



Get it picked

Rebrand

by **Mongoosh Design**

Market Standards

PORTER°

Porter

Porter started off as a platform to address inefficiencies in the last mile logistics sector and transform the way goods are transported around cities, enabling lakhs of businesses move anything on-demand. We've grown manyfold since then, positively impacting the productivity of businesses, creating tremendous value for our partner-drivers and delivering happiness to a growing list of 19 cities.

Subtle Branding

Clear Presence

Good Social Media Strategy



Swiggy genie

Swiggy Genie is a delivery service offered by Swiggy, a popular food delivery platform in India. With Swiggy Genie, users can get items picked up and delivered from one location to another within the same city. It acts as a personal courier service, allowing users to send packages, documents, groceries, or any other items to friends, family, or colleagues. It can also be used to pick up things like forgotten keys, shopping, or anything else from various locations.

Unique Branding

Great Offers

Meme Based Social Media Strategy



Blowhorn

Blowhorn is an on-demand logistics platform that provides transportation and delivery services for both individuals and businesses, primarily focusing on intra-city logistics. Founded in 2014 and headquartered in India, Blowhorn connects customers with a network of vehicles ranging from mini trucks to large trucks, enabling the movement of goods within cities quickly and efficiently.

Corporate Branding

Great Offers

No Social media Presence

Re-Branding Goal

Why the rebrand

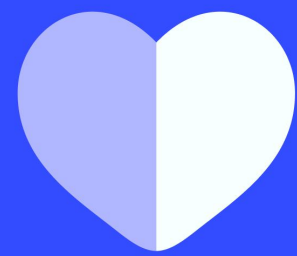
Get It Picked is moving towards new heights claiming more & more users as they move ahead. This also increases the responsibility making the brand functionally & aesthetically dominant to the competitors



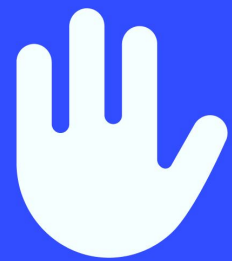
The Approach is to stabilise the brand presence accross multiple platforms like website, app, social media for a consistent brand image, resulting in a good recall strength & better customer experience.



Brand Tone



Friendly



Empathetic



Energetic

Brand Feeling

Brand Keywords

Safe

Motivated

Optimistic

Confident



Brand Guidelines

Brand Fonts

Brand Colors

Logo Usecase

Brand Fonts

Primary Font

Metropolis

Black Fox Jumps

Black Fox Jumps

Black Fox Jumps

Black Fox Jumps

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

Secondary Font

Manrope

Black Fox Jumps

Black Fox Jumps

Black Fox Jumps

Black Fox Jumps

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

Brand Colors

Gradient

HueBlue
Hex #3455FF

HueBlue
Hex #3455FF

Gradient Type
Linear Gradient

Primary Colors

HueBlue
Hex #3455FF

Black
Hex #000000

Dark Blue
Hex #081935

White
Hex #FFFFFF

Secondary Colors

Clay White
Hex #EFEFEF

Clay Black
Hex #717171

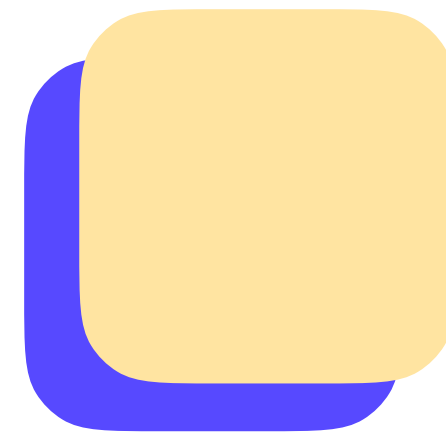
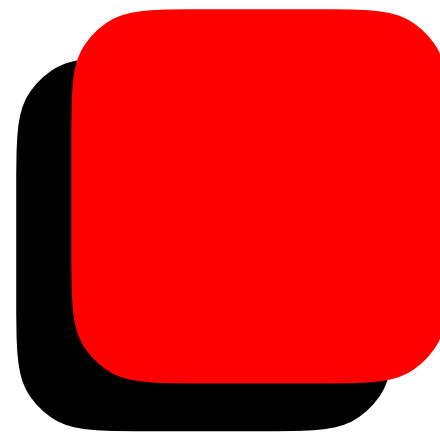
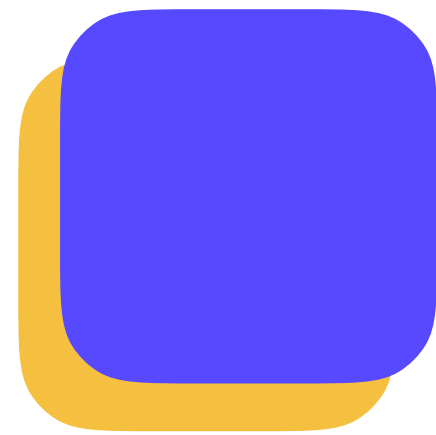
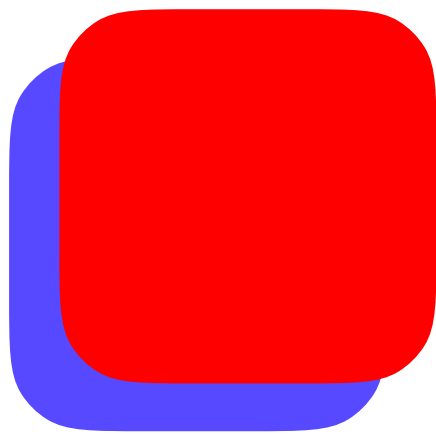
Toned Blue
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Toned Yellow
Hex #FFE4A3

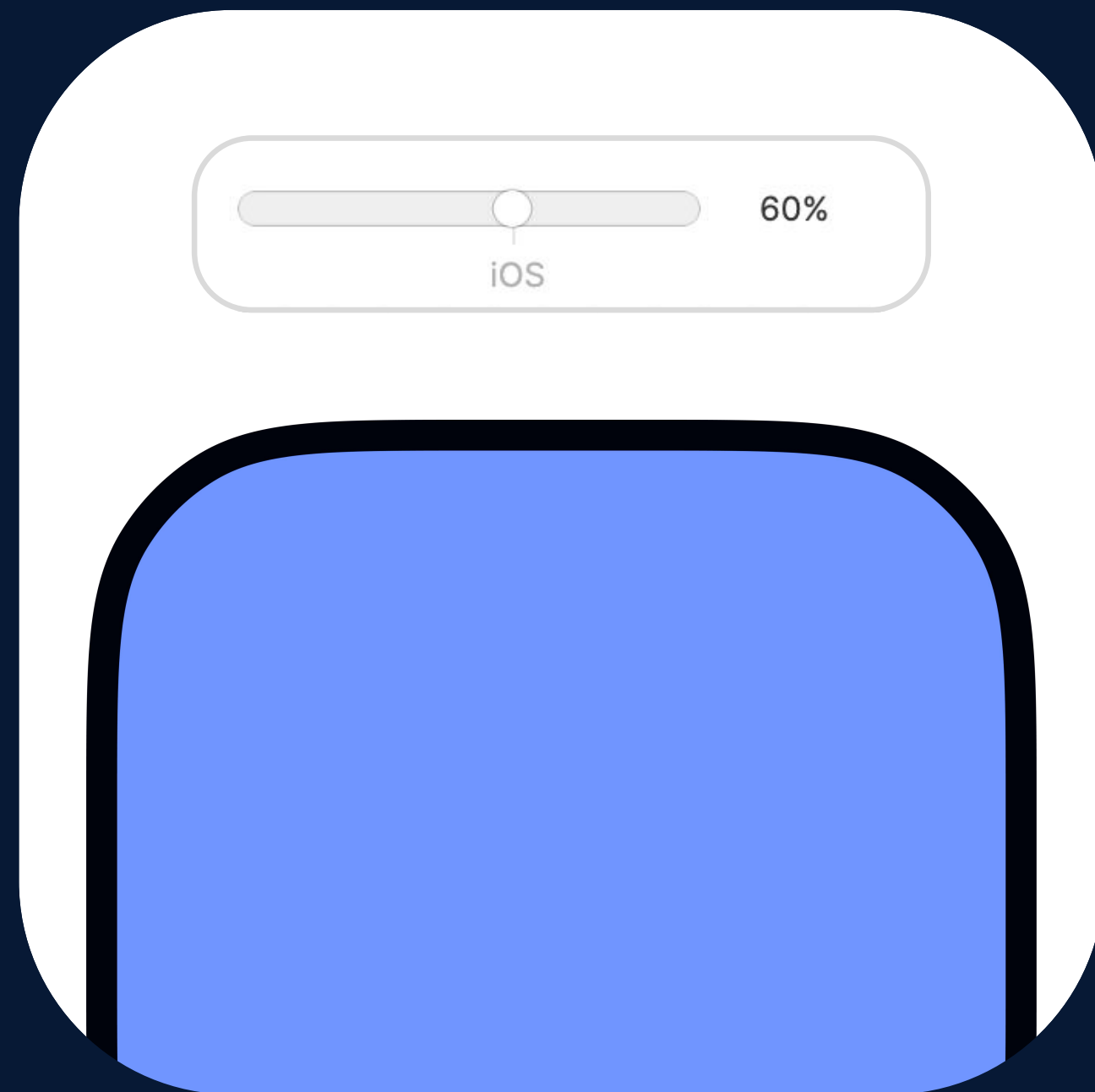
Color Pairs



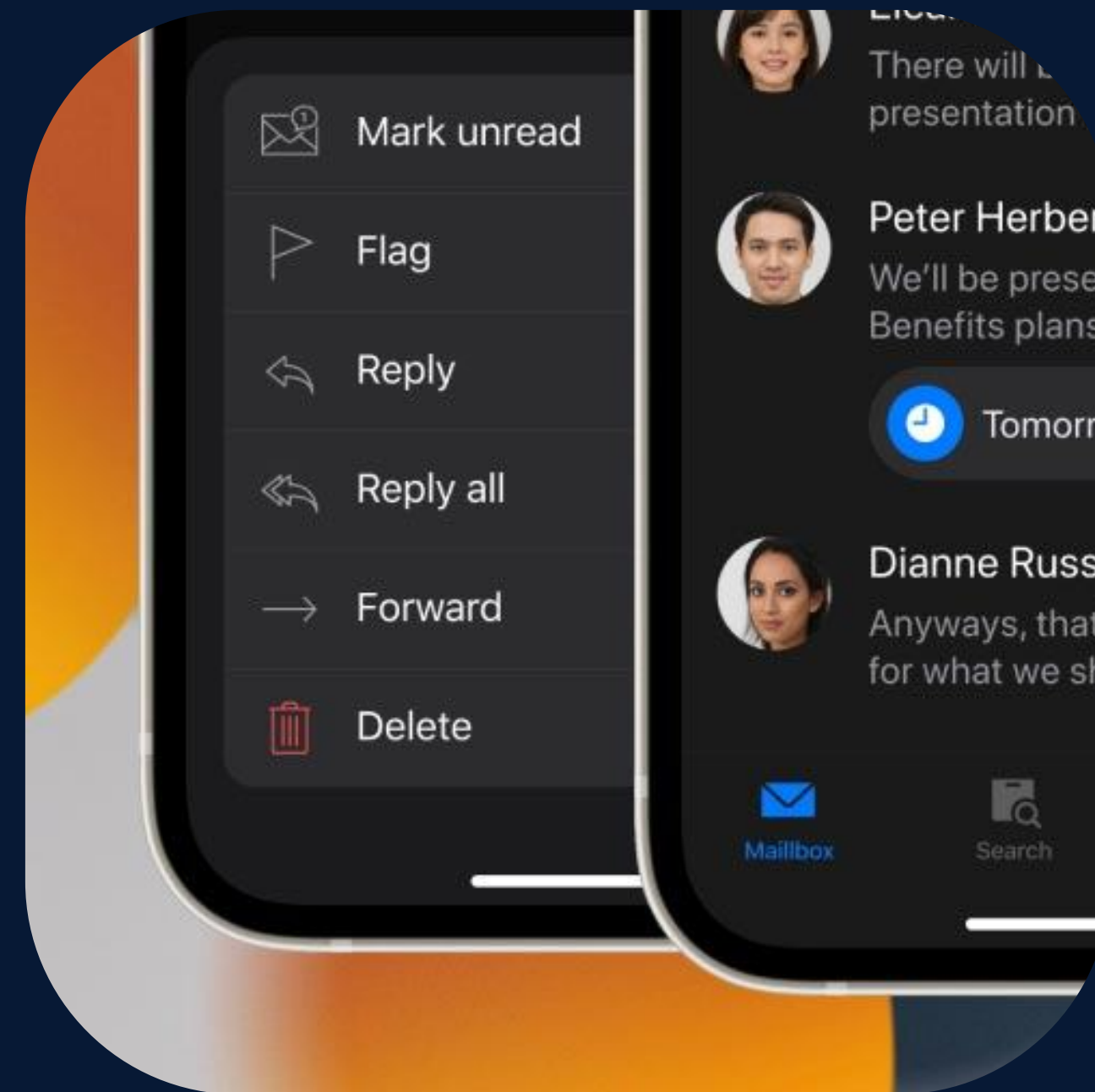
Pairing to avoid



Asset Style



Curve Style - iOS



Icon Style - iOS Style Icons
By Icons8



Font Style -
Curved Non-Rounded

Logo Brief



+



+ =



Locator pin showcasing
direction & location.

Initial letter “**G**” taken
from the word “**Get**”

Final Logo

Logo Scalability



LARGE

ABOVE 250PX



MEDIUM

BELOW 250PX



SMALL

BELOW 200PX



EXTRA SMALL

BELOW 75PX

Logo Dos & Don'ts





The background is a stylized, light blue map of a city. It features various geometric shapes representing buildings, streets, and parks. A prominent circular feature, possibly a roundabout or a large park, is visible in the upper right quadrant. The overall aesthetic is clean and modern.

Brand Projection

Your local delivery heroes

no cape needed!



 Get it
Picked



Always on the
move for you!



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Toronto, ON M5P 3M2





FAQ

So fast, you guys got vans with V8 engines or what?

**No our vans
don't have
V8 engine.**



We
recently got
a ticket 🚓

psstt...
not for being to fast.
but for being too good





Delivery

Made

Fasterrrrrrrrrrrrrrrrrrrrrrrrrrrrr

Nova Scotia's • **No1 Delivery App**



Nova Scotia's
• **No1 Delivery App**



Thanks for stickin around

A Brand Book by **Mongoosh Design**

