Seekler

THE GAME CHANGER

02

**Brand
Guideline**

Seekler
THE GAME CHANGER

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Of Content**

**Unveiling the
Essence of
Our Brand through
Guiding Principles
and Design
Elements that
Illuminate our
Unique Vision**

At Seekler we're all about connecting people with opportunities that truly matter. Whether it's finding the perfect job or discovering the right products, we're here to make the journey easier and more meaningful. Together, we're creating a space where possibilities come to life and dreams find their way.

Seekler
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04 | About Seekler

05 | Seekler Company Goals

Brand Story

Seekler was founded with a vision to revolutionize how businesses and consumers connect. In an increasingly digital world, finding, comparing, and making informed decisions about products and services should be seamless. Seekler empowers businesses to showcase their value and helps users make confident choices through an intuitive and transparent platform. Our mission is to bridge the gap between businesses and opportunities, making discovery smarter and growth faster.

Seekler is a comprehensive platform for listing products, services, reviews, companies, website creation, advertising, job postings, projects, Q&A, and lead generation. Our goal is to provide businesses and individuals with the tools they need to grow, connect, and succeed in a competitive digital landscape.

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Mission

To empower businesses and consumers by providing a seamless, transparent, and efficient platform for discovery, comparison, and connection. Seekler aims to simplify business interactions, foster growth, and drive success through innovative digital solutions.

Vision

To be the most trusted and comprehensive business discovery platform, revolutionizing the way people find, compare, and engage with businesses, services, and opportunities globally.

CORE VALUES

BRIDGE

Business-Driven
We create opportunities that fuel entrepreneurship and expansion.

Relationships
We foster meaningful connections between users and businesses.

Integrity
We operate with honesty, trust, and accountability.

Discovery
We empower users to explore, compare, and make informed decisions.

Global Reach
We aim to connect businesses and consumers worldwide.

Efficiency
We streamline processes to save time and maximize impact.

Brand Symbol

The Seekler brand identity is bold, dynamic, and purpose-driven, perfectly embodied in its simple yet striking logo. The name Seekler is presented in a clean, modern typeface, reflecting innovation and confidence.

Seekler

Brand Name

Seekler represents a bold and fearless approach to connecting people with opportunities. Rooted in strength and inclusivity, the name signifies our mission to empower individuals and businesses

Brand Symbol

The Seekler logo combines modern typography with bold simplicity to make a lasting impact. Paired with the slogan

Tagline 1

THE GAME CHANGER

Seekler
THE GAME CHANGER

Tagline 2

SEEK.CONNECT.GROW

Seekler
SEEK.CONNECT.GROW

Minimum Size

200 PX
Seekler 50PX
THE GAME CHANGER

to protect the legibility of the brand logo the recomended minimum size should not be less then 50 pixels height and 200 pixels width

Avoid distortion, rotation, or unauthorized color variations

Main Colors

Clear space

20px **Seek**ler 20px
20px   20px

clear space surrounds the logo free of any other elements such as letters, text blocks, lines, frames, color palettes, etc, clear space allows for better percepton and maximizes the aesthetic effect on the viewer

Seekler — logo is distorted
THE GAME CHANGER

Seekler — wrong colors are used
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VERMILION
PRIMARY COLOR

R:236 G:66 B:38
C:1   M:89 Y:99 K:0
#F15A24

CORAL
SECONDARY COLOR

R:227 G:124 B:73
C:8 M:72 Y:69 K:0
#E37C49

NATURAL WHITE
SECONDARY COLOR

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
#FFFFF

08 Brand Voice & Tone

09 Possibilities Of Presenting The Logo

Brand Voice & Tone

Professional yet approachable
We communicate with clarity and expertise without sounding overly technical

Confident and empowering
Our messaging should always inspire trust and action.

Simple and direct
We avoid unnecessary complexity, keeping our language straightforward and effective.

Many Styles, One Identity

The first features the name Seekler in orange, paired with the tagline in against a clean white background. This variation conveys confidence and clarity, making it ideal for formal communications and professional settings.

A striking orange background, the logo name in crisp white, and the tagline in bold black. This style exudes energy and dynamism, perfect for bold statements, marketing campaigns, and eye-catching displays.

Primary Logo

The primary logo features the name Seekler in dynamic orange with the tagline in black, set against a clean white background. This version highlights clarity and professionalism, making it ideal for formal brand applications such as corporate communications, websites, and official documents.

black & white logo

Secondary Logo

The secondary logo offers two dynamic variations. One uses a striking black background with the name and tagline in orange, radiating energy and boldness perfect for marketing and promotional materials.

SEEK.CONNECT.GROW

SEEK.CONNECT.GROW

Gotham Font Family

Gotham Bold projects confidence, innovation, and clarity, making it perfect for a forward-thinking brand like Seekler.

The structured and geometric design aligns with our approach to organization and efficiency in business discovery.

Aa.
Gotham Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa.
Gotham Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

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| **Gotham Family**	**H1** Big Sequencer Title	**H2** Headlines & Title	**H3** Sublines Sections	**H5** Headlines Copy
Gotham Regular	H1 Big Sequencer Title	H2 Headlines & Title	H3 Sublines Sections	H4 Headlines Copy
Gotham Bold	**H1** Big Sequencer Title	**H2** Headlines & Title	**H3** Sublines Sections	**H4** Headlines Copy

Stationary Marketing materials

At Seekler, our stationary marketing materials are designed to communicate the brand's bold and transformative ethos. Every piece—be it brochures, flyers, posters, or presentation folders—reflects a balance of vibrant creativity and professional elegance.
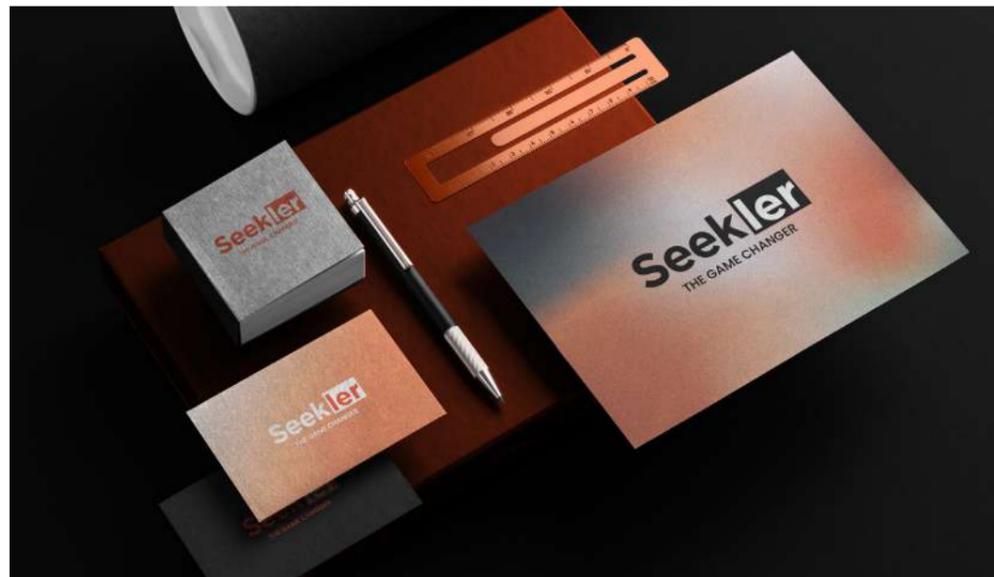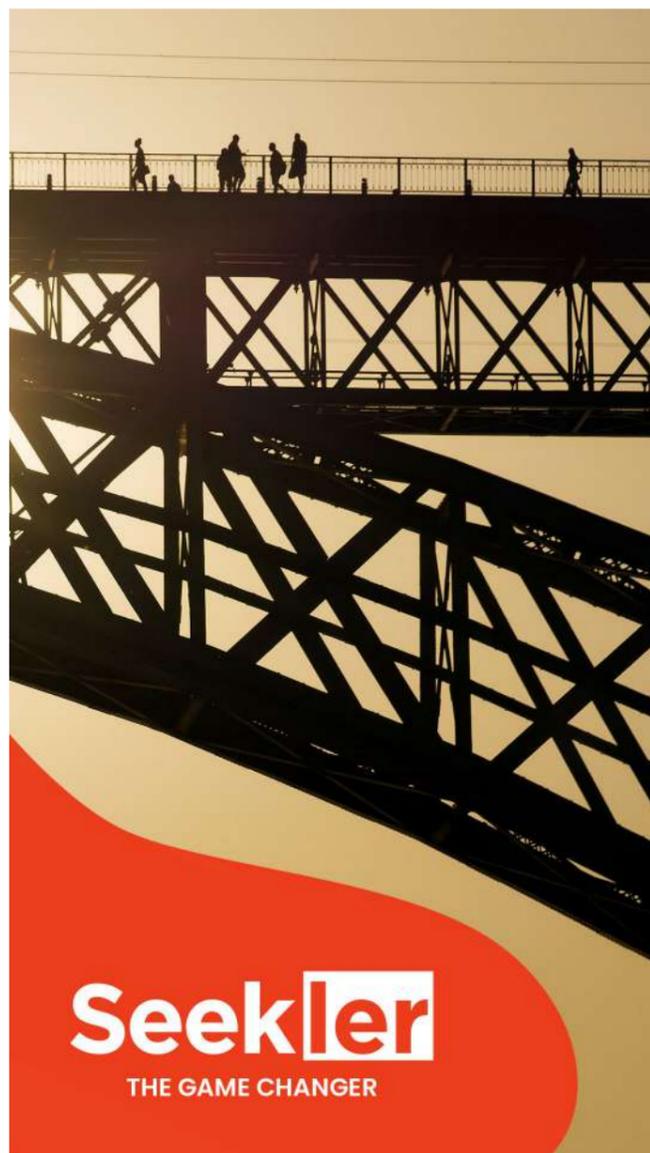
14 Social Media Image Direction

Bold visuals, vibrant brand colors, and clean layouts come together to create captivating Instagram images that resonate with Seekler's dynamic identity and engage audiences effectively.
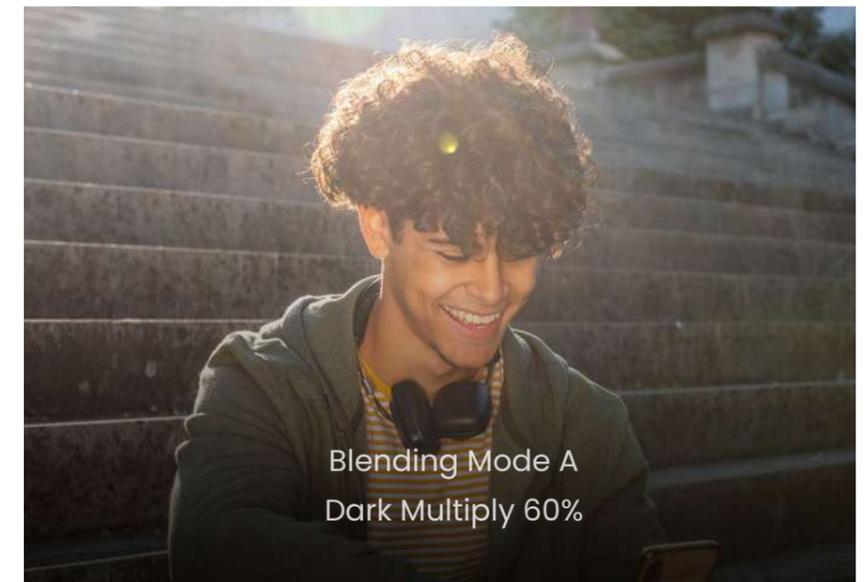

15 Image Blending Modes

Blending Mode A

Blending modes to be used in social media ads and posts, a black gradient will be added to the image with the blending mode set in multiply an 60% opacity

Blending Mode A
Dark Multiply 60%

Blending Mode B

Blending modes to be used in social media ads and posts, an orange gradient will be added to the image with the blending mode set in multiply an 60% opacity


Blending Mode A
Dark Multiply 60%
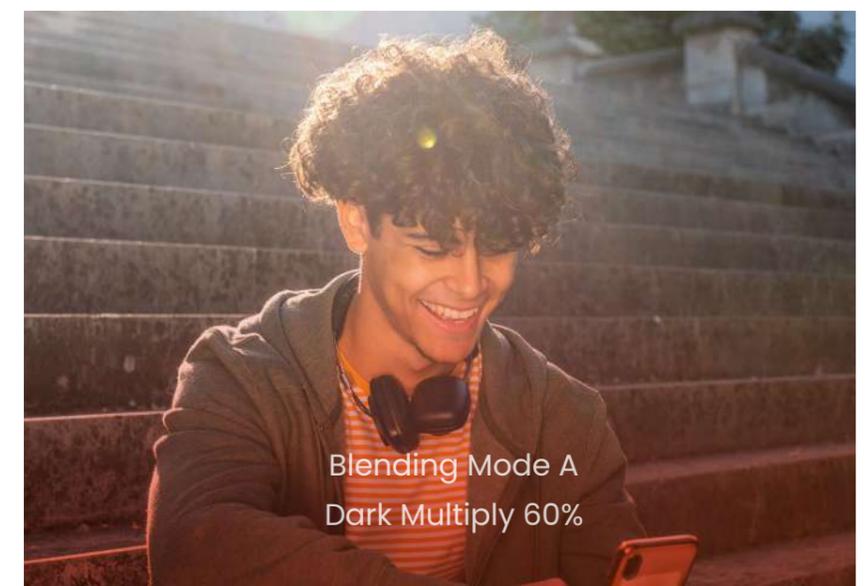
16 Gradients To Be Used

17 Visual Elements To Be Used

Gradients design

Our gradient design combines vibrant transitions of, orange, and light orange, reflecting Seekler dynamic energy. These gradients add depth and movement, creating a visually engaging and modern aesthetic that elevates the brand's identity across various media.
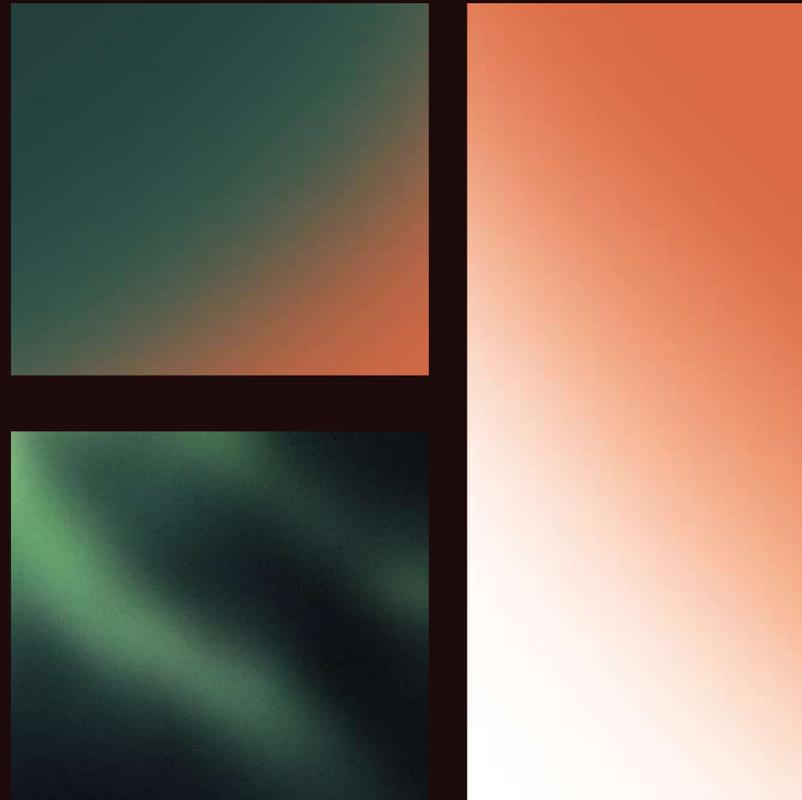
Fractal Gradients

Fractal gradients provide a sleek and sophisticated alternative, balancing contrast and subtle transitions

Glass Dispersion Elements are to be used in posters and other marketing materials to make the brand feel slick, edgy and modern.

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