

# findly.

Discover. Book. Experience.

## BRAND GUIDELINES

Version 1.0 · 2026 · Confidential

**1,400+**  
Properties

**48**  
Destinations

**4,800+**  
Reviews

**2023**  
Founded

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01

# Brand Identity

Who we are, what we stand for, and why it matters.

## About Findly

Findly is Bulgaria's first dedicated online booking platform for accommodation — connecting travellers with over 1,400 verified hotels, villas, apartments, guest houses and yachts across 48 destinations. Launched in October 2023, Findly operates across multiple European markets: findly.bg, findly.ro, findly.uk — with findly.de and findly.pl planned.

### Our Mission

To make Bulgaria's finest accommodation accessible to every traveller through a fast, trustworthy and beautifully simple booking experience.

### Our Vision

To become the leading regional OTA for Bulgaria — recognised by travellers across Europe and trusted by every accommodation provider in the country.

## Core Values

- **Authenticity.** We celebrate real Bulgarian hospitality — not a globalised copy.
- **Simplicity.** Three taps to book. Zero friction. No hidden fees.
- **Trust.** Every property is verified. Every review is from a real guest.
- **Partnership.** We charge less and give more — our hosts' success is ours.
- **Accessibility.** Bulgaria for everyone — families, adventurers, luxury seekers alike.

***“Discover. Book. Experience.”***

Our tagline captures the complete journey: inspiration, confidence of booking, and the joy of the experience. Always use in full — never abbreviate.

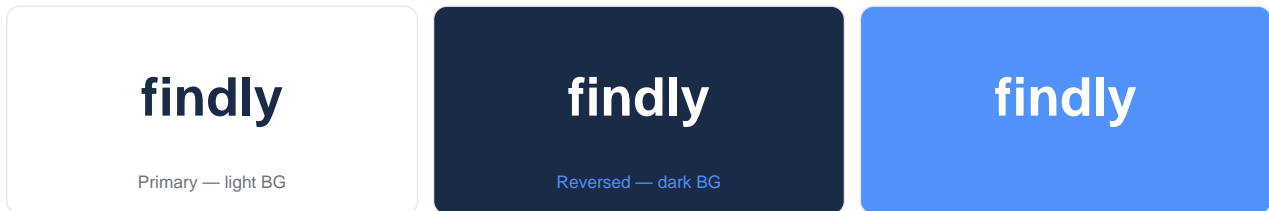
## 02

# Logo

Our most recognisable asset. Use it exactly as provided.

## Logo Versions

Three approved versions for different background contexts. Never recreate.



Primary — light backgrounds

Reversed — dark backgrounds

On brand colour

## Clear Space & Minimum Size

Maintain clear space equal to the height of the lowercase 'f' on all four sides. Minimum digital size: 80px wide.

Minimum print size: 25mm wide. No graphic elements, text or imagery within the clear space zone.

## Download Formats

Format	File	Size	Best for
PNG — Light	findly-logo-light.png	120 KB	Web, presentations, light backgrounds
PNG — Dark	findly-logo-dark.png	115 KB	Email headers, dark UI
SVG — Vector	findly-logo.svg	8 KB	All digital, scalable, code
PDF — Print	findly-logo-print.pdf	2.1 MB	Print, press, large format

## Logo Usage Rules

**✗ Don't**

Do not stretch or distort the logo.

**✓ Do**

Scale proportionally using corner handles always.

**✗ Don't**

Do not place on busy photographic backgrounds.

**✓ Do**

Use solid or subtly textured backgrounds only.

**× Don't**

Do not recolour outside the approved palette.

**✓ Do**

Use Dark Navy, White or Blue versions only.

**× Don't**

Do not add shadows, outlines or effects.

**✓ Do**

Use the logo clean and flat, as supplied.

## 03

# Colour Palette

A confident, modern palette built for trust and clarity.

## Primary Colours

**Primary Blue**

#5191FA

Buttons · Accents · Links

**Dark Navy**

#1A2B48

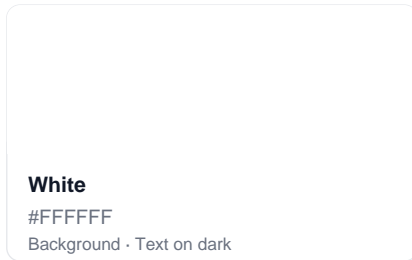
Headers · Dark backgrounds

**Accent Gold**

#FBBF24

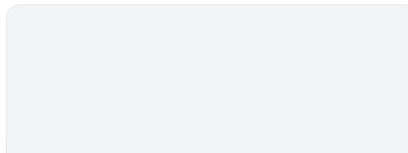
Premium · CTAs · Highlights

## Neutral & Supporting Colours

**White**

#FFFFFF

Background · Text on dark

**Light Gray**

#F3F4F6

Surfaces · Cards · Dividers

**Mid Gray**

#6B7280

Body text · Descriptions

## Colour Usage Guidelines

**#5191FA — Primary Blue** — Interactive elements: buttons, links, active states, icons. Never large area backgrounds.

**#1A2B48 — Dark Navy** — Navigation, headers, hero sections, dark backgrounds. Primary text on light surfaces.

**#FBBF24 — Accent Gold** — Premium badges, highlight tags, key CTAs. Use sparingly — max 10% of any layout.

**#FFFFFF — White** — Primary background. Text on dark surfaces. Maximum whitespace.

**#6B7280 — Mid Gray** — Body text, secondary labels, placeholders. Never as a background colour.

**Accessibility.** All Findly palette pairings meet WCAG 2.1 AA contrast ratios. Dark Navy on White: 14.7:1 · White on Blue: 3.9:1 (AA large text). Never use Mid Gray text on Light Gray backgrounds.

## 04

# Typography

Two typefaces. One consistent voice.

## Brand Typefaces

Findly uses two open-source Google Fonts. Poppins brings geometric confidence to headings. Inter delivers clarity in body copy at any size.

### Poppins

Bold · SemiBold · Medium

Headings, navigation, buttons, callout text.

Geometric and confident.

[fonts.google.com/specimen/Poppins](https://fonts.google.com/specimen/Poppins)

### Inter

Regular · Medium

Body copy, descriptions, captions, labels and UI text. Optimised for screen legibility.

[fonts.google.com/specimen/Inter](https://fonts.google.com/specimen/Inter)

## Type Hierarchy

Style	Typeface	Size	Use
H1 Page title	Poppins Bold	36–42px	Hero sections, page headers
H2 Section	Poppins SemiBold	24–28px	Section headers, card titles
H3 Subsection	Poppins SemiBold	18–20px	Sub-headers, list titles
Body Regular	Inter Regular	15–16px	Paragraphs, descriptions
Body Small	Inter Regular	13–14px	Captions, meta text
Label / Button	Inter Medium	13–14px	Buttons, tags, navigation
Legal / Fine print	Inter Regular	11–12px	Footer, terms, disclaimers

## 05

# Voice & Tone

How Findly sounds — in every word, on every platform.

## Brand Voice

Findly speaks like a knowledgeable local friend — someone who loves Bulgaria and helps you discover it. Warm but efficient. Trustworthy but never dull. Helpful, never patronising.

**Warm** We care about the experience, not just the transaction.

**Direct** We get to the point. No corporate waffle, no filler.

**Confident** We know our platform and our destinations. We own our recommendations.

**Authentic** We speak like humans — real words, not marketing speak.

**Helpful** Every message answers: what does the reader need right now?

## Tone in Practice

**✓ Do write**

Book your Bansko escape from £89/night — ski lifts 200m away.

**✗ Don't write**

Accommodation options in Bansko are available via our secure transactional platform.

**✓ Do write**

Free cancellation up to 14 days before. No risk, just adventure.

**✗ Don't write**

Cancellation is permitted without charge subject to the conditions in section 4.2.

**✓ Do write**

3,800 guests rated this villa 4.9 — and we can see why.

**✗ Don't write**

This property has achieved a high satisfaction rating among previous occupants.

06

# Digital Applications

Consistency across web, app, email and print.

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## Website (findly.bg / .uk / .ro)

Primary digital touchpoint. Next.js 15, mobile-first responsive. Minimum button height: 44px. Font rendering: anti-aliased. Images: WebP format, min 1,200px wide for hero sections. All interactions follow the brand colour system.

## Mobile Application (iOS - Android)

React Native. iOS app live on App Store (ID 6469042562). Android launching Q2 2026. Push notification badges use Primary Blue. App icon: 'f' lettermark on Dark Navy background.

## Email Communications

Max width 600px. White background. Primary CTA: Primary Blue button, Poppins Bold, White text, 44px height. Logo in email header on Dark Navy. Footer: 11px Inter Regular, Mid Gray text on White.

## Social Media

Feed posts: 1080×1080px. Stories: 1080×1920px. Cover images: 1200×630px. Maintain 10% safe zone on all edges. Brand hashtag: #FindlyBG. Always include descriptive alt text on all images.

## Press & Print Materials

Use PDF logo asset only. Minimum print size: 25mm wide. Minimum clear space: 5mm all sides. CMYK: Blue C63 M34 Y0 K2 · Navy C87 M62 Y26 K73 · Gold C0 M22 Y85 K2.

07

# Brand Assets & Contact

Official downloads and media contact.

## Downloadable Assets

All official assets are at [findly.uk/press](https://findly.uk/press). Always use the most recent version. Do not alter, recreate or modify any brand asset.

Asset	Format	Size	Location
Logo — Light BG	PNG	120 KB	<a href="https://findly.uk/press">findly.uk/press</a>
Logo — Dark BG	PNG	115 KB	<a href="https://findly.uk/press">findly.uk/press</a>
Logo — Vector	SVG	8 KB	<a href="https://findly.uk/press">findly.uk/press</a>
Logo — Print	PDF	2.1 MB	<a href="https://findly.uk/press">findly.uk/press</a>
Brand Book (this document)	PDF	~2 MB	<a href="https://findly.uk/press">findly.uk/press</a>

## Press Milestones

**Oct 2023**  
**Launch**

Findly.bg officially launches as Bulgaria's first dedicated OTA — hotels, villas, yachts across 48 destinations.

**Feb 2024**  
**Milestone**

1,000 properties and 15,000 active users in just 4 months. 40% average monthly growth in bookings.

**Jun 2024**  
**Partnership**

Strategic agreements with five of Bulgaria's leading travel agencies for integrated tour packages.

## Media Contact

### Findly Group — Press & Media

For press enquiries, interviews, product demos and media requests, contact our PR team. We respond within 24 hours on business days.

**Email:** [press@findly.bg](mailto:press@findly.bg)

**Address:** Sofia 1000, Bulgaria

**Hours:** Mon–Fri, 09:00–18:00 EET

**Web:** [findlygroup.com](https://findlygroup.com) · [findly.uk/press](https://findly.uk/press)

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