



MEDIA KIT | APRIL 2018

**Empowering entrepreneurs globally
through the world's largest marketplace
for freelancing and crowdsourcing.**





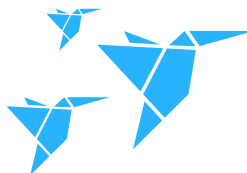

**To change a billion lives on this planet
by giving them opportunity and
income through a job.**

Logo

The Freelancer logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

The freelancer hummingbird represents freedom, craftsmanship and development. Its’ shape is inspired by origami.

✖ DO NOT ALTER OR MISUSE THE LOGO

 REVERSE	 CHANGE COLOR	 HEAVY SHADOWS
 STRETCH	 USE MULTIPLE BIRDS	 CHANGE BIRD LOCATION

CLEARSPACE



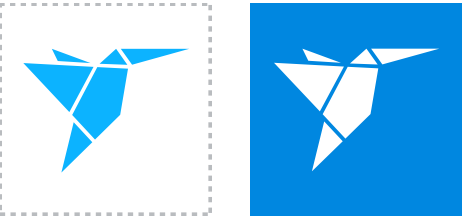
FULL COLOUR LOGO



FULL COLOUR INVERTED



SINGLE BIRD IS FOR INTERNAL USE ONLY



WHITE MONOTONE ON BRAND COLOR



WHITE MONOTONE ON PHOTOGRAPHY W/ 85% OPACITY BRAND BLACK



Color

Color is what distinguishes us from the crowd. Our brand colors reflect the depth, creativity and opportunity created through Freelancer.

Foundation Color — Obsidian

Obsidian is our blank slate. It acts as the base for our typography and as the neutral to break-up our brand colours.

Primary Color — Ocean

Inspired by the sun, sea and sky Ocean represents freedom and is used as the boldest color in our communications.

Accent Color — Tangerine

Tangerine is reserved for our primary call to actions and to show emphasis when used with our Ocean blue.

Seconday Colors

These colors express dynamism and have been chosen with the flexibility of being used for subbrands, marketing and graphics.

OBSIDIAN

#0E1724
#1F2836
#2B3340
#363F4D
#4D525B
#75787D
#BEC0C2
#DEDEDE
#F0F0F0
#F7F7F7
#000000

OCEAN

#164188
#2259B5
#0069C7
#0087E0
#139FF0
#29B2FE
#56C7FF
#73D3FF
#AAE4FF
#DBF4FF

TANGERINE

#AD4D00
#E96800
#F57207
#F77D0E
#FC8C14
#FFA32D
#FFC24E
#FFEBA8
#FFFAD4

SEAFOAM

#1EB5BD
#00CDD4
#30DBE3

MERIGOLD

#FFCC00
#FFEB3B
#FFFB4C

VIOLET

#661AAF
#9040D8
#C06FED

PUNCH

#B20142
#E3005B
#FF437D

SCARLET

#C20014
#F84438
#FF624D

VIRIDIAN

#2A934D
#4FB55D
#72CC72

Typography

As with our logo, consistent use of our typeface — Roboto — reinforces Freelancer’s brand identity. Roboto is OpenType—a cross-platform format providing richer linguistic support through widely expanded character sets and advanced layout features.

Roboto is used across all our products for headlines and body copy. Headlines and subheadings should always be written in sentence case. Very short headings and labels can be written in all caps.

Approved font weights are **Black**, **Bold**, **Medium**, Regular and Light.

HERO
ROBOTO BLACK
48PX — LH 56PX

Hero sections love me because I make impact

MASTHEAD
ROBOTO BOLD
41PX — LH 48PX

I’m commonly used for section block headings.

HEADING 1
ROBOTO MEDIUM / LIGHT
32PX — LH 44PX

Secondary section headings, large UI headings and for quotes in light weight.

HEADING 2
ROBOTO MEDIUM
24PX — LH 32PX

I’m used for seconday body headings and regular UI headings.

HEADING 3
ROBOTO MEDIUM / REGULAR
20PX — LH 28PX

Third degree body headings and small UI headings and in places where it matters.

BODY PRIMARY
ROBOTO MEDIUM / REGULAR
20PX — LH 28PX

Sometimes there will be bold headings in the body, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BODY SECONARY
ROBOTO MEDIUM / REGULAR
14PX — LH 20PX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BODY TERTIARY
ROBOTO MEDIUM / REGULAR
13PX — LH 16PX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

TINY
ROBOTO BOLD
13PX — LH 16PX — K 0.5PX

MY NAME IS TINY AND I’M COMMONLY USED FOR UI LABELS. I CAN ONLY BE USED IN UPPERCASE. PAY ATTENTION TO MY KERNNING TOO, IT’S PRETTY IMPORTANT FOR MY SIZE.



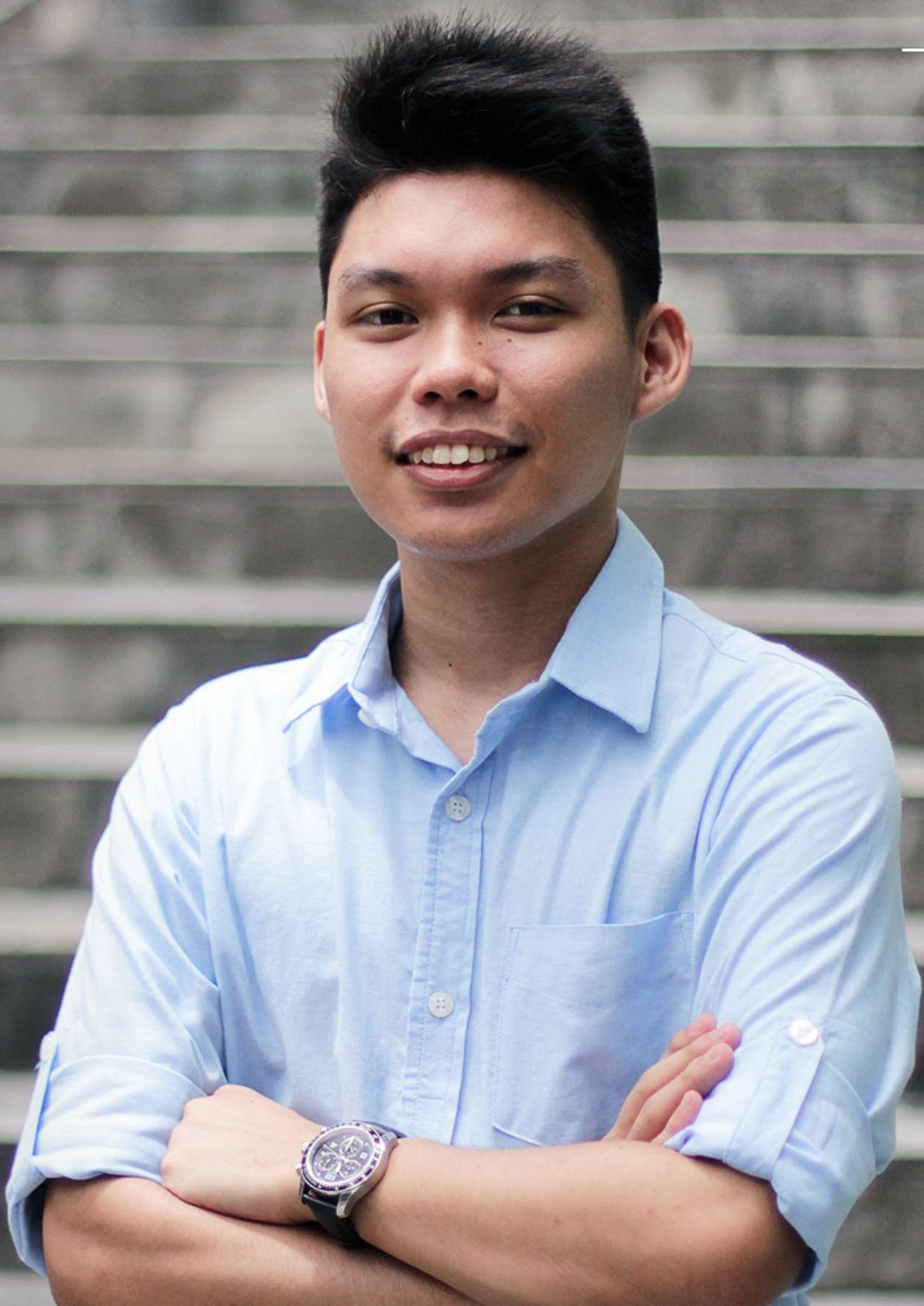
We are **changing lives**
in the developing world
by providing **opportunity**
and **income**.

“Freelancer has skyrocketed me into a position
where I can provide for my family. It has taught me
a multitude of skills and has privileged me with the
opportunity to work when, where and how I want to.”

Ian Clement Fosgate
Web Developer
Philippines



5.0 / 5.0 rating, 144 reviews





We continue
defining the **future**
of online **work.**

“As Freelancer continues growing and more people understand the power of outsourcing, it will only get stronger. I see this as the future for work and I am so excited to be in on it at the ground level.”

Jessie Weatherley
Marketing Expert
Victoria, Australia



4.8 / 5.0 rating, 53 reviews



A man with brown hair and a beard, wearing a maroon button-down shirt and a headset with a microphone, is sitting in the driver's seat of a bus. He is holding a tablet in his left hand and pointing at it with his right hand. The bus interior has blue seats and large windows. A yellow steering wheel is visible in the foreground. The text "Change Lives." is written in a yellow, stylized font in the upper left corner of the image.

Change Lives.

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

"My business offers touristic tours guided by iPads. It's critical for us to be able to rapidly change the content and experience. Working with a local agency turned out to be impossible, I had to wait days for every small update and paid thousands of euros for every misstep along the way.

This all changed with Freelancer. I quickly found a brilliant developer with whom I can share thoughts, files and code. With his help I am now able to rapidly adapt my business to a changing environment. This creates a much stronger product, saves time and last but not least- saves a lot of money. "

Laurens Van Lieshout
Entrepreneur
Belgium