

BetterHQ

A RECKON PRODUCT 



Brand Guidelines

2021

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About

The Better HQ brand emerged from the simple need for a platform that gives small business owners the time to focus on what matters most: their customers.

By automating many administrative aspects of running a business at an affordable price we have transformed the client relationship & help our customers better run their business.

To build on this foundation we have established brand guidelines to ensure we are communicating in a consistent and clear way across our whole business and externally show the world the values that make Better HQ such a special place to be a part of.



Master Logo

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Logo Variations

5

Reverse version



Icon version



Logo Usage

6

Exclusion zones

Always allow a minimum space around the logo.



Typography

7

Prompt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

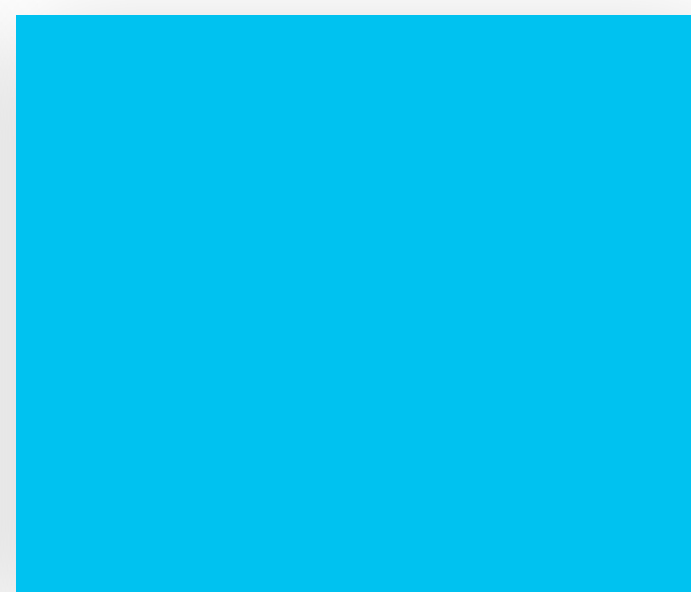
Color Palette

8

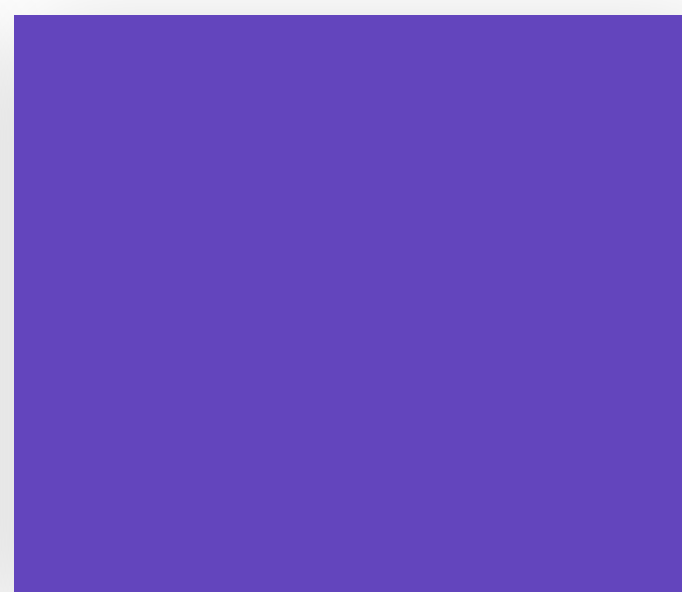
Primary



HEX 17334A
R23 G51 B74
C95 M71 Y45 K46



HEX 00C2F0
R0 G194 B240
C69 M0 Y4 K0

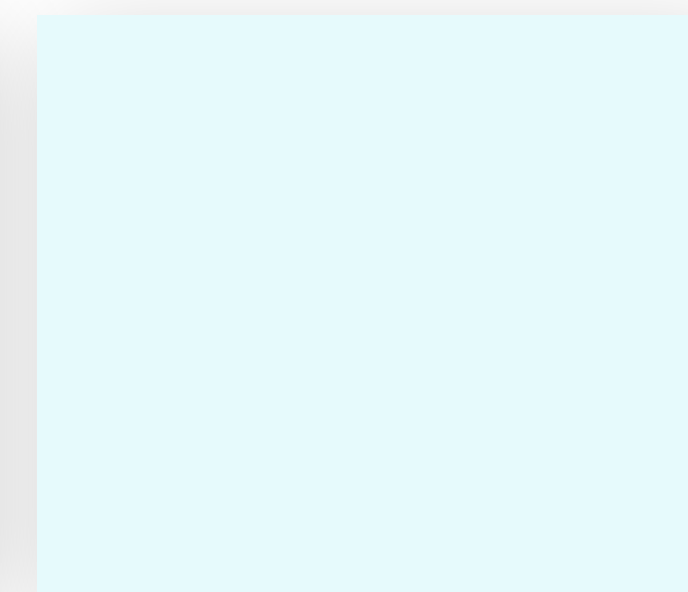


HEX 6345BD
R99 G69 B189
C78 M78 Y0 K0

Secondary



HEX 295E8A
R41 G94 B138
C87 M58 Y25 K9



HEX E5FAFC
R229 G250 B252
C12 M0 Y3 K0

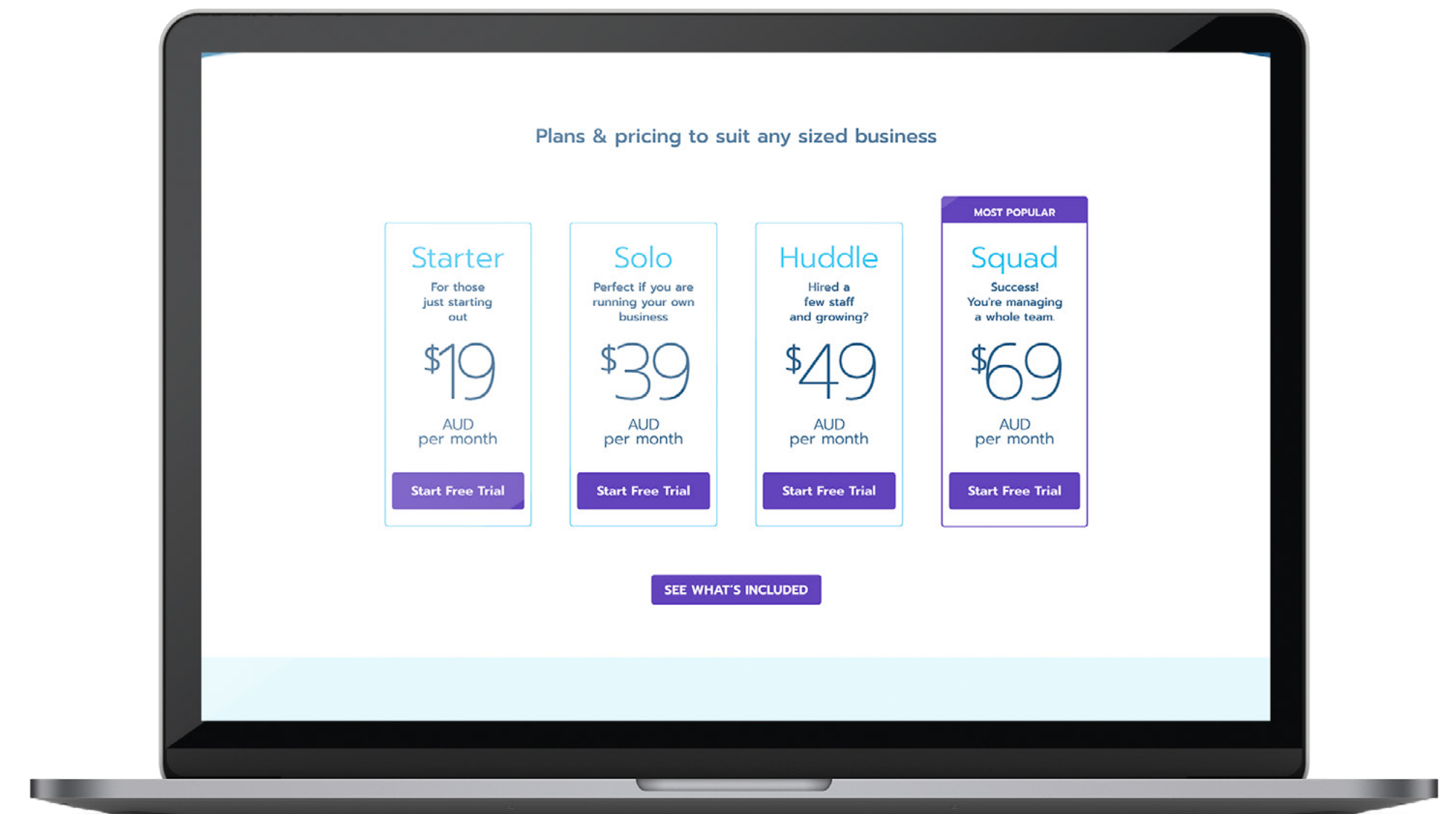
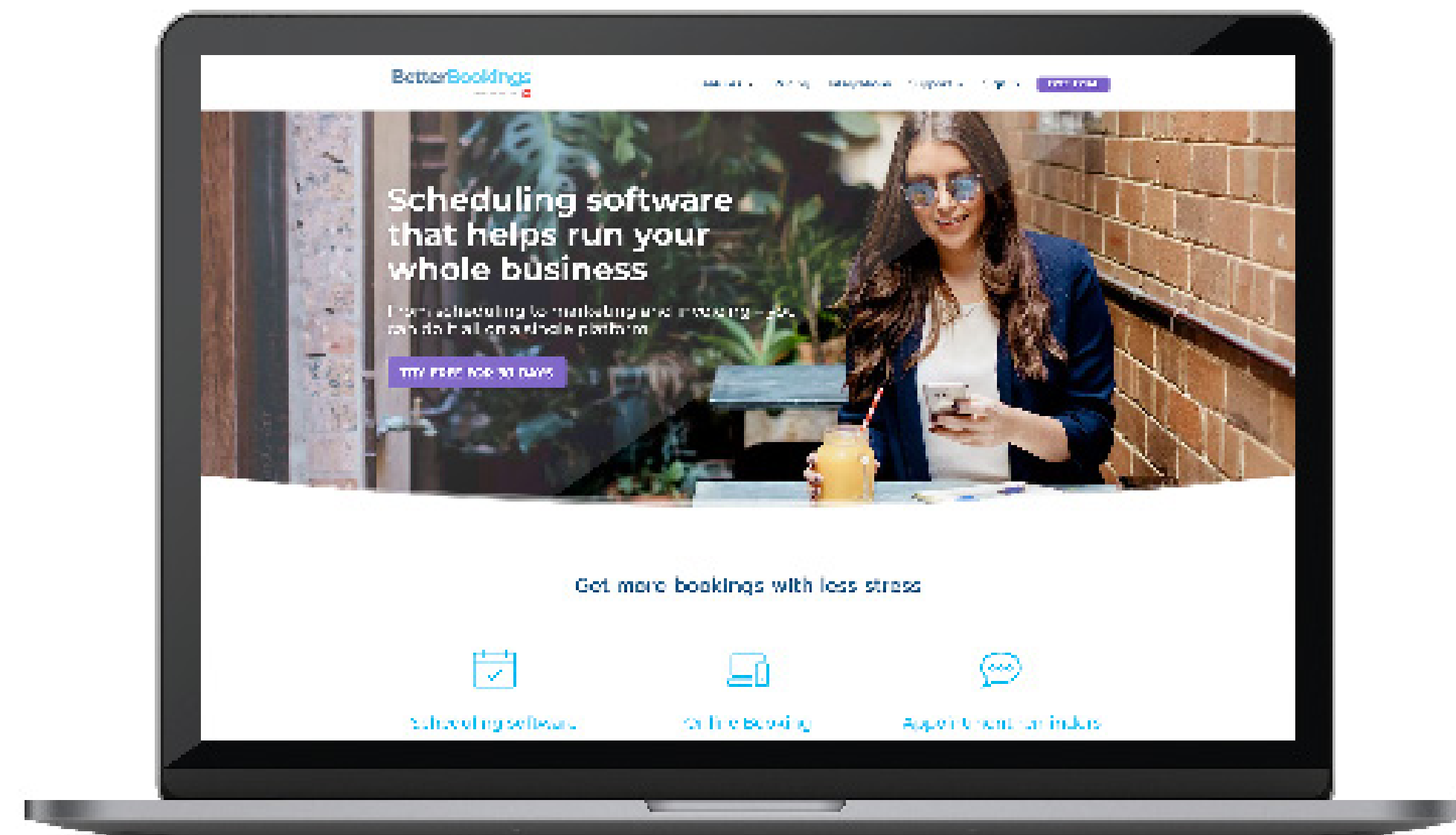
Brand Application

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Brand Application

10



Brand Application

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Instagram

The Better Bookings Instagram is a visual platform used to inspire and help our audience discover things they care about.

Do's

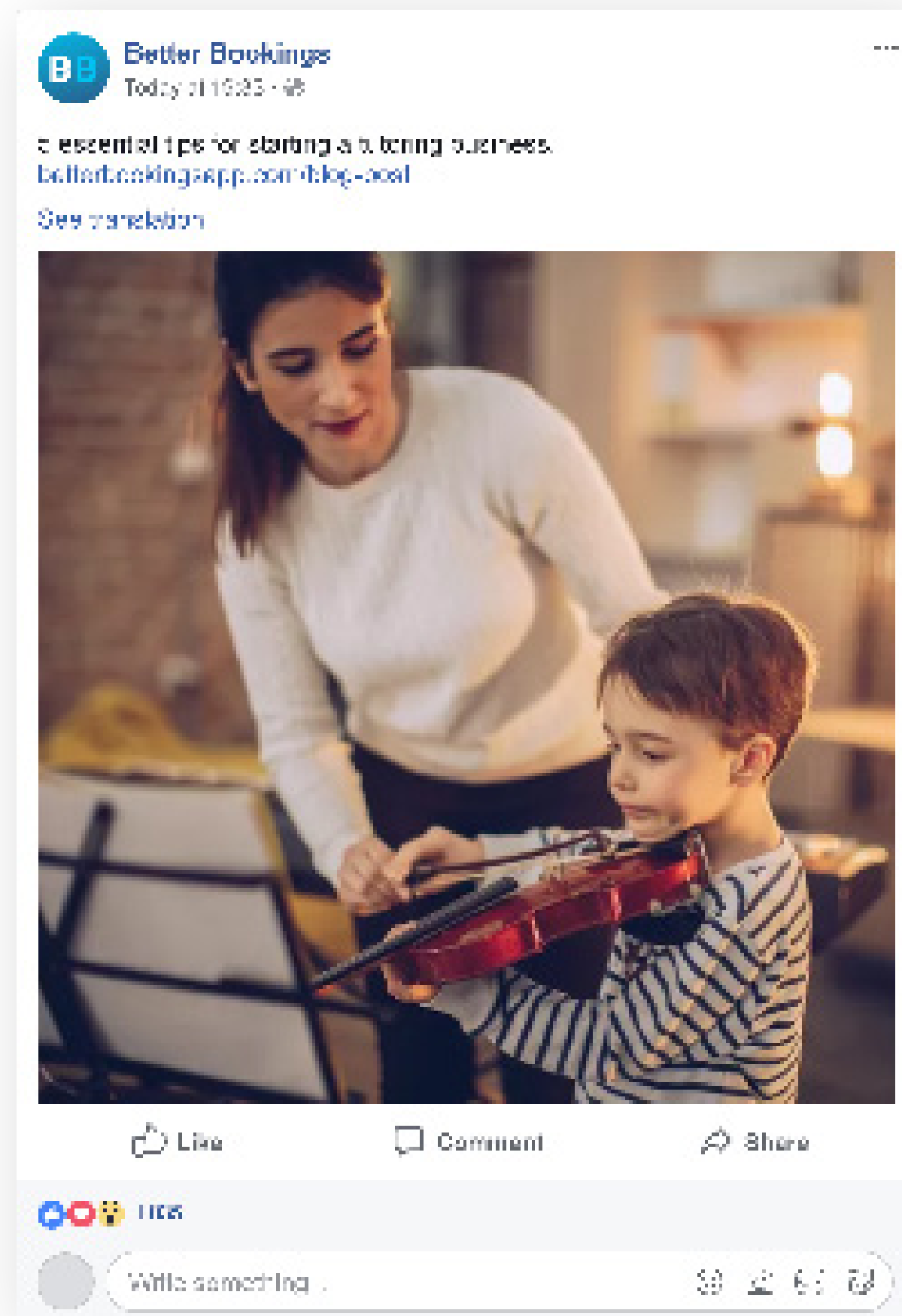
- Use original high-quality images in the correct dimensions
- Keep posts short and sweet (up to 50 characters)
- Use a consistent style for image & quote posts
- Use appropriate hash tags & emojis
- Be conversational, authentic & ask questions in captions

Don't

- Use heavy text, dark overlays, logos or buttons in images.
- Over-post. Quality over quantity
- Be too promotional & product focused

Brand Application

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Facebook

The Better Bookings Facebook aims to connect to our audience through the sharing of information across a variety of mediums.

Do

- Use high quality images in the correct dimensions
- Keep posts short and sweet (up to 100 characters).
- Share relevant content from our blog & provide thought leadership
- Mix up post formats e.g. videos, links or images

Don't

- Use heavy text, dark overlays, logos or buttons over images.
- Overuse hashtags (keep these for Instagram)
- Send traffic away from our site with unaffiliated link sharing

Thank you!

If you have any questions please [contact us](#)

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