




*Lu* **EveryMatch**

Branding is simply better together





Dear colleague

The following brand book was created to help bring consistency to the way we all communicate about EveryMatch.

We share a responsibility to represent EveryMatch correctly in any form of communication.

Whether it occurs in print, online or in a presentation.

This brand book provides you with the necessary tools to accomplish our collective goal.

In the pages that follow. You will find a wealth of resources:

The elements of our brand and the standards and guidelines for supporting them.

By utilizing the brand book as a framework for creating collateral, we can begin to reflect the EveryMatch brand in all our communications.

Best regards

Roi Yaron

## THE BRAND

EveryMatch was created for the purpose of connecting people with the same shared interest.

The smart matching algorithm that EveryMatch uses is simple, easy and fast.

When we thought about what “EveryMatch” was, we immediately thought of :

Connection

Togetherness

online to offline activity

Combined with our brands identity:

Smart

Fun

Nice

Reliable

And our values:

Healthy lifestyle

Quality

Integrity

Professionalism

Uniqueness

**We created a brand that connects. That helps bring people together.**

## THE BRAND: CONCEPT

The main attraction about the EveryMatch universe is our matching engine and algorithm.

So in keeping with the line of the smart algorithm and match percentage, we are asking the big question:

**How do you match?**

Is the question people would love to learn the answer to.

We aim to intrigue you with the question and the idea that there is a match for you in every person in any type of activity.

By featuring people with their match percentage we ask the viewer to visit EveryMatch to find out what their match is.



## THE BRAND: LOGO DESIGN

The logo design came from the idea of connecting.  
When we thought about what connects people we realized that  
the one thing that really connects us is:  
our interaction, a touch, that initial meeting...

### **A hand shake.**

After many (many) concept ideas we finally got the hand logo For our brand.

Two hands connecting

A greeting and a welcome gesture

Among the designs we saw were:



## THE BRAND: LOGO DESIGN



The Final design is the one you see here.

It represents everything the brand stands for in a simple icon, **A hand shake**

Togetherness

Connection

Bringing people together

A new and healthy lifestyle

The logo is simple and clean.

**The opening at the right side of the hand was created for the concept of connections because of it's ability to connect with every word or object.**

The design was based on two hands shaking but also on wings,

They represent a new beginning and the freedom of trying new things to better ones lifestyle.

**Our logo is the face and signature of our brand.**

It connects the brand to all forms of communication.

The more consistent the logo looks and is used- the more likely it will be remembered and make an impact.

Each communication from EveryMatch needs to be able to stand alone as a proper representation of the brand, but also gain strength as a cohesive and integrated collection of materials.

This guideline provides direction for how the EveryMatch logo should be used to help unify materials and continue to build the brand.

*In the following pages you will find the correct usage of our logo.*

## LOGO: CORRECT USE

The logo should be used in its original white color. Always leave space for the logo to “breathe”



If the logo is used on a white background, you can use the original logo colors:





## LOGO: INCORRECT USE

Do not put the logo (original or white) on colors that do not appear on the brand book or the site



If you are going to place the logo on a picture. Use a brand color bar or place the logo where it is not blended into the background



Do not rotate or manipulate the logo, It's does not look good





## LOGO: INCORRECT USE

When used correctly, the logo does not need a shadow or any other effect



You cannot use only the name without the icon, however; you may use the icon without the name



Do not change the color of the logo



Do not change the Typeface



## LOGO: TYPEFACE

Typeface for – Every

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!%&@\*) 0123456789

Myriad pro

The Myriad pro type family is our main font.

It is clean, professional and accurate.

We use Myriad pro for the “Every” in our logo,

In our tagline and is good for headlines and text in print and images.

## LOGO: TYPEFACE

Typeface for – Match

*Aa*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*(.,:;?!%&@\*) 0123456789*

Lobster 1.4

The Lobster 1.4 type family is our secondary font.

It is fun, light and playful.

We use Lobster 1.4 for the “Match” in our logo,

It can also be used as special headlines or buttons.

## LOGO: TYPEFACE

Typeface for – System Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!%&@\*) 0123456789

Theoma

The Theoma font is very similar to the Myriad font we use in publication  
Or images.

It will be used on our site for any text (regular) or headline (Bold).

## COLORS: PRIMARY

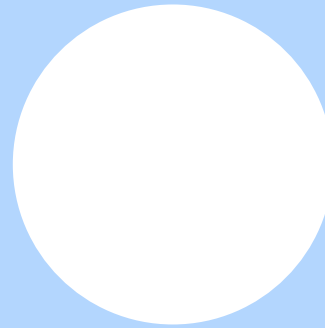
Main Blue  
#245fef



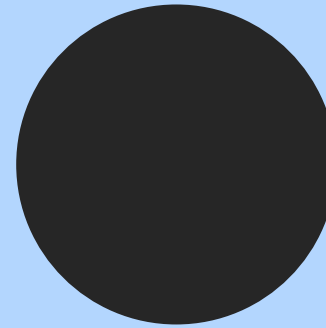
Secondary Blue  
#1584ff



Logo white  
#ffffff

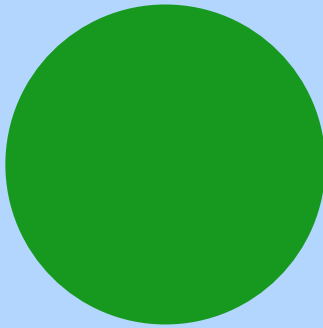


Text grey  
#262626

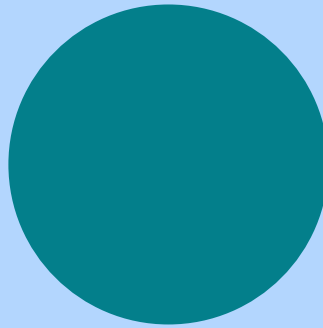


## COLORS: BRAND MATCH

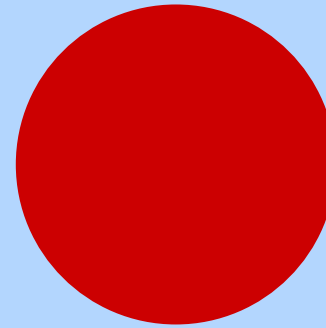
Primary Sports  
#16991e



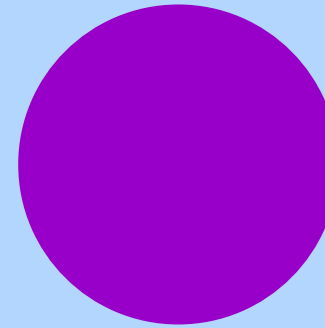
Primary Travel  
#027f8a



Primary Roommates  
#cc0000



Primary Study  
#9800ca



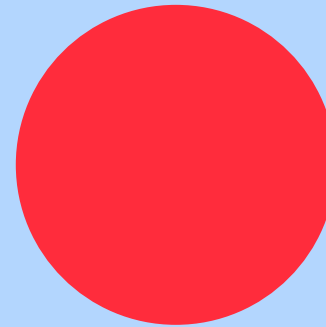
Secondary Sports  
#16c227



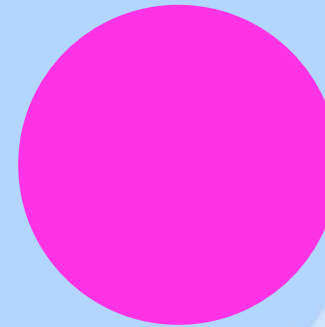
Secondary Travel  
#1ca0ac



Secondary Roommates  
#ff2e3e



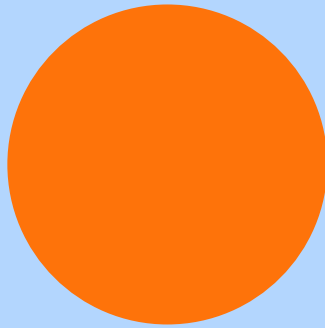
Secondary Study  
#ff32e5



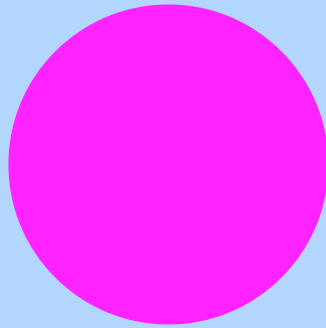


## COLORS: BRAND MATCH

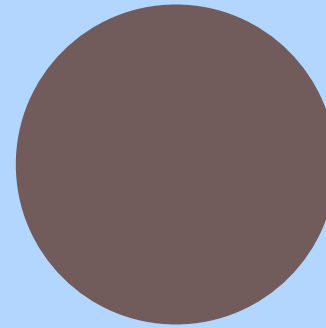
Primary Music  
#ff7400



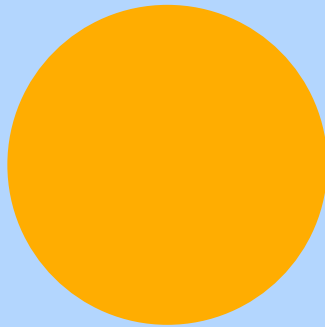
Primary Leisure  
#ff23ff



Primary Business  
#725b5b



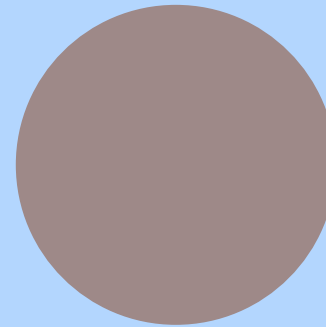
Secondary Music  
#ffae00



Secondary Leisure  
#ff83ff



Secondary Business  
#9e8888



## TAGLINE: IT'S SIMPLT BETTER TOGETHER

Basically what we are saying is that Everything is simply better together:  
*“jogging is simply better together”* , *“Studying is simply better together”* and so on..  
Whenever possible, our tagline should appear with our logo.  
The logo and tagline can appear in different formants, choose the one that suits you.



## LANGUAGE: What we are talking about

We aim to incorporate the word “match” into our brand language.  
In the site or apps and in publicity ads or any other publication.

Examples:

How do you **MATCH**?

How do we **MATCH**?

Did you **MATCH** today?

Let's **MATCH**!

Have a great **MATCH**

It's a good day for a **MATCH**

Want to **MATCH** with me?

Go **MATCH** yourself

It's time for a **MATCH**

## ICONS-MAIN SITE ICONS



Sports



Travel



Room



Study



Music



Leisure



Business



Animal



Fan



CA



Message



Favorite



Gender



Chat



Community



Search



query



Delete



Language



Pin



Delete Match



Settings



Video



Customer Service



Match



Unlike



Like



Thumbs



List



logout



## ICONS-SPORTS CATEGORY ICONS



## ICONS-MORE CATEGORY ICONS







## IMAGES: What we are looking at

EveryMatch images should have a sleek look and feel. They should tease an activity you can match on our site by using a single model asking for a match or a match in progress. Our images also include many faces to show how many people can use our match and have already a match percentage.

## FINAL WORDS: THANK YOU

It is very important to stay within the EveryMatch brand guideline when creating an ad, a banner or any other type communication about EveryMatch.  
So thank you, and have a great match!

