



LocalHop Brand Identity Guide

March 2016

Brand Guidelines

Get the official logos and brand guidelines for press and promotional purposes.

Logo Usage

Please use the colored version of our logo for all light-colored backgrounds, otherwise, use a one color white or black version of the logo.

The logo type must always be written as LocalHop—with letters “L” and “H” capitalized; with “Local” and “Hop” conjoined.



Main Logo

Use main logo whenever possible, can be interchanged with the alternate or horizontal logo.



Alternate Logo

May be used in place of main logo.



Horizontal Logo

May be used in place of main logo.

Do Not Alter Logo

To ensure that the LocalHop logo remains consistent, please do not alter, add to, or attempt to recreate it.

Social Media Icons

Please place these icons next to your existing social media icons on your webpage. This should work similar to how you have your Facebook and Twitter icons. Add a hyperlink and the LocalHop icon will take your users to your organization’s page on www.getlocalhop.com. This will allow them to see the events you have loaded. If you would like another design, size or color of icon, please send us a note.

Color Palette

LocalHop’s primary colors are Blue, Green, Red, and Grey. The color values on this chart should always be followed.



Blue: #70bdc5



Green: #a2cc66



Red: #f05840



Grey: #272833

Typography

Bree Serif is used for only headlines and written in Title Case. Open Sans is used for all non-headline copy.

Bree Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!?:;"'{}@#\$\$%&

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!?:;"'{}@#\$\$%&

Glossary

- **Hopspot** – Users create hopspots based on the communities they care about. Hopspots tell the app what cities you care about and will show you events for those cities. A hopspot can have just one city, or many. You can swipe between multiple hopspots to view events in different places. You're in control of what events you see!
- **Organizers/Organizations** – Orgs are the core of LocalHop. They are the ones that host events!

Company Overview

Value

Organizations – Helping local organizations reach more of their community by making it easier to share their activities and events.

User – Helping busy adults easily discover new events in their community.

Description

LocalHop is a resource for connecting residents with activities hosted by local organizations. It is a user-friendly website and mobile application that aggregates activities from a wide variety of organizations, equipping residents with knowledge of what is happening around them. Our goal is to give organizations a stronger voice within their communities.

Benefits for Organization

Organizations of all sizes post their activities and events to LocalHop's event database. Once an organization has been entered into the LocalHop database they have complete access and editing capabilities of their profile and events (LocalHop does not manage organization pages). LocalHop helps organizations expand their reach and have a stronger voice within their community.

- Provides web and mobile platforms for many organizations that may otherwise have limited technical capabilities and budget
- Reduces effort and cost of managing data
- Offers an easy to use event management platform that removes the need to build one custom
- Simplifies event marketing – add information to LocalHop database once and share it multiple ways (currently the information is shared on the mobile app and website, but soon will push to other media outlets).
- Higher event attendance
- Full control of data accuracy for organization page and events
- Increased resident engagement and activism
- Increased awareness of current patrons and a great way to acquire new patrons
- Ability to draw in outside residents to community
- It's free to post events!

Benefits for Users

People of all ages use the LocalHop application and website to discover local events happening all around them. LocalHop places all organization events in one database and makes it easy for users to find an activity or event that most appeals to them. As a result, users become more involved in their community and neighboring communities.

- Can find hundreds of events in application and website
- Can filter by categories to avoid events that may not be of interest

- Can see a list of events based on communities of interest
- Can easily share events with family and friends
- Discover new events that they might otherwise have not know about
- Can add events to personal device calendar
- It's free!

LocalHop is available for Android and iOS devices in select Metro Detroit and southwestern Michigan cities. All events and organizations can also be found on our website www.getlocalhop.com.

The LocalHop team offers this service for free to organizations that want to help with the launch by loading their events. If you would like more information, or to join the LocalHop family of organizations, please contact us at info@getlocalhop.com or call 248.952.9800.

LOCALHOP HISTORY



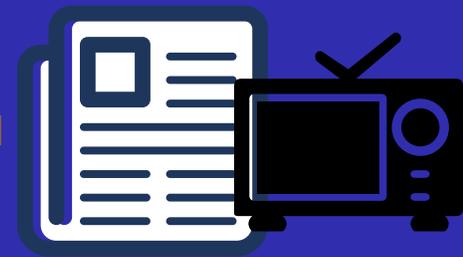
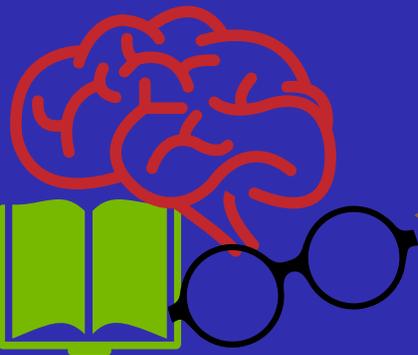
Nope, not those!



It all started with three friends.

Who missed a local beer festival.

They never saw when or where it was, or who was hosting it.



These smart guys decided to build it themselves.

They showed some designs to a few cities and organizations.

There had to be a better way to find out about local events.



They scraped together a bit of their own money.

They created an app that aggregates local events in one place.



October
2015

March 2016 - Over 100 organizations on board and growing.

LocalHop officially launched in October 2015.

The LocalHop Story

Three Metro Detroiters created LocalHop when they became frustrated at constantly missing out on activities and events that were happening in their communities. So many events were happening close to home, but they never seemed to hear about them until after they had occurred.

They needed an easy way to to be notified and reminded when the carnival came to town, or what weekends the farmers market was open. And on the rare occasions they did remember or heard about a cool event, they had to manually load it into their phones and calendars. After doing a little bit of research it was clear that there was not a single app or website solely devoted to aggregating local organization events. These three IT guys decided to take on the task themselves.

Once they began talking to organizations they found out that they were just as frustrated. Many of the organizations have very limited resources to market their events. They can put the information on their website, but how are new patrons going to know to go there? They embraced the idea of sharing their events on new platforms that helped their information reach a larger audience.

Residents have also been very receptive to LocalHop. There are community events that cater to all age groups, nationalities, and genders. So, whether you are a stay-at-home mom looking for something to do during the day, a couple looking for a date night idea, or someone looking to do some volunteer work or just something different in your spare time, LocalHop has it all!

New organizations are joining LocalHop every week. The focus has been to get deep into the community organizations before moving into a new city. Currently, LocalHop hosts organizations in over a dozen cities across Metro Detroit and southwestern Michigan.

LocalHop is looking to extend its range of services to the organizations. More products services are in the works and include additional event services and promotion. These should be rolling out in the summer of 2016.

Our Co-founders

To request images of Matt, Robert or Jason, please contact Rachel Sussbauer at RSussbauer@getlocalhop.com.