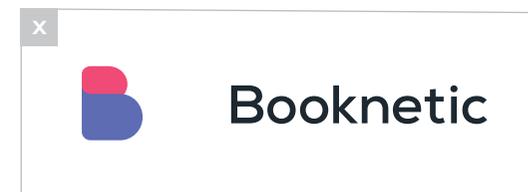
shadows cannot be applied to the logo



the color of the symbol cannot be changed



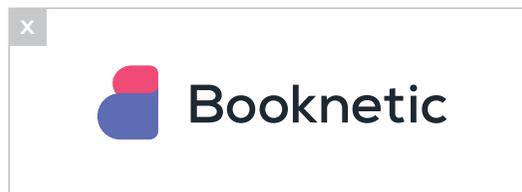
the color of the logo cannot be changed



the distance between symbols and text cannot be changed



you can't change the place of the symbol



symbol cannot be rotated



you cannot apply a gradient to the logo

Brand typography

bold ————— **Gilroy**

medium ————— A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

regular ————— a b c d e f g h i j k l m n o p q r s t u v w x y z

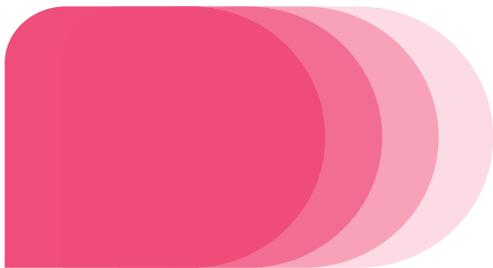
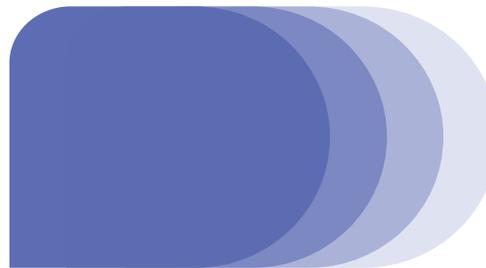
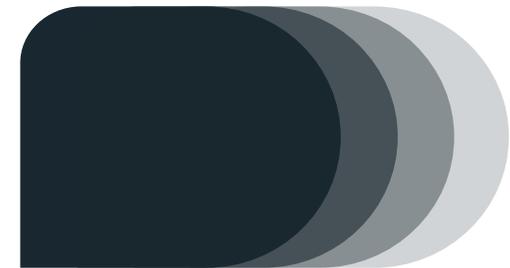
semibold italic ————— ***0 1 2 3 4 5 6 7 8 9***

thin

The font have 20 styles: thin, thin italic, ultra light, ultra light italic, light, light italic, regular, regular italic, medium, medium italic, semibold, semibold italic, bold, bold italic, extra bold, extra bold italic, extra black, extra black italic, heavy and heavy italic.

Color Palette

Our primary brand color provides excellent contrast and efficiently against both Light and dark background. Wherever possible, use our color palette featured bellow.

**CMYK****C: 0 M: 85 Y: 30 K: 0****RGB****R: 230 G: 65 B: 15****HEX: #e94273****Pantone****CMYK****C: 70 M: 60 Y: 0 K: 0****RGB****R: 100 G: 105 B: 175****HEX: #636aaf****Pantone****CMYK****C: 80 M: 65 Y: 55 K: 65****RGB****R: 40 G: 45 B: 50****HEX: #262d33****Pantone**

Iconography

This is the icon set of the brand, each icon encapsulates the brand's essence.

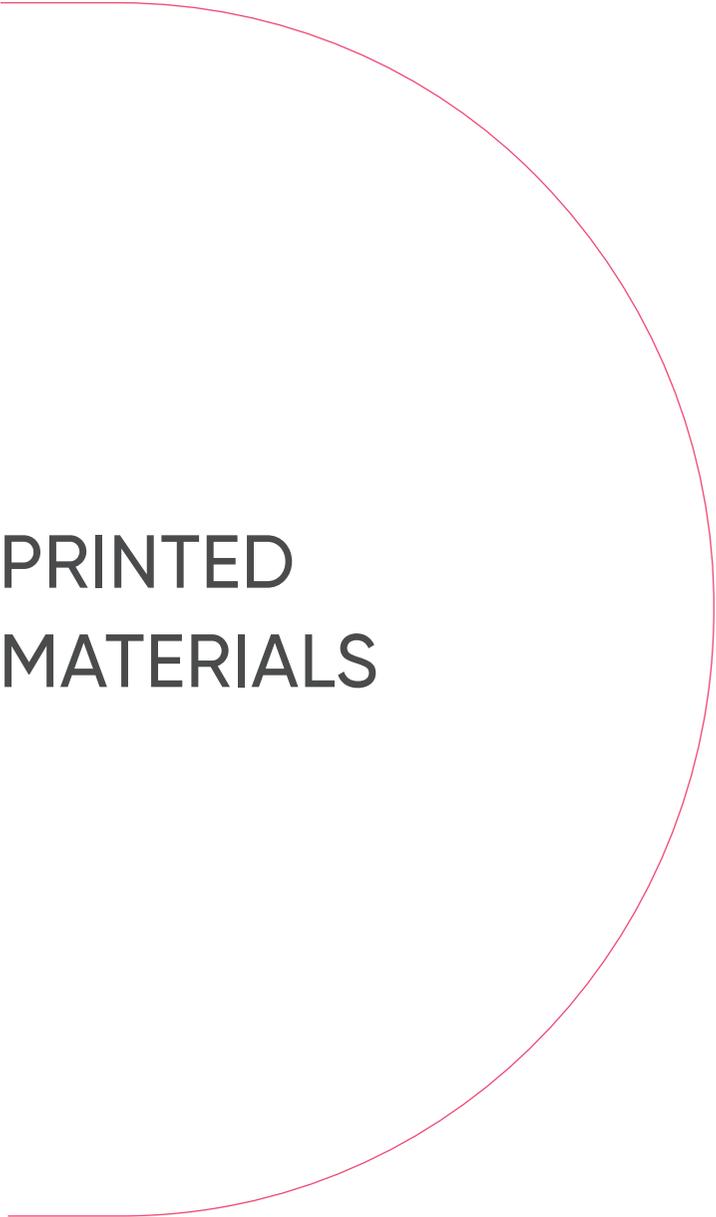


Branding

- A great advantage of Booknetic is its business side automation options



Only requiring 3 minutes to set up and start accepting appointments -



**PRINTED
MATERIALS**



Business cards

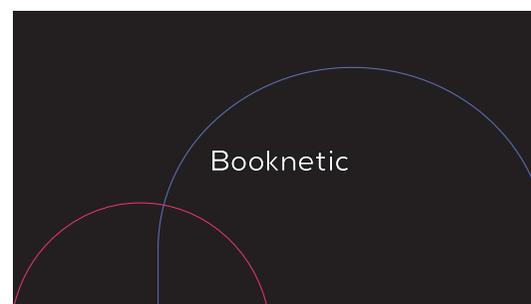
The name of the company is reflected on the front of the business card. The person's name, surname, position and contact information are shown on the back.

Size: 90 x 50

F/L name: 10 pt, semibold

Informations: 8 pt, regular

Website: 8 pt, semibold





Brochure

On the front of the brochure there is a symbol that reflects the corporate style of the brand. The other 2 pages contain information about the company and how to use the application.

- Size:** 93 x 215
- Title** 18 pt, bolditalic
- Subtitle** 12 pt, medium
- Text** 8 pt, light



Why Booknetic?

- Automate your appointment business**
You can 100% automate your appointment booking business with Booknetic
With 15+ integrations, fully automate your appointment booking business
- Save time and money**
You can significantly save time and money by automating your business via Booknetic
Save your budget by avoiding additional employees
- Collect your customer data**
By automating your appointment business via Booknetic, you will collect your customer data as well
Optimize your appointment booking funnel
- Simplify everything for your customers**
Booking automation will put you and your customers at ease
Easily manage appointments with the customer panel

How It Works?

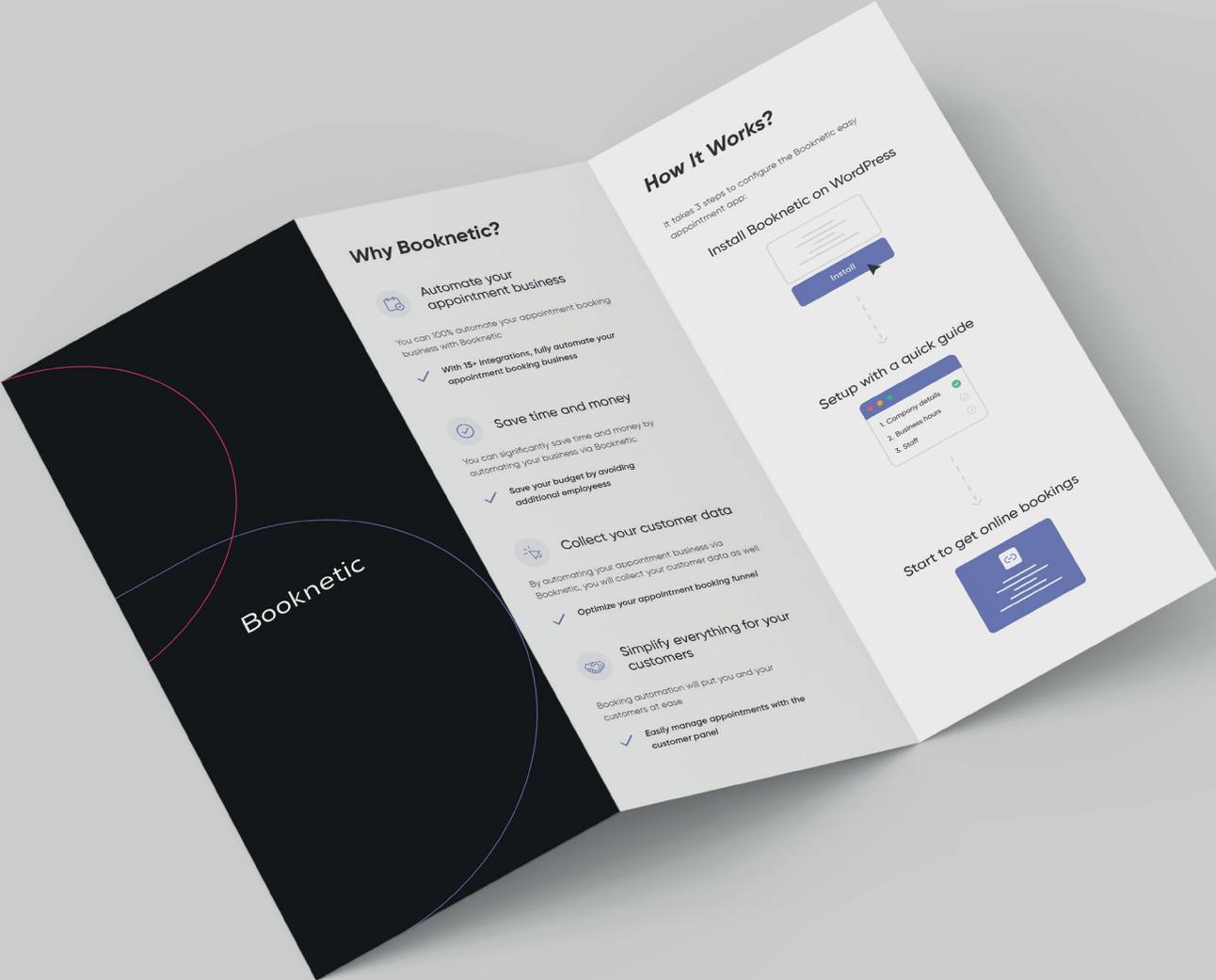
It takes 3 steps to configure the Booknetic easy appointment app:

Install Booknetic on WordPress

Setup with a quick guide

- 1. Company details
- 2. Business hours
- 3. Staff

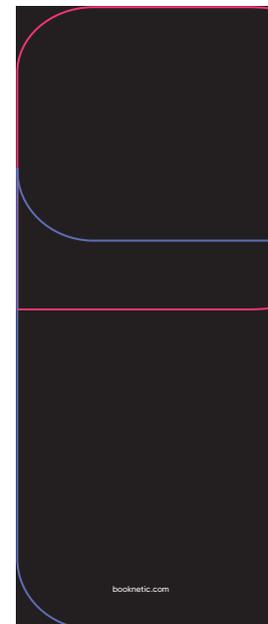
Start to get online bookings



Brochure

At the back of the brochure is a list of features and prices corresponding to the features.

Size: 93 x 215
Title 18 pt, bolditalic
Text 8 pt, light
Pricing 8 pt, semibold



Pricing List

Fully Customizable Booking Widget	Free
Responsive Design	Free
Multi booking feature	Free
Workflows module	Free
Reminders	Free
Local Payments	Free
Payment links for appointments	Free
Deposit Payments	Free
Group Appointment	Free
Recurring Appointments	Free
Multiple Locations	Free
Multi-level Categories	Free
Extra Services	Free
Visual Translator Module	Free
Dedicated Dashboard	Free
Google ReCAPTCHA Integration	Free
Manageable Calendar	Free
Breaks, Days-off, etc.	Free
Holidays	Free
Bring People with You	Free
Continue with Facebook	Free
Dzi Integration	Free
Email Notifications	Free

Customer Panel	\$2900
Custom Forms	\$3900
Ratings & Reviews	\$2900
Custom Durations	\$2900
Waiting List	\$2900
Zoom Integration	\$2900
Google Calendar 2-way Sync	\$2900
SMS Notifications	\$1900
Conversion Tracking	\$2900
WhatsApp Notifications	\$1900
Telegram notifications	\$1900
Webhook (Zapier, IFTTT, etc.)	\$3900
PayPal Payments	\$1900
Stripe Payments	\$1900
Square Payments	\$1900
Mollie Payments	\$1900
Razorpay Payments	\$1900
WooCommerce Integration	\$2900
Taxes	\$2900
Invoices	\$1900
Coupons	\$2900
Giftcards	\$1900
Custom Appointment Statuses	\$2900
User Role Manager	\$4900
Reporting Module	\$2900

Pricing List

Fully Customizable Booking Widget	Free
Responsive Design	Free
Multi booking feature	Free
Workflows module	Free
Reminders	Free
Local Payments	Free
Payment links for appointments	Free
Deposit Payments	Free
Group Appointment	Free
Recurring Appointments	Free
Multiple Locations	Free
Multi-level Categories	Free
Extra Services	Free
Visual Translator Module	Free
Dedicated Dashboard	Free
Google ReCAPTCHA Integration	Free
Manageable Calendar	Free
Breaks, Day-off, etc	Free
Holidays	Free
Bring People with You	Free
Continue with Facebook	Free
Divi Integration	Free
Email Notifications	Free
Customer Panel	\$29.00
Custom Forms	\$29.00
Ratings & Reviews	\$29.00
Custom Durations	\$29.00
Waiting List	\$29.00
Zoom Integration	\$19.00
Google Calendar 2-way Sync	\$19.00
SMS Notifications	\$39.00
Conversion Tracking	\$19.00
WhatsApp Notifications	\$19.00
Telegram notifications	\$19.00
Webhook (Zapier, FTTT, etc.)	\$19.00
PayPal Payments	\$19.00
Stripe Payments	\$29.00
Square Payments	\$19.00
Maille Payments	\$19.00
Razorpay Payments	\$19.00
WooCommerce Integration	\$29.00
Taxes	\$19.00
Invoices	\$29.00
Coupons	\$19.00
Giftcards	\$49.00
Custom Appointment Statuses	\$29.00
User Role Manager	\$29.00
Reporting Module	\$29.00

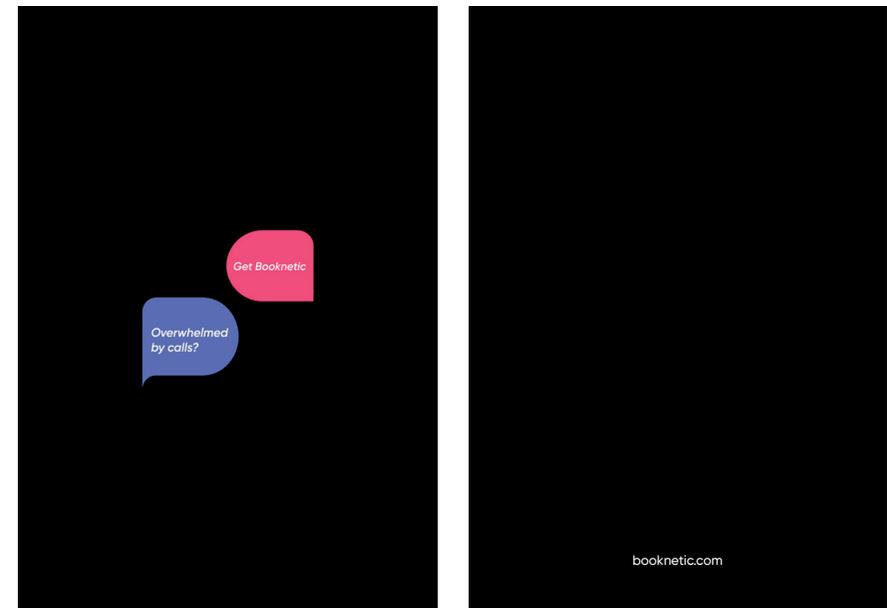
booknetic.com

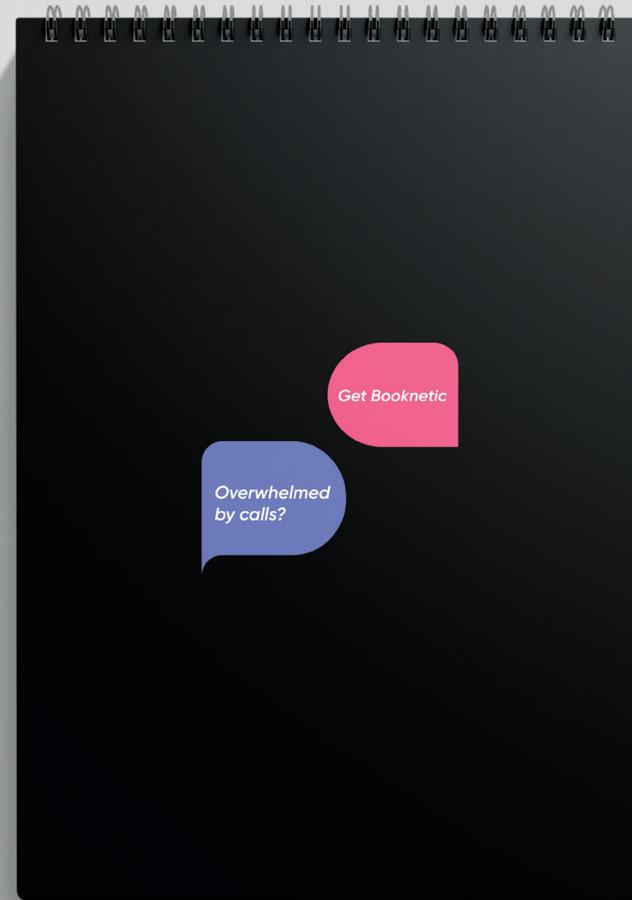
Notebook

On the front of the brochure there is a symbol that reflects the corporate style of the brand. The other 2 pages contain information about the company and how to use the application.

Size: 462 x 656

Text 11 pt, semibold











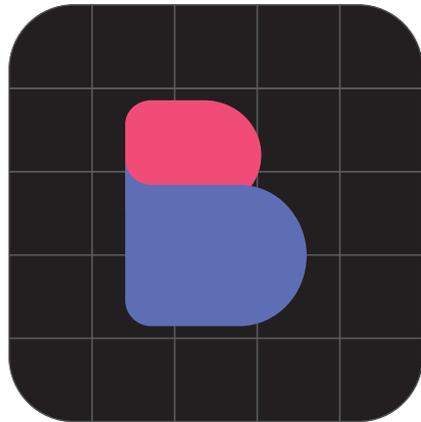


SOCIAL MEDIA
ELEMENTS

21

Social media icons

Icons of this type used in social media profiles help the brand to be recognized by people at first glance.



36 field grid



Instagram
180 x 180 pixels



Facebook
170 x 170 pixels

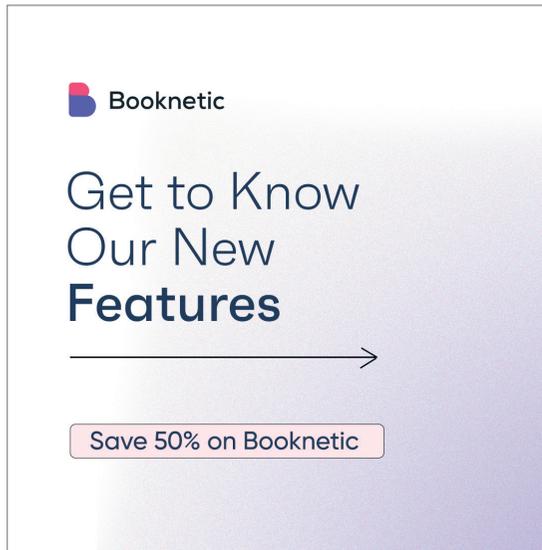


LinkedIn
400 x 400 pixels



Twitter
400 x 400 pixels

Social media templates



Template for carousel posts



Template for images posts



Template for illustration posts



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