GET in the LOOP

Style Guide 2021-2022

GET in the LOOP

Shop local.
Wherever you are.

Brand Purpose

A fundamental challenge common to most local businesses is reaching their audience without wasting money, spending a fortune, or spending too much time. On top of that, most of today's consumers prefer shopping online than at local stores.

Getintheloop helps local businesses easily and affordably grow by using the latest technology to connect them with local consumers on their phones while making it easier and more rewarding for consumers to explore and support local businesses.

GetintheLoop is growing across North America neighbourhood by neighbourhood. It's an exciting opportunity for inspired entrepreneurs to to start their own business by bringing GetintheLoop's technology and turnkey mobile marketing franchise system to their community.

Master Logo

GET in the LOOP

The clear space around the logo should be equivalent to the cap height of the letter 'e' in the wordmark to maintain consistency.

Minimum size to ensure legibility is 72px / 0.75"

Alternate Variations

Reversed logo: If the logo needs to be placed on a background other than white, then use the white or black version of the logo.

GET in the LOOP

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Wordmark

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Compact Wordmark

GET in the LOOP

Symbol

OO

Colour Palette

These colours are used for all GetintheLoop branding, app offers, icons and marketing/web graphics.

#F0553F	#3B6FA0	#37383F
C0 M82 Y80 K0 R240 G85 B63	C82 M54 Y16 K1 R59 G111 B160	C73 M66 Y55 K50 R55 G56 B63

#6E6F74	#ECEEF0
C58 M50 Y45 K14 R110 G111 B116	C7 M4 Y3 K0 R236 G238 B240

#BA1AD7	#FD9025	#0A8FFD	#30364D	#568DEE
C45 M85 Y0 K0 R186 G26 B215	C0 M53 Y94 K0 R253 G144 B37	C73 M41 Y0 K0 R10 G143 B253	C84 M75 Y45 K41 R48 G54 B77	C64 M42 Y0 K0 R86 G141 B238

Typography

Aa

Inter
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789

LIGHT
REGULAR
MEDIUM ITALIC
MEDIUM
SEMIBOLD
BOLD
EXTRABOLD
BLACK

We use a minimalistic sans serif font named *Inter* in all applications, other than our logo. This font is to be used in all external materials including digital and printed sales, marketing, and corporate documents.

Brand Voice

Our voice isn't just a part of our product; it's the external representation of our internal team. Because of that, we aren't necessarily making strict rules about what to say or how to say it. But consider this guideline.

Trait	How it applies to us	Do	Don't
Positive & Encouraging	It takes a positive attitude to optimize collaboration, have the drive to overcome challenges, and find your creative edge.	• Cheer others on • Spread good news • Celebrate successes • Find silver linings	• Be Pollyanna • Be overbearing • Be judgemental
Casual	We're a tech company. Sometimes we need to be reminded to intentionally be human.	• Speak in clear and simple terms • Use as few words as possible	• Be overly informal • Use slang • Use big words unnecessarily
Thoughtful	Being thoughtful is about bringing intention to our communication, anticipating others needs, and caring enough.	• Choose topics that will resonate with the audience • Provide useful links when helpful • Make it easy • Adjust tone for the occasion • Be inclusive	• Use formal language that feels cold • Use superlatives and hyperbolic language

Imagery

We represent the diversity of our community including our Members, Partners, and Local Owners. We reflect the adventure of great food, shopping, events, experiences, and the uniqueness of the local community.
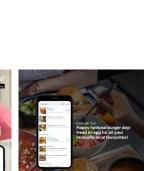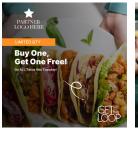
Social Media Templates

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