



Brand Guidelines

————— A Complete Guideline of Bidly

BIDLY

————— GOLDEN OPPORTUNITIES —————

Welcome to The Bidly
Brand Book

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Logo Mark

Our logo seamlessly integrates the letter 'B' and a 'law hammer' to represent the essence of our auction and bidding services. The sleek fusion of these elements embodies our commitment to fairness, transparency, and professionalism in every aspect of our work. It encapsulates our brand's identity, reflecting our dedication to delivering impactful and trustworthy auction solutions tailored to our clients' needs.



White and Black Logos

White and black versions of the logo have been created for use in an instance when the full colour logo cannot be used. For example, it should be used on darker colour backgrounds, in order to ensure there is sufficient contrast between the logo and the colour behind it.



Logo Construction



Typography

Poppins is a Geometric sans serif typeface. Each letter-form is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

daA

PRIMARY TYPEFACE

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&**(:><?

daA

SECONDARY TYPEFACE

Signifier

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&**(:><?

How to Use Typefaces and Weights

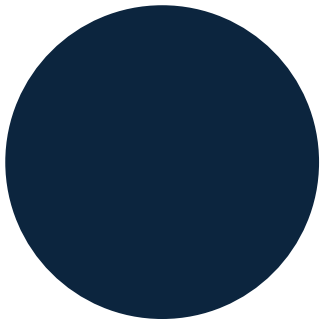
Nurturing the Next Generation of Musicians

The Purcell School is Britain's oldest specialist music School. Situated on the outskirts of London in Bushey, Hertfordshire, the independent boarding and day school is home to around 180 young people, all of whom are passionate about music and determined to fulfil their exceptional talent. Pupils receive a well-rounded education with world-class music at the heart of School life.

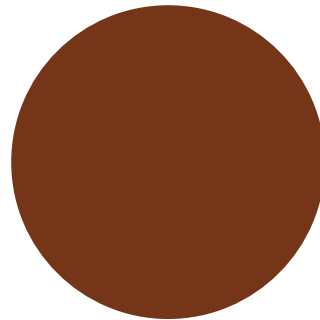
Sir Simon Rattle

Color Pallete

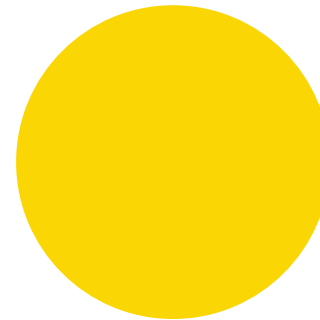
The combination of neutral black and brown creates a balanced and harmonious look. The starkness of black is softened by the warmth of brown, resulting in a logo that feels both professional and approachable. The color scheme is versatile and can be adapted to various industries, such as law firms, financial services, or artisanal brands, where a blend of professionalism and a personal touch is desired.



C: 77 M: 62 Y:00 K:0
RGB : R77 \ G105 \ B177
WEB :4D69B1

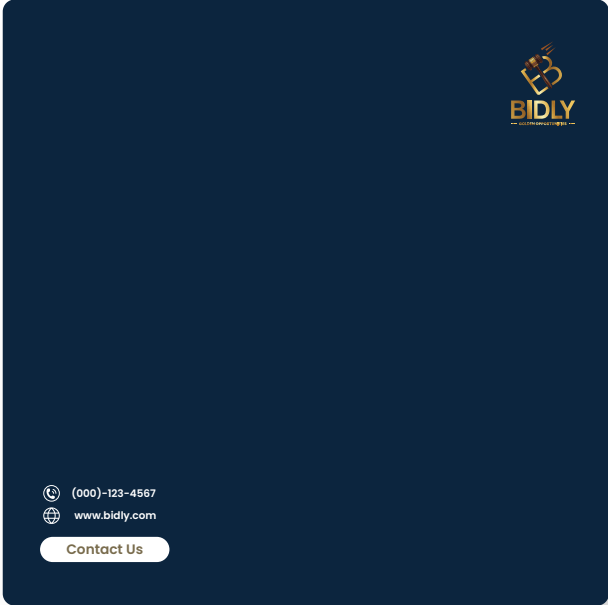


C: 34 M: 80 Y:98 K:41
RGB : R117 \ G54 \ B25
WEB :753619



C: 1 M: 13 Y:100 K: 0
RGB : R254 \ G215 \ B0
WEB :FED700

Social Media Post



Thank You

Together, we stride into the future, guided by our passion for creating meaningful connections and leaving a positive impact on the world. Thank you for being a part of our story. Here's to new beginnings, endless possibilities, and the enduring strength of our brand.

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