



MEDIA KIT | AUG 2016



**We change people's lives
building opportunities
through freedom.**



Change Lives.

Freelancer logo

The freelancer hummingbird represents freedom, craftsmanship and development.

Logo Over Blue

Use our logo over our freelancer blue colour in white.

Logo Over Grey

Keep a good contrast ratio between our logo and grey backgrounds.

Clearspace

The clearspace around our hummingbird is basically the beak of our bird.

Monotone

Over dark shades, our logo should not use blue icon.

With Imagery

Use a monotone light colour logo over images

Monotone Over Light Colours

When using our logo over light colours, please make use of a monotone dark colour to provide enough contrast

Primary Logotype



Logotype over FL Blue Color



Logotype Over Grey



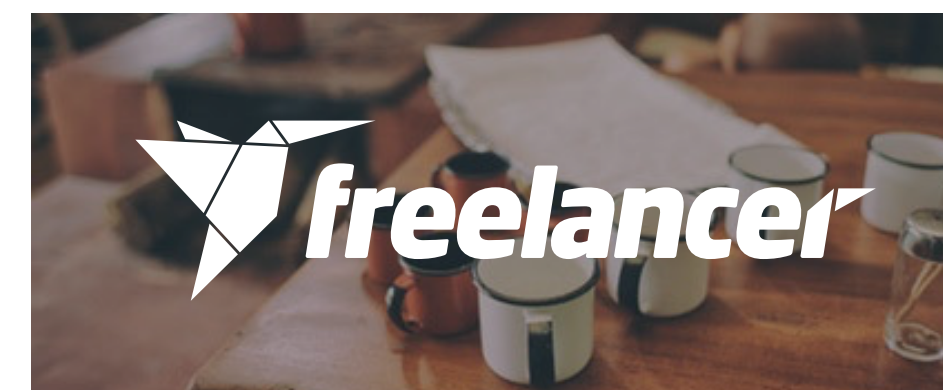
Clearspace



Monotone



With Imagery (Dark)



Monotone Over Light Color



Logo Don'ts

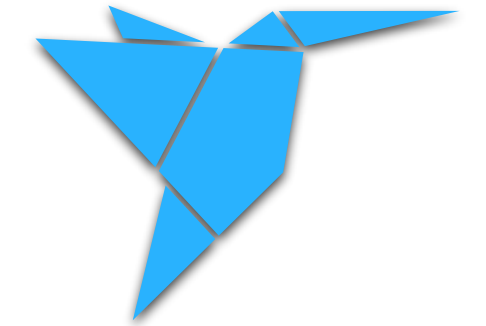
When using the freelancer logo please do not alter it in any of the following ways.



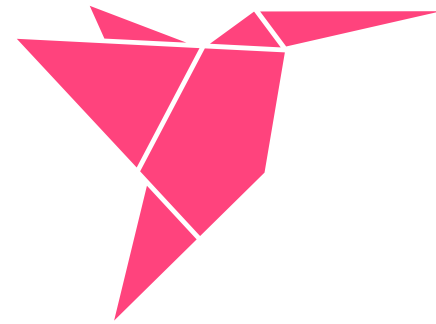
✗ Reverse our logo



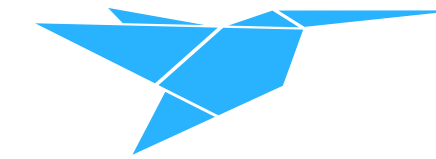
✗ Multicolor



✗ Add heavy shadows



✗ Change Colours



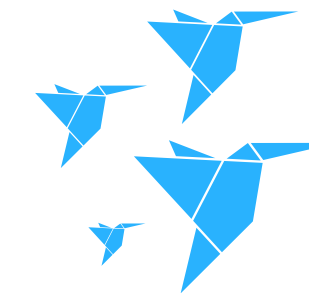
✗ Strech



✗ Strech



✗ Change Hummingbird location



✗ Use Multiple Hummingbirds

Change Lives.

We are changing lives in the developing world by providing opportunity and income.

“ After two years I’ve been doing really well on Freelancer.com. The earnings are very good and now I have a lot of respect among my friends and family members. Thanks Freelancer for everything!

Shahzaib S.
Graphic Designer
Karachi, Pakistan



4.9 / 5.0 rating, 67 reviews.



Brand Colours

Inspired by the sun, sea and sky, Freelancer blue tones represent freedom.

- FL BLUES

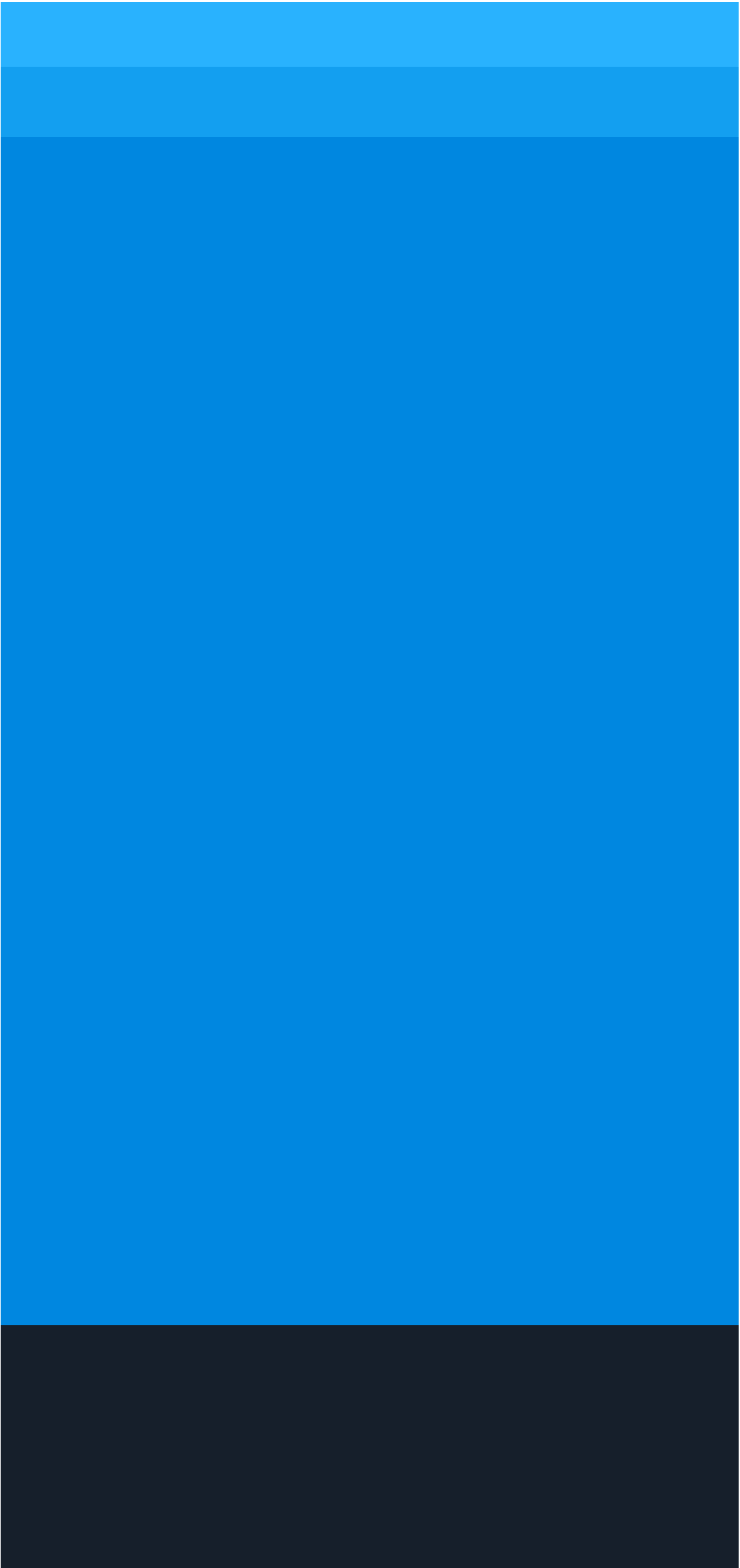
#29B2FE

#139FF0

#0087E0

- FL PETROLEUM

#161F2B



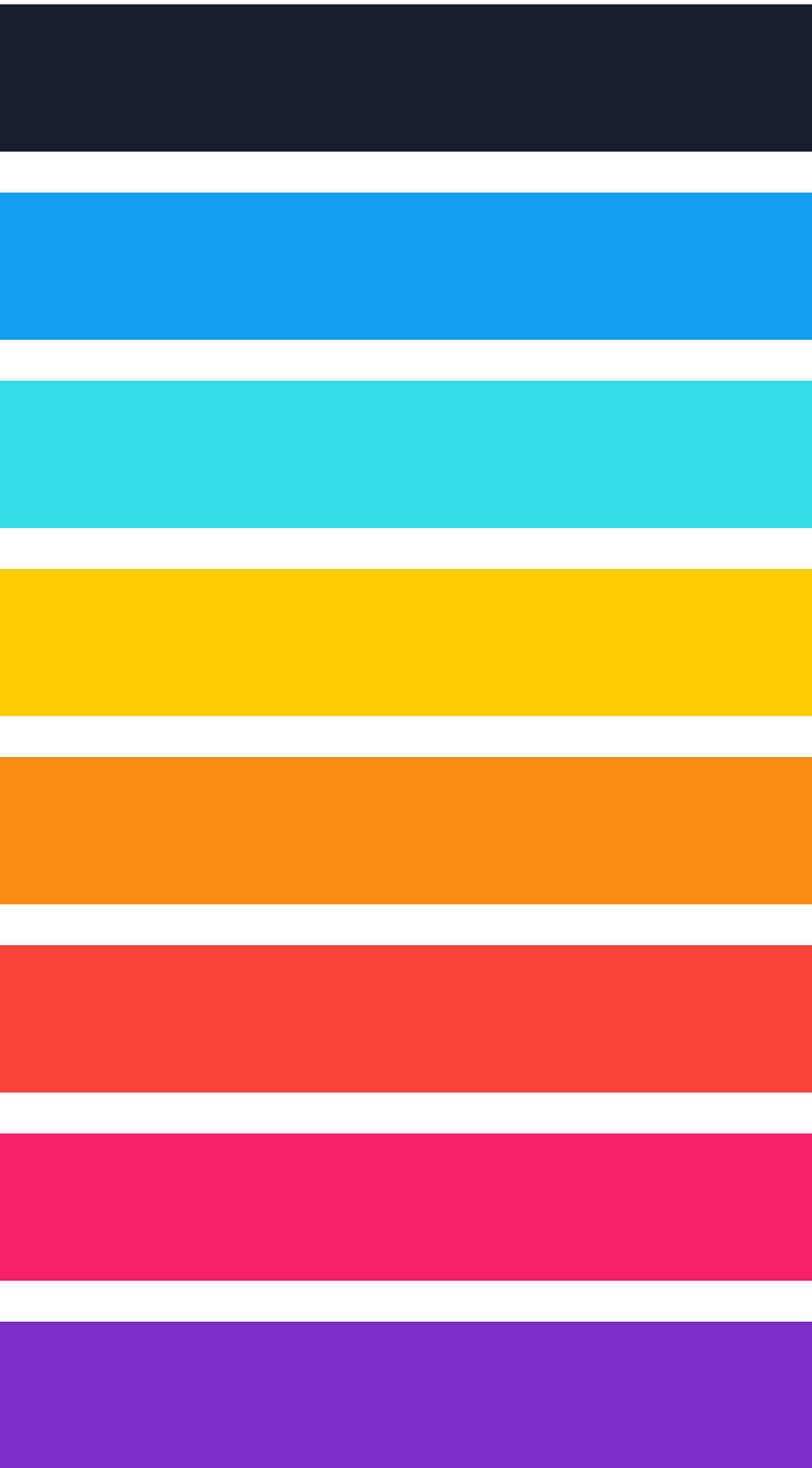
Secondary Colours

Freelancer secondary colors have been designed as a flexible color palette that works well with our primary tones and our foundation color. These colours were initially conceived as UI only, but they were also designed having sub-brands in mind.

Legend

- D: Dark
- L: Light
- 2L: 2 x Light

4 L
3 L
2 L
1 L
L
FL BLUE
D
1 D
1 D
1 D



Typography.

When selecting Roboto as our font, we though in a font that will render and be accessible in most of the systems, also we considered that was designed entirely with screens in mind.

Roboto Type.

The font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

<https://fonts.google.com/specimen/Roboto>

Black

Medium

Regular

Light

Roboto Black

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u
v w x y z 0 1 2 3 4 5 6 7 8 9 0 @ # & ? ! ~ \$
% . ,

Roboto Medium

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u
v w x y z 0 1 2 3 4 5 6 7 8 9 0 @ # & ? ! ~ \$
% . ,

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z a b c d e f g h i j k l m n o p q r s t u
v w x y z 0 1 2 3 4 5 6 7 8 9 0 @ # & ? ! ~ \$
% . ,

Roboto Light

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 0 1 2 3 4 5 6 7 8 9 0 @ # & ? ! ~
\$ % . ,

3D MODEL DESIGN OF A
VR HELMET FOR \$500

We help entrepreneurs build the future.




We help small businesses, startups and
entrepreneurs turn that spark of an idea into
reality.

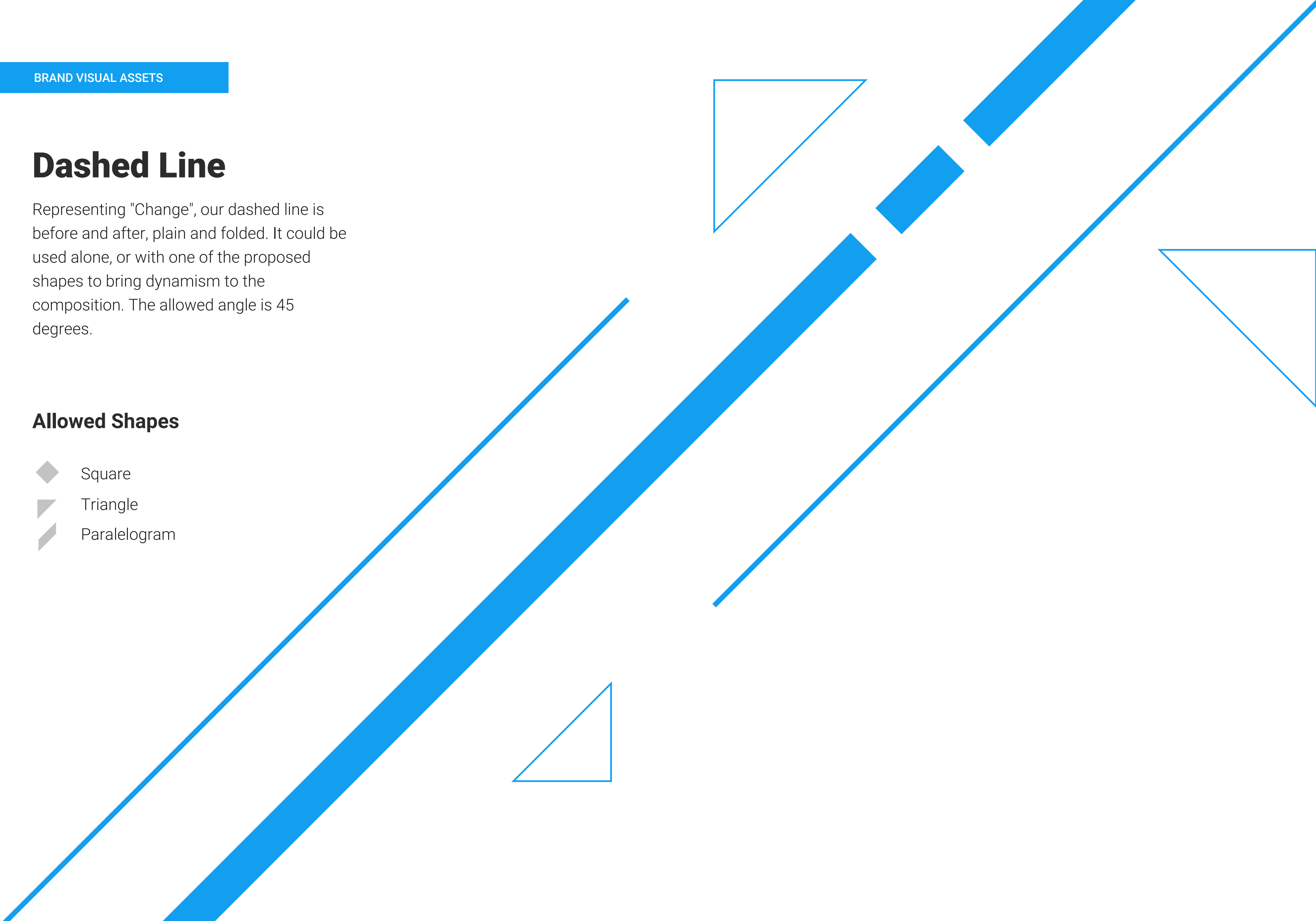


Dashed Line

Representing "Change", our dashed line is before and after, plain and folded. It could be used alone, or with one of the proposed shapes to bring dynamism to the composition. The allowed angle is 45 degrees.

Allowed Shapes

-  Square
-  Triangle
-  Paralelogram



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