#EDA566

#D3C4D

#EDA566

2x

X

X

X X

coin

Marktplaats | Brand guide

7x

Bree-Serif

1/3ᵉ
X

Roboto Regular

DOCUMENT CONTENTS

Coin with 'Fiepje'

Logo vertical

Marktplaats

Logo horizontal

Marktplaats

Logo on white

Great for readability and it highlights our brand colors.

White logo variant on photo

People strongly associate our 'terra' color to Marktplaats. We should avoid using color variants of our logo.

The only exceptions to this rule are the splash screen of the Marktplaats app and Facebook posts.

Logo on photo or gradient

To avoid readability problems or a combination of unsutable colors, always put the logo on a white background. Never directly on a photo, on a gradient nor on a half transparant frame.

Ga ervoor. Het begint op
Marktplaats

Ga ervoor. Het begint op
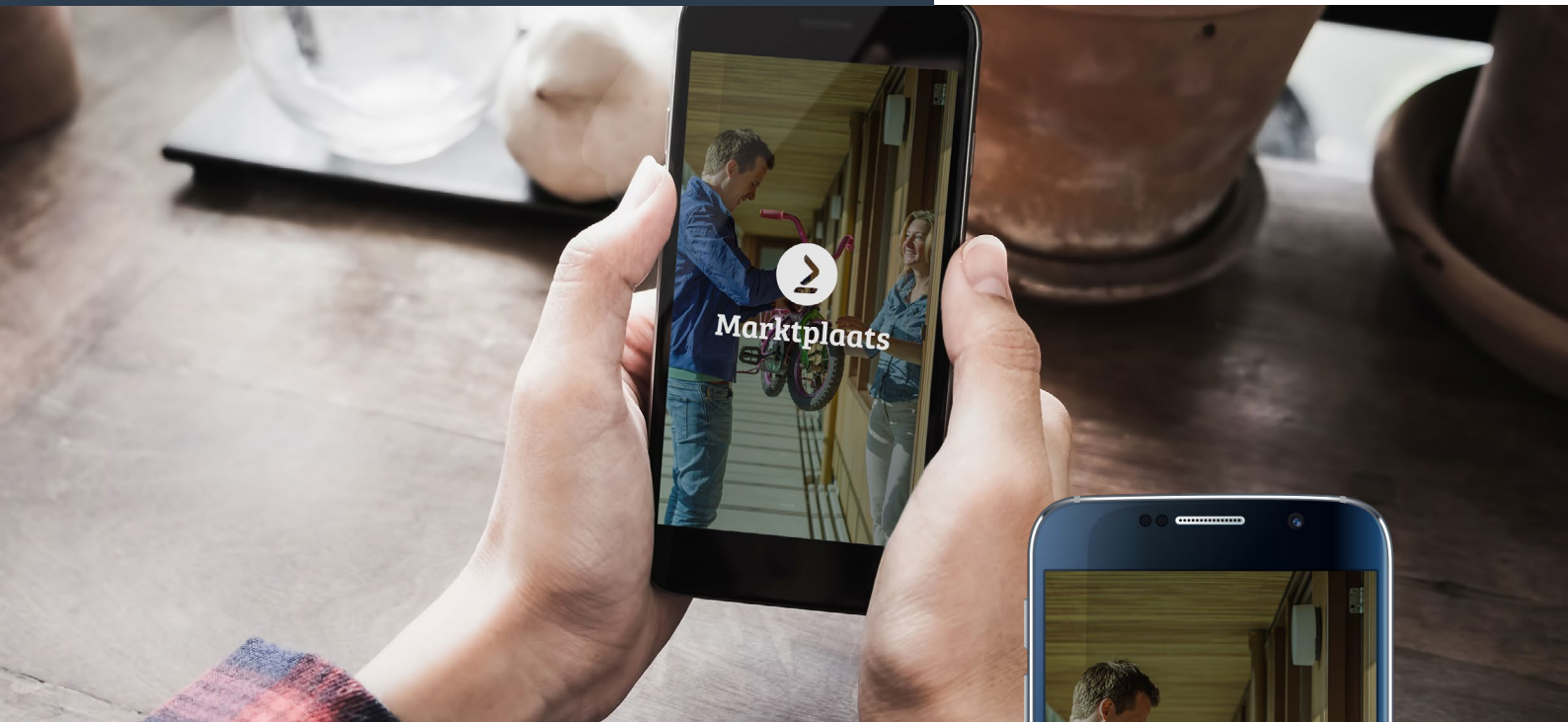# Marktplaats

DO'S AND DON'TS FOR THE PAY-OFF

Do's

✓ Use *'Ga ervoor'* to inspire emotional benefit: autonomy.

✓ Use a mix of individual autonomy (i.e. the man on the Zundapp) and autonomy in a social context (i.e. a garden party with friends).

✓ Keep it kind and accessible for the masses. Use recognizeable and achievable examples, a bit of aspiration and surprise is a must.

Don'ts

✗ Don't use *'Ga ervoor'* functionally.

✗ *'Ga ervoor'* is not a call-to-action. In stead please use conventional CTA's like *'klik hier'*, *'ga voor meer informatie naar'* .. etc.

✗ Don't use *'Ga ervoor'* to compel the audience, this is considered unpleasant regarding situations that are harder to achieve.

Splash screen for iOS and Android

The Marktplaats app opens with a splashscreen that contains a visual of the current campaign, with an overlay to make the white logo on top of it stand out more. For example: 40% overlay of #0c2334 with blend-mode set to *'normal'*.

Use of the white versions of the Marktplaats logos and coin is **RESTRICTED** to situations that meet either of these criterea:

1 It is very clear you are in an Marktplaats environment and using the normal logo would not look good in any way.
EXAMPLE: Marktplaats app splashscreen

2 There are one or more colored versions of the logo nearby.
EXAMPLE: On images used in social media posts

3 Using a colored version of the logo is technically impossible.
EXAMPLE: In single color mediums such as some newspapers

Why the restrictions on the white versions of our logos?
Aside from the shape of the logo, the general Dutch public strongly associates our colors with our brand. We value this. Using color variations of our logo, could potentially harm this strong association and should therefore be avoided.
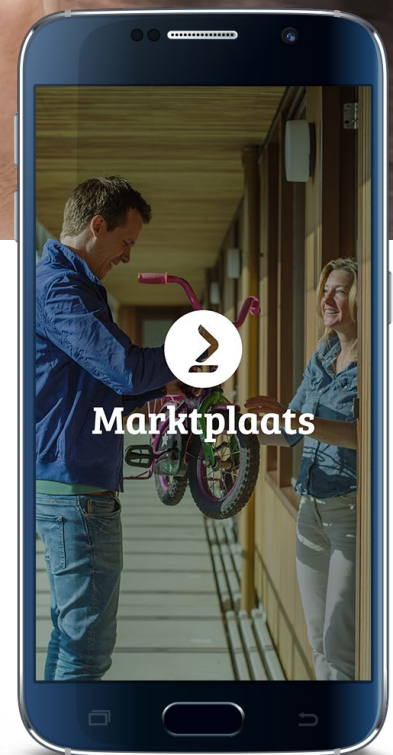
 iOs splash screen dimensions

IPHONE 4S	640x960 px
IPHONE SE	640x1136 px
IPHONE 6	750x1334 px
EXTRA LARGE	1242x2208 px

 Android splash screen dimensions

PORTRAIT	1200x1920 px
LANDSCAPE	1920x1200 px

TONE OF VOICE

The main focus is **PERSONAL**

It's about real people who enjoy a real moment in which the audience could recognize themselves in and where Marktplaats has played a role. The tone is inspiring, energizing en radiates fun.

We address our audience in a casual, informal form, in Dutch that means we use *'jij'* in our communication, which we try to keep simple by using language level B1/B2. That requires an uncomplicated choice of words, no business terms and we try to avoid using English words as much as possible.

CHOOSING IMAGES

Choosing images from stock sites can prove to be challenging. Try searching for images that reflect our Tone of Voice. Personal, with real people, fun, accessible, energizing and inspiring. Aim for Dutch looking people in surrounding that could be in the Netherlands and preferably in the current season.

Please avoid using photo's that ooze the stock-image feeling by being overly posed, much used or show poor quality in any other way. Don't use images that could be offensive or contain nudity or animals.

Check out the next pages for some do's and dont's.

PHOTOGRAPHY

Do's

Don'ts
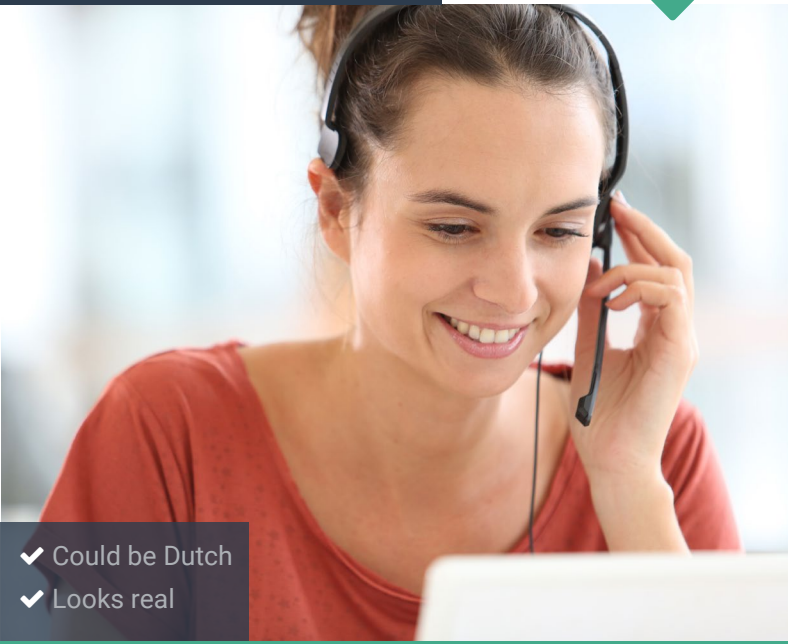
✔ Could be Dutch
✔ Looks real

✖ Posed, too clean
✖ Doesn't look Dutch
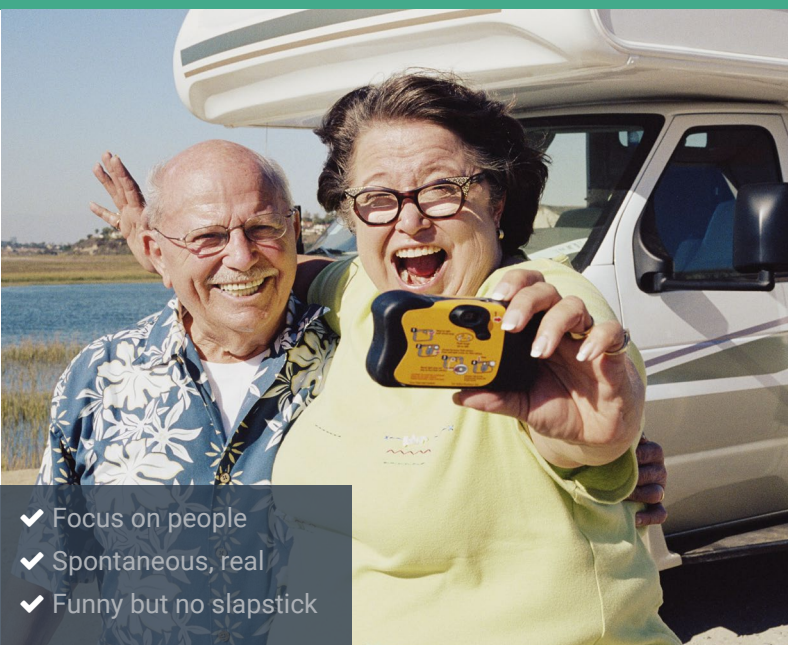
✔ Focus on people
✔ Spontaneous, real
✔ Funny but no slapstick

✖ Instagram-like filters
✖ Feels posed, not real
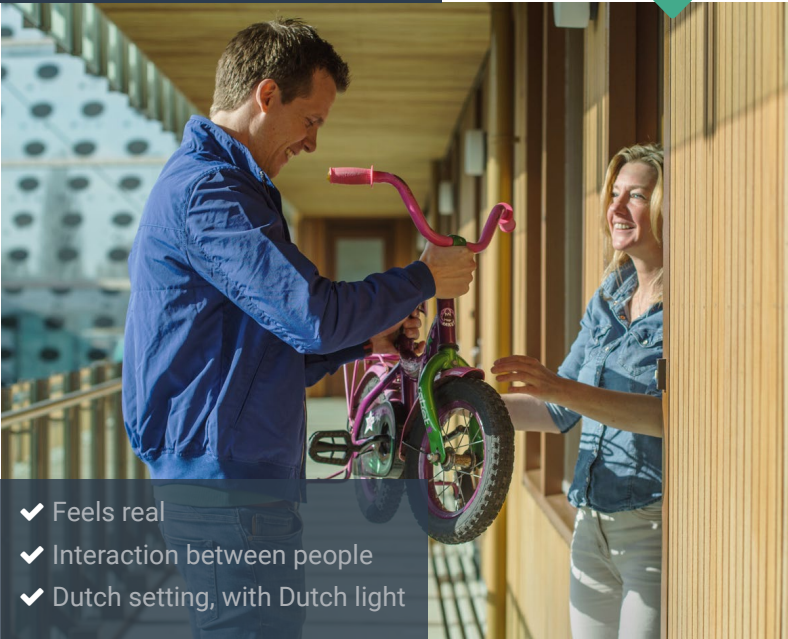

✔ Fun, real situation
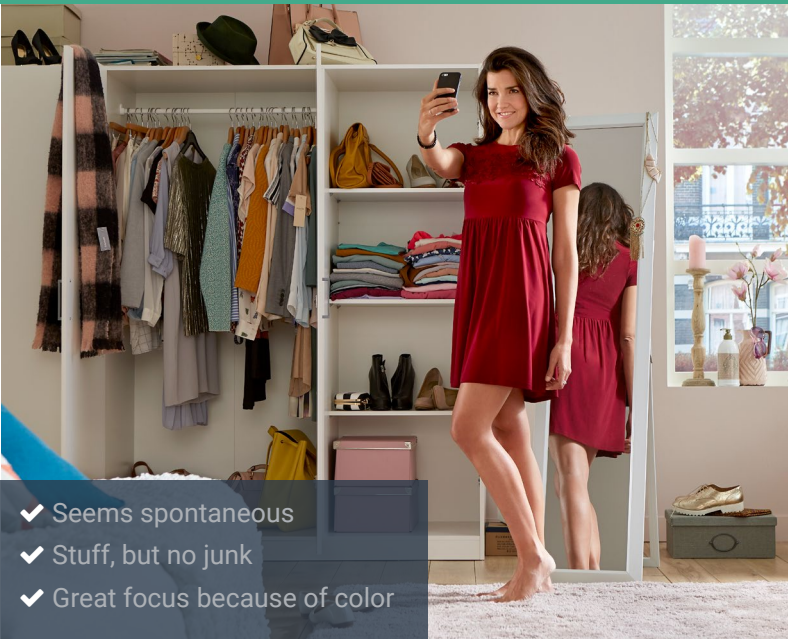✔ Interaction between people
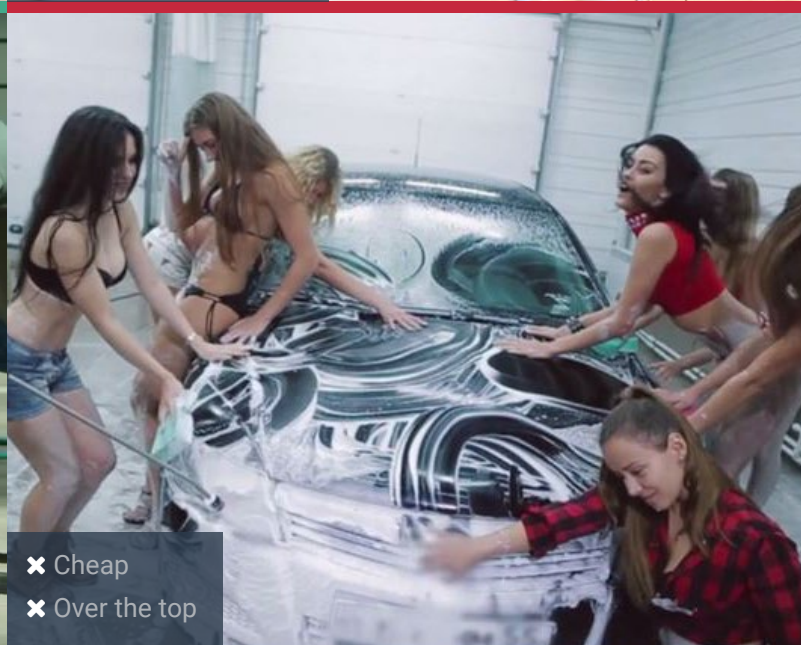
✖ Cheap
✖ Over the top

PHOTOGRAPHY

- ✔ Feels real
- ✔ Interaction between people
- ✔ Dutch setting, with Dutch light

- ✖ Junk
- ✖ Has no people
- ✖ Messy composition

- ✔ Seems spontaneous
- ✔ Stuff, but no junk
- ✔ Great focus because of color

- ✖ Messy
- ✖ Overacted, silly
- ✖ Girl looks very American

- ✔ Focus on the person
- ✔ Warm, friendly

- ✖ Cold
- ✖ Unpersonal
- ✖ Cliché stock image

COLORS

		RGB	CMYK	
BASE	TERRA	#EDA566	3 43 76 0	Brand color
	WARM GREY DARK	#D4D1CD	16 13 16 0	Border
	WARM GREY MIDDLE	#E6E4E1	9 7 9 0	Control bar contrast
	WARM GREY NORMAL	#F0EFED	4 4 4 0	Canvas
	WARM GREY LIGHT	#F7F7F6	2 1 2 0	Control bar
	WHITE	#FFFFFF	0 0 0 0	Background
ACTIONS	BLUE	#116DB4	88 5 1 0	Action Color
	BLUE LIGHT	#0082E6	78 46 0 0	Action Mouseover
	BLUE DARK	#0F61A1	93 64 9 1	Action Mousedown
	BLUE 20	#E7F0F7	7 2 1 0	Background hover
TEXT	NAVY	#2D3C4D	100 70 10 50	Action Color
	NAVY 60	#818A95	55 42 36 5	Action Mouseover
	NAVY 35	#ACB0B5	33 25 23 0	Action Mousedown
SIGNALING	GREEN	#43AA8B	72 10 56 0	Success
	RED	#C5283D	16 97 78 5	Error/Button Destructive
	SOFT YELLOW	#FFFBE1	1 0 13 0	Highlight
	YELLOW	#FFF0C3	0 4 27 0	Highlight Dark

TYPOGRAPHY

		Color	Line-height	
Header 1	Bree Serif Light 32	● NAVY	40px	Page title
Header 2	**Bree Serif Regular 24**	● NAVY	32px	Group heading
Header 3	Bree Serif Light 18	● NAVY	22px	Section titles
Price labels	**Bree Serif Regular 18**	● NAVY	22px	Pricelabels
Button labels	**Bree Serif regular 16**	○ WHITE		Primary buttons
	Bree Serif Light 16	● NAVY		Secondary buttons
Paragraph Default	Roboto Light 14	● NAVY	20px	Plain body text
Paragraph Bold	**Roboto Medium 14**	● NAVY	20px	Filter group titles
Text Links	Roboto Regular 14	● BLUE	20px	Sidemenu's
Grey Text	Roboto Light 14	● NAVY 60	20px	Input instructions
Metadata	Roboto Light 12	● NAVY 60	16px	Location mileage
Form Labels	Roboto Light 16	● NAVY	20px	
Form Input	**Roboto Medium 16**	● NAVY	20px	
Form Input hint	Roboto Light 16	● NAVY 35	20px	
Validation	Roboto Light 14	● RED	18px	

These fonts can be downloaded from:

https://fonts.google.com/

ICONS

We have icons for interface and for the main- and sub-categories. They are stilized icons with lines and every icon has at least one line that doesn't close all the way.

If the desired icon is not available, they are quite easy to make and add to the collection. Please enquire at our marketing department if additions seem necessary. Please do not re-use icons for multiple categories.

Caravans

CD's

Art & Antiques

Animals & Related

Services & Specialists

Children & Babies

Ladies Clothing

Watersports & Boats

THANKS!

Thank you very much for reading this document and your effort to keep our brand consistent, recognizeable and clean. If you have any questions, suggestions or remarks concerning this brand guide, or otherwise related to our brand style, please direct your enquiries to jevos@marktplaats.nl.

We'll be very happy to help you and to have a chance to improve this Brand Guide.