



Brand Guidelines

FALL 2022 | © 2022 BELAY

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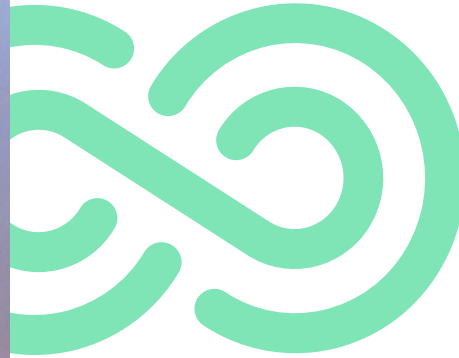
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Introduction



ABOUT US

BELAY is a modern staffing solution that is revolutionizing the way people hire. We are a subscription based service that connects your organization with a U.S.-Based virtual specialist. Whether you need day to day administrative help, accounting services, social media expertise, or a web guru, we have the right specialist for your organization.

Introduction



Our **MISSION** at BELAY is to glorify God by providing solutions that equip our clients with the confidence to climb higher.

Our **VISION** is to help you achieve your vision.

CORE VALUES



GOD

He is our number One. He gets the glory. Not us.



TEAM

We're all in this together. We run to our problems, challenges and opportunities.



FUN

We don't take ourselves too seriously. Seriously.



PASSION

Our passion to serve others demonstrates our leadership.



GRATITUDE

We are thankful, and our gratitude drives our actions.



VISION

We are leaders in our industry. We refuse to accept the status quo. We have the vision of what can be.

Introduction



TONE OF VOICE

Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey the best of our personality to the world. Voice and tone express our brand's essence, signaling who we are and what we stand for. They create the feeling: "that sounds like BELAY."

What's the difference between voice and tone? It works like this: You have the same voice all the time, but your tone changes depending on who you're talking to. You might use one tone when you're out to dinner with friends, a different tone when you're in a meeting, and then another when asking your spouse for help in the kitchen.

Your tone also changes depending on the emotional state of the individual you're speaking to. You wouldn't want to use the same tone of voice with someone who's terrified as you would with someone who's joyful.

A simple way of thinking about it:

voice = our personality, **tone** = how we say what we say.

IT'S **PUNCHY**
BUT NOT OVER THE TOP.

IT'S **FUN**
BUT NOT CHILDISH.

IT'S **HUMBLE**
BUT NOT SUBMISSIVE.

IT HAS **SWAGGER**
BUT ISN'T GRANDIOSE.

IT'S **SMART**
BUT NOT UNINSPIRED.



Brand Assets



BELAY

Brand Assets | Logo



PRIMARY LOGO

Using simple shapes, delineated placement, and defined clear space, our logo has been designed for scale and is instantly recognizable at all sizes and in all contexts.



LAYOUT

Do not change the logo in any way that isn't represented in this guide. The logo can be separated, but the colors must remain consistent and do not rotate the mark in any way. The vertically stacked logo should be used sparingly in instances where the space provided is too small for the primary logo to be legible.



Brand Assets | Logo



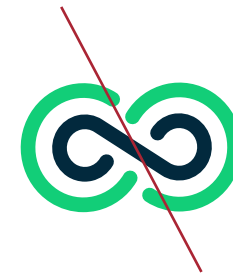
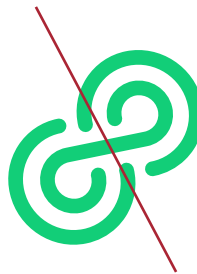
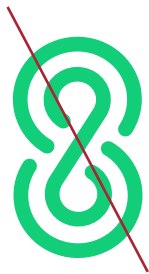
LOGO MARK

This mark represents a figure eight, a type of knot incredibly important in rock climbing. It reinforces the meaning of how we support and guide our clients every step of the way.



LAYOUT

Do not change the logo mark in any way that isn't represented in this guide. The colors must remain consistent and do not rotate the mark in any way.



Brand Assets | Color Palette



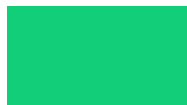
COLOR PALETTE

Our colors take advantage of our existing strong combination of green and navy. A shift to a broader secondary palette lets our green and navy continue to work for us, all while embracing a brighter feel and leaves room for more creative expression.

PRIMARY COLOR PALETTE

These can be used for all our print, digital, web, and social deliverables.

Primary Colors



#12D678



#02293D

These are our two primary colors which should be used for our headlines, subheads, and body copy

Secondary Colors



#B4F7D4*

**Only used for highlights, not background color*



#055C8A



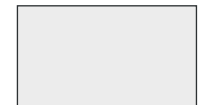
#377DA1



#2D3133



#818385



#F4F4F4

These secondary colors can be used for graphics, highlights, and backgrounds - with the exception of #B4F7D4

WEB COLOR PALETTE

These should only be used when we need additional color graphics on our website or in special case uses.



#2CEA88*



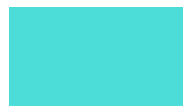
#D92534



#FF913B



#F7D822



#4CE5E1



#3996F6



#814EF8



#D9399E



#F685F4

**Used for when hovering over highlighted text*

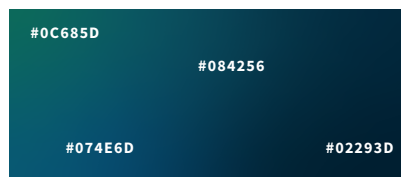
Brand Assets | Gradients



GRADIENTS

We should use this set of standard BELAY gradients to maintain consistency throughout our website, prints, and digital deliverables.

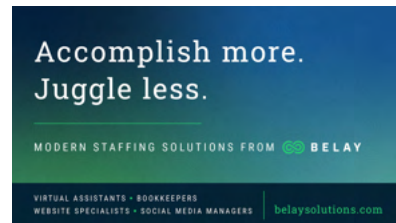
Gradient 01



USES

- High contrast graphics
- Ads
- Social graphics
- Print materials
- Presentations
- Video transitions/ backgrounds
- Website banners

Gradient 02



USES

- Graphics where we want a brighter background
- Usually paired with navy bar
- Ads
- Social graphics
- Print materials
- Website

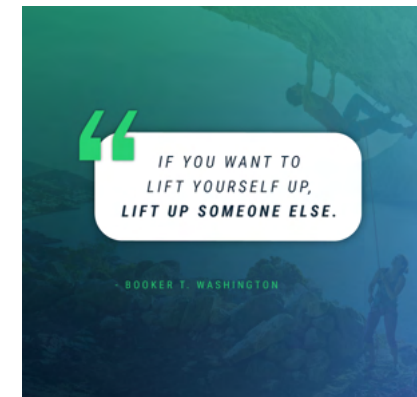
Gradient 03



USES

- Primarily in iconography
- Underlining text
- Occasionally as bright backgrounds in graphics

Gradient 04



USES

- Graphics where we want a brighter background
- Alternative to gradient 02

Brand Assets | Typography



PRIMARY FONTS:

Headline

Roboto Slab Semibold

Roboto Slab Regular

Roboto Slab Light

Title case / Tracking 60 / Leading 20

Subhead

ROBOTO CONDENSED BOLD

ROBOTO CONDENSED REGULAR

ROBOTO CONDENSED LIGHT

Uppercase / Tracking +
leading space dependent

Body

Source Sans Pro Bold

Source Sans Pro Regular

Source Sans Pro Light

Sentence case / Tracking 40 /
Leading 15 / Paragraph spacing 8

ONS FONT:

Headline/Body

POPPINS

Uppercase / Tracking
+ leading space dependent

ACCENT FONT:

Satisfy Regular

Sentence Case / Tracking 0 / Leading 35
*Used sparingly as an accent

LOGO FONT:

INDUSTRY BLACK

Uppercase * Only used in the BELAY Logo

Brand Assets | Typography



TEXT HIERARCHY

Never Miss a Moment

MODERN STAFFING FROM BELAY

Life is a series of moments.

Losing a tooth for the first time. Seeing your favorite band perform live. Grabbing lunch with your best friend. Finally taking that dream vacation. Tea parties before kindergarten.

If you're a business owner, you're probably spending time stressed, pulled in different directions, and overwhelmed with doing everything yourself, which means missing out on the most important moments in your life.

But with modern staffing from BELAY, you can work, have a life — and enjoy both.

Let BELAY give you the freedom to say 'yes' to the things that matter the most, and #NeverMissAMoment again.

Headline

Font: Roboto Slab Regular

Capitilization: Title case

Kerning: 60

Subhead

Font: Roboto Condensed Bold

Capitilization: Uppercase

Kerning: 280

Body

Font: Source Sans Pro Regular

Capitilization: Sentence case

Kerning: 40

Leading: 15

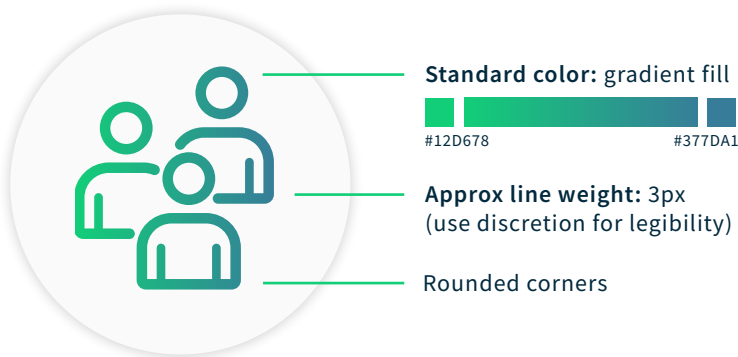
Paragraph spacing: 8

Brand Assets | Iconography



ICON CREATION & USE GUIDELINES

Basic Elements



Color Options

Primary - most common use



Gradient fill +
white BG



White fill +
gradient BG

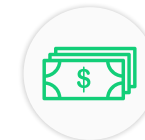


Gradient fill +
gradient outline

Alternative - only if primary cannot be used



Gray fill +
white BG



Green fill +
white BG



Gradient fill +
Navy BG

Style

When creating a new icon, you want to look for **outline style** icons, **rounded edges/corners** and, **simple & legible designs**

Resources:

- Vecteezy
- Font Awesome

Example: email icon



- ⊗ Too complex
- ⊗ Filled in
- ⊗ Too many colors



- ⊗ Filled in
- ⊗ Harsh corners



- ✓ Outlines
- ✓ Simple & clean
- ✓ Rounded corners

Icon Library Organization

In the icon library file, make sure the icon is a compound path so the gradient fills in the correct way. Organize by relevant categories such as:

- Social media
- Finance
- Team organization
- Core values
- Email
- Documents
- Planning
- Web design

Brand Assets | Patterns




TOPOGRAPHIC PATTERN GUIDELINES

The topographic pattern can be used in static, animated, and print graphics.


It should always maintain a transparent, overlay appearance.

Basic Elements



- Blending Mode: Soft Light/Overlay
Opacity: 10% - 30%
(Use discretion for legibility)
- Medium pattern size
- don't scale up/down dramatically
so it's not too busy or unrecognizable
- Make sure pattern shows up lighter than the background instead of darker
- Primarily used over colors/
gradients instead of images

Examples

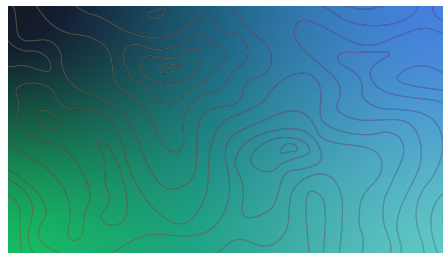


- Gradient 01
Blending Mode: Soft Light
Opacity: 17%
- Gradient 02
Blending Mode: Overlay
Opacity: 18%
- Gradient 03
Blending Mode: Soft Light
Opacity: 19%
- Gradient 04
Blending Mode: Soft Light
Opacity: 25%

Incorrect Uses



⊗ Alone over an image



⊗ Making it darker over the background

**BELAY
SOLUTIONS**

⊗ Overlaid on text



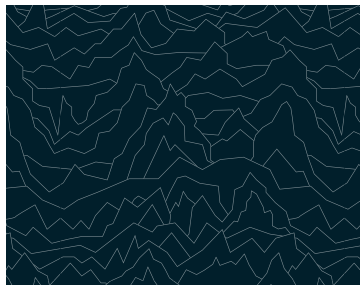
⊗ Overlaid on icons

Brand Assets | Patterns

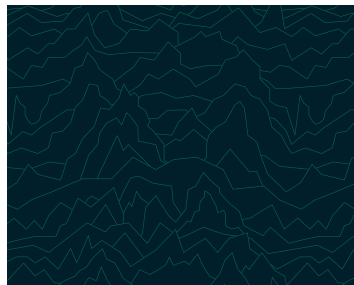


MOUNTAIN PATTERN GUIDELINES **SPECIAL USE ALTERNATIVE FOR VIDEO*

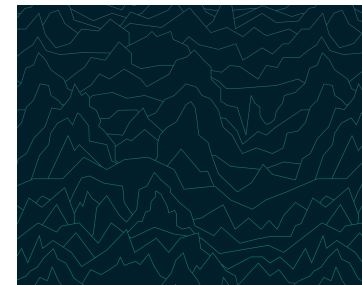
The BELAY mountain pattern is reserved for use in special projects. The BELAY mountain pattern should be used in high energy videos to evoke a sense of urgency or to denote a high intensity workflow.



Example 1
Reverse pattern
Fill:
Opacity: 50%

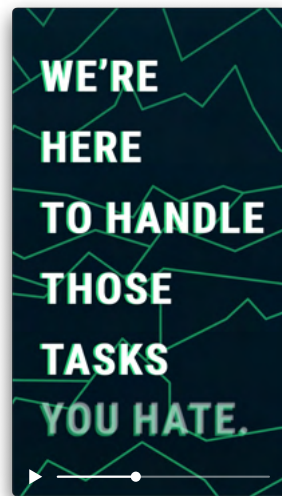
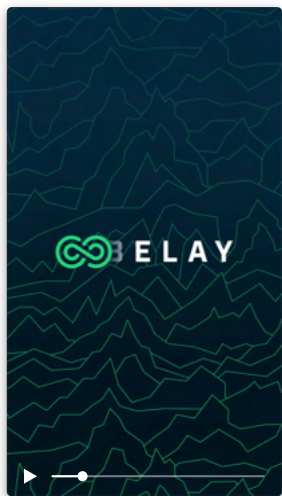


Example 2
Reverse pattern
Fill:
Opacity: 50%



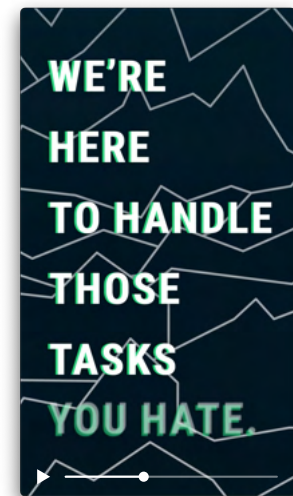
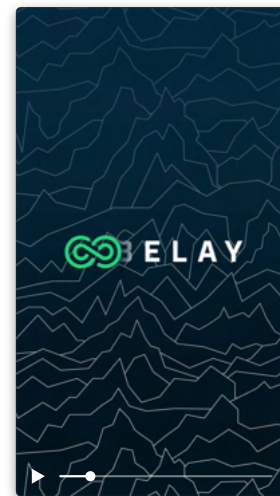
Example 3
Reverse pattern
Fill:
Opacity: 75%

Video Example 1



Reverse pattern + BELAY Green fill

Video Example 2



Reverse pattern + White fill

Brand Assets | Design Elements



VISUAL BRAND ELEMENTS

These unique graphic elements can be used in all deliverables to maintain the consistency of BELAY's brand image.



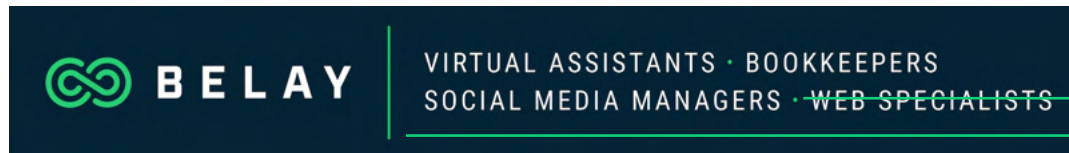
Drop Shadows

Drop shadows should look very subtle to add some dimension to text and graphics.

Mode: Multiply | Opacity: 30% | X Offset: 0pt | Y Offset: 0pt | Blur: 5pt | Color: ■

Mode: Multiply | Opacity: 65% | X Offset: 0pt | Y Offset: 0pt | Blur: 6pt | Color: ■

Mode: Multiply | Opacity: 75% | X Offset: 0pt | Y Offset: 0pt | Blur: 15pt | Color: ■



Separators

Simple visual elements can be used to create separations in blocks of info.

Dots | Colors: ■ ■ □

Vertical/horizontal lines | Colors: ■ ■ □ ■

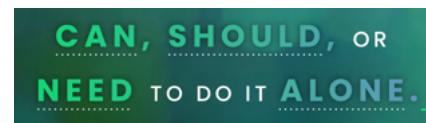


Blue Footer Bar

This footer should always be in the BELAY Navy Blue color and house the BELAY logo.

It can also include other info such as:

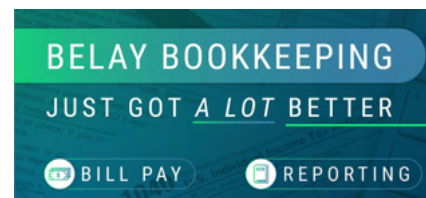
- Service lines
- Contact info
- Partner logos



Text Emphasis Elements

Important copy can be emphasized with these elements:

Underlined Dots | Size: 3pt | Cap: Rounded | Dash: 0pt | Gap: 10pt



Filled Background Frame | Colors: ■ □ ■

Underline | Size: 5pt | Cap: Rounded | Colors: ■ ■ □ ■

Outlined Frame | Size: 2pt | Colors: □ ■



Dashed Frame/Underline | Size: 2pt | Dash: 12pt | Colors: □ ■

Brand Assets | Imagery



SELECTING IMAGERY GUIDELINES

We should be selective of our use of stock imagery to discourage looking too generic.

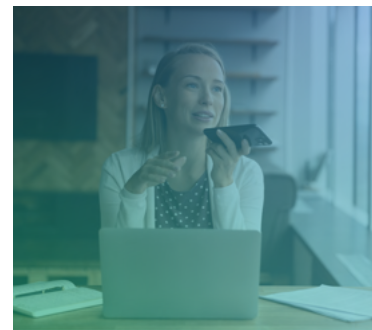
Photos should focus on the services we provide as well as reflecting our core values.

Basic Elements



- Relevant to our service lines
- Modern
- Candid
- Bright
- Business-casual attire

Example of Imagery + Gradient Treatment



Gradient 04
Blending Mode: Normal
Opacity: 61%



Gradient 02
Blending Mode: Normal
Opacity: 55%

Examples of Off-Brand Imagery



⊗ Cheesy graphics



⊗ Straight-on shots



⊗ Formal stock headshots



⊗ Complex Illustrations

Brand Assets | Imagery



STOCK PHOTO EXAMPLES



General Images

- Focus on remote work
- Candid
- Diverse



Virtual Assistants

- Differentiation: VAs talking on phone/communicating with client



Accounting Services

- Differentiation: BKs working with calculators/spreadsheets/data



Social Media Managers

- Differentiation: SMMs working on phone/ipad



Website Specialists

- Differentiation: Ws working on computer coding/designing websites



Seasonal

- Differentiation: Subtle elements in background



Visual Style

MOMENTS
THAT MATTER

Visual Style | Advertising

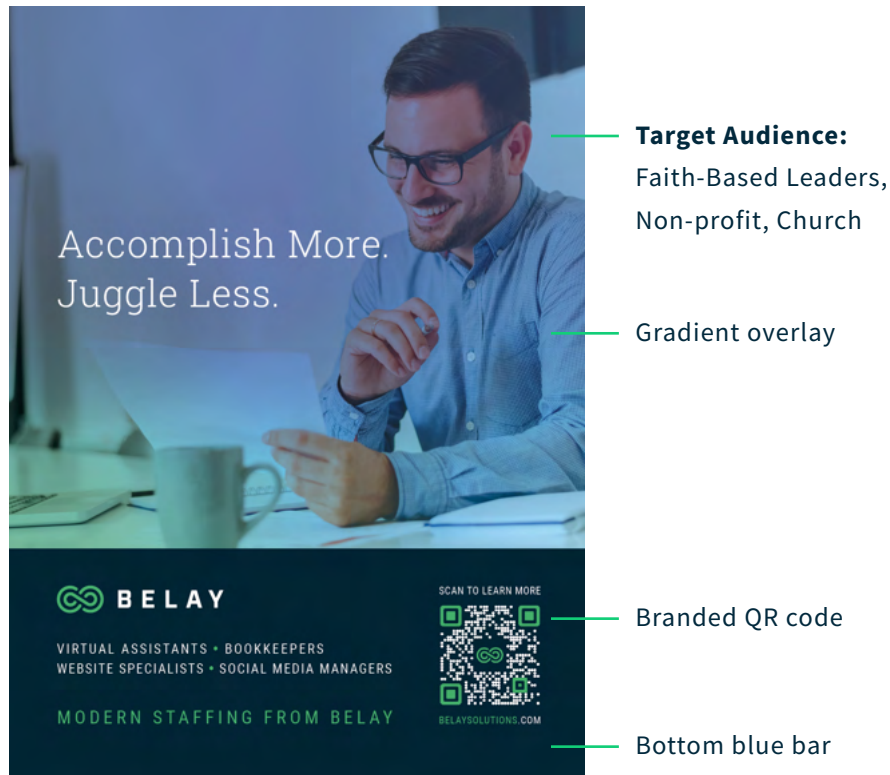


ADVERTISING STYLE GUIDE

We want our ads to stand out, reflect our brand, and clearly communicate our message. Because of this, we can explore more outside of our typical style to follow trends and create eye-catching content.

STANDARD ADS

Example 1 - Outcomes Conference 2022 Print Ad



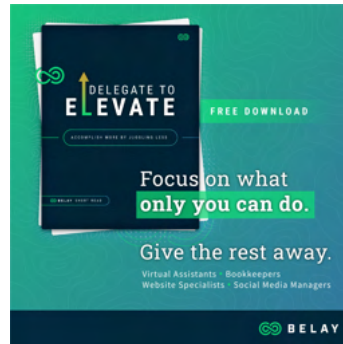
Example 2 - VAA 2022 Digital Ad



Visual Style | Advertising

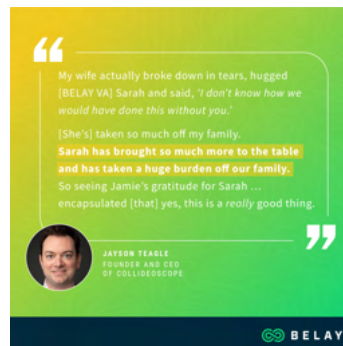
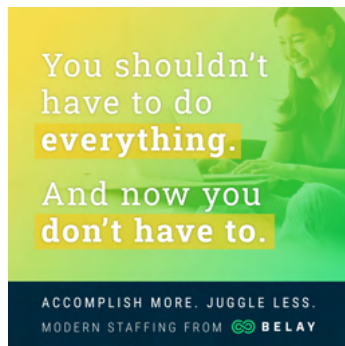


AD SETS



Brand Focused

Gradient:



VA/Accounting Focused

Gradient:



SMM/Church/Female/Healthcare Focused

Gradient:

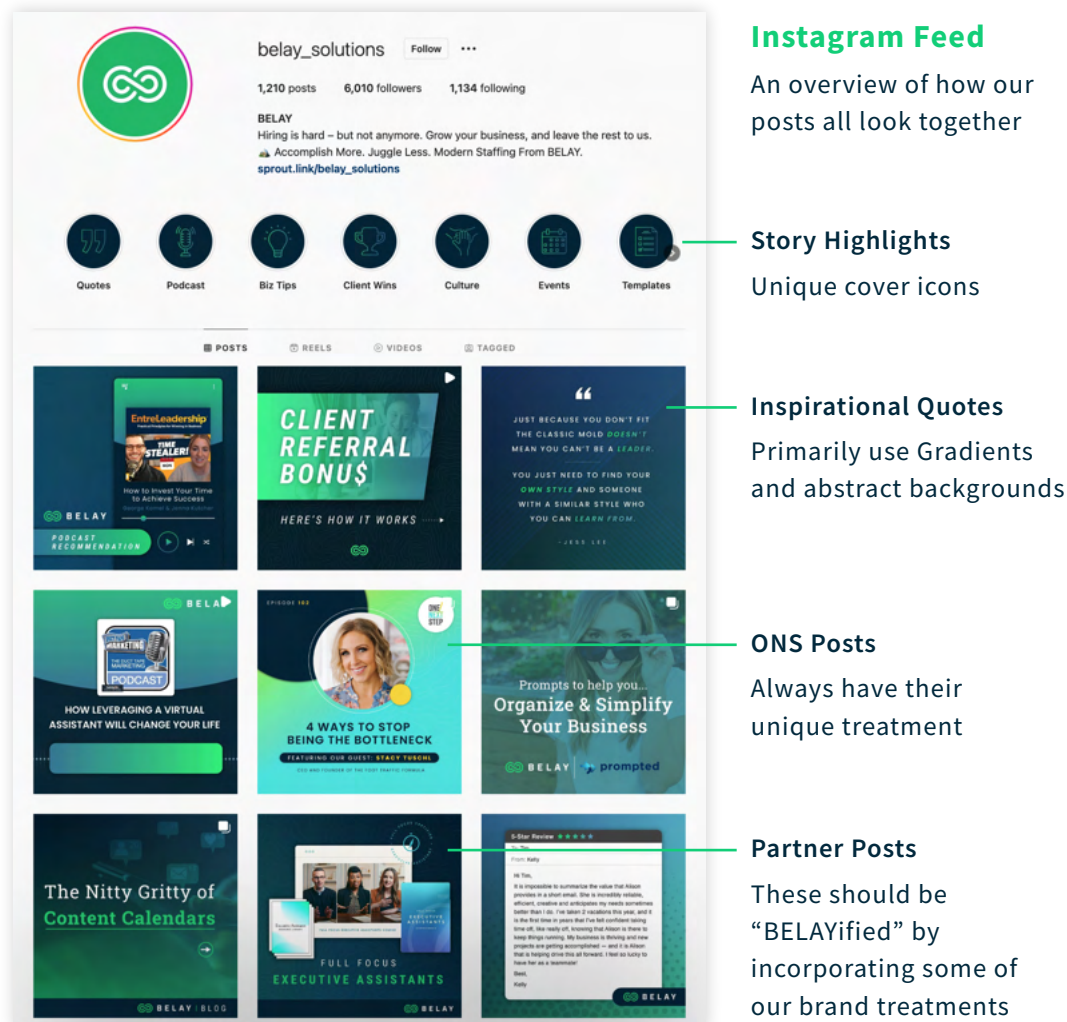
Visual Style | Social Media



SOCIAL MEDIA STYLE GUIDE

For our organic social posts, we should maintain a consistent look and feel.

Unlike our paid advertising, we want to stick to our primary color palette and gradients.



Instagram Feed

An overview of how our posts all look together

Story Highlights

Unique cover icons

Inspirational Quotes

Primarily use Gradients and abstract backgrounds

ONS Posts

Always have their unique treatment

Partner Posts

These should be “BELAYified” by incorporating some of our brand treatments

Sizing

Most social graphics should be sized for all our channels

Instagram Grid

1080px x 1080px

Instagram Story

1080px x 1920px

Facebook, LinkedIn, Twitter

1200px x 628px

Visual Style | Emails



EMAIL STYLE GUIDE

Each email should be digestible, include interesting graphics and photos, and have a clear CTA.

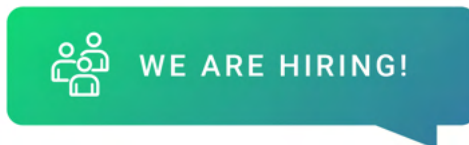
Blog Digest



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

KEEP READING



SUBTITLE LOREM IPSUM

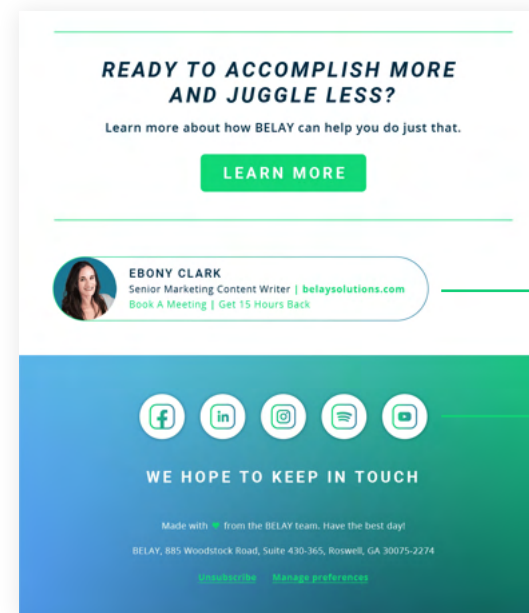
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam

APPLY NOW

Emphasized info
Green & Bold

Clear CTA



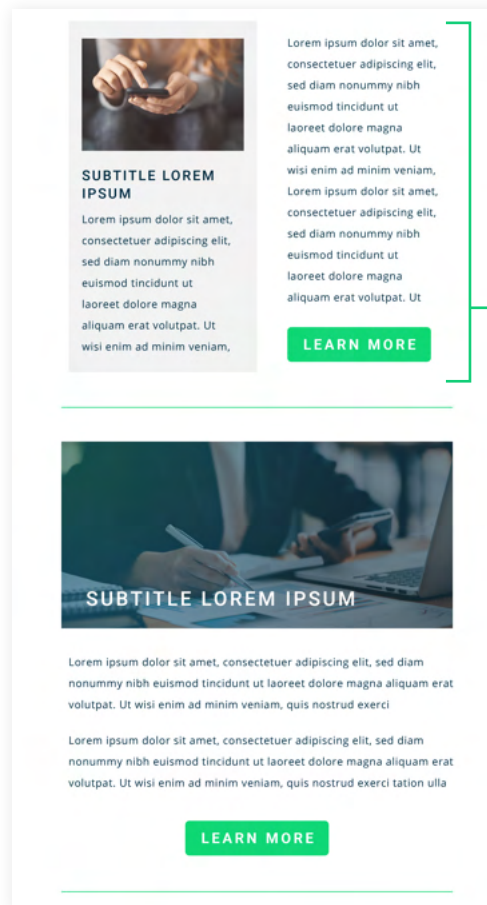
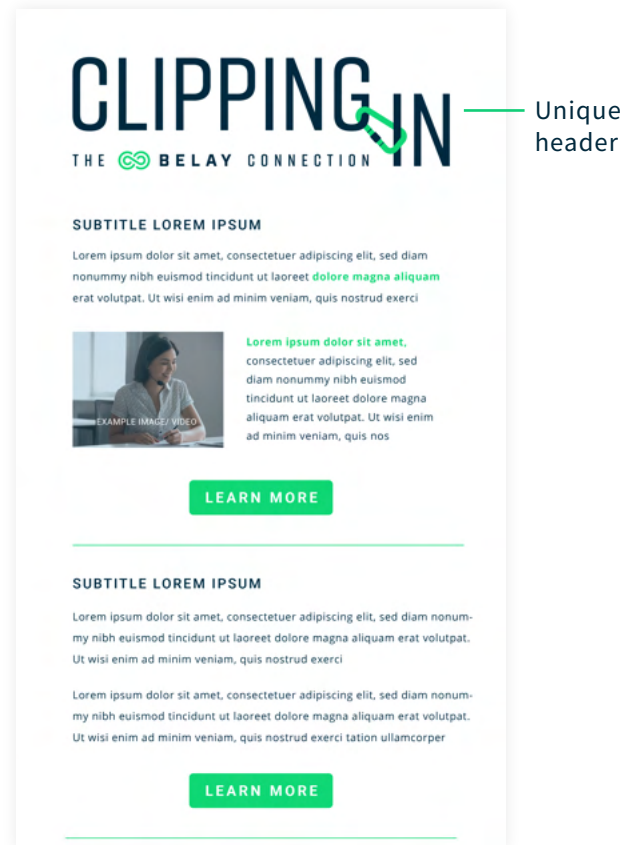
Signature with headshot

Linked Socials

Visual Style | Emails

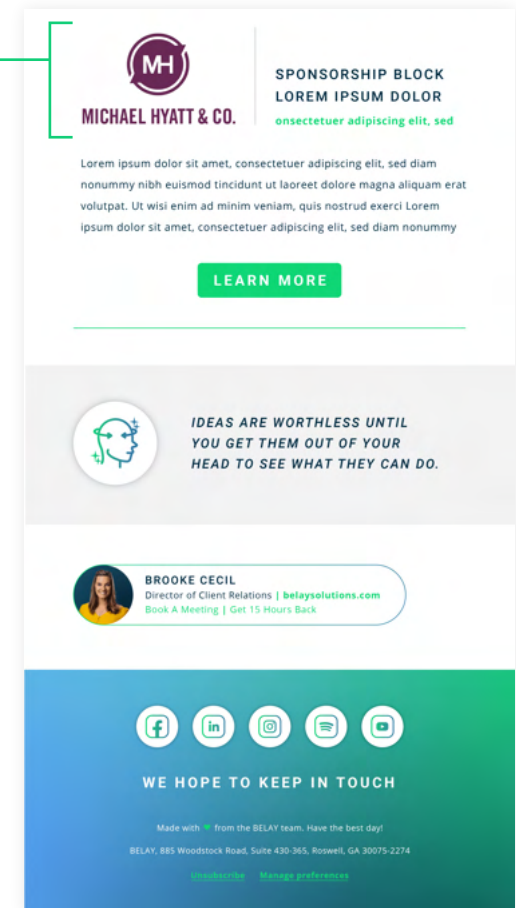


Client Newsletter



Partner section

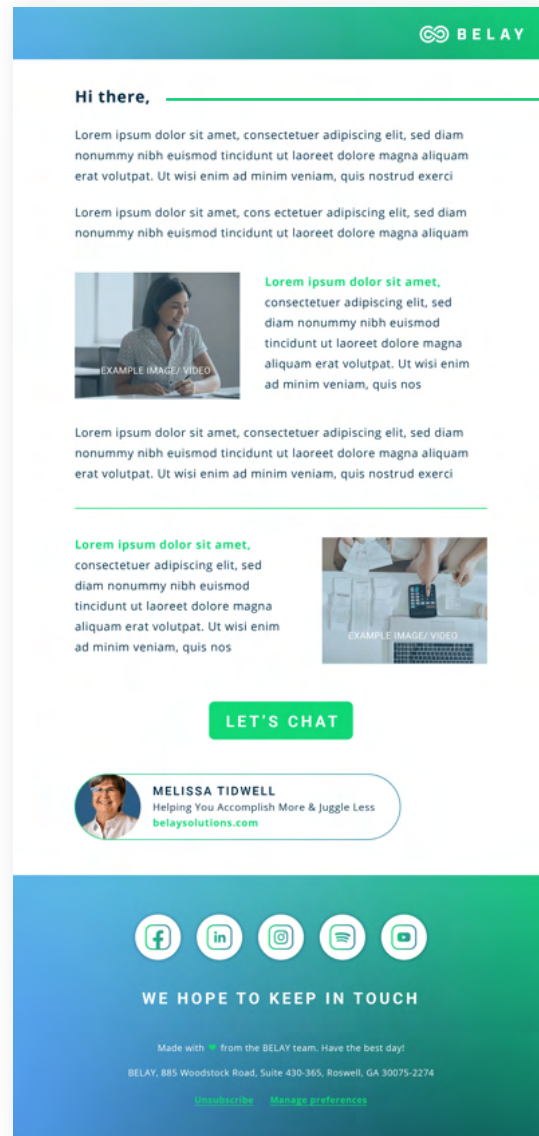
Varying layouts



Visual Style | Emails

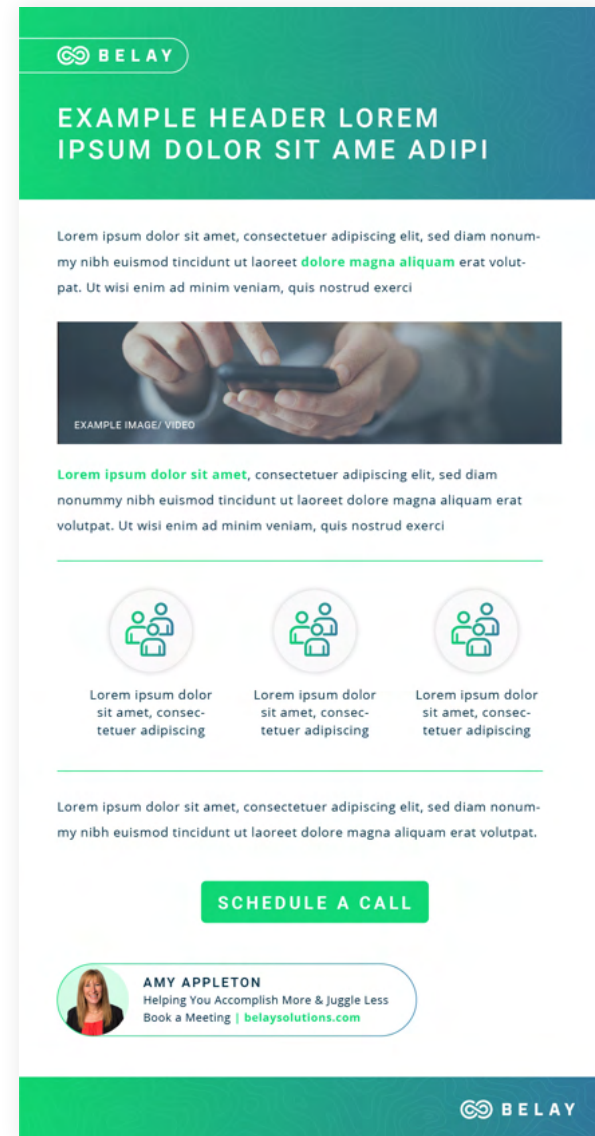


Lead Push



Addresses
reader

Workflow



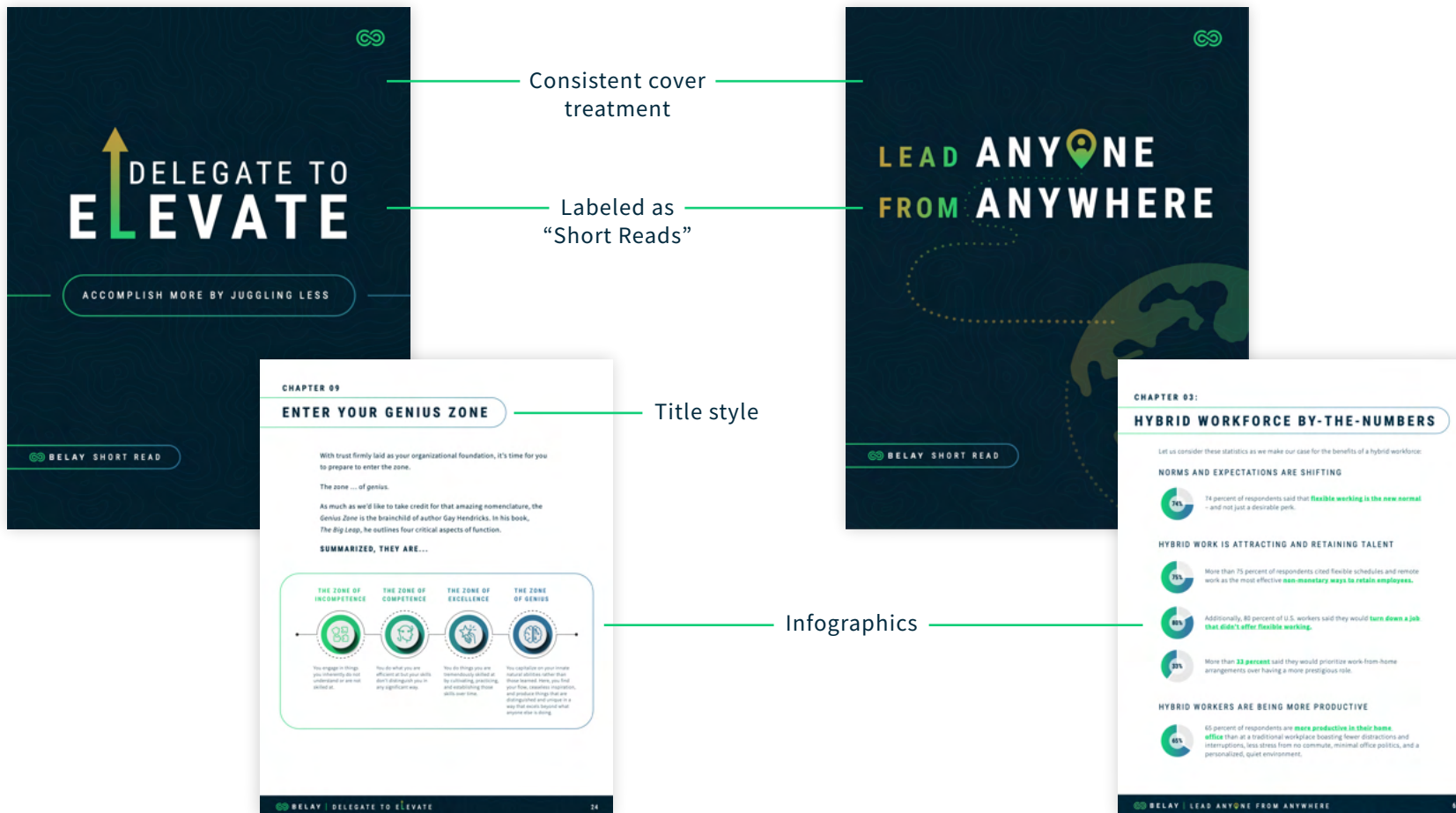
Visual Style | Resources



RESOURCES STYLE GUIDE

Our resources should help communicate our helpful tips and information in a visually digestible way. We can include creative graphics and icons to make it a fun reading experience.

Ebooks



Visual Style | Resources



Short-form PDF Resources



Cover page example

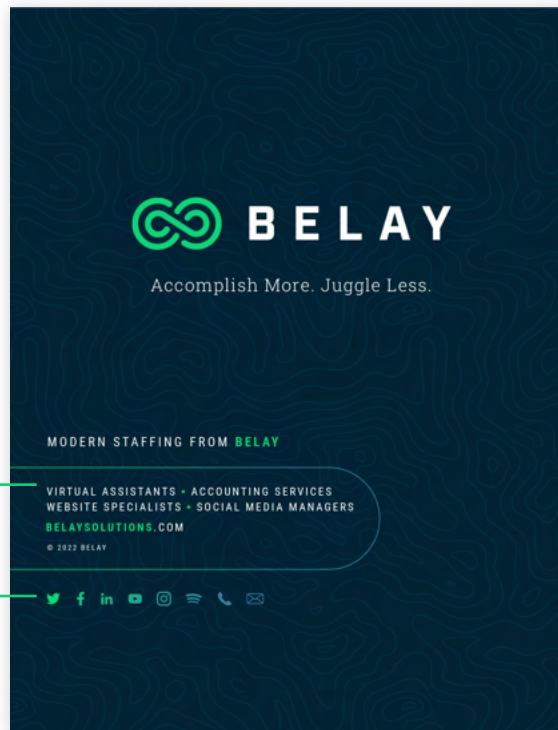
Consistent header treatment

Clickable links are BELAY green and underlined

Back page

Placed at the end of every resource

All socials are linked



Resource Icons

Each resource has an icon that can be used on the website and in social graphics.



Visual Style | Presentations



PRESENTATION STYLE GUIDE

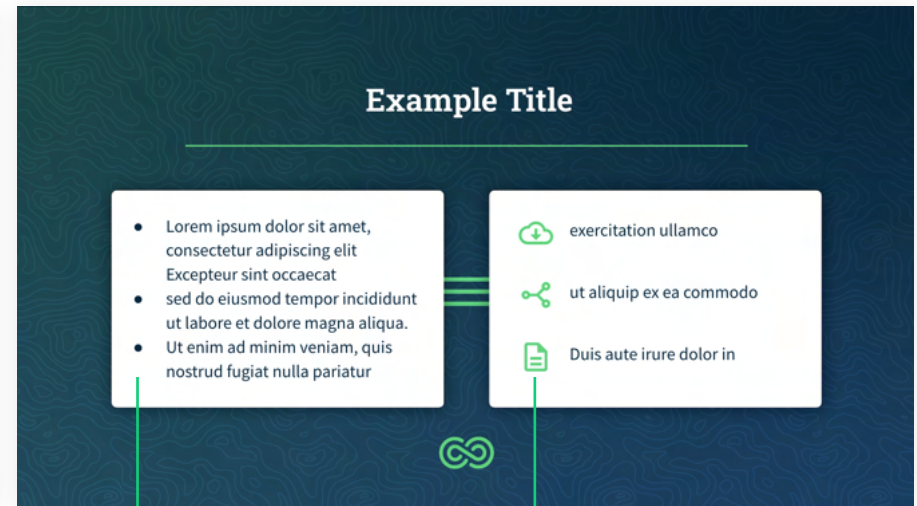
Both internal and external presentations should follow a similar style. They can be made through our premade templates on Google Drive (non-designers) or on Keynote (designers).

Google Drive Templates

Templates from Google Drive can be effective for simple, low-priority presentations. Making them is quick and easy and they still communicate our brand style.



All brand fonts are available in the Google workspace



Text should be between 12-14 pts to ensure legibility

Icons can be found on the last slide of the template in the icons + logos library

Visual Style | Presentations



Keynote

Keynote can be used by our designers to make more detailed and visual presentations. It allows more personalization and styling.

Example: One Day



Custom logo

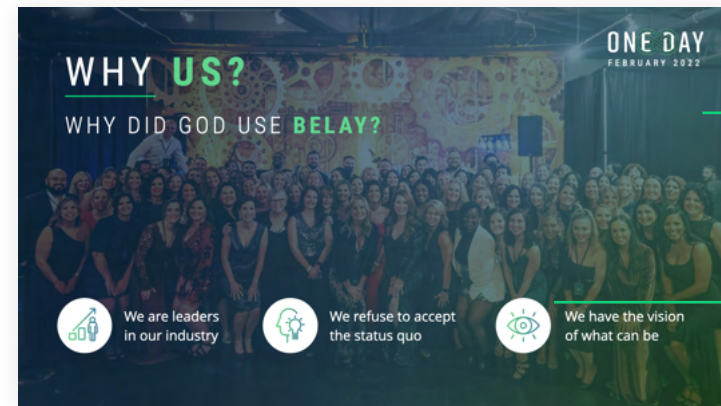
Presenter headshot



Detailed graphics



Unique background images



Personal company photos

Higher-level icons

Visual Style | Presentations



Example: New Hire Orientation



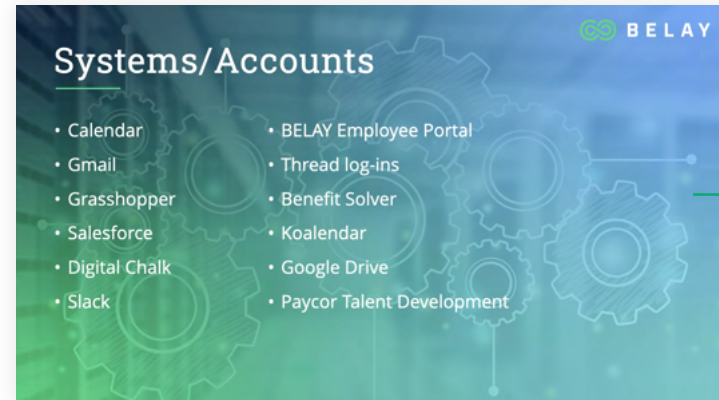
Personal company photos



Higher-level icons



Detailed graphics



Unique background images

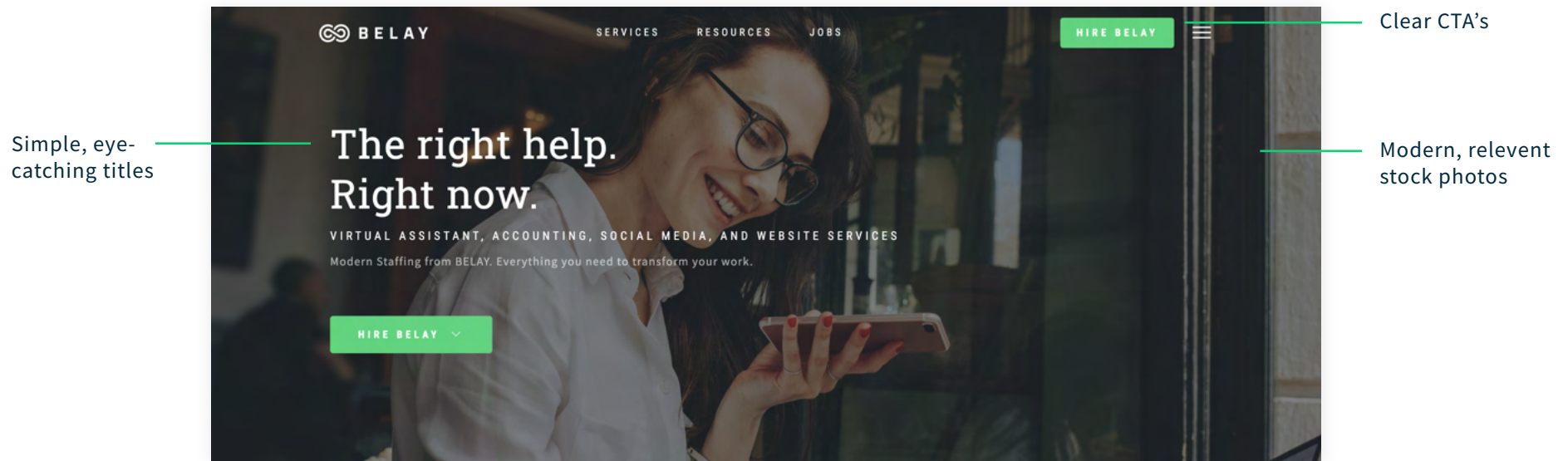
Visual Style | Website



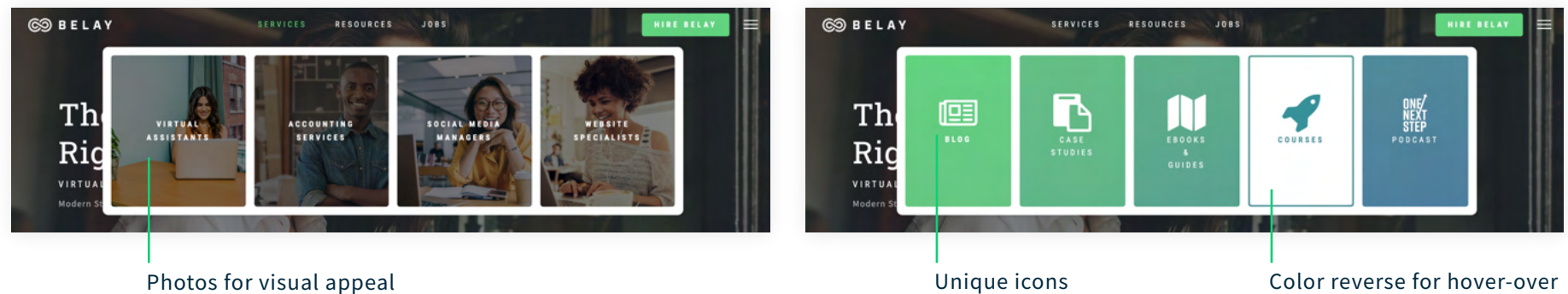
WEBSITE STYLE GUIDE

Our website is ever-changing with new content so it is important to follow our branding style to maintain consistency. We should also follow web design trends to communicate a modern look and capture visitor's attention.

Header



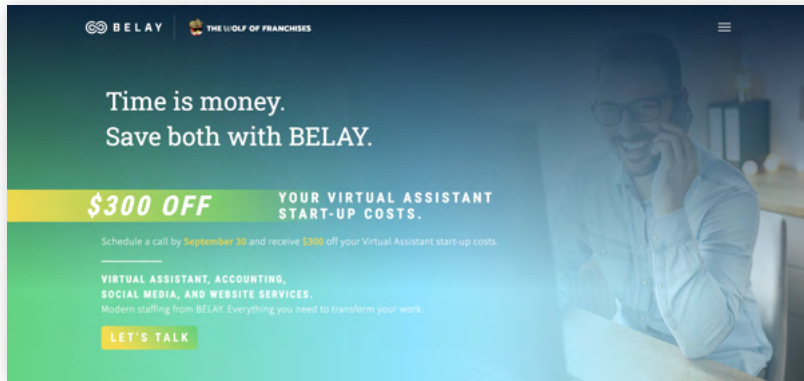
Nav Bar



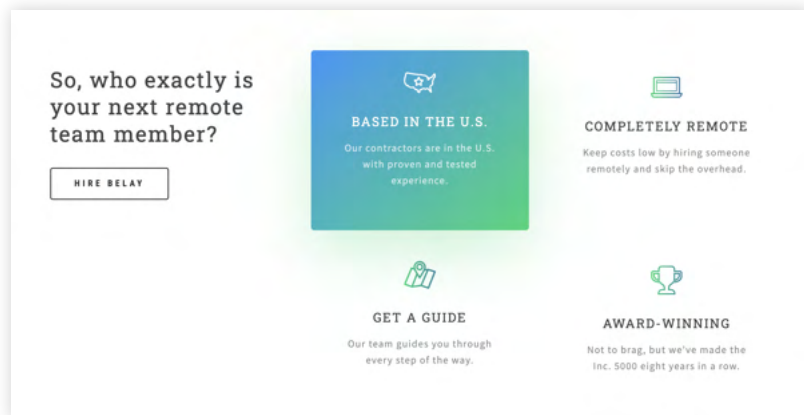
Visual Style | Website



Elements



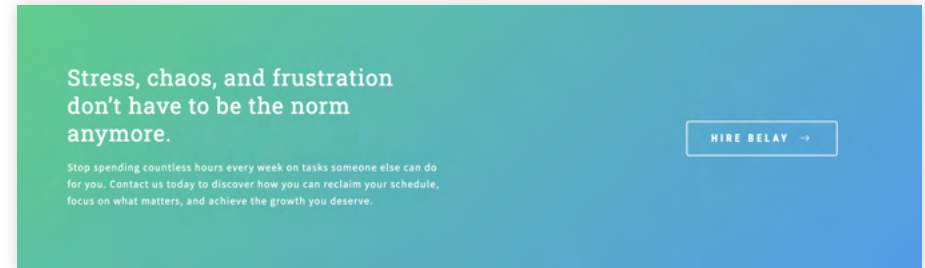
Unique headers for partnerships/campaigns/specials



Interactive graphics



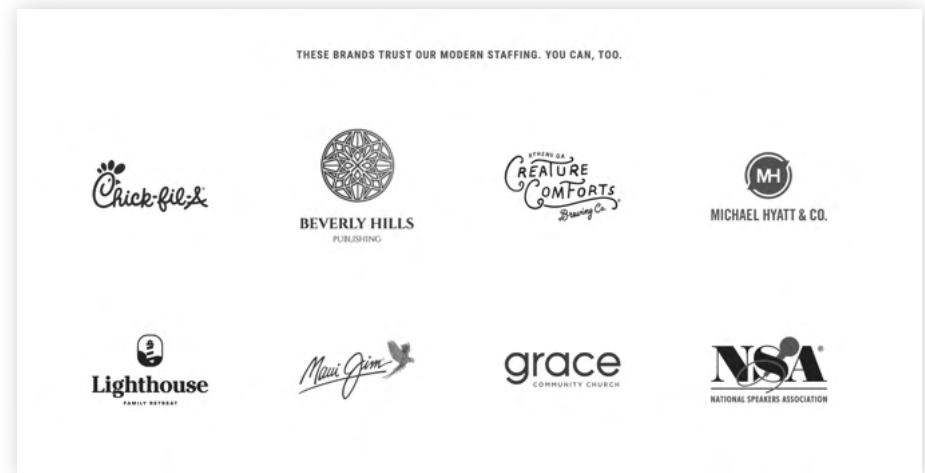
Q&A



Color/gradient blocks to create separations



Quote module



Brag bar



Treatments

 BELAY

Treatments | One Next Step Podcast



ONS STYLE GUIDE

Our One Next Step Podcast has a unique treatment to stand out from our usual content. Although it still uses our basic BELAY design elements, it has it's own logo and typography.

Logo



■ #58595b

■ #f7d822

■ #4ce5e1



■ #ffffff

■ #02293d

■ #f7d822

■ #4ce5e1

Typography

Aa

Headline/Body

POPPINS LIGHT

POPPINS REGULAR

POPPINS SEMIBOLD

POPPINS BOLD

Uppercase / Tracking + leading space dependent

Treatments | One Next Step Podcast



DELIVERABLES

Static



Instagram Story
1080px x 1920px



Instagram Grid
1080px x 1080px



Facebook, LinkedIn, Twitter
1200px x 628px

Treatments | One Next Step Podcast



DELIVERABLES

Animated



Video of guest

Captions

Instagram Story - video
1080px x 1920px



Audiogram behind
guest photo

Captions

Instagram Story - Captions
1080px x 1920px



Youtube Bonus
1920px x 1080px

Treatments | One Next Step Podcast



DELIVERABLES

Quote graphics



Instagram Grid
1080px x 1080px

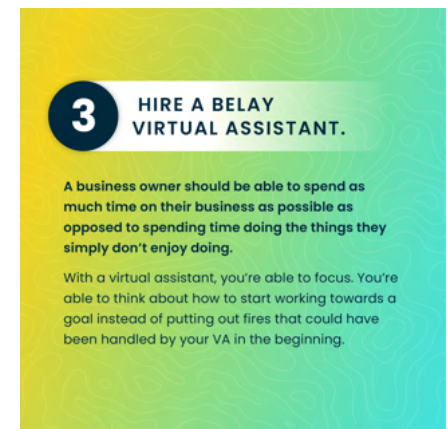
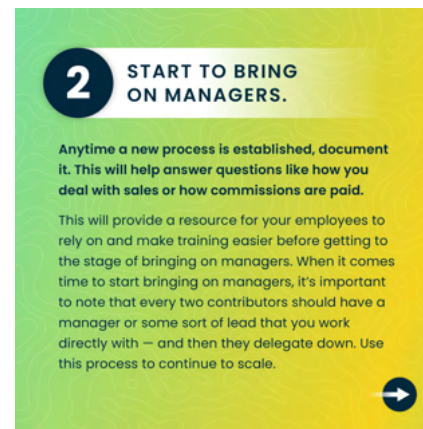
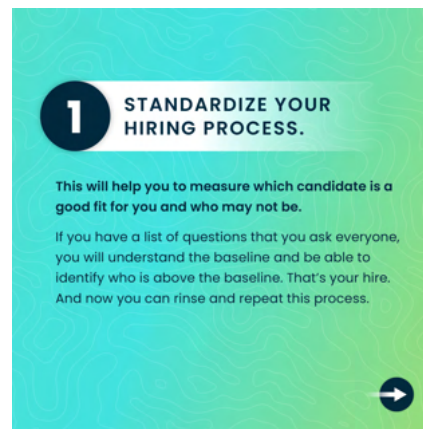
Creative graphic
of guests quote

Guest name



Instagram Story
1080px x 1920px

Takeaways Carousel



Instagram Grid + Story sizes

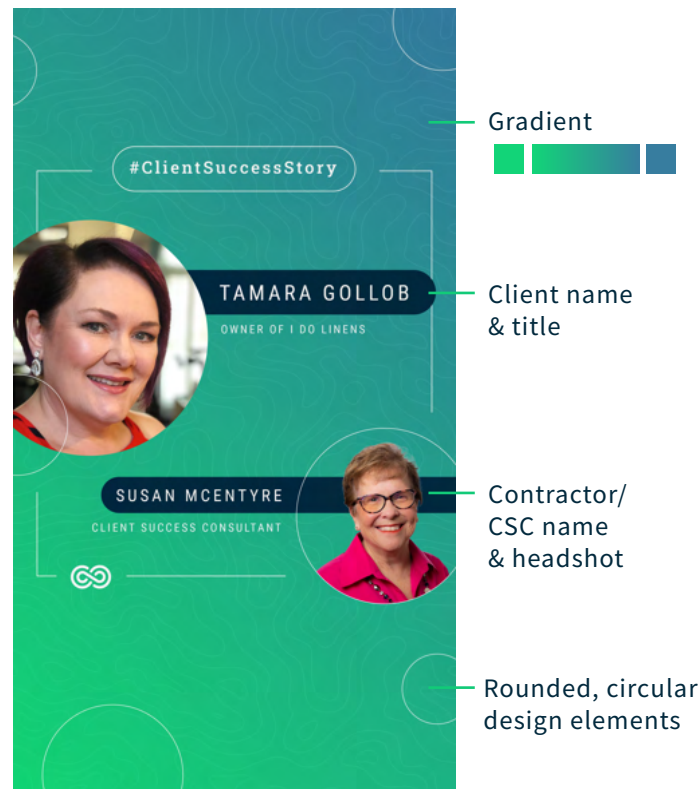
Treatments | Client Success Stories



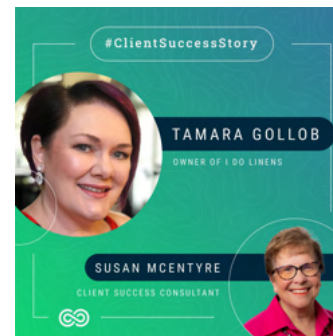
CLIENT SUCCESS STORY STYLE GUIDE

Client Success Story graphics have a very similar feel to our regular social graphics but they follow a certain template so create a cohesive “series” look.

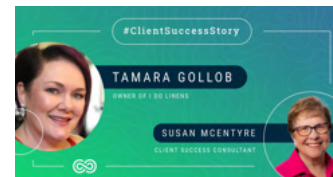
Static



Instagram Story
1080px x 1920px

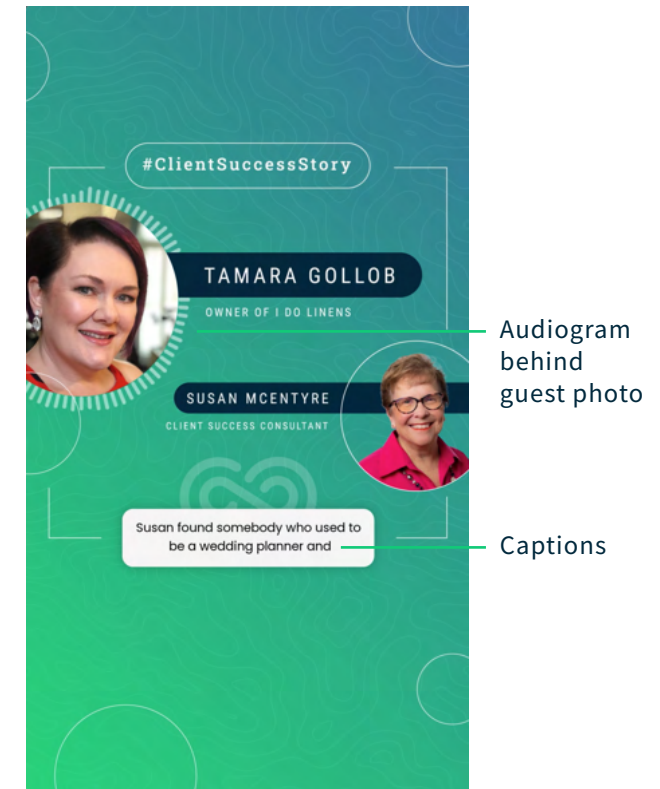


Instagram Grid
1080px x 1080px



Facebook, LinkedIn, Twitter
1200px x 628px

Animated



Instagram Story
1080px x 1920px

Treatments | Special Logos



SPECIAL LOGO USES

Within the BELAY brand ecosystem, we have special use logos for different events/settings.

New logos should go through an approval process within Marketing.



BELAY Be Well Logo

Used for health-related initiatives



BELAY Buddies Logo

Used for Buddies program



BELAY Christmas Logo

Used for graphics around Christmas time



BELAY One Day Logo

Used for BELAY quarterly One Day events

