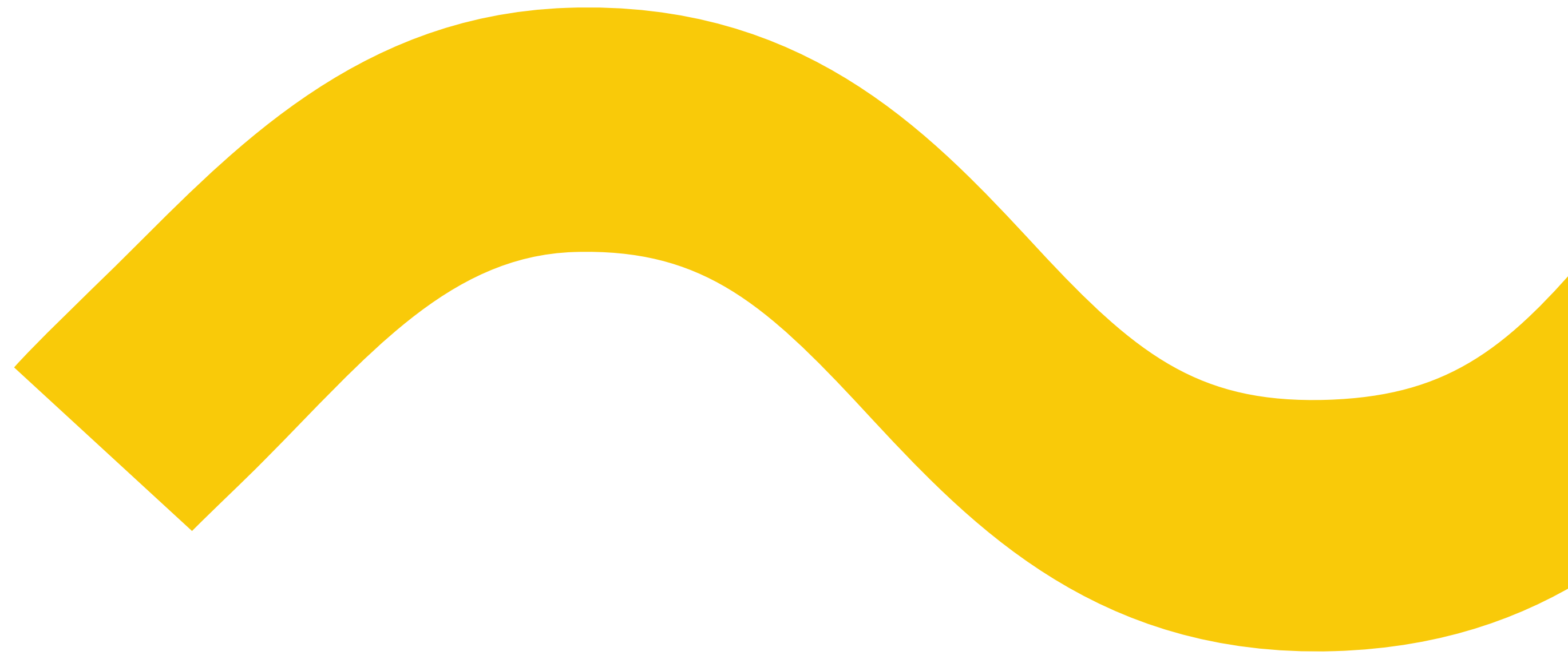


Brand Guidelines.



01 Brand Tone

02 Logo & Mark Design

03 Colours

04 Typography

05 Iconography

06 Imagery

07 Illustrations

08 Grids

09 File naming

10 Branding elements

11 Videos

12 Brand Applications

13 Merchandising



Brand Tone →

Mission

At Klika, our mission is to help businesses of all sizes thrive in today's digital world. We create highly scalable custom software solutions that improve existing operations or unlock new digital capacities.

We work with companies on any scale, from startups to established enterprises, and we're experienced with a wide range of technologies. This allows us to deliver solutions that meet the unique needs of each business, driving growth, improving efficiency, and providing a competitive edge.

We're passionate about helping our clients achieve their digital transformation goals. We take a collaborative approach to each project, working closely with our clients to ensure that their vision is realized. We always focus on delivering high-quality solutions that exceed expectations and drive success.

Vision

As humans, we have an innate drive to enhance our lives in every way possible. And technology is the ultimate enabler of that quest. It is the force that shapes our world, revolutionizes the way we live, connects us with each other, and propels economies forward.

By harnessing the power of technology, we can create safer, healthier, and more fulfilling lives for ourselves and others. But we don't stop there. We firmly believe that we are here for a reason, to be part of something bigger than ourselves, to drive progress and positive change.

That's why we're committed to helping people and businesses build transformative technologies that leave a lasting impact on the world. And we do so with utmost responsibility and sustainability, because we know that progress must not come at the cost of our planet's well-being.

Company Overview

Klika works on some of the most compelling tech solutions side by side with startups and tech giants as a trusted tech partner.

Inspired to bring the right engineering opportunities to the local market and build technology that creates amazing human experiences, Klika started its journey back in 2013, building its way to top-notch partnerships and earning the trust of clients worldwide, from the USA to the UAE. Since its beginnings, Klika was passionate about technology, coding and crafting great products together with their clients. Bridging the gap between businesses and their customers with top talent was and is Klika's mission.

Klika is a human-first company, driven by the dedication to create a work environment and work culture built on trust, ownership and brilliance. The company's co-founders were committed to build a company that will challenge other companies in the then-underdeveloped market in the segment of work environment and employee satisfaction.

Our brand reflects who we are and how we want our clients to feel when they use our services. It's the unique combination of our mission, voice, and attributes.

Brand attributes help us define core aspects of our brand that should be felt by the user because these attributes are reflected through our visual identity and designs.

Customized

Klika creates highly scalable custom software solutions that meet the unique needs of each business, driving growth, improving efficiency, and providing a competitive edge.

Collaborative

Klika takes a collaborative approach to each project, working closely with clients to ensure that their vision is realized.

Responsible

Klika is committed to helping people and businesses build transformative technologies that leave a lasting impact on the world, while also prioritizing responsibility and sustainability.

How we intend to sound when we speak

What do we “sound” like to our clients? Voice and Tone outline precisely this by taking inspiration from our brand’s attributes and turning them into actionable points that our copywriters and marketers can use.

Passionate

Klika is passionate about helping clients achieve their digital transformation goals, and they firmly believe in driving progress and positive change.

Inspirational

Klika believes that technology is the force that shapes our world, revolutionizes the way we live, connects us with each other, and propels economies forward, and they are committed to harnessing its power to create a better world.

Values-driven

Klika takes their five core values seriously and prioritizes active participation, honesty, respect, diversity, friendship, community service, and a healthy, active lifestyle to achieve their shared goals.

Our brand not only contains our main Klika brand, but also sub-brands which inherit some attributes from the main brand.

K L I K 

K L I K 
TechWaves

K L I K 
Foundation

K L I K 
Leadership Academy

K L I K 
Calendar

K L I K 
Praksa

K L I K 
Hero Initiative

K L I K 
Knowledge Base

Klika Culture

Klika's culture developed over years, and we are proud to say that today we are a constantly growing team dispersed in two offices, across the country, the region, working from the office, in a hybrid remote setting or completely remote.

We are a community of diverse people, committed to success, growth, and as the slogan says: “Built on trust and a passion for technologies”. But we as a community always do much more than that.

What is Klika culture all about?

At Klika, we take our five core values seriously. They serve as the backbone of our culture and inspire us to excel in our work, serve our community, and prioritize our well-being. As a team, we value active participation, honesty, and respect among colleagues to achieve our shared goals. But we also recognize that life is about more than just work. We prioritize diversity, friendship, community service, and a healthy, active lifestyle.

By embracing our values, you'll become a Klika values GURU and join us in measuring our success as a company, a community, and individuals. Together, let's build a culture of excellence, teamwork, and well-being at Klika.

Core value

This new Klika branding concept is based on our core value:
our people, our clients, life, freedom, tomorrow.

We don't jump up and down to prove to others our value. It is there, quiet, interesting, unusual, but subtle. Just like we've always been. We were never about bold statements and guerrilla marketing. We've always been about quality tech expertise that is in tune with humanity.

Our people.

Nothing makes us happier than seeing our people grow and thrive. We make sure we provide platforms for learning and developing your new skills. But more importantly, we care how you feel during this process, if your work and life in general are going well.

Eating, exercising, your work environment - we make sure nothing is subpar. The stronger you are as an individual, the stronger we are as a team.

Our clients.

We never take for granted the amount of work you put into your projects before we got to work together. The nights, the ‘aha’ moments, the sweat and the hopes. That is why we’ll always take extra care to understand your vision and goals, foresee any obstacles that almost always arise, and plan out solutions for them.

We will be responsive and reassuring during this process making you comfortable and updated with our work towards your goal.

Life.

Life in any form or shape. Whether it's plants or animals, people from any group or part of the world. We always work on projects that are environmentally friendly and safe. Also, we've always been a pet friendly company that promotes healthy lifestyles.

Good food, fruit, vegetables, plants all over our offices, you name it - we cherish life and being able to contribute to the global wellbeing of people through our work.

Freedom.

Freedom is essential. If you feel free, your mind and soul will flourish. That is why we encourage you to arrange and complement your work time around your life so you always come to your tasks fresh and willing to excel. But it's more than that.

We encourage our people to be truly who they are. No discrimination on any basis, we cherish our differences and are truly happy when our Klika mosaic becomes even more colourful and diverse.

Tomorrow.

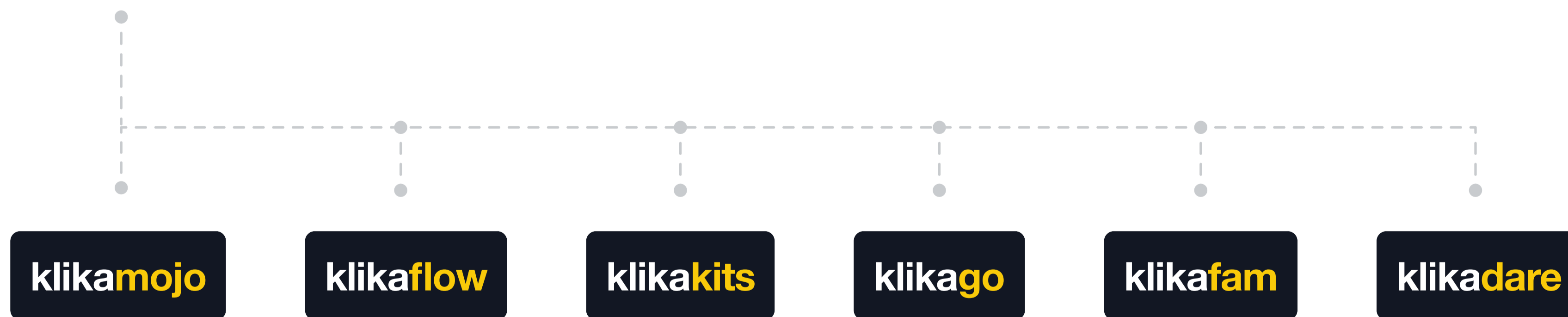
Seriously. Who can talk about long term plans for the future in this ever changing, fluctuating world? That's why we like to take it slow. We have plans, but we focus more on today.

And tomorrow. Let's make sure that tomorrow is good. And the day after tomorrow is even better, ok? At last, what is a great and brilliant future, than just a series of great tomorrows?

New direction

We've divided our branding into six different sections of Klika. Everything we do, say, promote and share is containable within these 6 categories.

K L I K 





klikamojo

What makes Klika special. **The knowledge. The attitude. The approach.** That special ingredient that Klika has and other companies don't.

- **knowledge**
- **attitude**
- **approach**
- **services**
- **industries**
- **expertise**
- **technologies**



klikaflow

Our **mindset, beliefs, philosophy, spirituality**. We are learning to widen the waves in life. Klika flow is an essential ingredient for us, for it gives us depth and understanding of how things flow in life.

- **mindset**
- **beliefs**
- **philosophy**



klikakits

Our knowledge base. Lectures. Learning. Improvements in work. Our results. Everything tech.

- **workshops**
- **meetups**
- **webinars**
- **conferences**

Meaning/Short of kits - Keep IT Simple



klikago

This is us **going on trips, working out**, being in tune with our bodies, and eating healthy. **Exercising.** Doing our weekly yoga classes—That's what makes us move physically.

- **team buildings**
- **friday drinks**
- **lunches and dinners**



klikafam

This is our **ever-growing family. Our employees. Our interns. Our scholarship receivers.** Everyone that makes Klika grow.

- **employees**
- **klika service awards**
- **scholarships**
- **internship**



klikadare

Each month **we encourage our people** and people worldwide to enter a dare. **We are learning a new skill**, overcoming fear, and reaching out to someone who needs help—cleaning the environment around us. We award the best dares every month.

- **open positions**
- **learning development**
- **hackathons**



Logo & Mark Design



The Klika corporate logo comprises two elements, the logo mark and wordmark. The logotype is a powerful image evoking the connection between the people and the different points of their life in data format.

This evokes our brand's commitment to innovation, progress, and the future.

The logo mark is a stylized letter A, which doubles as the point of the arrow. This letter represents our brand's aspiration to reach new heights and achieve our targets. By incorporating this letter into the logo, we reinforce our brand messaging and values in a subtle yet effective way.



The Horizontal Logo section of our brand book is a key resource for ensuring that our brand logo is used effectively in horizontal format.

This section outlines clear guidelines for the use and presentation of our horizontal logo, including minimum size requirements, proper spacing, and recommended background colours. By following these guidelines, we can ensure that our logo remains legible and visually appealing in any horizontal format.

The horizontal logo is an essential tool for ensuring that our brand identity is effectively communicated in all contexts. Whether we're using our logo on websites, business cards, or other materials, the horizontal version allows us to maintain consistency and cohesiveness across all platforms.



Logo Mark



Logotype

Size L - H: 80px
Recommended minimum size


Size M - H: 48px
Recommended minimum size

Size S - H: 24px
Recommended minimum size

K L I K 


K L I K 

K L I K 

K L I K 

K L I K 

K L I K 

K L I K 

K L I K 

K L I K 

At Klika, we have three different logotypes - Black and Yellow (primary), White and Yellow, and Black and White.

Each logotype is designed to be used in specific contexts and on specific backgrounds, in order to reinforce our brand identity and values.

The Black and Yellow logotype is designed to be used on white backgrounds, where the contrast between the black and yellow creates a striking visual effect.

White and Yellow logotype is designed to be used on darker or colored backgrounds, where the white provides a high contrast against the background color.

When using our Black and White logotype, it's important to ensure that it is placed on a neutral or light background, as this will allow the logo to stand out and create a bold visual statement.



When it comes to using our logo in mono-color, we have two primary options: black and white. Both options can be effective, depending on the context and design.

Using a black version of our logo is a classic choice that adds sophistication and elegance to our designs. The black version of our logo is often used in more formal contexts or when we want to create a bold and impactful visual statement. It can also be effective when placed on light or neutral backgrounds, creating a high contrast and making the logo stand out.

On the other hand, using a white version of our logo can create a more minimalist and modern look. The white version of our logo is often used on darker backgrounds, where the contrast between the white logo and the background creates a striking visual effect. It can also be used in designs where we want to create a more subtle or understated look.



1) The Logo Black - Yellow

Will be used when the background color is white.

2) The Logo White - Yellow

Will be used when the background color is dark-colored or use dark images.

3) The Logo Black - White

Will be used when the background use primary colors or light textures.





Clear space and computation

It is important to keep corporate marks clear of any other graphic elements.

Clear space around our logo should be X-height of logo mark.

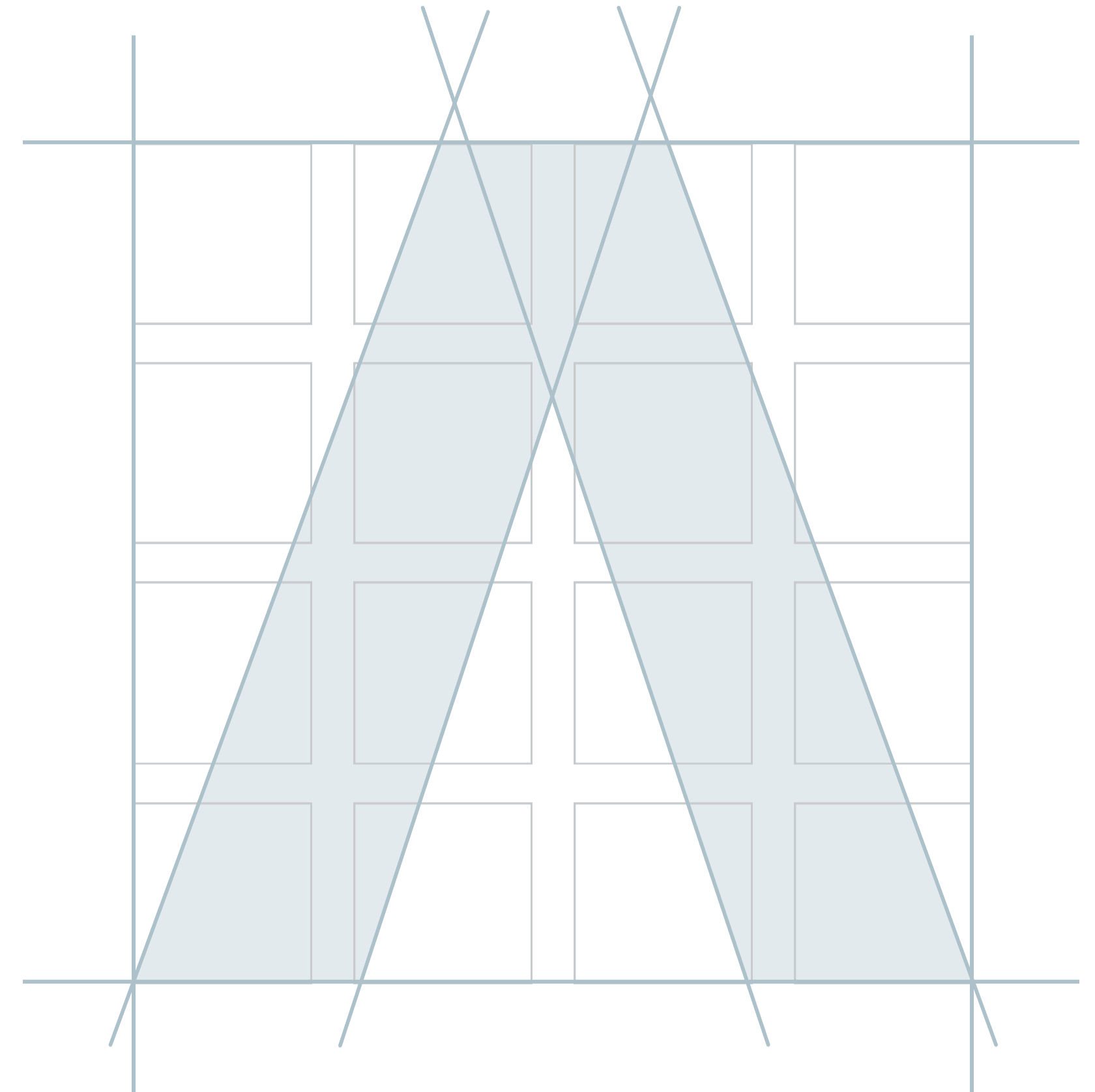
To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



Stylized letter A

The logo mark is a stylized letter A, which doubles as the point of the arrow. This letter represents our brand's aspiration to reach new heights and achieve our targets.

By incorporating this letter into the logo, we reinforce our brand messaging and values in a subtle yet effective way.

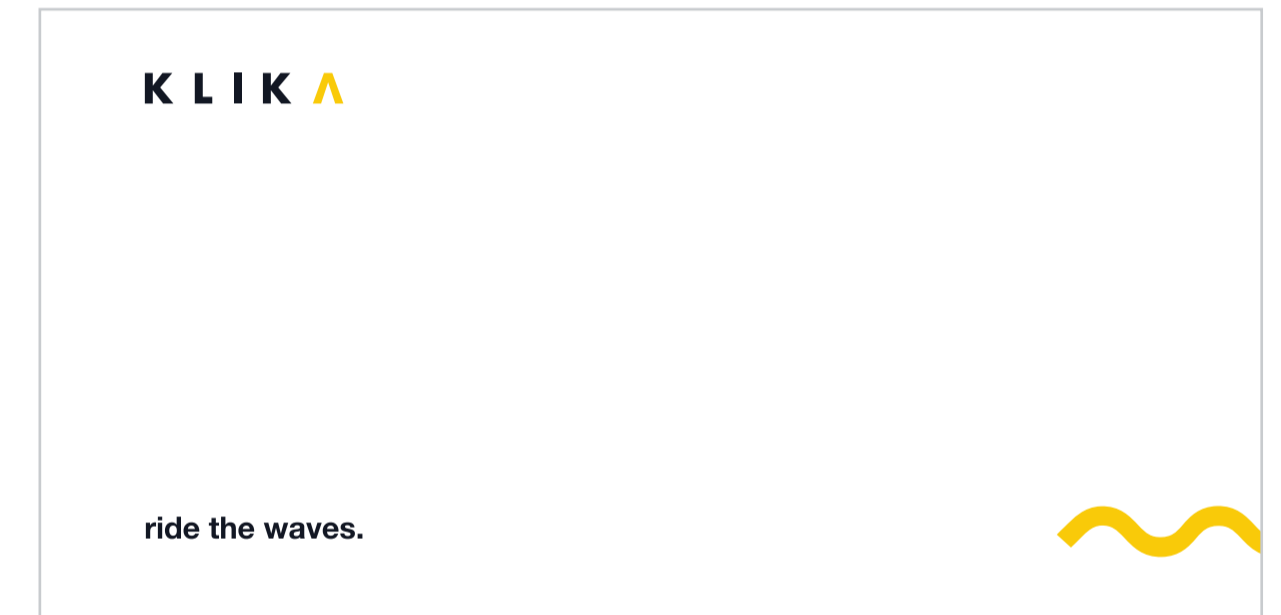
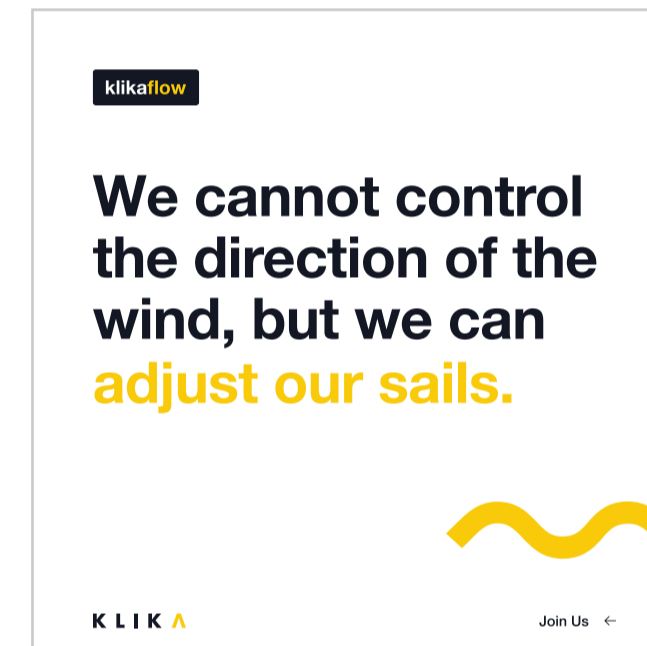
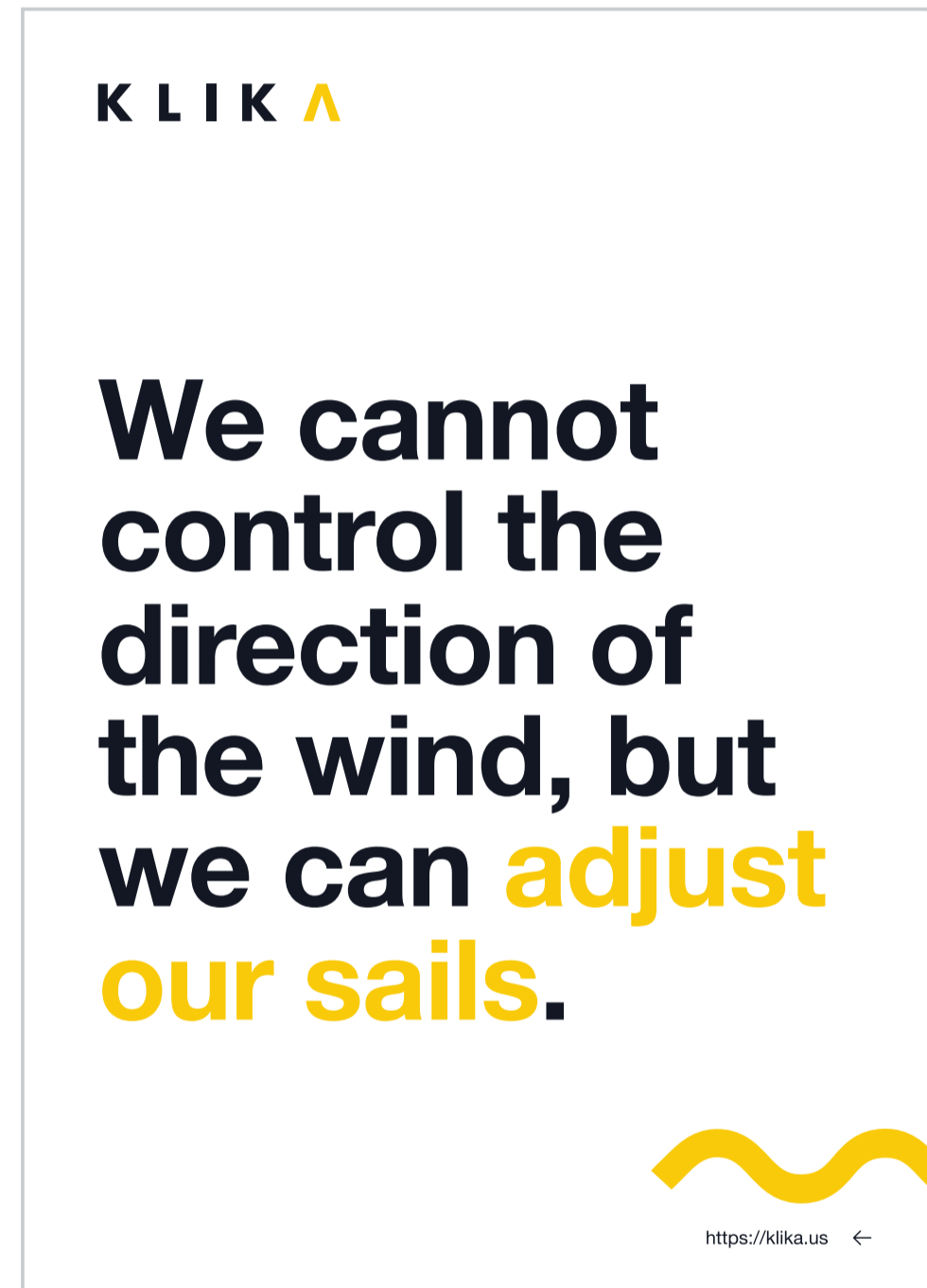
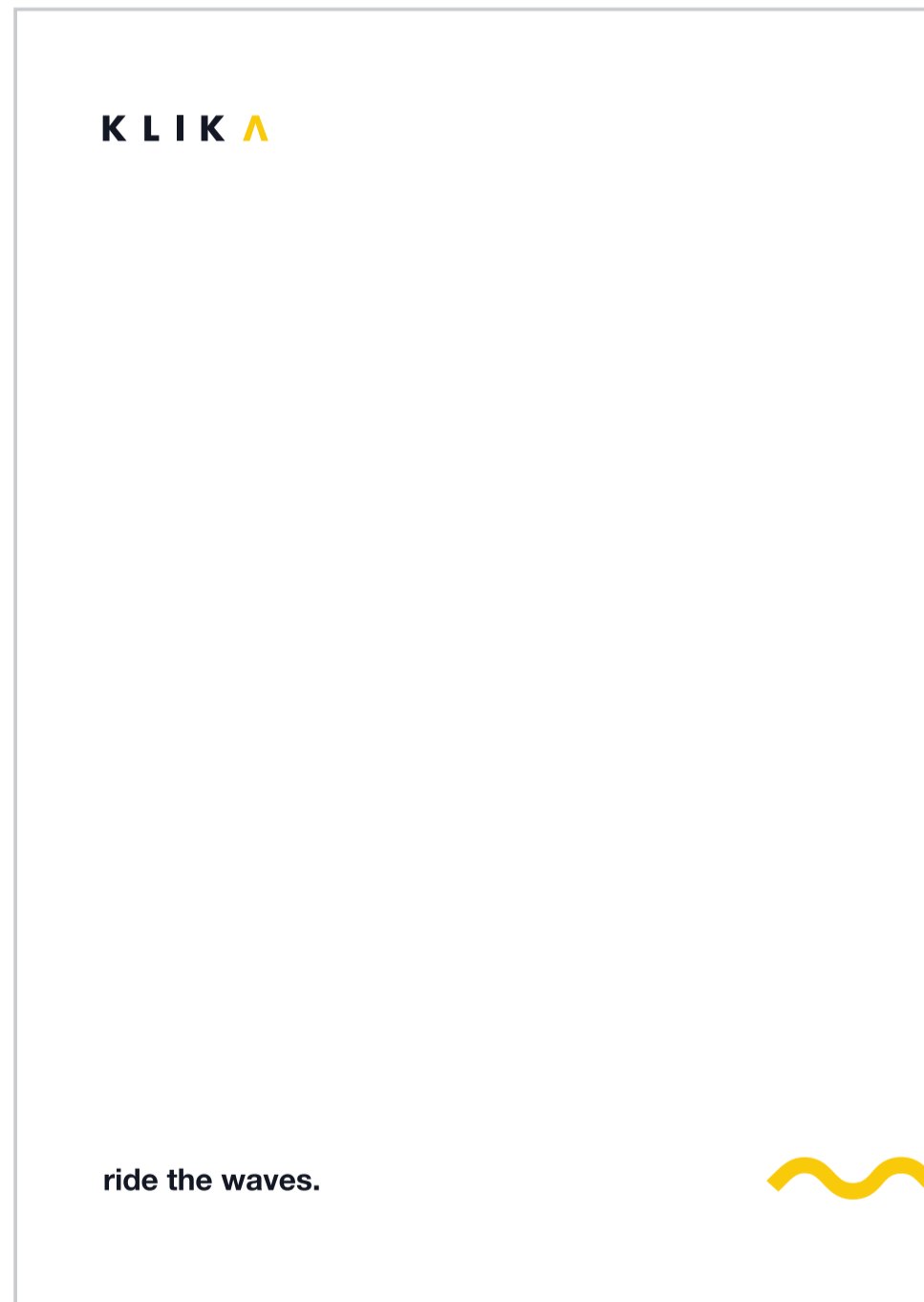


Size L - H: 80px
Recommended minimum size

Size M - H: 48px
Recommended minimum size

Size S - H: 24px
Recommended minimum size





Incorrect usage of Klika's logotype

To protect the integrity of Klika's logo, the logo should not be altered in any way. Here are a few examples of what not to do with the Klika logo.

01



02



03



04



05



06



07



08

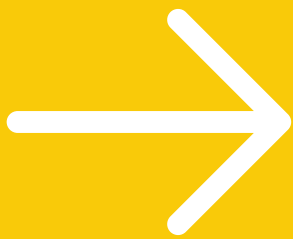


09





Colours



Metallic Yellow

We use Yellow a lot.
It's the perfect color for any situation.

Metallic Yellow

The color name of hex code #F9CA09 is Metallic Yellow. The RGB values are (249, 202, 9) which means it is composed of 54% red, 44% green and 2% blue.

The CMYK color codes, used in printers, are C:0 M:19 Y:96 K:2. In the HSV/HSB scale, #F9CA09 has a hue of 48°, 96% saturation and a brightness value of 98%.

Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind.

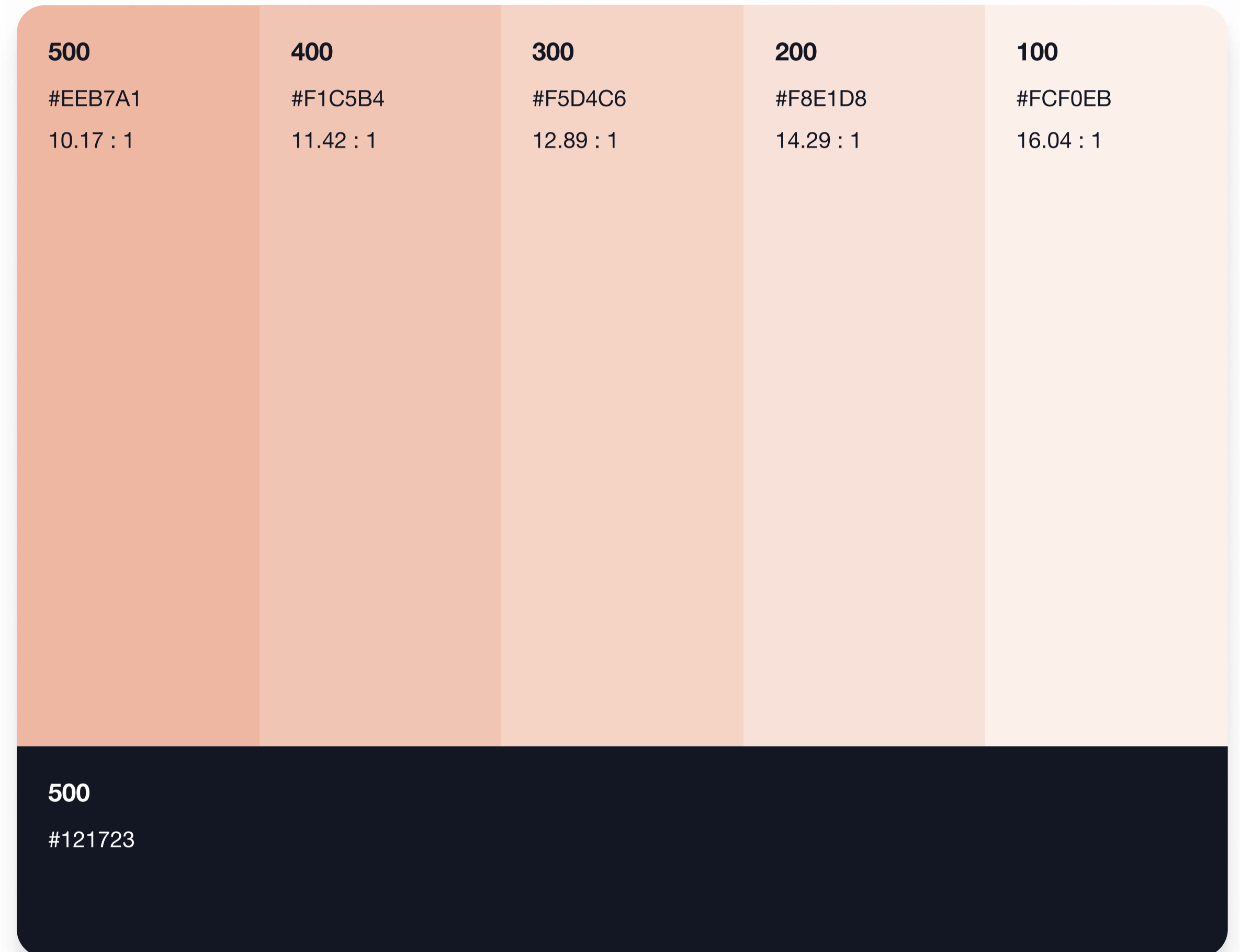


Desert Sand

The color name of hex code #EEB7A1 is Desert Sand. The RGB values are (238, 183, 161) which means it is composed of 41% red, 31% green and 28% blue.

The CMYK color codes, used in printers, are C:0 M:23 Y:32 K:7. In the HSV/HSB scale, #EEB7A1 has a hue of 17°, 32% saturation and a brightness value of 93%.

Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind.

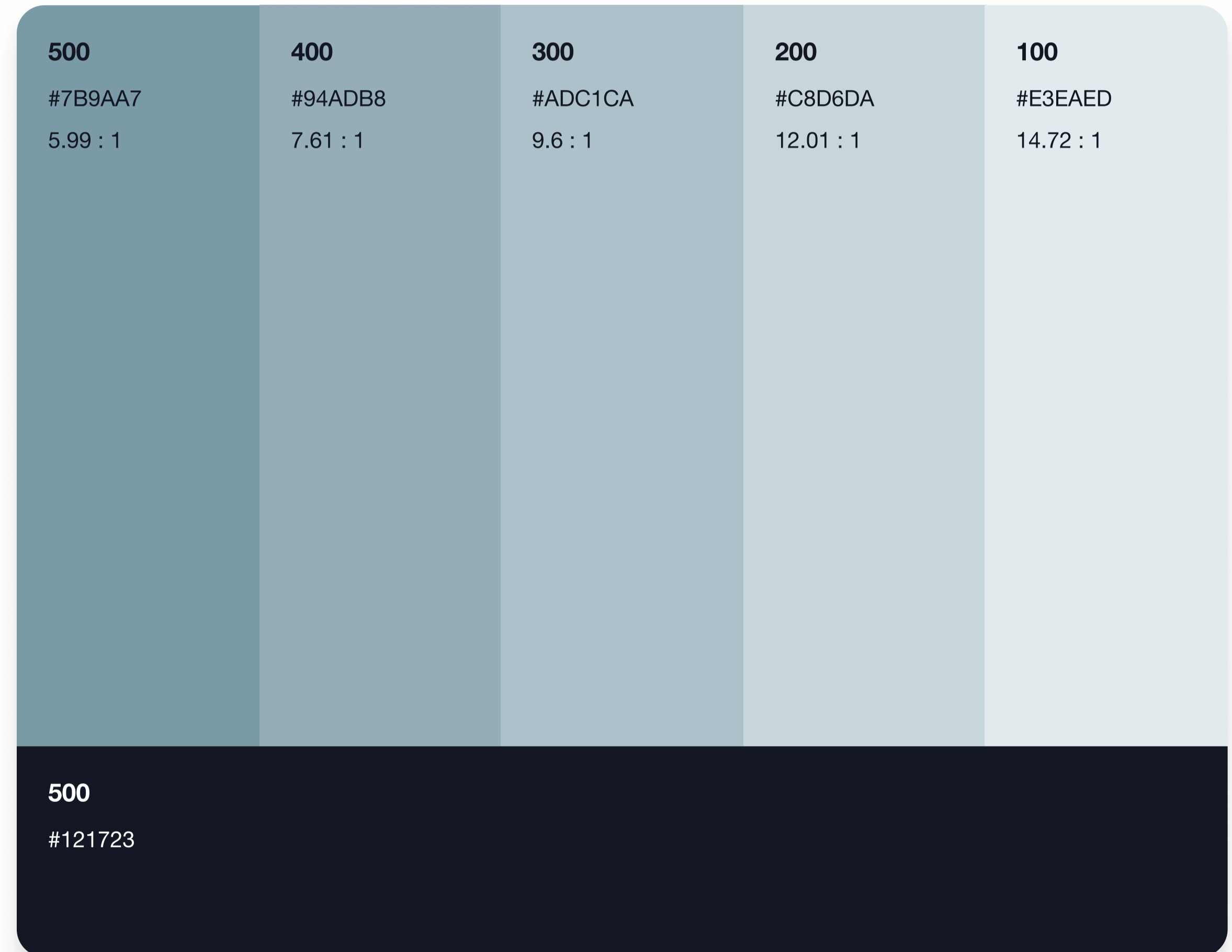


Weldon Blue

The color name of hex code #7B9AA7 is Weldon Blue. The RGB values are (123, 154, 167) which means it is composed of 28% red, 35% green and 38% blue.

The CMYK color codes, used in printers, are C:26 M:8 Y:0 K:35. In the HSV/HSB scale, #7B9AA7 has a hue of 198°, 26% saturation and a brightness value of 65%.

Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind.

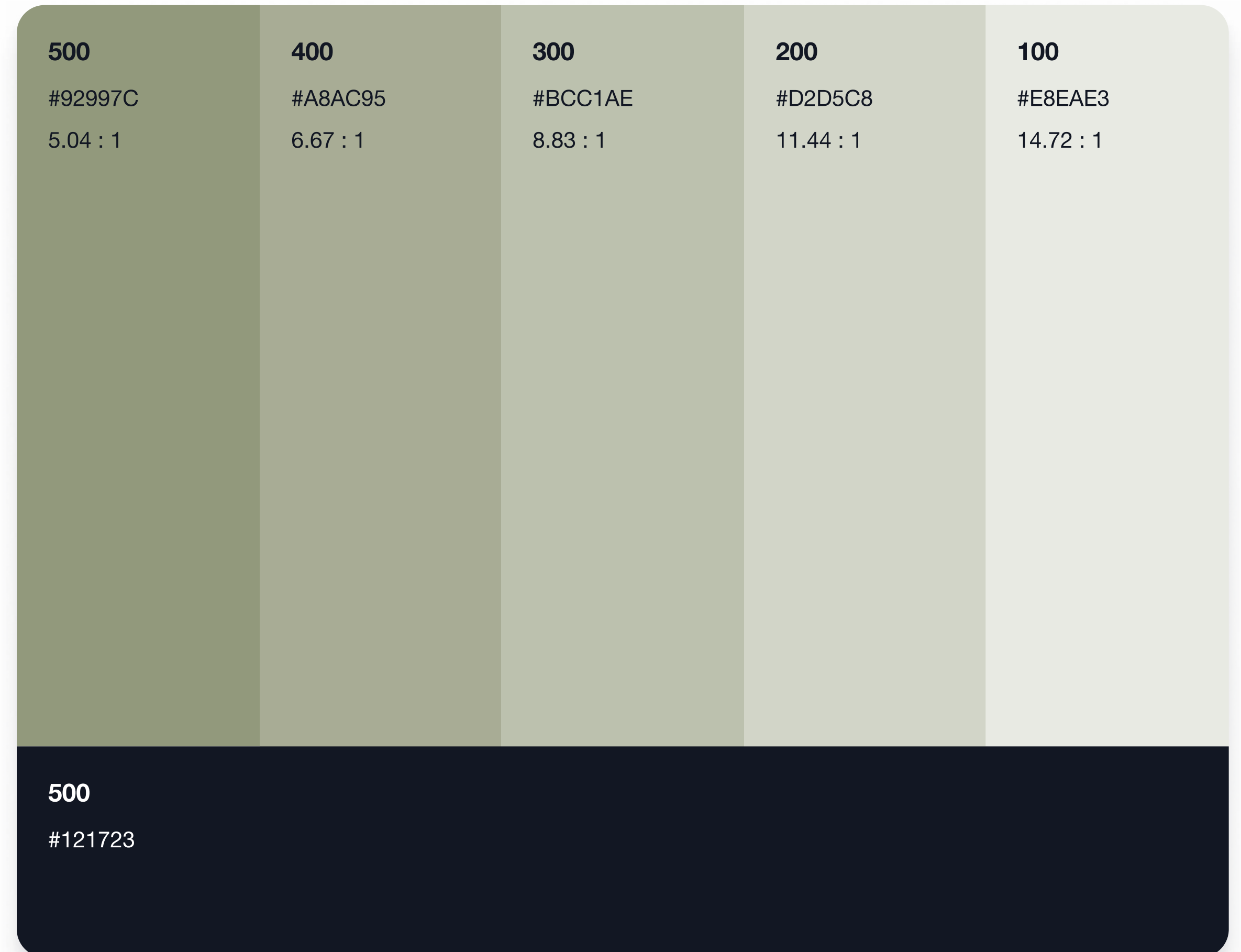


Artichoke

The color name of hex code #92997C is Artichoke. The RGB values are (146, 153, 124) which means it is composed of 35% red, 36% green and 29% blue.

The CMYK color codes, used in printers, are C:5 M:0 Y:19 K:40. In the HSV/HSB scale, #92997C has a hue of 74°, 19% saturation and a brightness value of 60%.

Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind.



Medium Sky Blue

The color name of hex code #86DAEE is Medium Sky Blue. The RGB values are (134, 218, 238) which means it is composed of 23% red, 37% green and 40% blue.

The CMYK color codes, used in printers, are C:44 M:8 Y:0 K:7. In the HSV/HSB scale, #86DAEE has a hue of 192°, 44% saturation and a brightness value of 93%.

Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind.



Vodka

The color name of hex code #C8BDF8 is Vodka. The RGB values are (200, 189, 248) which means it is composed of 31% red, 30% green and 39% blue.

The CMYK color codes, used in printers, are C:19 M:24 Y:0 K:3. In the HSV/HSB scale, #C8BDF8 has a hue of 251°, 24% saturation and a brightness value of 97%.

Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind.



Eerie Black

The color name of hex code #121723 is Eerie Black. The RGB values are (18, 23, 35) which means it is composed of 24% red, 30% green and 46% blue.

The CMYK color codes, used in printers, are C:49 M:34 Y:0 K:86. In the HSV/HSB scale, #121723 has a hue of 222°, 49% saturation and a brightness value of 14%.

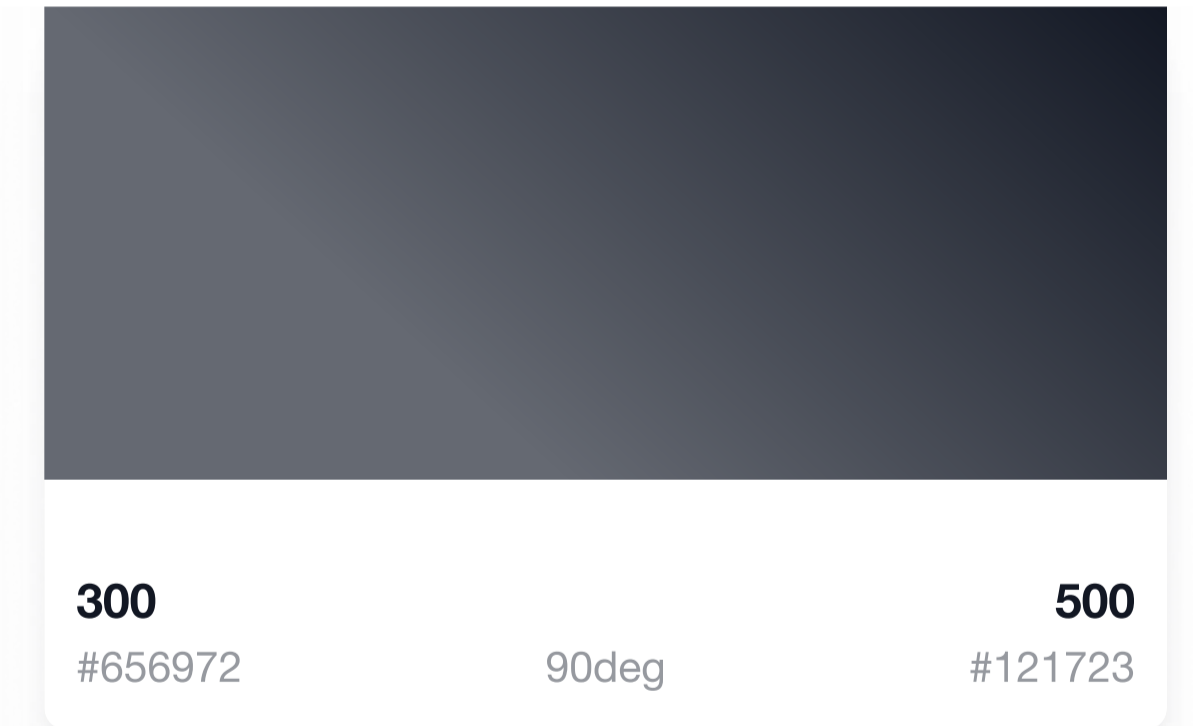
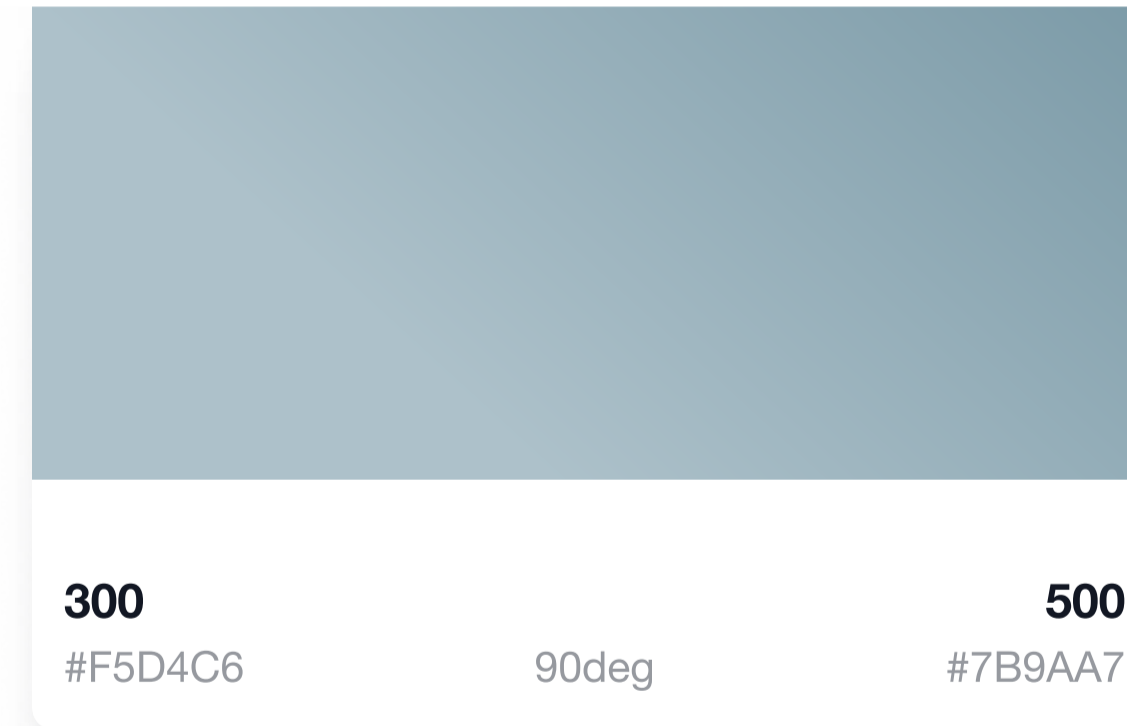
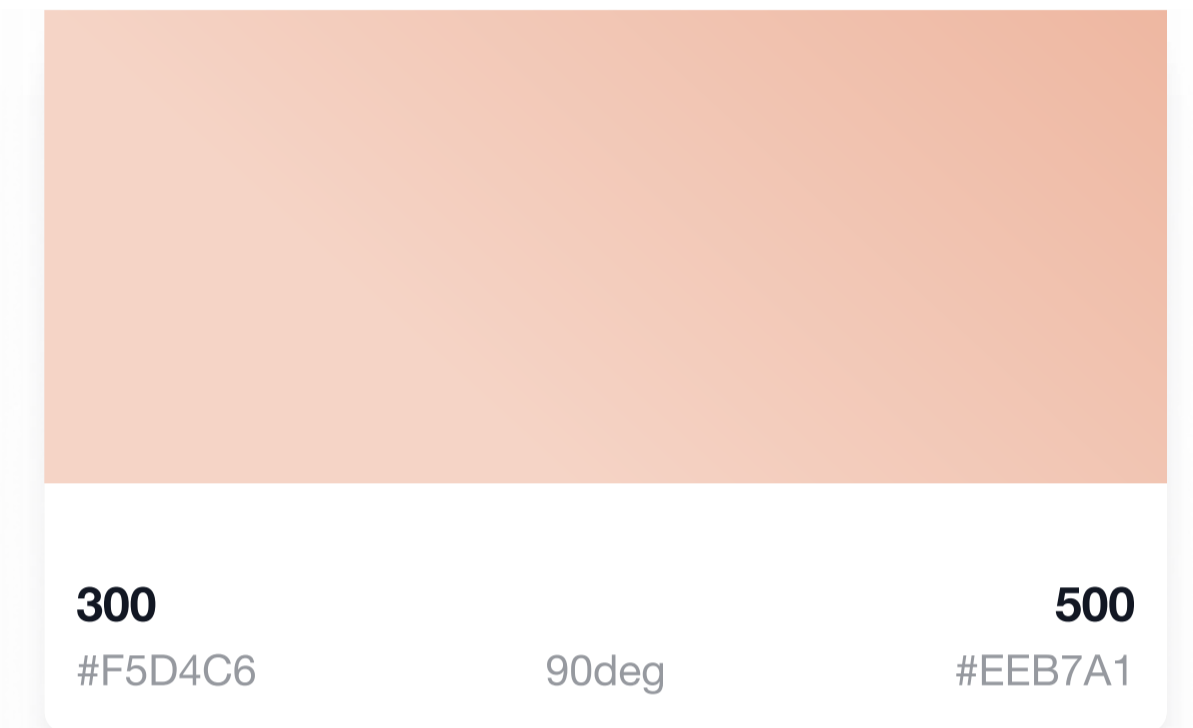
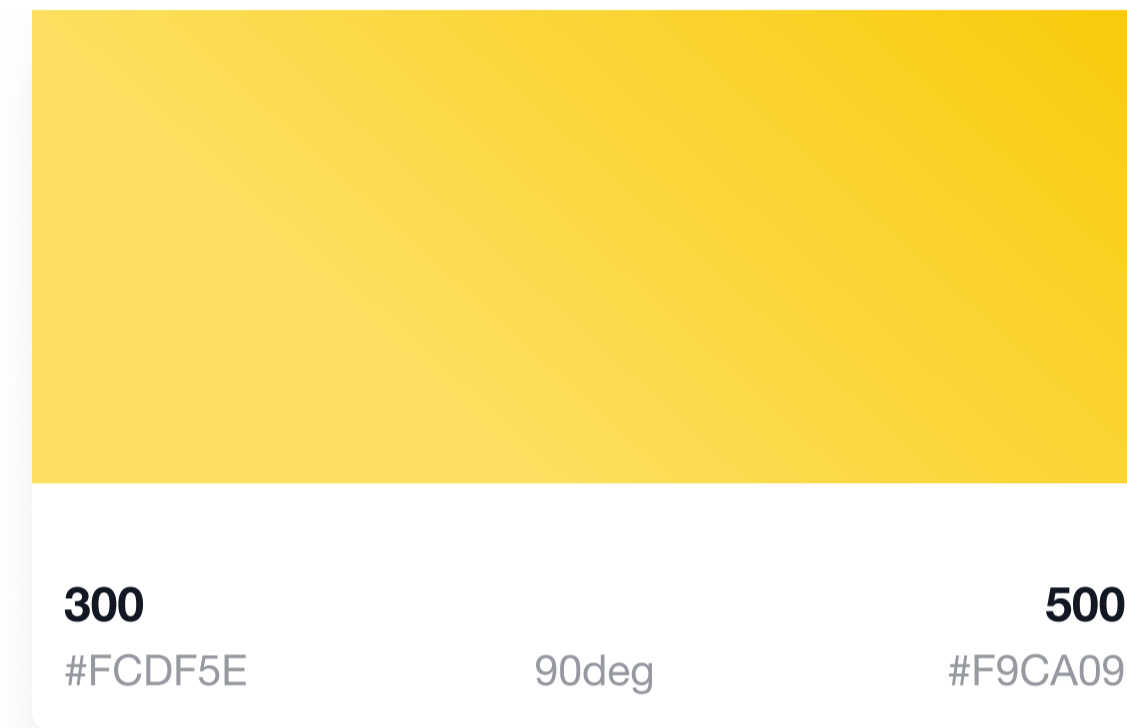
Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind.

500 #121723 17.91 : 1	400 #393D48 10.85 : 1	300 #656972 5.5 : 1	200 #96999F 6.27 : 1	100 #C8CBCE 10.99 : 1
White #FFFFFF				

At Klika, we love using gradients to add depth, dimension, and realism to our designs. Gradients are a powerful way to make objects stand out, add a pop of color, and create a sense of movement.

To ensure consistency and cohesiveness across our designs, we use colours 500 and 300 exclusively for our gradients.

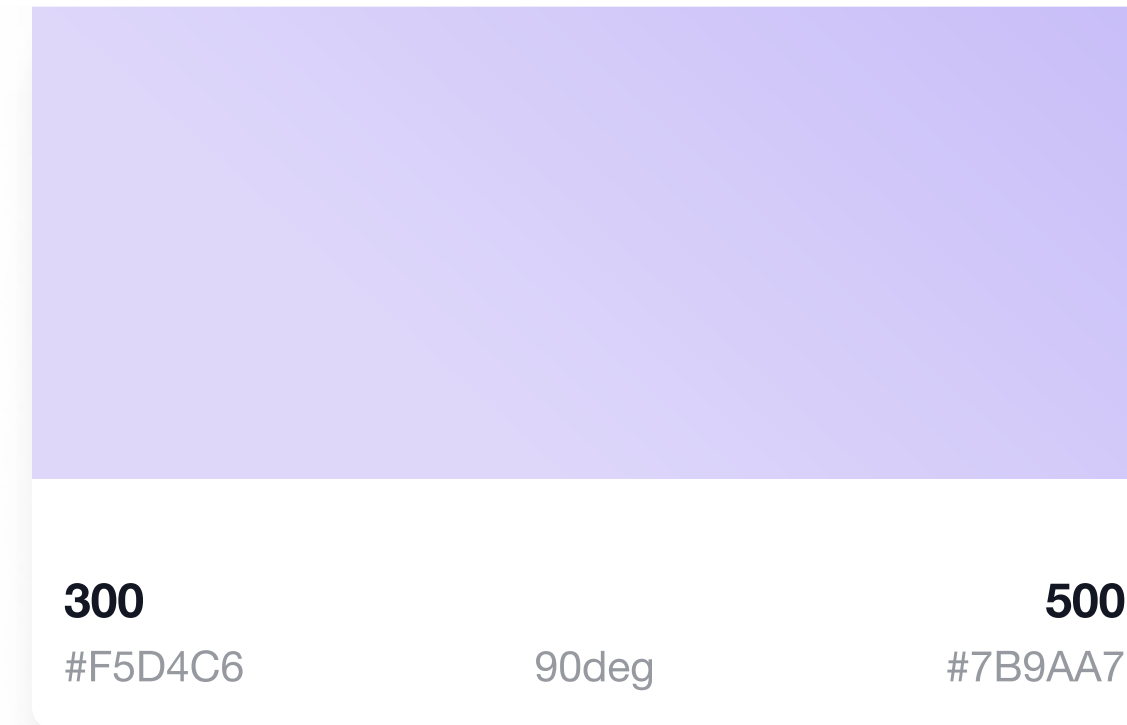
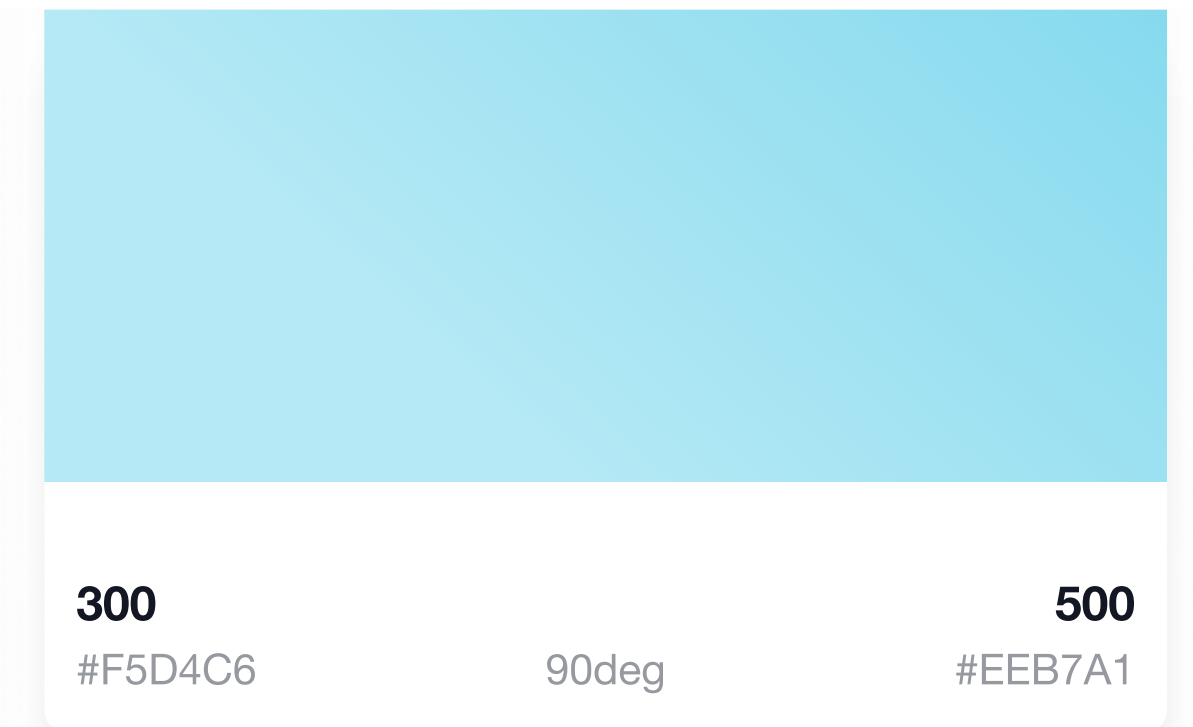
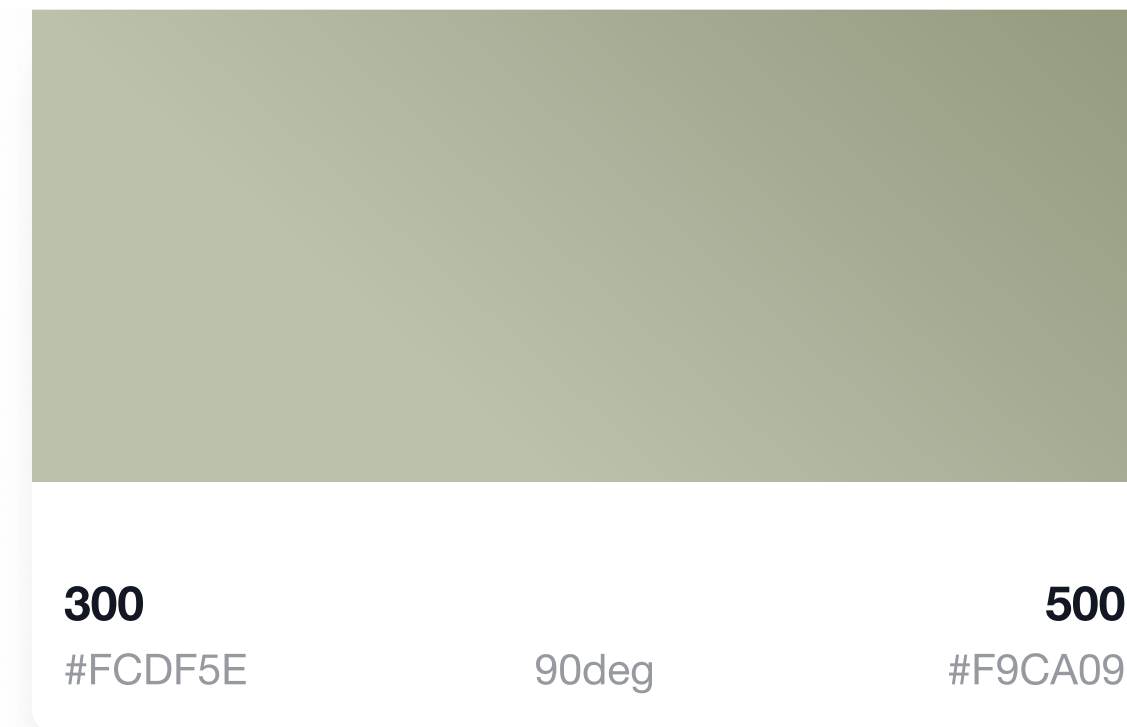
We also use a 90-degree direction for our gradients, which adds a touch of professionalism and sophistication to our designs. This consistent approach to gradient direction helps us maintain a polished and cohesive brand identity.



At Klika, we love using gradients to add depth, dimension, and realism to our designs. Gradients are a powerful way to make objects stand out, add a pop of color, and create a sense of movement.

To ensure consistency and cohesiveness across our designs, we use colours 500 and 300 exclusively for our gradients.

We also use a 90-degree direction for our gradients, which adds a touch of professionalism and sophistication to our designs. This consistent approach to gradient direction helps us maintain a polished and cohesive brand identity.





Typography →

Primary typeface

The most recognizable and frequently used font. We choosed Helvetica Neue.

Aa

Helvetica Neue

As its name suggests (based on 'Helvetia', the Latin word for 'Switzerland'), Helvetica was created in Switzerland, when Eduard Hoffmann, director of the Haus foundry in Münchenstein, decided to commission freelance designer Max Alfons Miedinger to create a new font.

Designed by Eduard Hoffmann

Simplify how you work

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh
Ii	Jj	Kk	Ll	Mm	Nn	Oo	Pp
Rr	Ss	Tt	Uu	Vv	Xx	Yy	Zz

0123456789 !"#%&/()@=?,-

Bold

Medium

Regular

Light

Built on trust and a passion for technologies

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Typography - Display - Digital

Font size: 160px | Line height: 160px | Tracking: -1%

Font size: 128px | Line height: 128px | Tracking: -1%

Font size: 96px | Line height: 96px | Tracking: -1%

Font size: 72px | Line height: 80px | Tracking: -1%

Font size: 56px | Line height: 64px | Tracking: 2%

Font size: 48px | Line height: 56px | Tracking: 2%

Font size: 40px | Line height: 48px | Tracking: 2%

Font size: 32px | Line height: 40px | Tracking: 2%

Typography - Text - Digital

Font size: 28px | Line height: 36px | Tracking: 0%

Font size: 24px | Line height: 32px | Tracking: 0%

Font size: 22px | Line height: 30px | Tracking: 0%

Font size: 20px | Line height: 28px | Tracking: 0%

Font size: 18px | Line height: 26px | Tracking: 0%

Font size: 16px | Line height: 24px | Tracking: 0%

Font size: 14px | Line height: 20px | Tracking: 0%

Font size: 12px | Line height: 18px | Tracking: 0%

Font size: 10px | Line height: 14px | Tracking: 0%

Typography

Our brand typography is called Helvetica Neue. It is a bold and distinctive typeface that conveys strength and sophistication.

Headers

Always use Display sizes for our headers to ensure they are bold and prominent. The recommended font weight for headers is **Bold** and the recommended font style is Normal. Headers should always convey the main message of the content. Use a line-height of 100% (on larger font scale, or add 8px to font size on next font size) and letter-spacing of -1% / 2% for the different font sizes.

Sub headers and Paragraphs

For sub headers and paragraphs, please use Text sizes. They should support the main message and provide additional context. The recommended font weight for sub header text is **Medium**, and for paragraphs Regular. Recommended font style is normal.

Alignment and Spacing

For alignment, always use left alignment for our copy/content. Don't use justify. We never use centered alignment for our typography. Proper spacing is important to ensure readability and consistency. Use a line-height adding 8px to chosen font size and letter-spacing of 0% for the different font sizes.

Color and Hierarchy

Our brand colours are Metallic Yellow, Desert Sand, and Weldon Blue. Use Eerie Black for headers and Eerie Black 300 for sub headers and paragraphs. Hierarchy is important to ensure readability and to help guide the reader's eye. Headers should be larger and more prominent than sub headers or paragraphs.

Accessibility

Our typography must be accessible to all users, including those with visual impairments. To ensure accessibility, use a minimum font size of 20px.

Built on trust and a passion for technologies

Klika works on some of the most compelling tech solutions side by side with startups and tech giants as a trusted tech partner.

[Explore our services](#)

or learn more **about Klika**

Web typeface

The most recognizable and frequently used font. We choosed Helvetica Neue.

A large, dark blue graphic of the letters 'Aa' in a bold, sans-serif font. The uppercase 'A' is on the left, and the lowercase 'a' is on the right. Both letters are rendered in a very thick, solid dark blue color, with a clean, modern aesthetic.

Neue Haas Grotesk Display Pro

Neue Haas Grotesk Display Pro font family designed by Christian Schwartz after Max Miedinger has a total of 16 different styles. You can download the Neue Haas Grotesk Display Pro font to your computer or use it on your website. Please research the license information before using it.

Designed by Christian Schwartz

Simplify how you work

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Rr Ss Tt Uu Vv Xx Yy Zz

0123456789 !"#%&/()@=?,-

Bold

Medium

Regular

Light

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Built on trust and a passion for technologies

Klika works on some of the most compelling tech solutions side by side with startups and tech giants as a trusted tech partner.



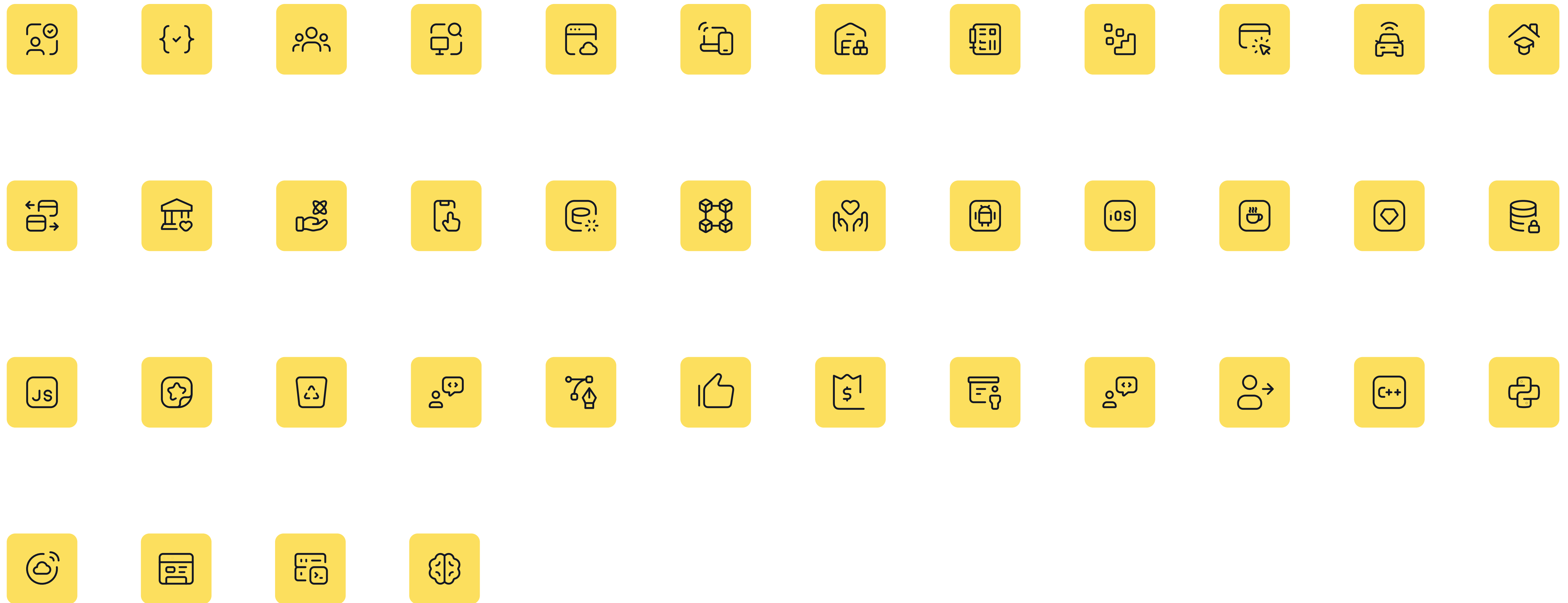
Iconography →

Icons

Icons are a crucial component of any corporate design system. They provide an intuitive, visual representation of complex concepts and ideas, making them easier to understand and engage with. At Klika, we take great care in selecting and designing icons that align with our brand identity and values.

Our icons are created with precision and attention to detail, ensuring they are both aesthetically pleasing and highly functional. By using consistent iconography across our brand, we create a cohesive visual language that reinforces our brand identity and values.

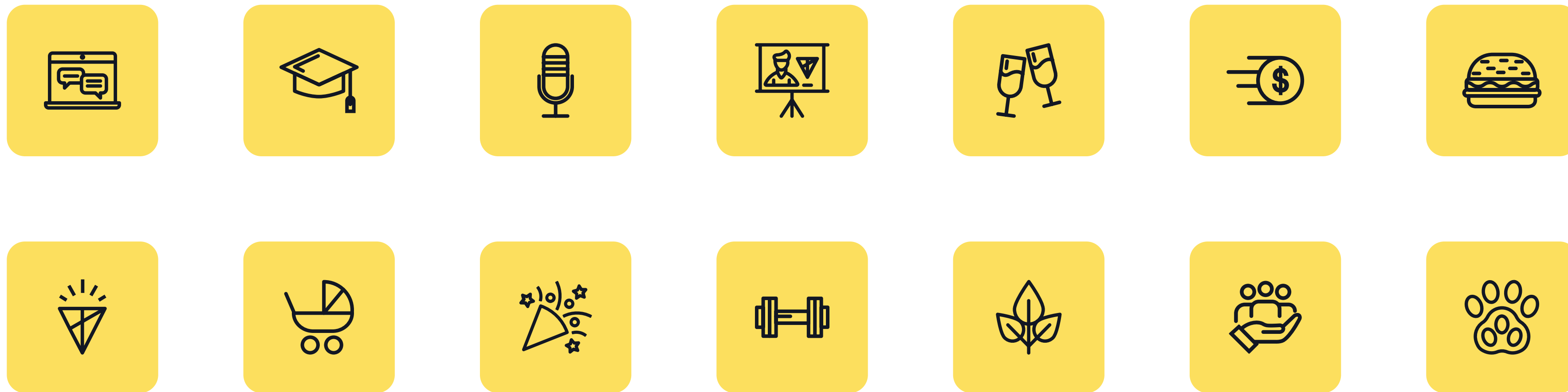




Enjoy great perks with us on your side

Growing as a professional is easy when your company's got your back. Just as it should be. A list of perks and benefits, thoughtfully designed with the help of our employees, are there to make your career progress more effective and balanced.

MORE ABOUT OUR PERKS
<https://careers.klika.us/perks/>

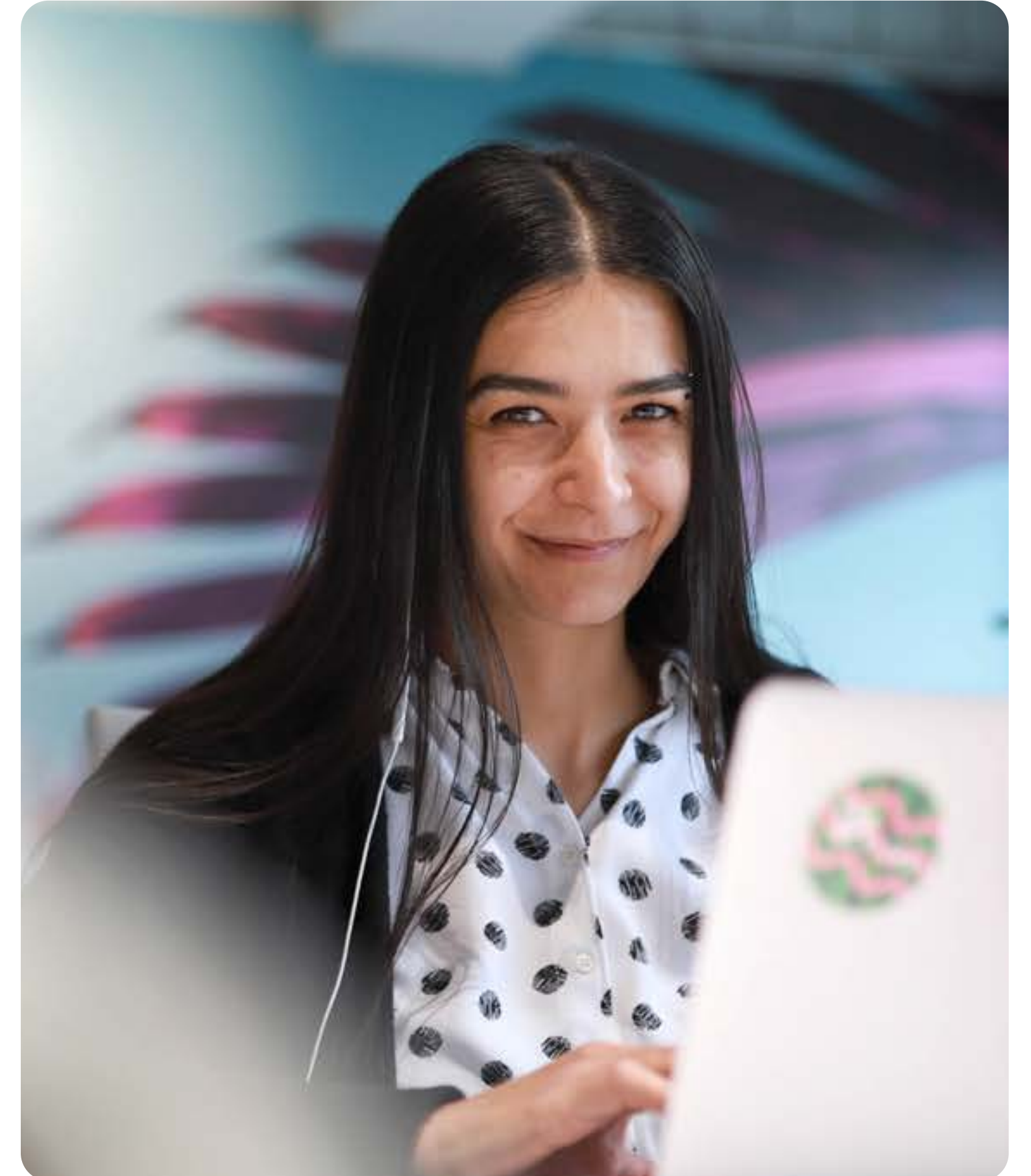
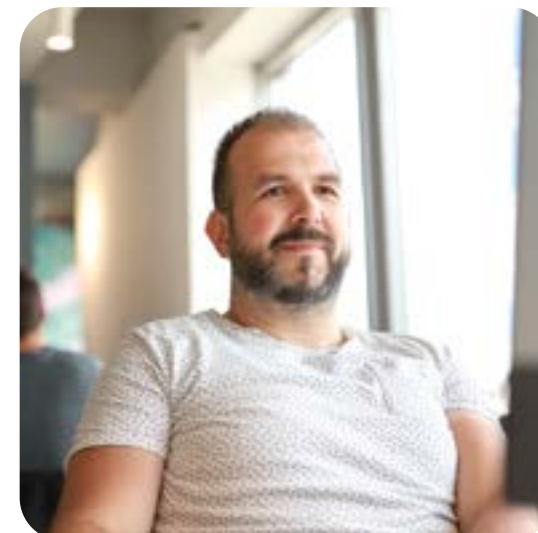
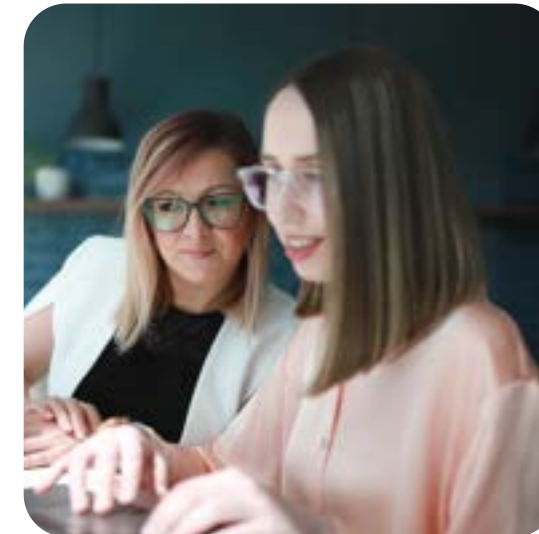
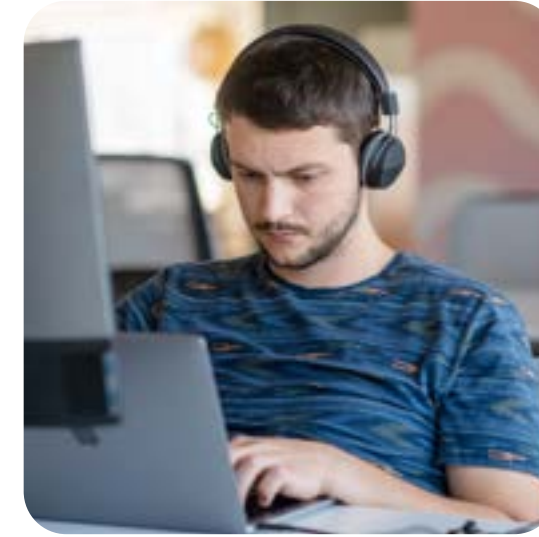




Imagery →

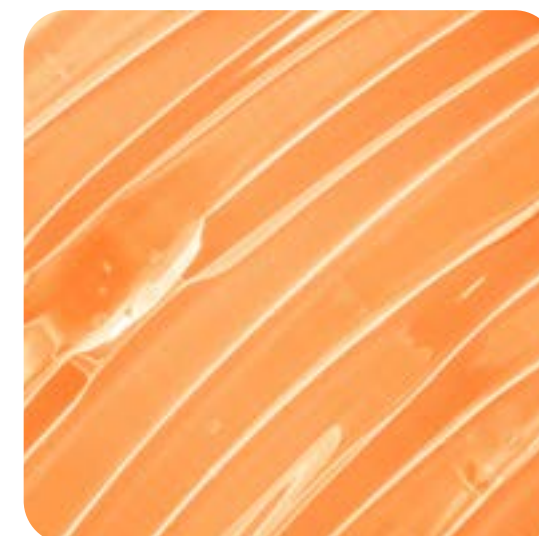
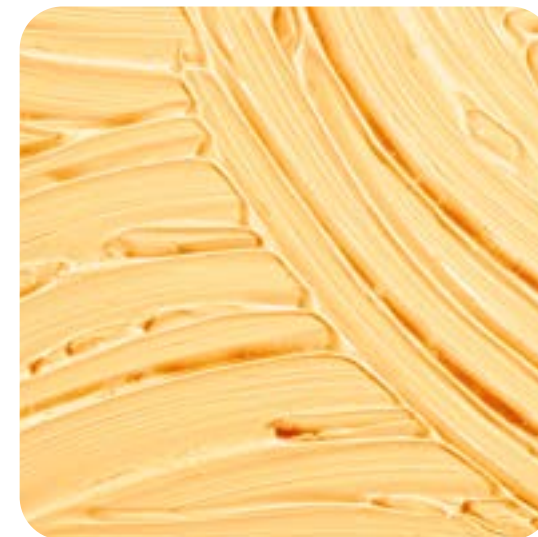
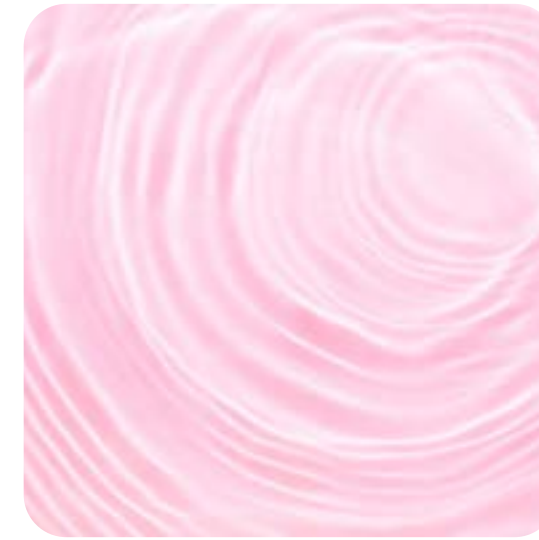
People

Photography speaks 1000 words, so a good photograph can enhance the overall brand, but unfortunately, it can also degrade it.



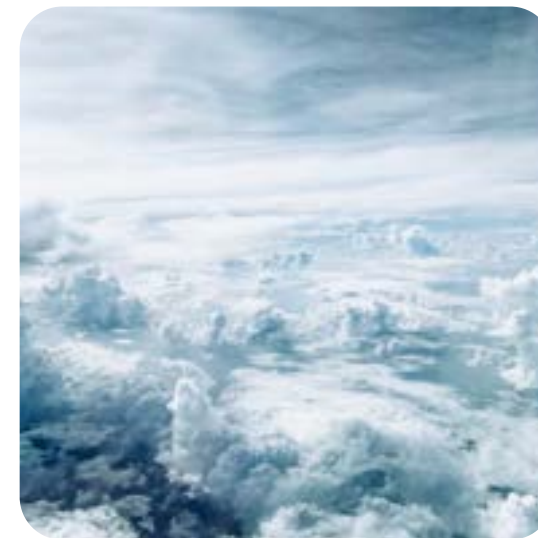
Texture

We exploit using textures as means to connect our brand with the nature.



Images

If you use photographs as a building block for developing our brand, use photographs of nature or similar elements.



Employees

The avatar is a control for displaying images. These can be user profiles, user initials, placeholder images, icons, or business-related images, such as product pictures.



Klika d.o.o. Sarajevo

Sign out



Adha Hrustić
adha.hrustic@klika.ba
[View account](#)
[My Office profile](#)



Adha Hrustić ●
Engineer - Engineering



Message



Huddle



More

Klika events

Images of the event should contain several segments within the event itself, guests, location, and brand elements that indicate that it is a Klika event.

1. Smiling and cheerful event visitors, socializing, communication among guests.
2. Branded content, print materials, catering, service, location, music, etc.
3. If the event is of a more relaxed type, it is preferable to capture the atmosphere of a good time.



Klika food

Paying attention to how to photograph the food properly is essential, considering that it is viewed as an object that can often look bad in photographs. In this case, I recommend good lighting, bright colors, close-ups of food, and details.

1. Details of food with or without employee's hands.
2. If we take pictures of employees, it's important to pay attention to the people in the pictures who are not chewing, since many people do not like to be photographed when they are eating. Here it is also desirable to make masks, focus on details.
3. If we want to have portraits in this case, it is important that the moment is right, and that the segment of socialization and good mood of the employees can be seen. preferably:



New employees

Klika brings new team members every week, so they must document their first day of work with their portrait, which primarily serves as a profile picture on Slack and a photo to announce their onboarding on the Slack channel #general.

For these photos, the same standard is set for all employees, the images are taken on a clean gray wall, and the portrait is taken face-to-face, with a natural light source. It is desirable to leave a lot of space around the subject so that it can relatively approximately cut to the same height of the head (this is good when they are lined up in a mash-up of several participants so that they are all in the same plane).



OPS / MPU

Klika holds in-house lectures at Teta with guest lecturers presenting on a screen while standing or sitting. The lectures are filmed from various angles to create unique segments. The focus is on capturing the lecturer's portrait, the audience, and any tangible objects presented.

1. Portrait of the lecturer from multiple angles, close-up, wide-angle, portrait, detail.
2. Detail of objects used by the lecturer as props for lectures, based on the show and tell principle. (example: zero waste OPS)
3. It is desirable to capture a picture of the crowd, if there are more people, shoot for wider shots, if there are fewer people, focus on the close-up and their close-up portraits.



Branding

Klika applies its branding to a range of merchandise both internally and externally. New promo and corporate materials feature the updated identity with new colours, logos, and design elements. To ensure branding consistency, it's important to consider the type of object being branded. For out-of-house events, wide shots of the branded space should be captured, while for smaller merch like checkers, calendars, and sweatshirts, detailed photos with a focus on the branding are preferred.

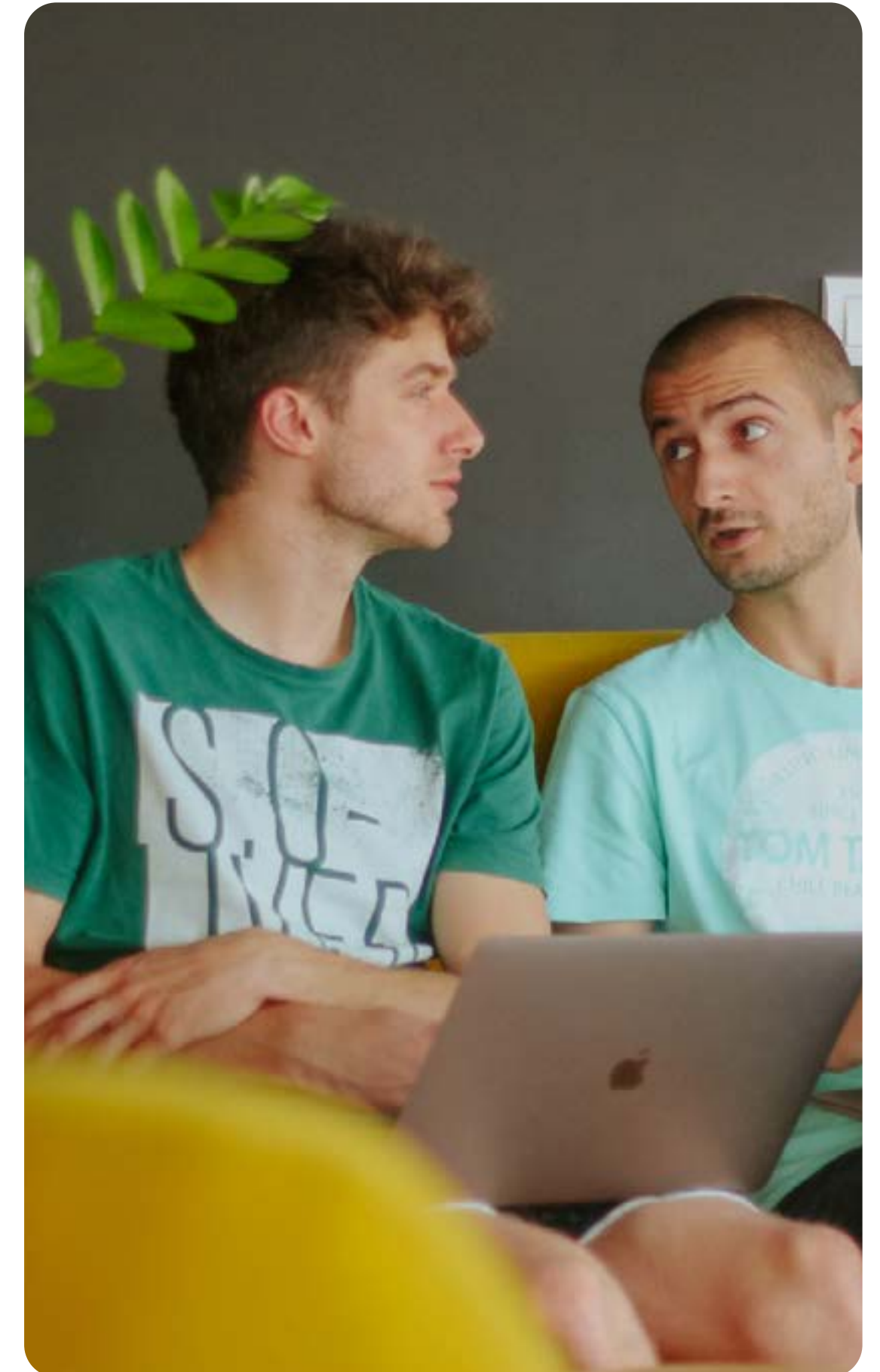
1. Branded content with or without employees.
2. An example of applying branding outdoors.
3. Merchandise detail. Klika logo and slogan in the foreground.



Editorial photography

When doing photo-editorials that are used for external communication and branding, it is essential to set up a specific set-up and atmosphere that are comfortable for the subjects in the photos. Framing, light, and set-up are the most important segments to get the impression you want to show outside. In this case, we often do portraits of employees at their workplaces. Employees must give the impression that they feel comfortable there.

1. Editorials that require more planning in terms of location, setting, subject selection, topic, etc.
2. Photos of employees during working hours.
3. Detail of interaction between employees.



Tips and tricks

- + always pay attention to the lighting conditions when photographing anything. The lighter, the better.
- + look for the shots that are "flattering" for the subject to present him in the best light
- + due to the limited space, play with perspectives and positions
- + announce the employees' portraits in advance so that they too will be ready for photography.
- + take raw photos and perform color and light correction in post-production.
- + in pictures, always leave enough "meat" around the main subject/object to be able to crop for various formats.
- + use click presets so that all photos are unified in color



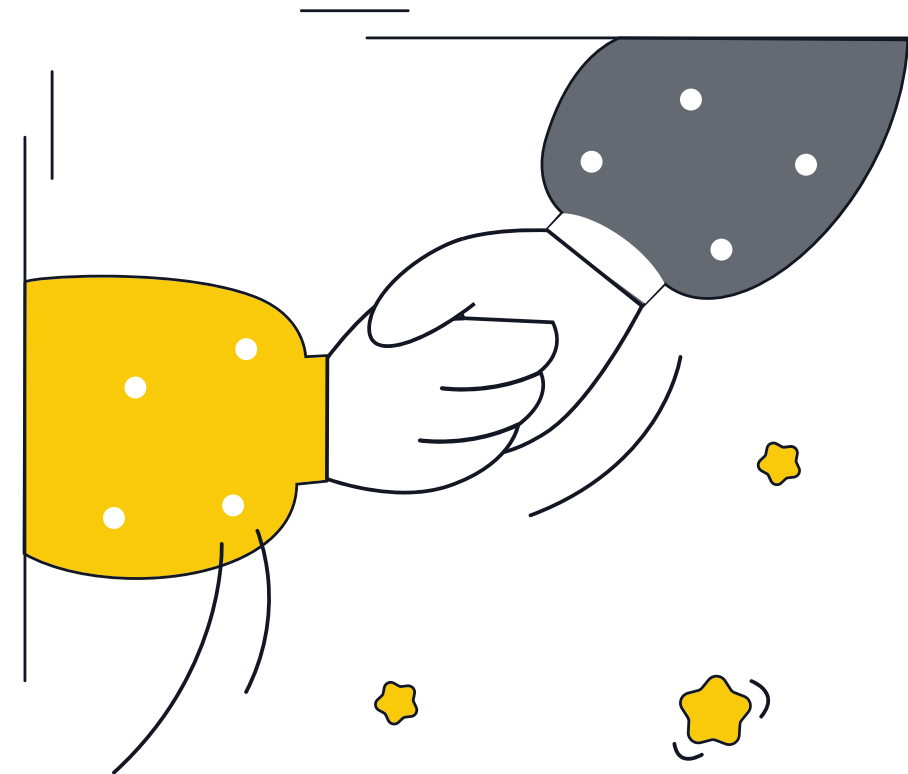
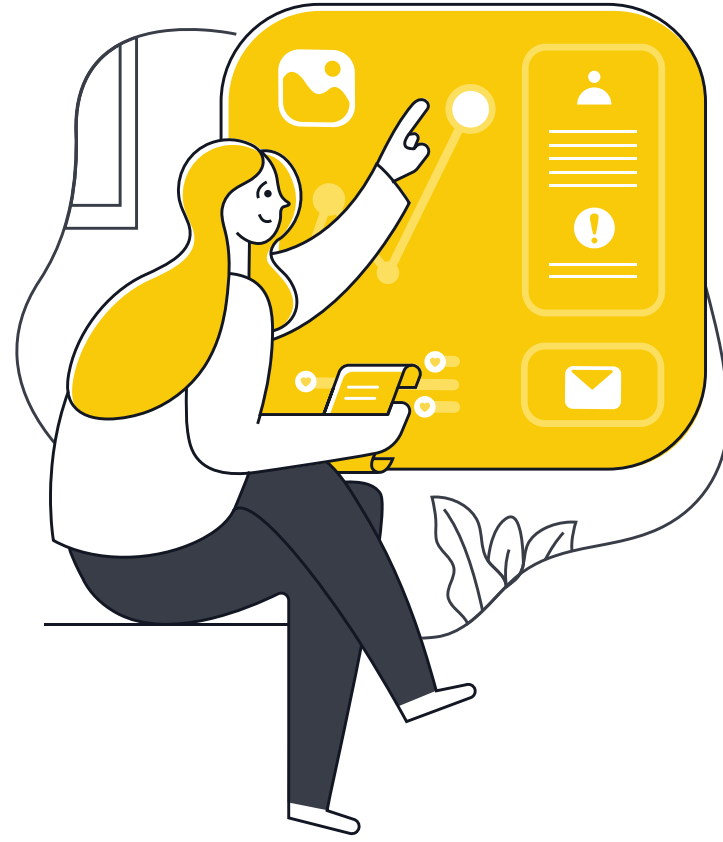
Illustrations →

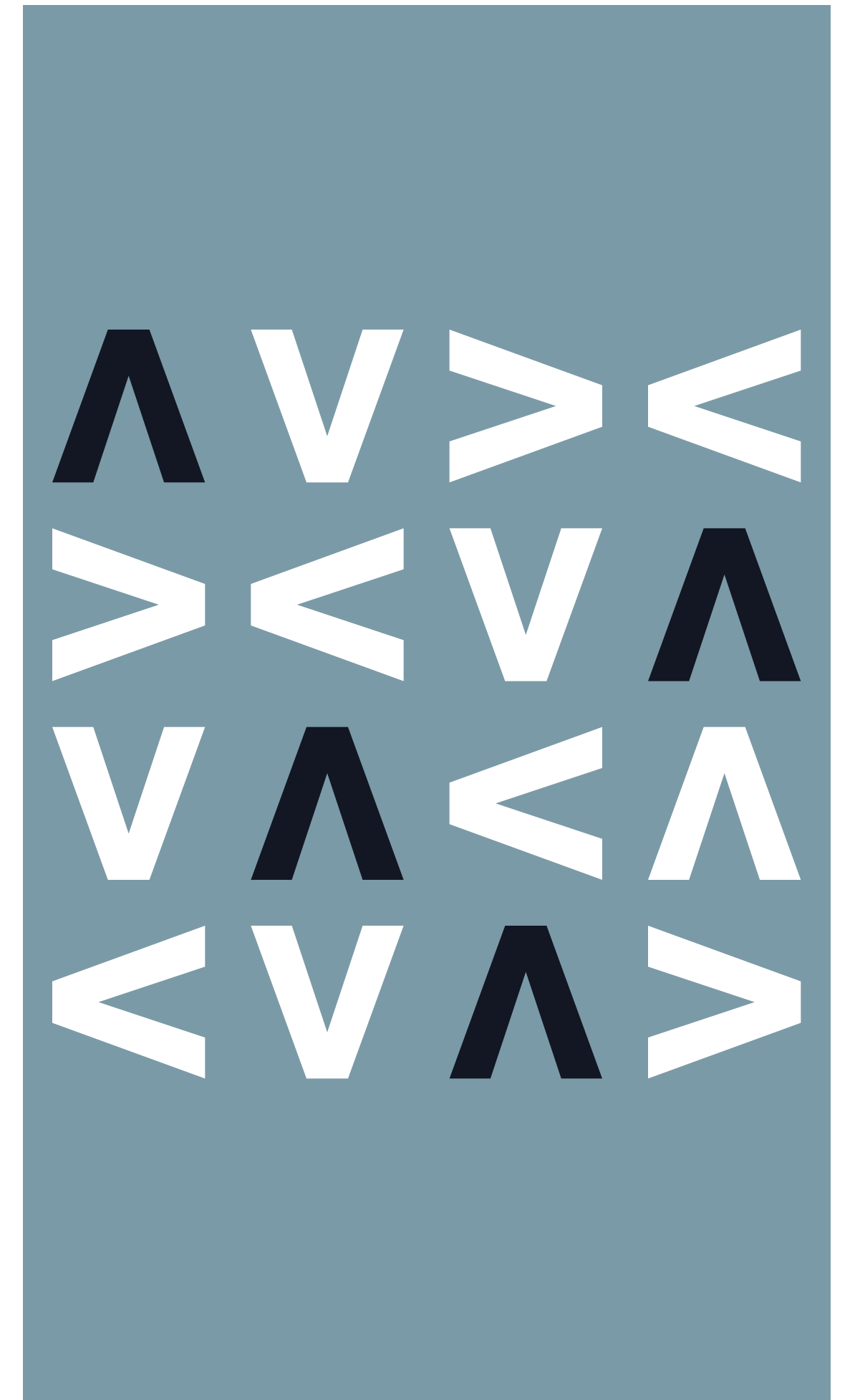
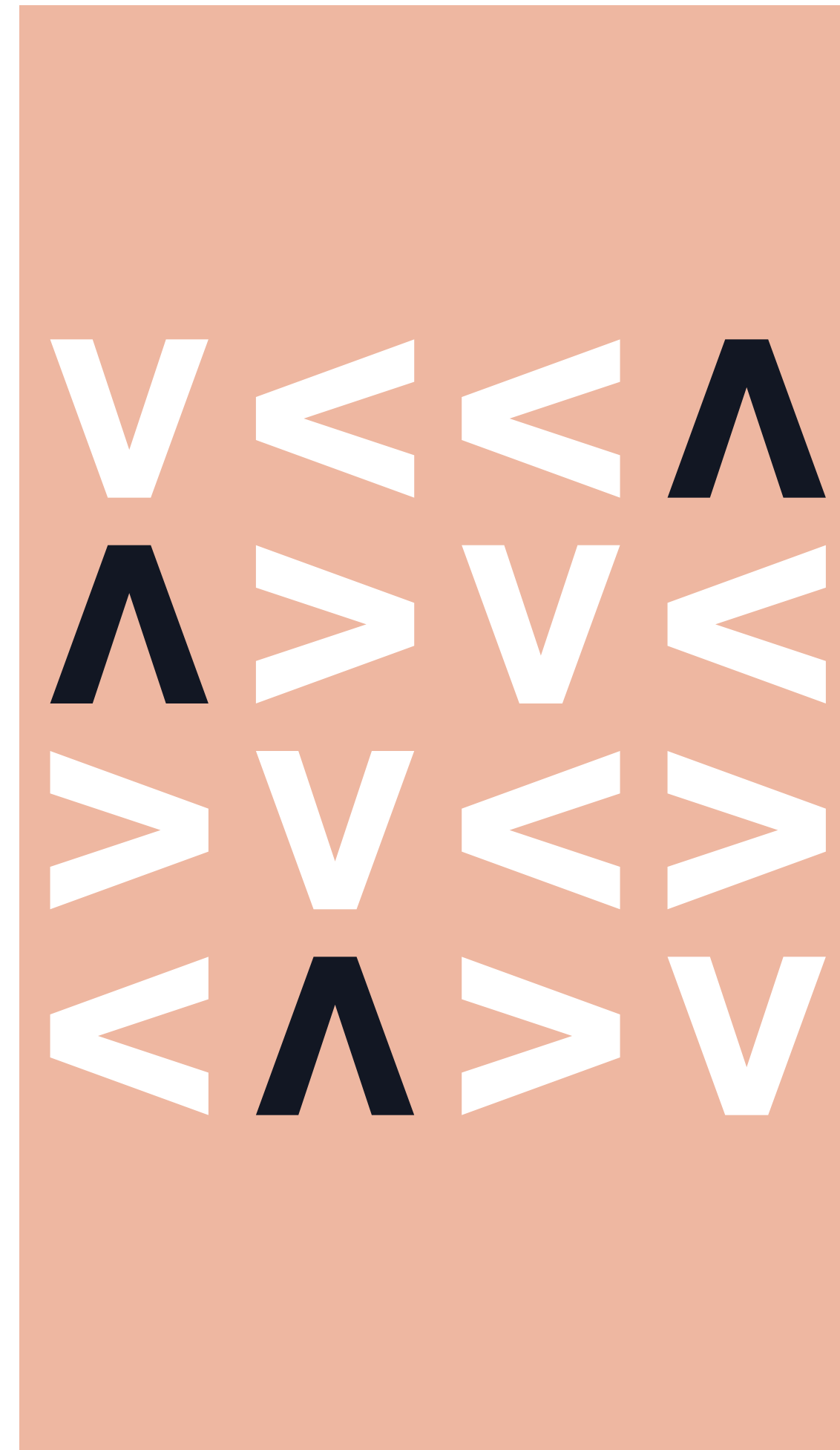
Vector Illustrations

An illustration is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in print and digital published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films.

Our library boasts an impressive collection of 140 illustrations, each tailored to meet a variety of use cases.

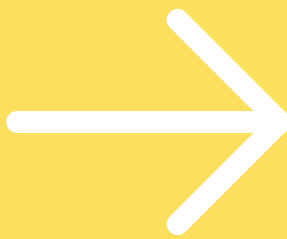








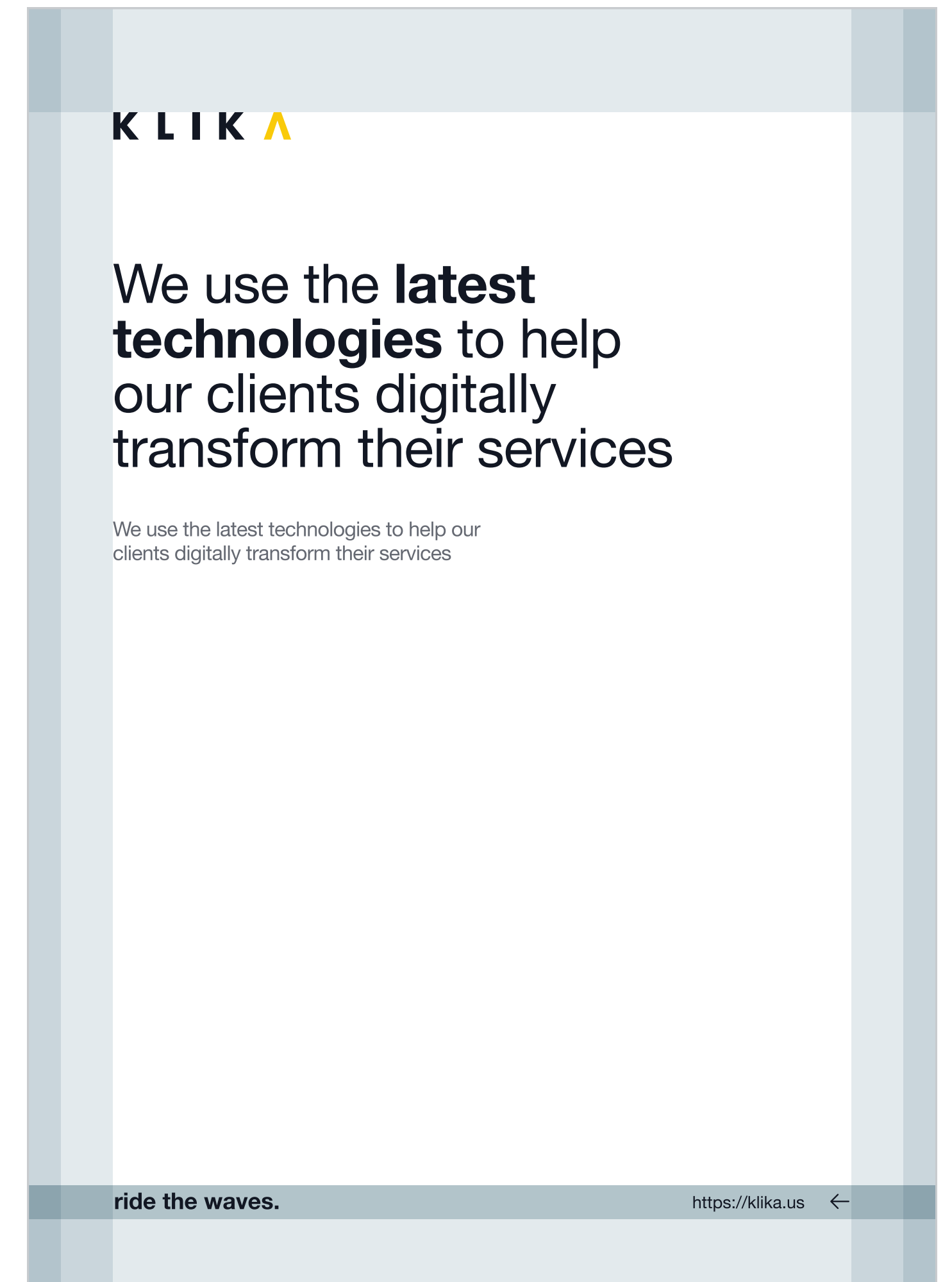
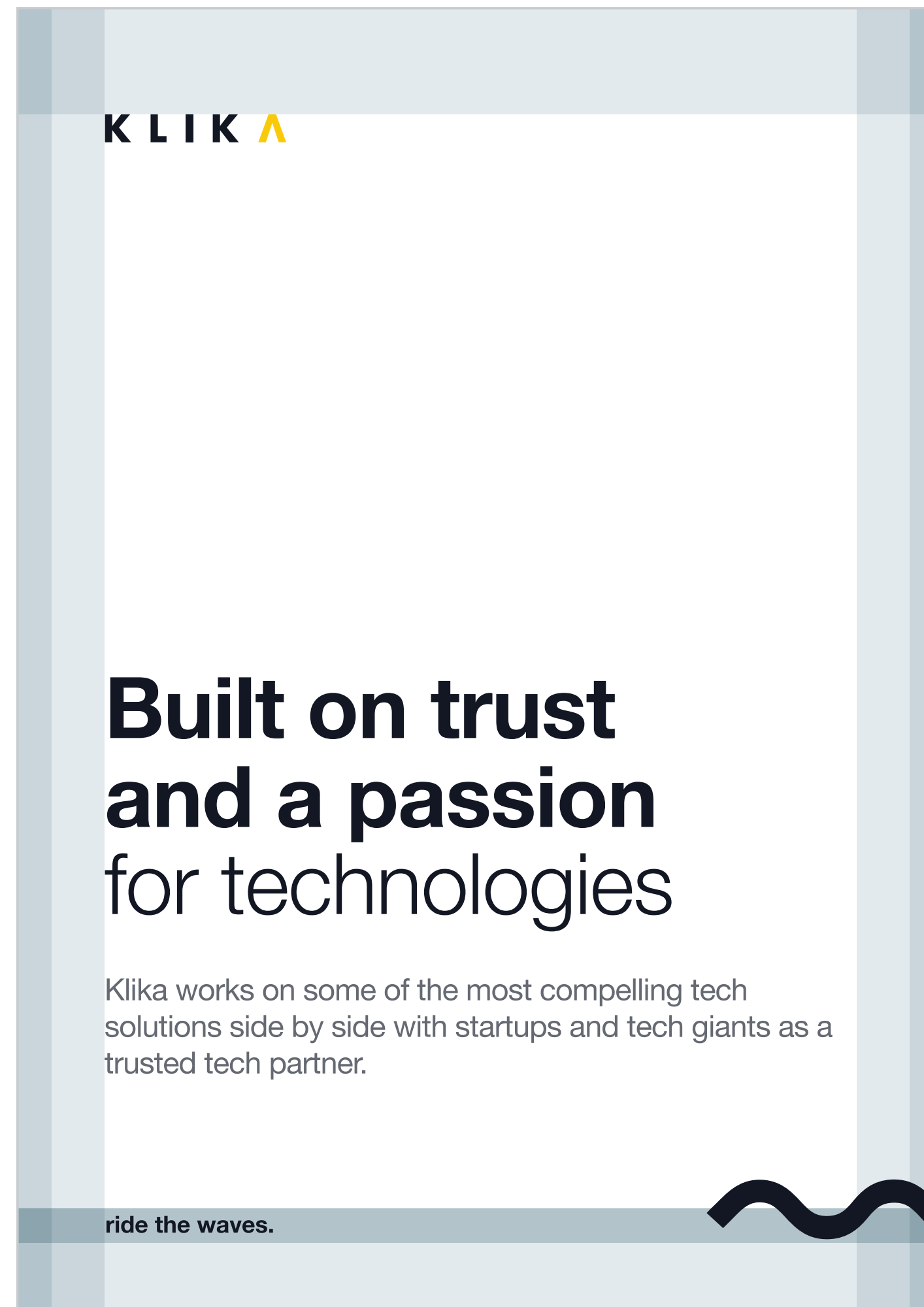
Grids



Grid System Print

A grid system is an essential tool for creating visually appealing and effective posters. At Klika, we use grids to structure content and organize graphic elements in a rational, easy-to-absorb manner.

By utilizing a grid, we can ensure that all graphic elements - from images to paragraphs - are properly aligned and spaced, creating a cohesive and engaging visual experience. The grid serves as a framework for the design, allowing us to create balanced and harmonious compositions.



How to use

In our print materials, which include brochures, handbooks, case studies, product sheets, pitch decks and posters, we have certain assets and guidelines that we follow. These include our logo, wave, slogan, web address, and content block.

When it comes to positioning these elements on the page, there are a few rules we stick to. Our logo always appears at the top left-hand corner of the page, while the wave design and slogan are placed at the bottom of the print. Content block can be located either on the first or second half of the page.

To ensure that all of these graphic elements, whether they're images or text paragraphs, are properly aligned and spaced, we use a grid. By utilizing a grid, we create a cohesive and engaging visual experience for our audience. The grid acts as a framework for our designs, allowing us to craft balanced and harmonious compositions.

K L I K 

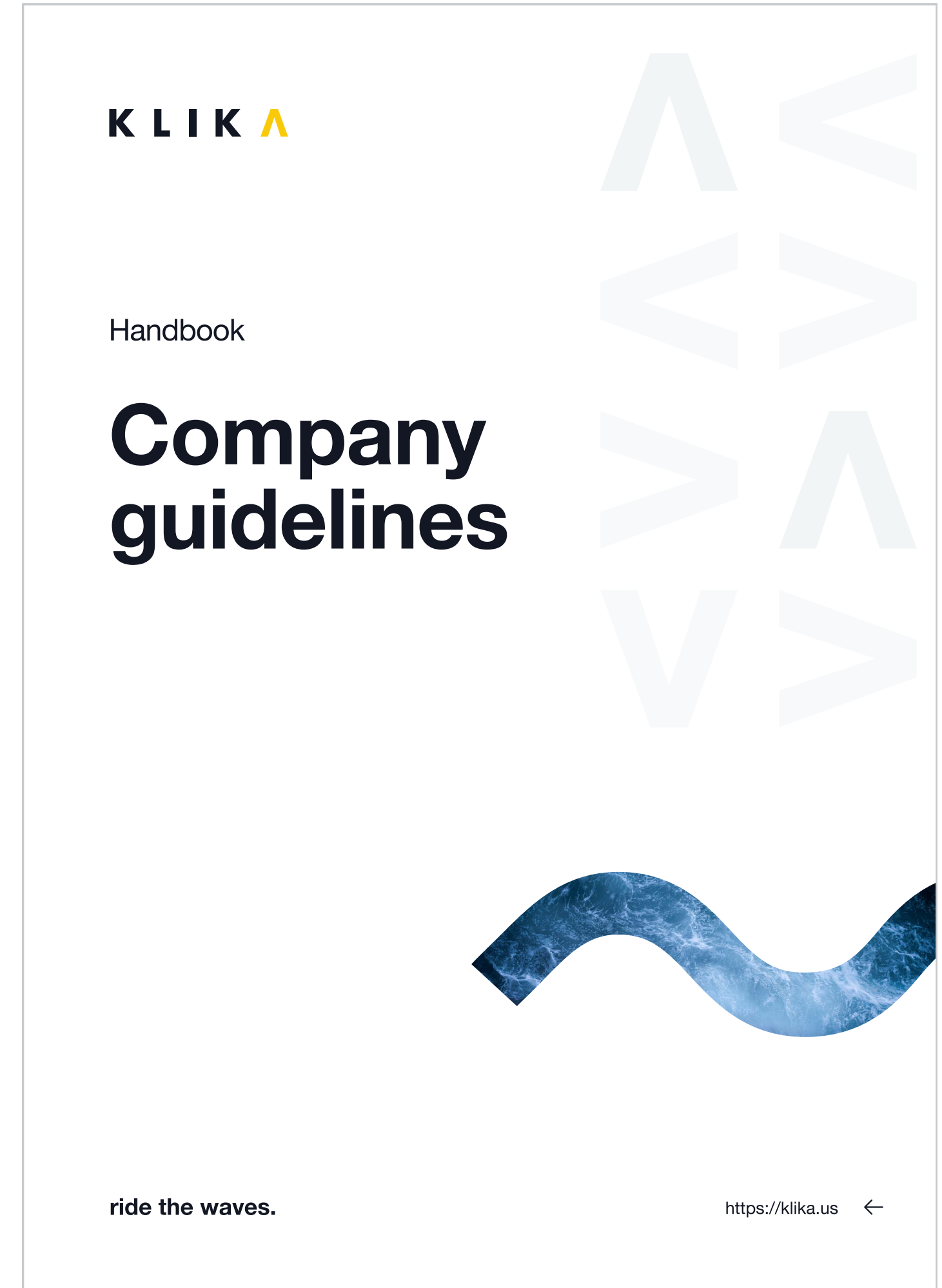
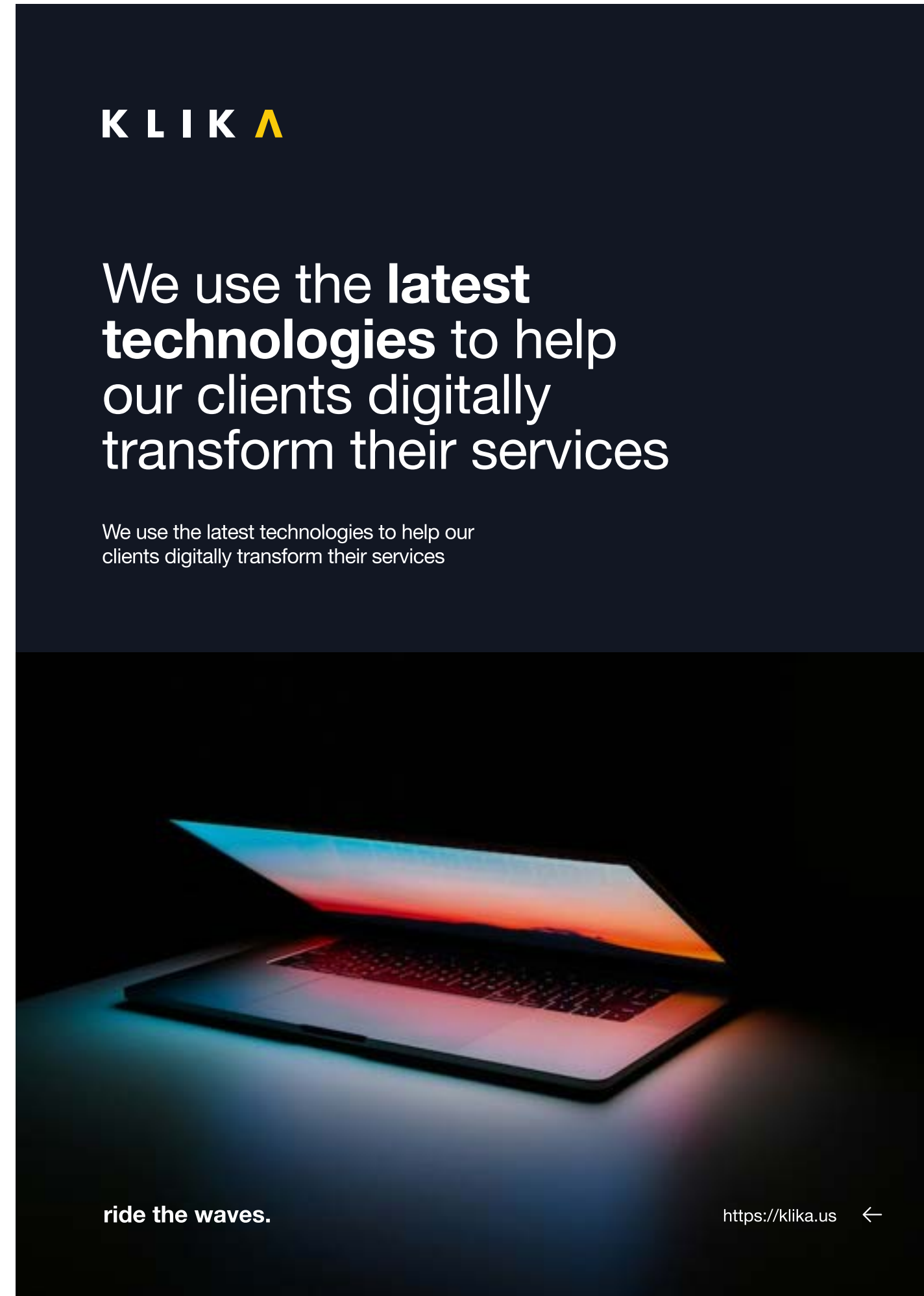
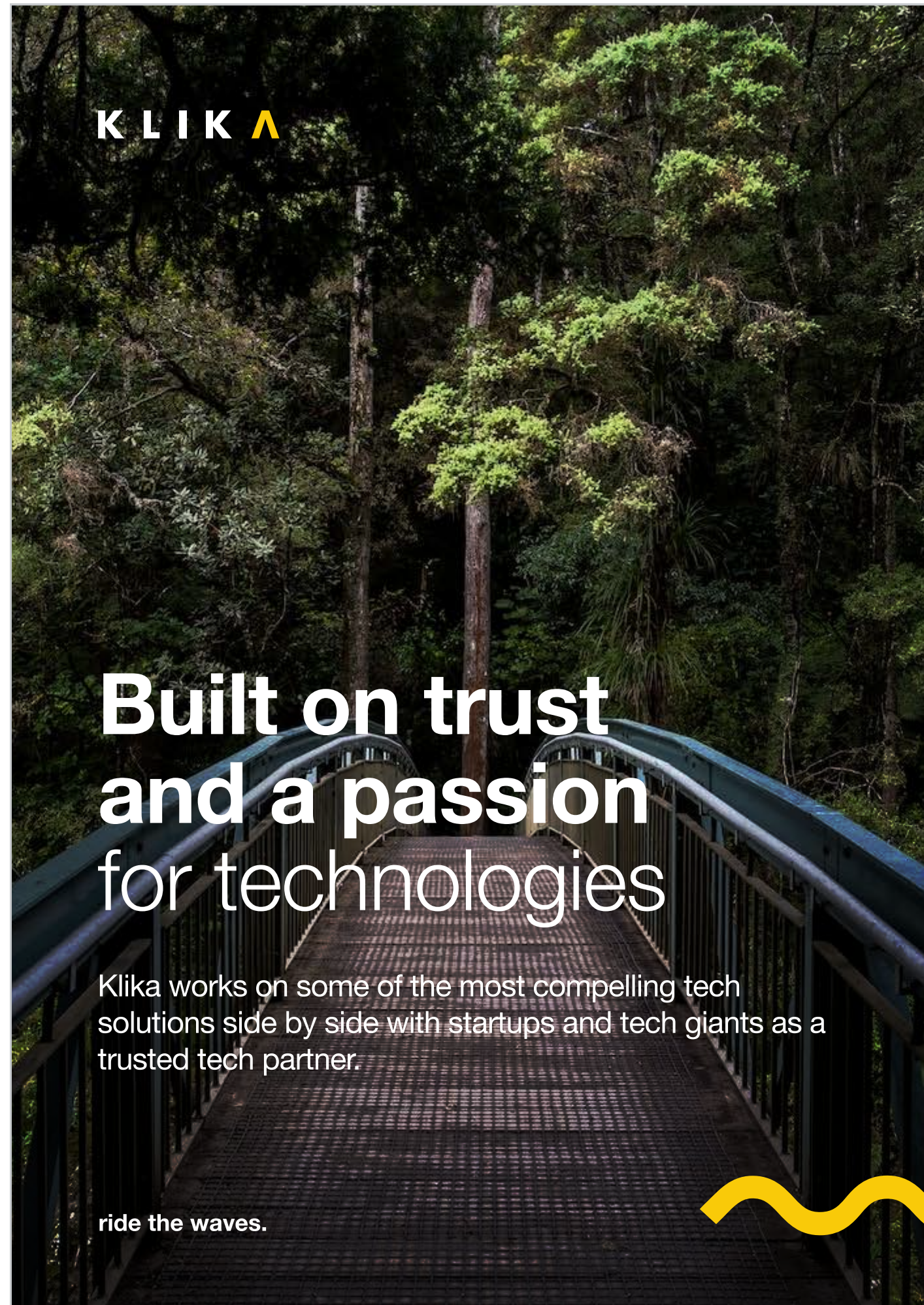
Header

Sub header

Note



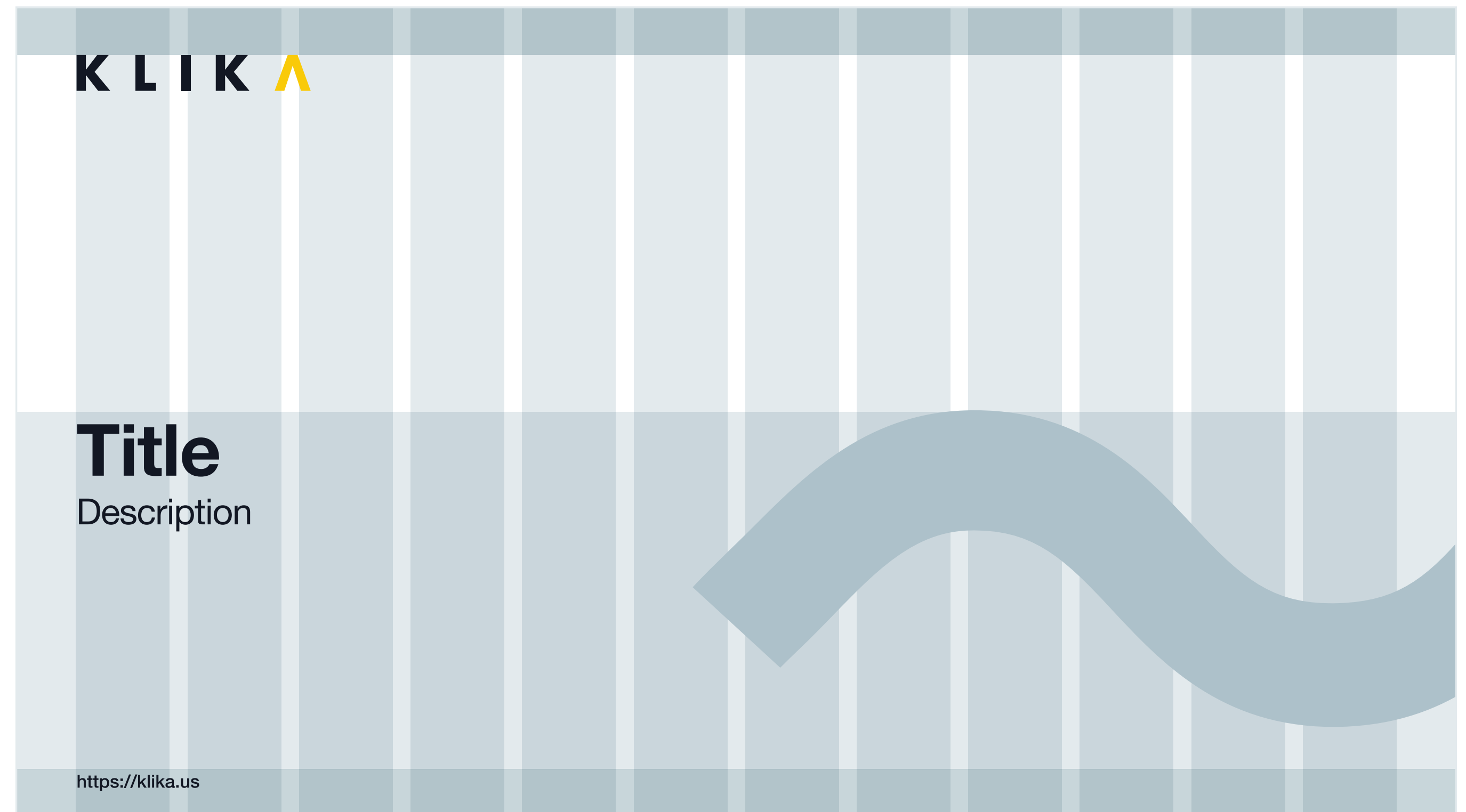
ride the waves.



Grid System Presentation

We take great care in designing our presentations to ensure they are visually appealing, engaging, and easy to understand. To achieve this, we utilize a grid system that provides a structure for the placement of content on a 16:9 screen.

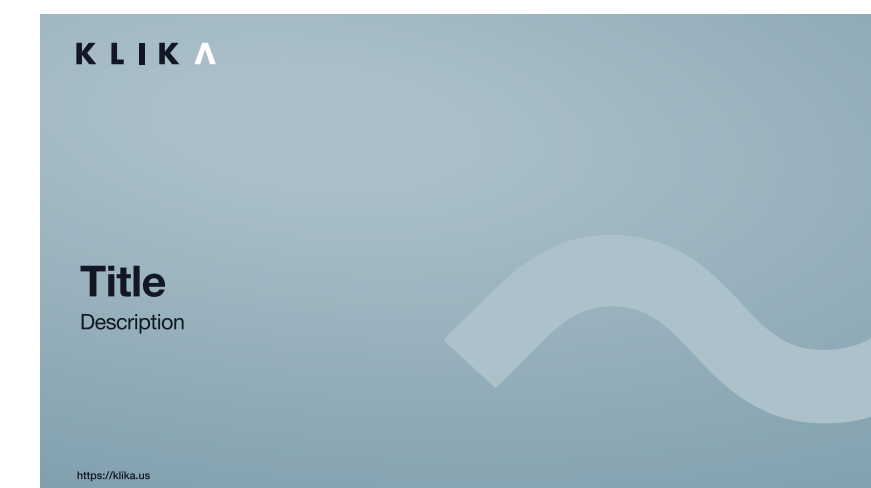
Our grid system incorporates a typography grid that ensures that all text and other visual elements are properly aligned and spaced. This creates a sense of order and professionalism that reinforces our brand identity.



Start screen

At our company, we understand the importance of wowing our clients with top-notch presentations. That's why we've developed a range of customizable templates that are tailored to showcase our work, services, pitch decks, and more.

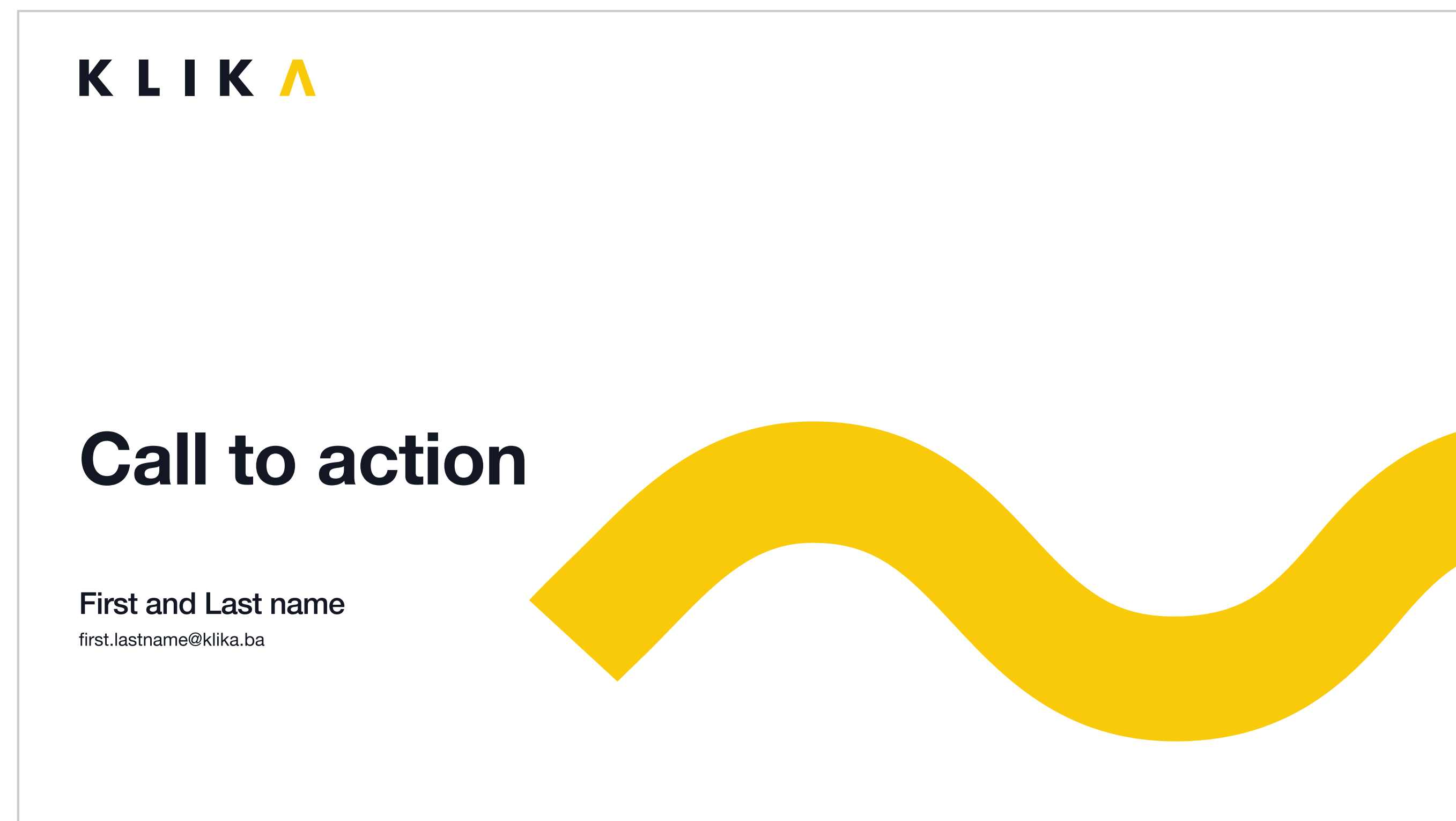
To make it even easier for you, we've created 5 starting pages that perfectly complement our brand colours. You get to choose which one to start with, so you can make a great first impression every time. Each starting screen features the title of your presentation, a description (if needed), a link to our website, and a wave.



End screen

We know that a strong call to action is key to closing out any presentation with impact.

Our ending screen features a placeholder for your call to action message, as well as space for your first and last name and email address. Plus, to ensure your clients know how to reach us, we've included screens with our company addresses in three different locations: the USA, Sarajevo, and Banja Luka.

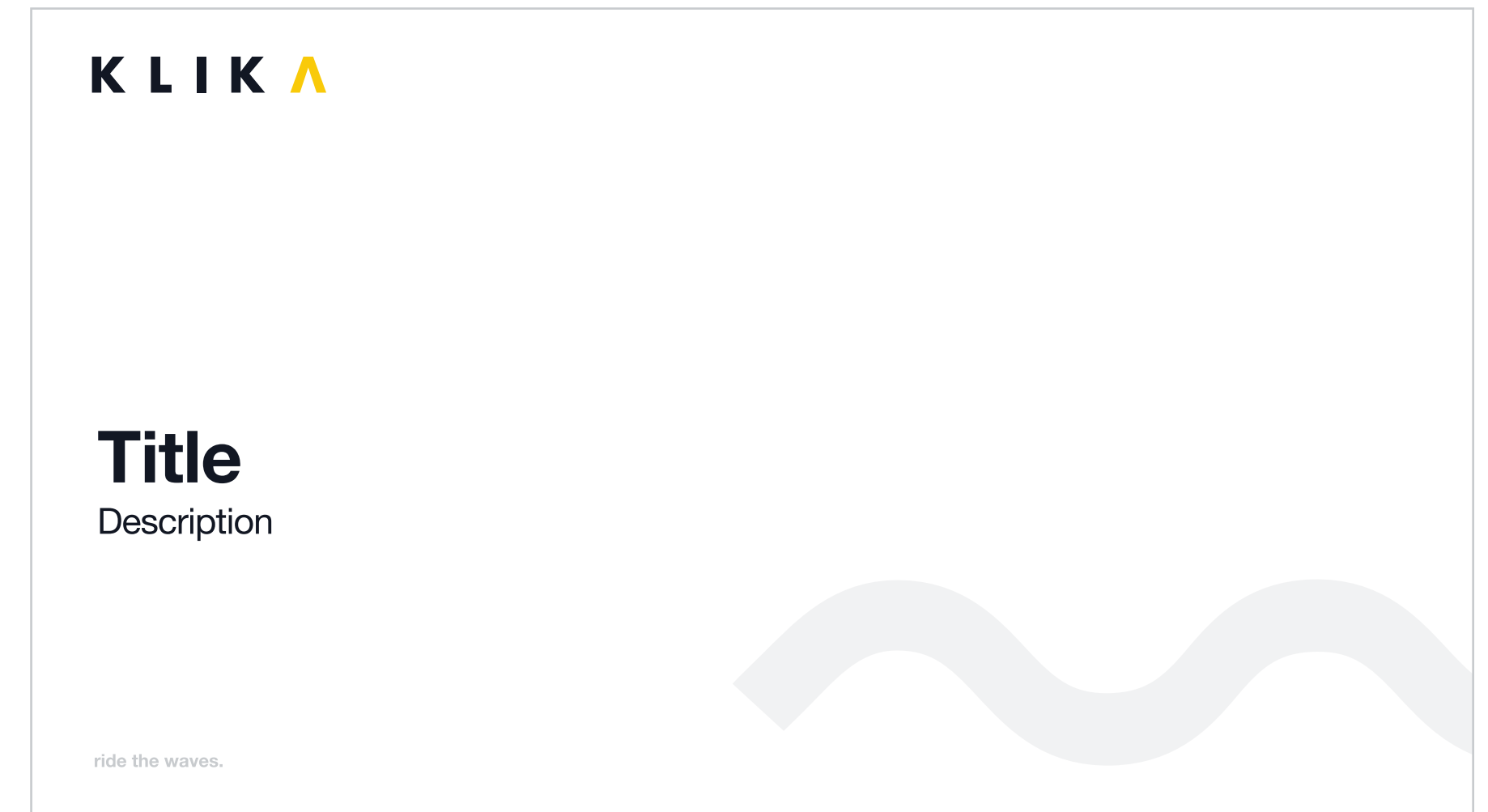


Break section screens

If you're looking for a way to visually divide the structure of your presentation, then our break section screens are just what you need. These slides are designed to maintain consistency throughout your presentation, ensuring that your audience stays on track and engaged.

Our break section screens are simple and clean, featuring a white background with our logo and company slogan prominently displayed. We offer two options for the layout: copy on the left or centered. You'll also find title and headline placeholders, along with space for descriptions.

To get the most out of our break section screens, it's important to be consistent with your chosen style throughout your presentation. This helps to ensure that your audience remains focused on your message, and allows them to easily navigate your content structure. With our break section screens, you can take your presentation to the next level and keep your audience engaged from start to finish.

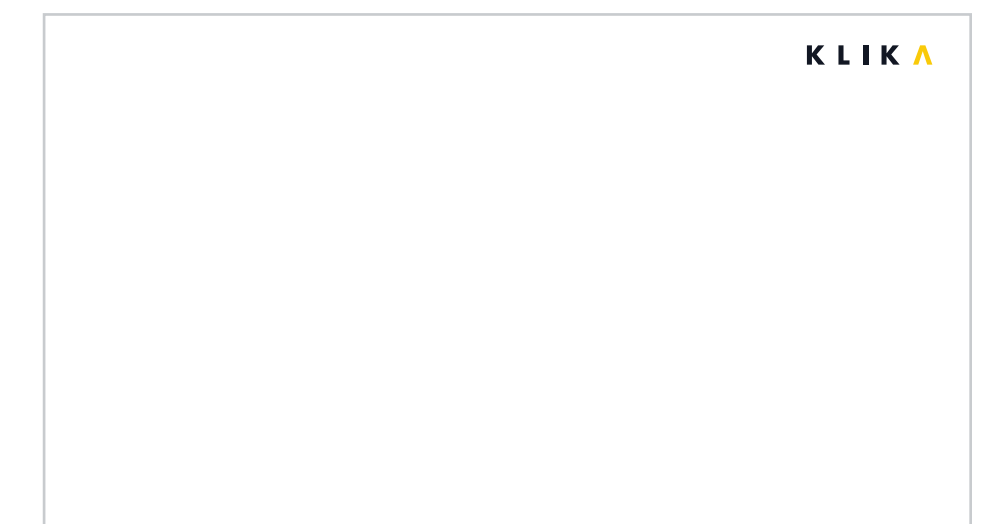
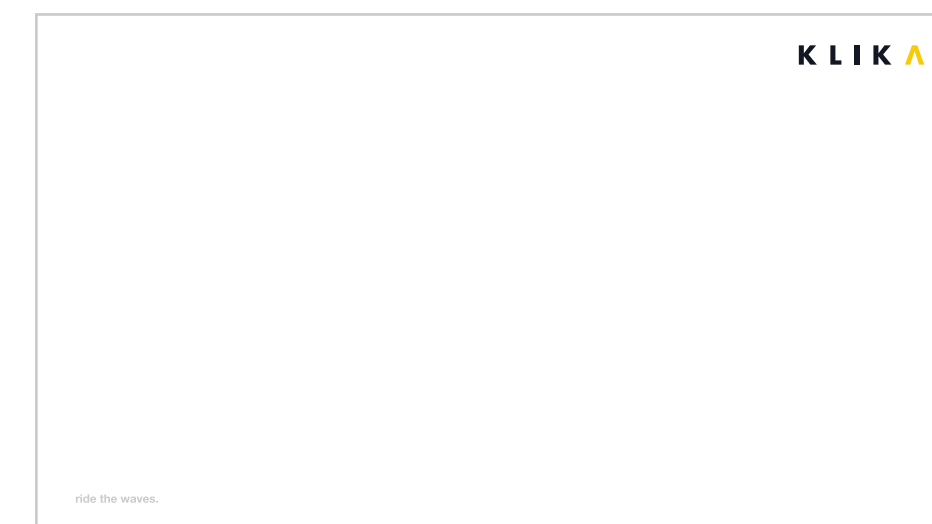
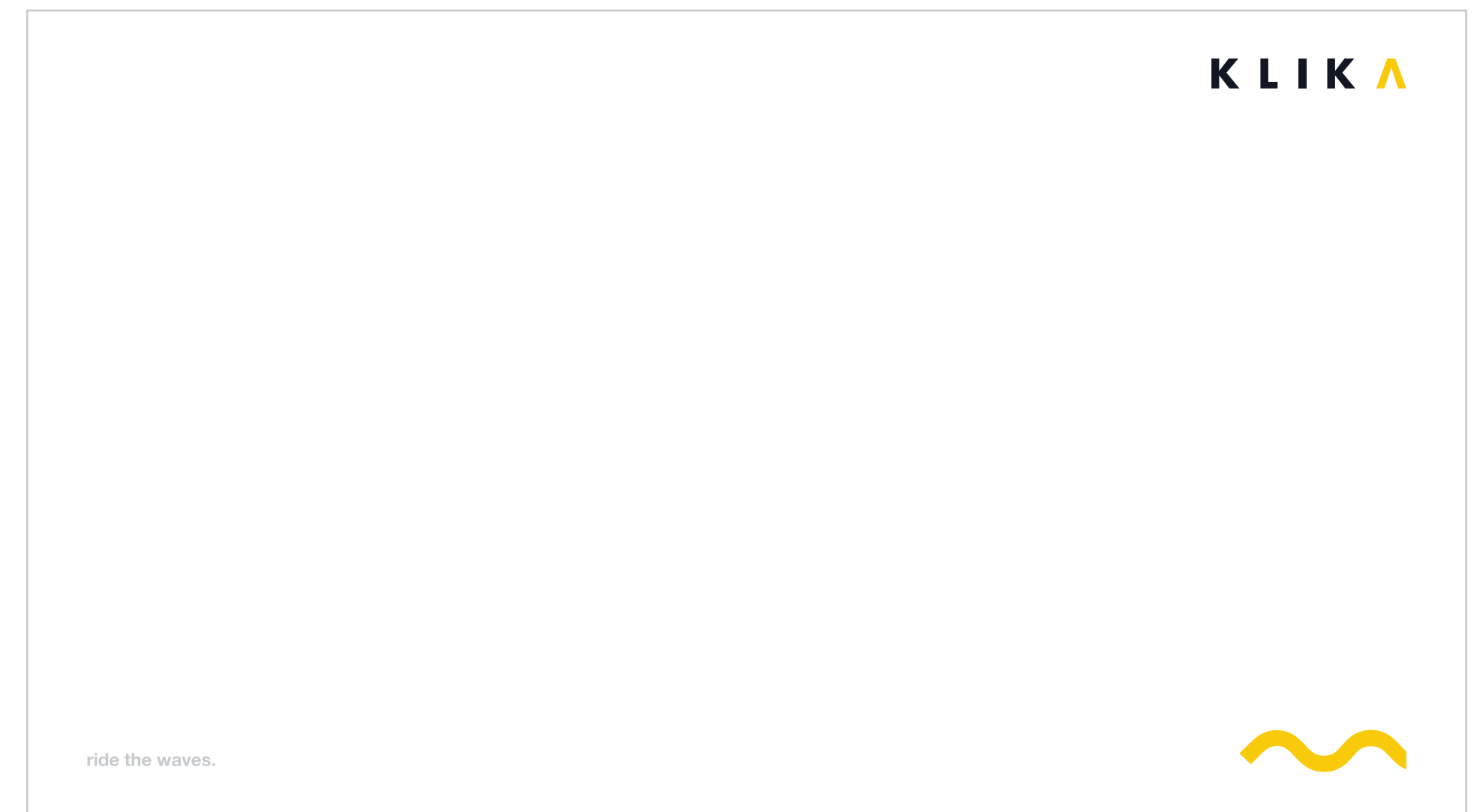


Inner screens

At the end of the day, every presentation needs content slides that showcase your message. That's why we've made sure that our content slides are simple, yet effective.

We offer three different versions of our content slides to choose from. The first features our standard branding elements, including our logo, slogan, and wave. However, we also understand that sometimes less is more. That's why we've created two additional versions that remove either the wave or both the wave and slogan, leaving more space for your content.

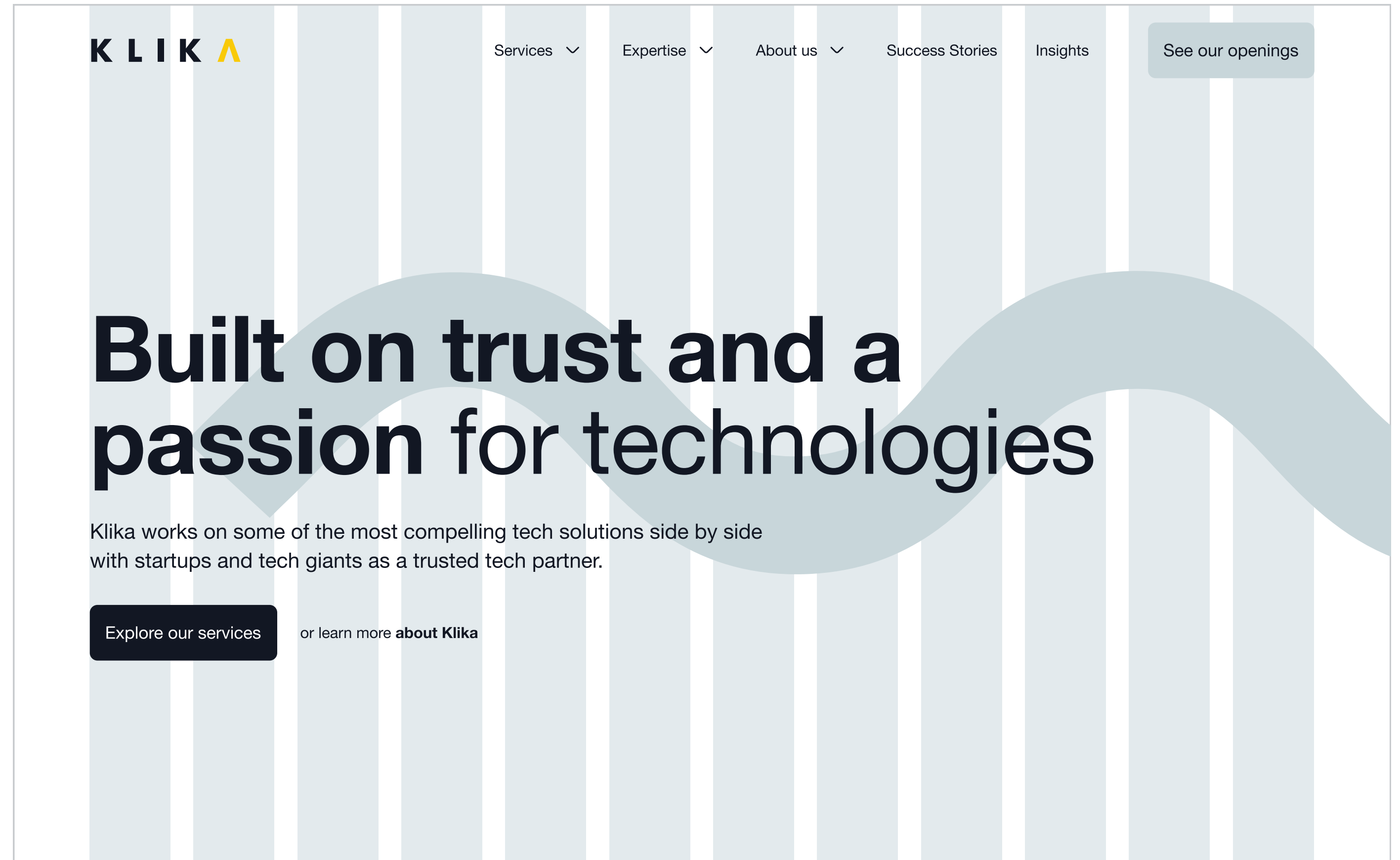
To ensure a cohesive and professional presentation, we recommend choosing one style of content slide and being consistent throughout your presentation, wherever possible.



Grid System Websites

At Klika, we utilize grid systems to ensure that our website is visually appealing and easy to navigate. By using a grid system, we are able to create a structure that guides the placement of elements on our website.

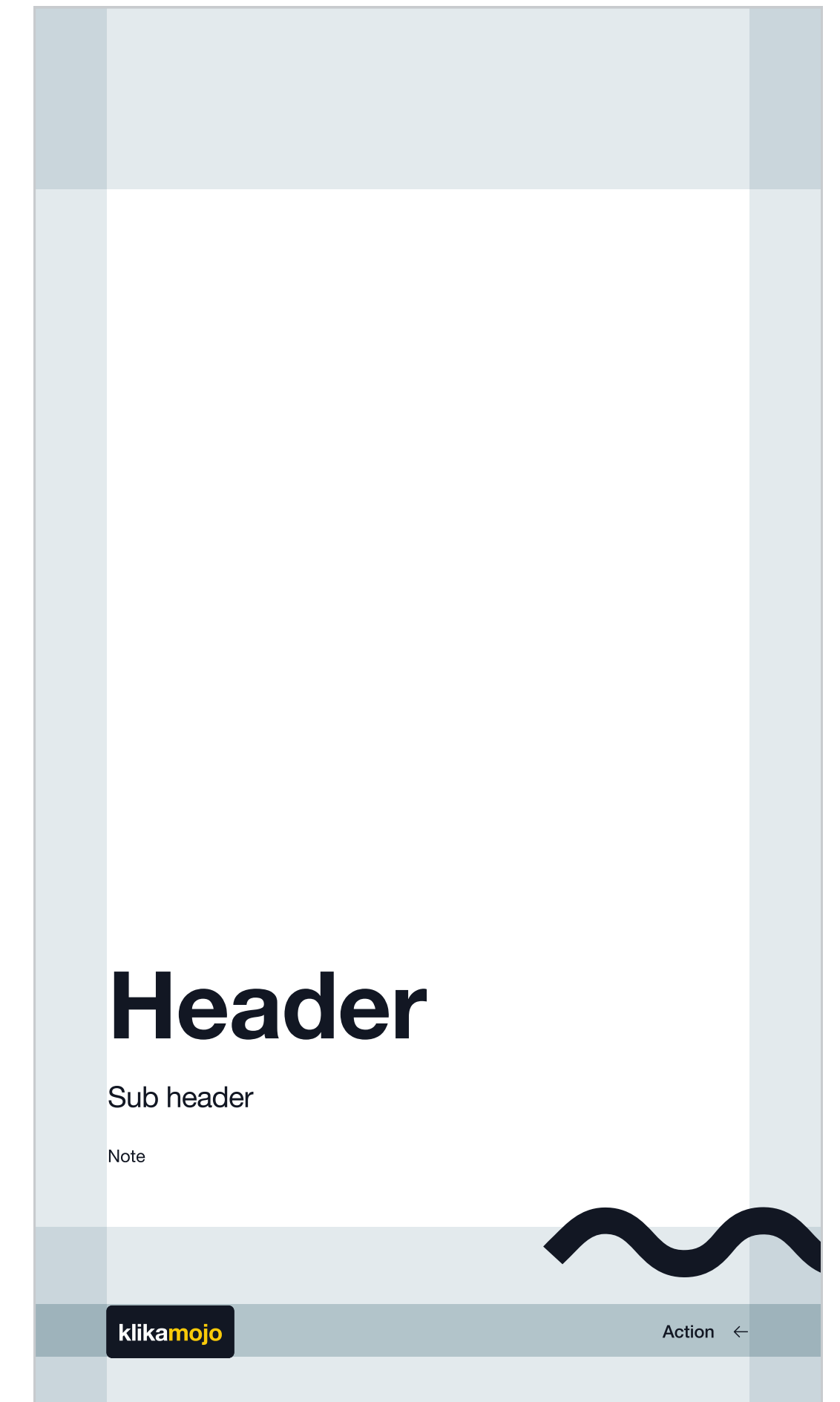
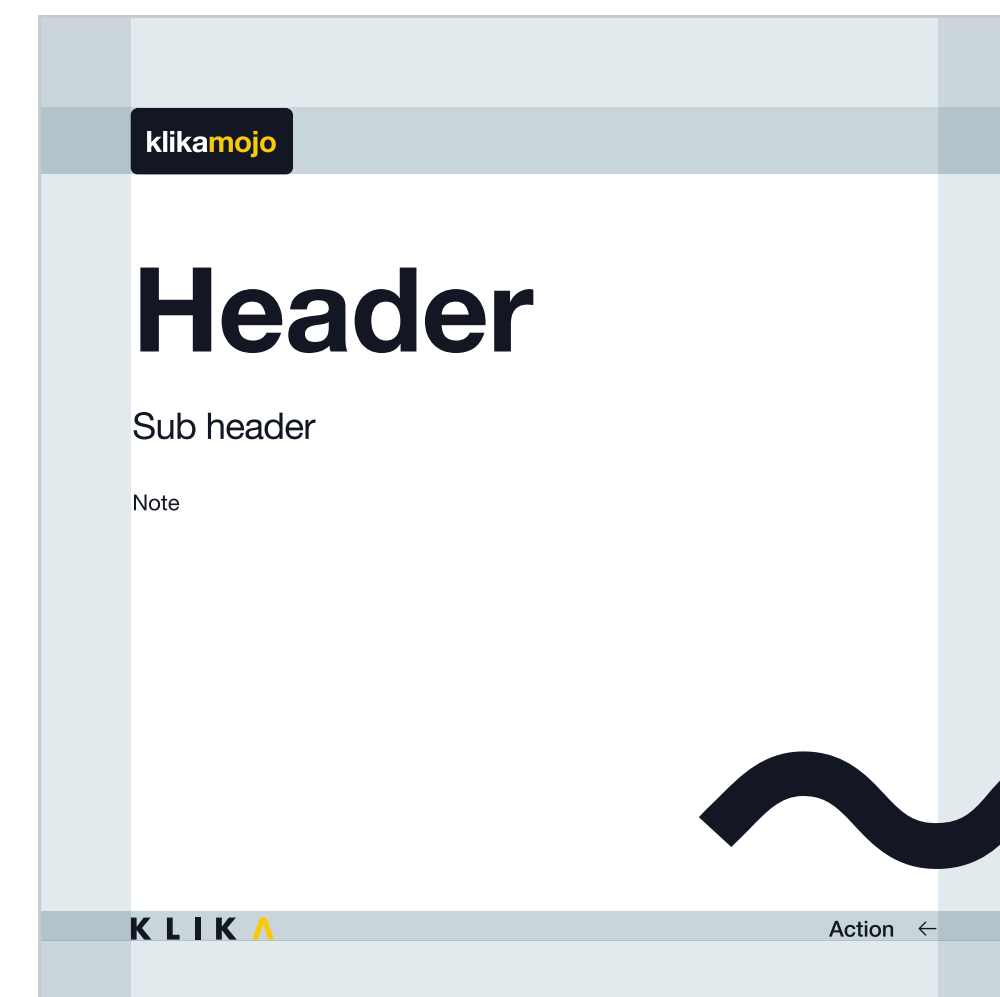
This structure ensures that each element is aligned and properly spaced, creating a sense of order and harmony. We are using 12-column grid system to build better websites.



Grid System Social Media

We use grids to structure and organize our logo, tag, copy, and images in a way that reinforces our brand identity and messaging. By utilizing a grid, we can ensure that all graphic elements are properly aligned and spaced, creating a cohesive and engaging visual experience.

Whether we're creating an Instagram post, Facebook ad, or LinkedIn article, our grid system ensures that our social media content is consistent with our brand identity and messaging. By following a set of predefined guidelines, we are able to create visually stunning social media content that effectively communicates our brand messaging and values.



How to use

Our social media templates include several assets, and we have established a grid and position for those templates.

Here is a list of elements that we are using:

1. A tag that indicates which branding direction the post belongs to
2. A copywriting section where you can enter a headline, sub header, and a small note
3. A wave element, which can be disabled if needed (but it's not recommended to use it every time)
4. A widget footer includes a fixed position for the Klika logo and a call-to-action. Depending on the post's intended use, you can disable the entire widget. If you want to hide the Klika logo, you also have that option.



Header

Sub header

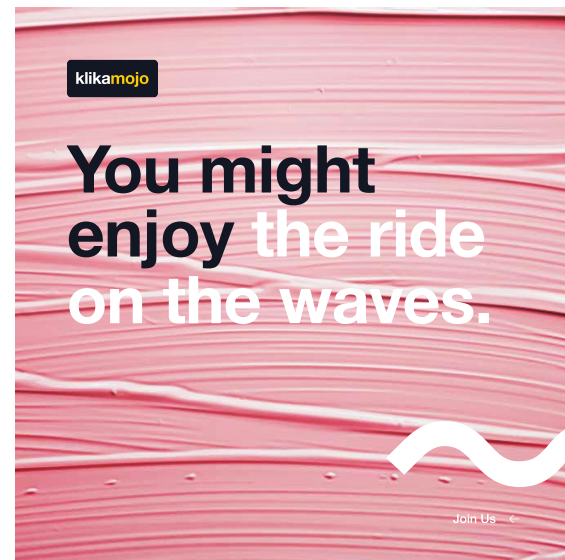
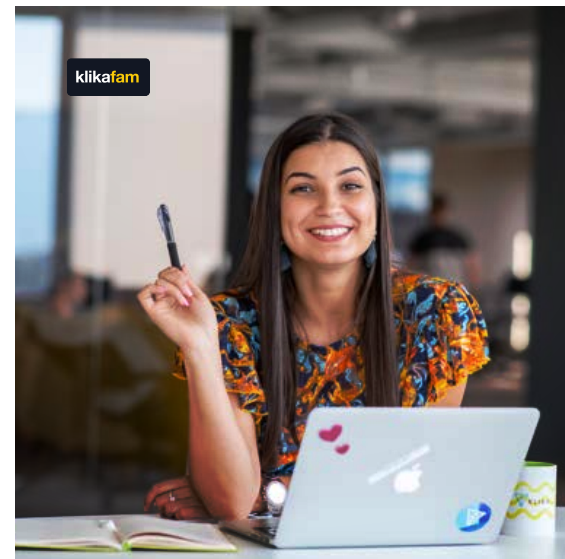
Note



Action ←



Action ←





Software product development

We own the process while building your product. We build the product tailored just for you. With Klika, your success is guaranteed.




Learn more ←

- ◇ Post ▾
- Show Wave
- Show Footer
- Post tag ◇ **mojo** ▾

- Post Footer**
- Logo
- Content Action

- Content**
- Header
- Subheader
- Note
- H Label Header
- SH Label Sub header
- N Label Note

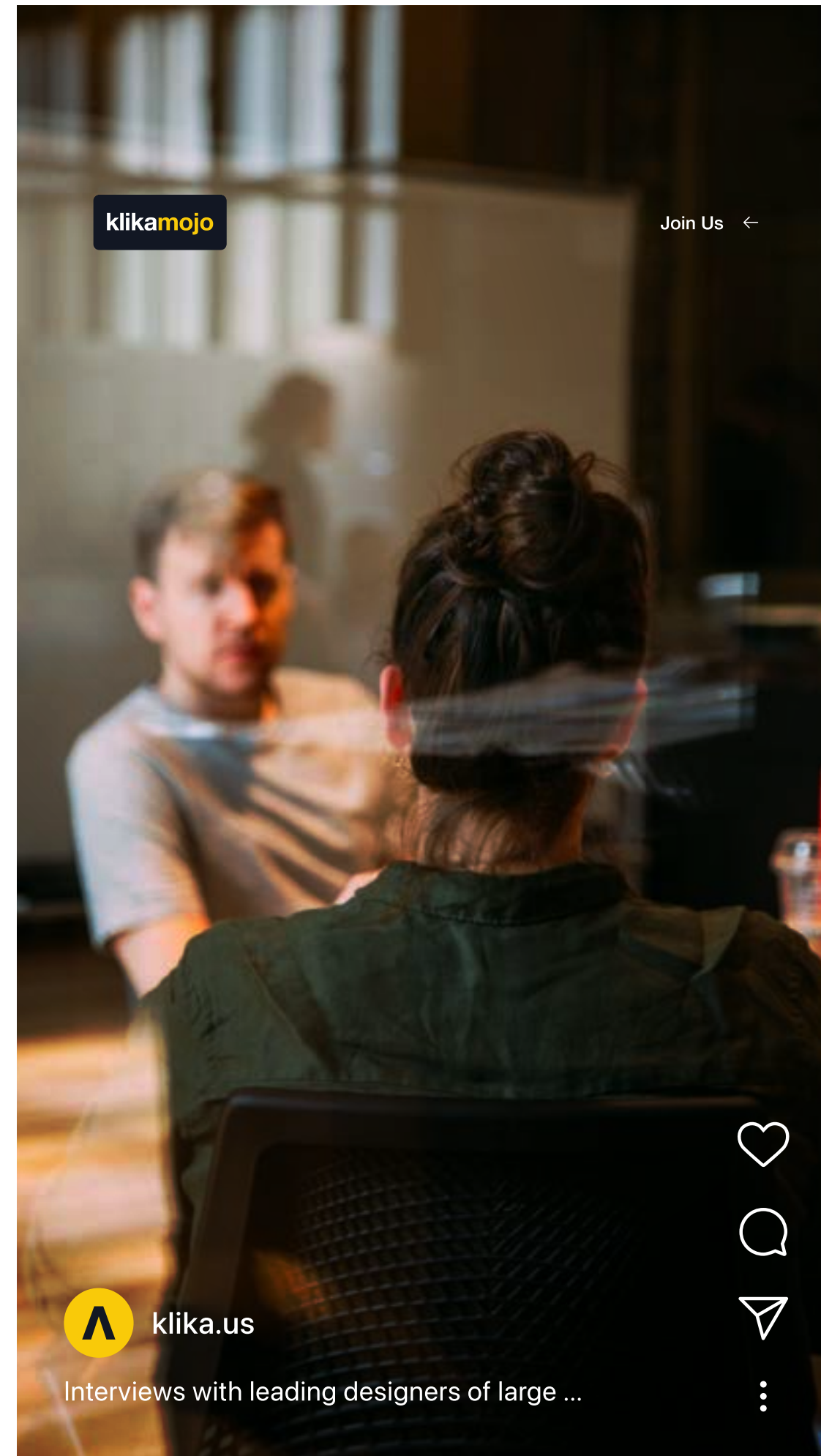
With this option you can disable/enable wave.

With this option you can disable/enable footer.

A tag instance where you are able to choose the branding direction the post belongs too.

With this option you can disable/enable the Klika logo. CTA stays visible.

A copywriting section, where you can enter a headline, sub header, and a small note if necessary. You are also able to disable the entries that you dont need for the post.



◇ Story ▾	❖ ...
Type	Story ▾
Show Wave	<input checked="" type="checkbox"/>
Show Footer	<input checked="" type="checkbox"/>
Content	
Header	<input checked="" type="checkbox"/>
Subheader	<input checked="" type="checkbox"/>
Note	<input checked="" type="checkbox"/>
H Label	Header
SH Label	Sub header
N Label	Note
Story Footer	
Tag	<input checked="" type="checkbox"/>
Content	Action
Post tag	◇ mojo ▾

Option to choose the template Story/ Reels

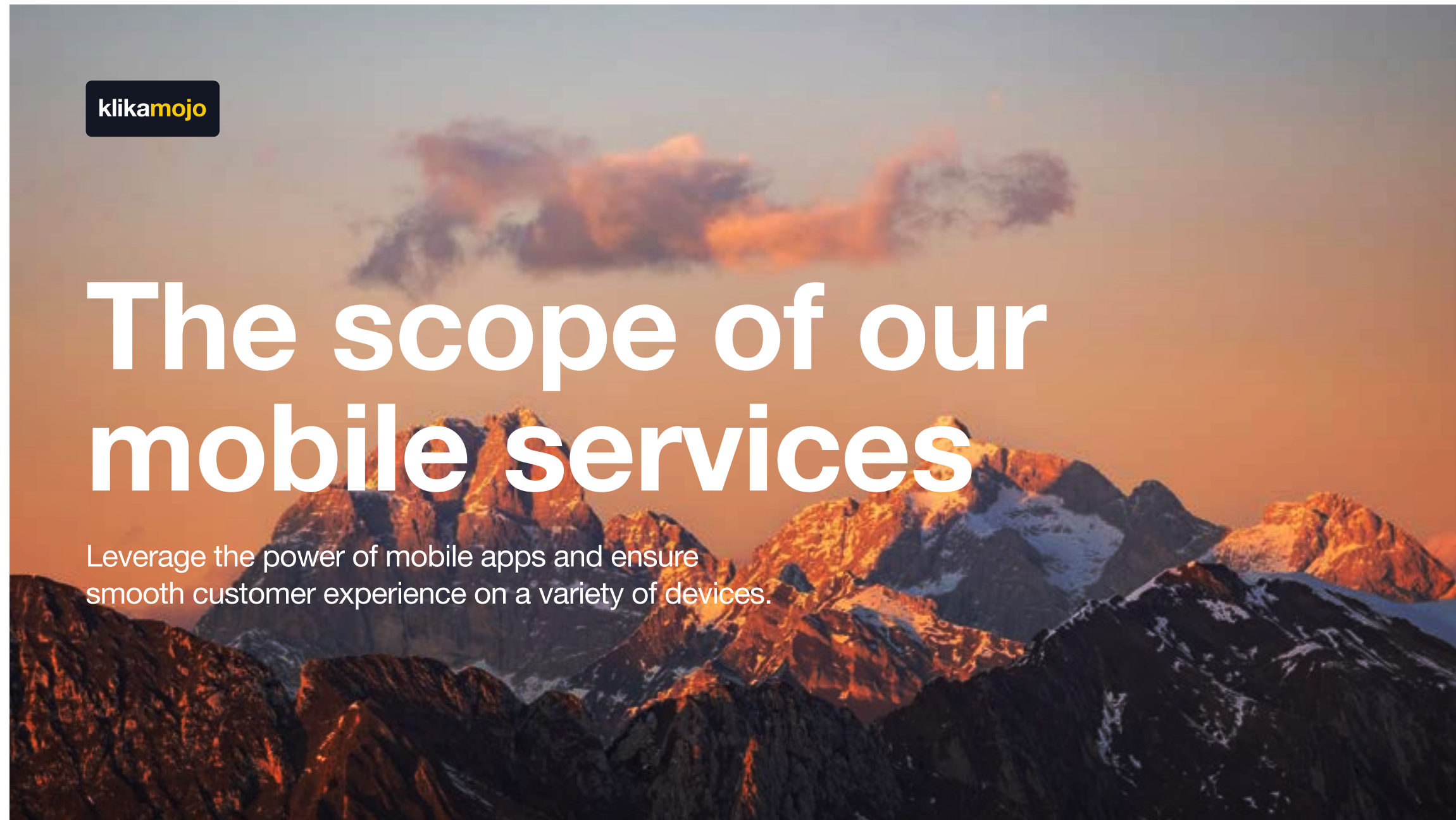
With this option you can disable/ enable wave.

With this option you can disable/ enable footer.

A copywriting section, where you can enter a headline, sub header, and a small note if necessary. You are also able to disable the entries that you dont need for the post.

With this option, you can disable/ enable the tag. CTA stays visible.

A tag instance where you are able to choose the branding direction the post belongs too.



◇ Video ▾ ❖ ...

Type Image Cover ▾

Post tag ◇ mojo ▾

Content

Header

Subheader

Note

H Label Header

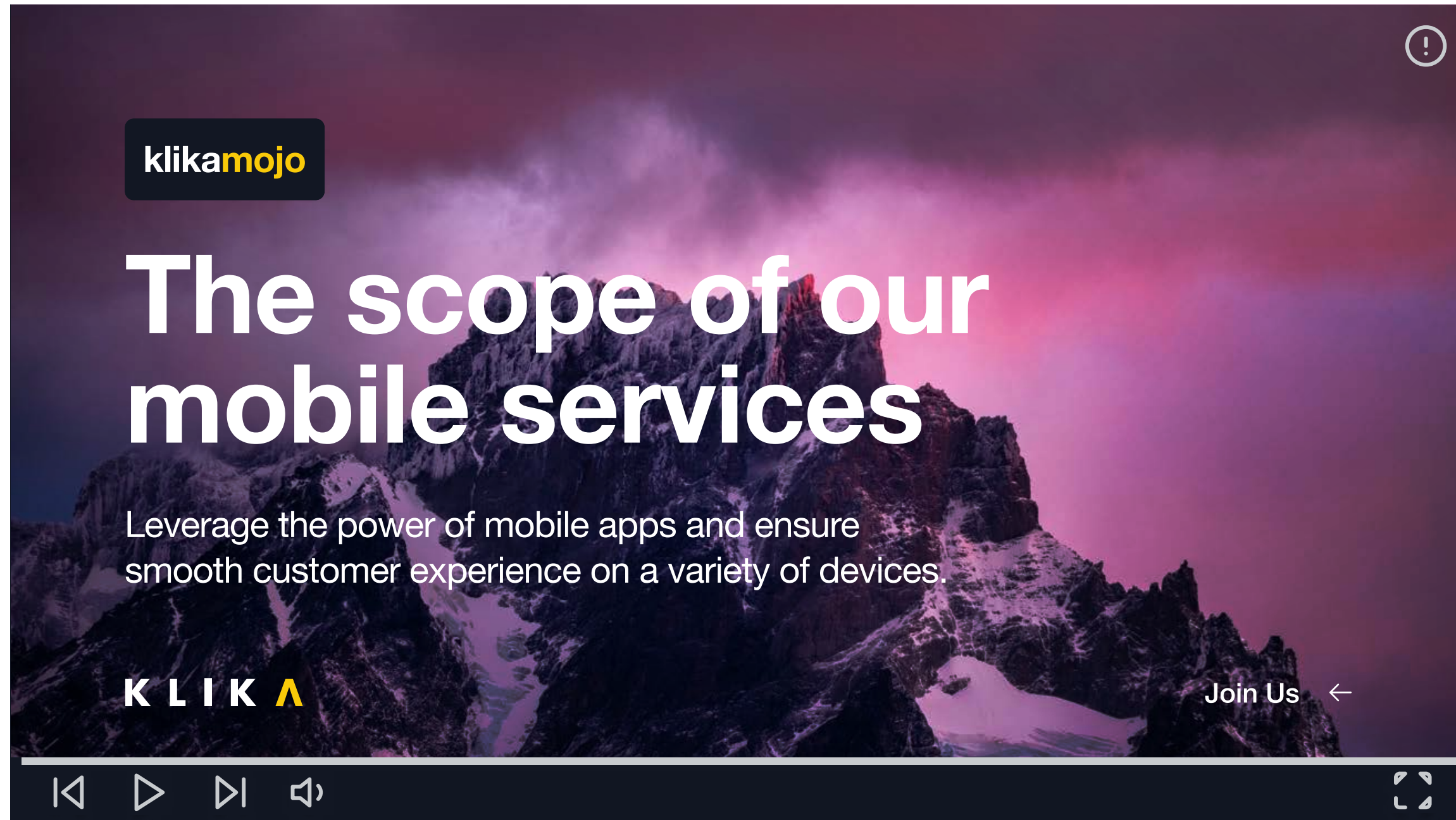
SH Label Sub header

N Label Note

Option to choose a thumbnail that contains an image, color, and end cover.

A tag instance where you are able to choose the branding direction the post belongs too.

A copywriting section, where you can enter a headline, sub header, and a small note if necessary. You are also able to disable the entries that you dont need for the post.



◇ You Tube ▾ ❖ ⋮

Type Image Cover ▾

Post tag ◇ mojo ▾

Post Footer

Logo

Content Action

Content

Header

Subheader

Note

H Label Header

SH Label Sub header

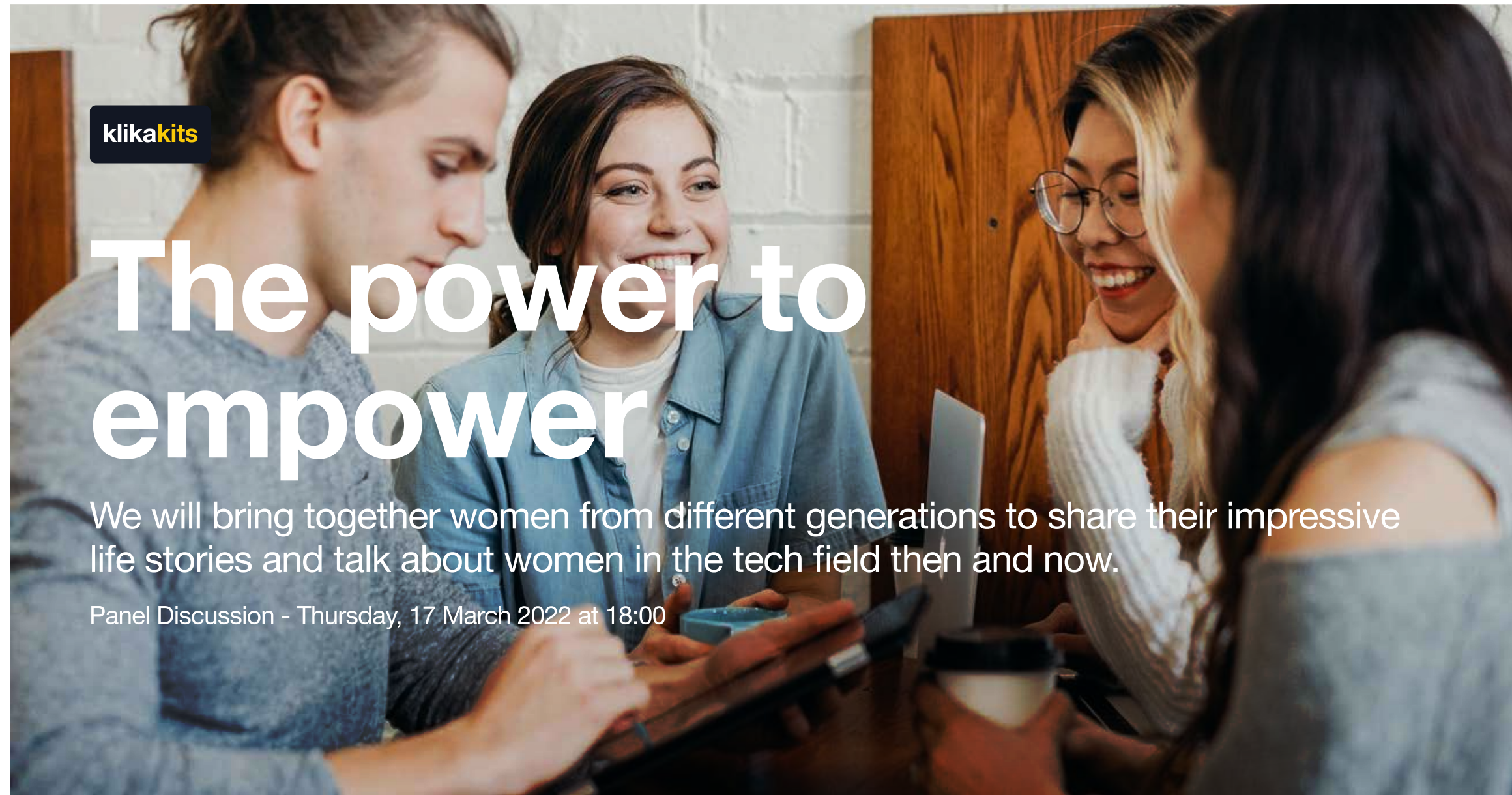
N Label Note

Option to choose a thumbnail that contains an image, color, and end cover.

A tag instance where you are able to choose the branding direction the post belongs too.

With this option you can disable/enable the Klika logo. CTA stays visible.

A copywriting section, where you can enter a headline, sub header, and a small note if necessary. You are also able to disable the entries that you dont need for the post.



◇ FB Event ▾

Post tag ◇ mojo ▾

Content

Header

Subheader

Note

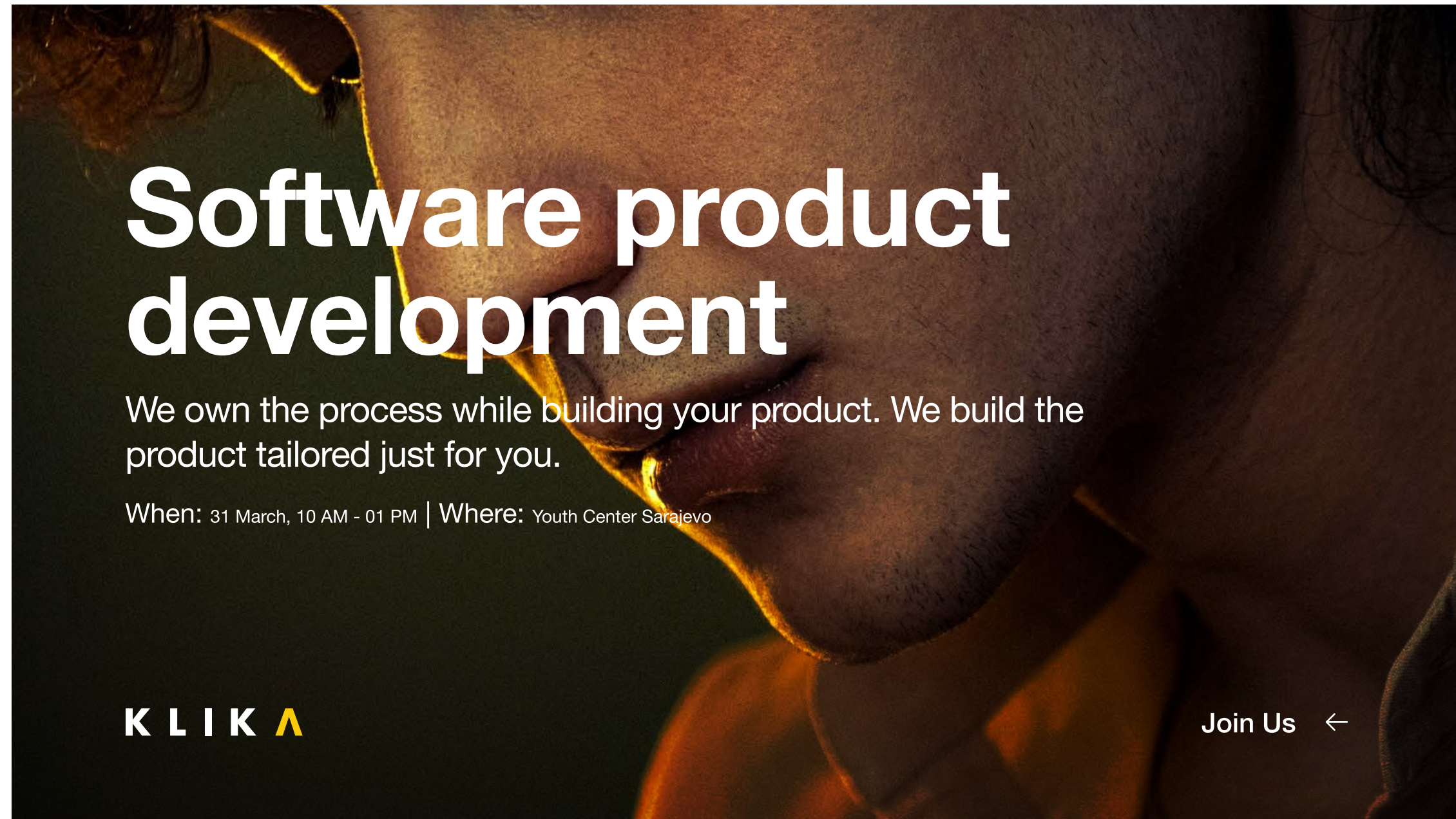
H Label Header

SH Label Sub header

N Label Note

A tag instance where you are able to choose the branding direction the post belongs too.

A copywriting section, where you can enter a headline, sub header, and a small note if necessary. You are also able to disable the entries that you dont need for the post.



Post Footer

Logo

Content Action

◇ LI Event ▾ ◆ ...

Content

Header

Subheader

Note

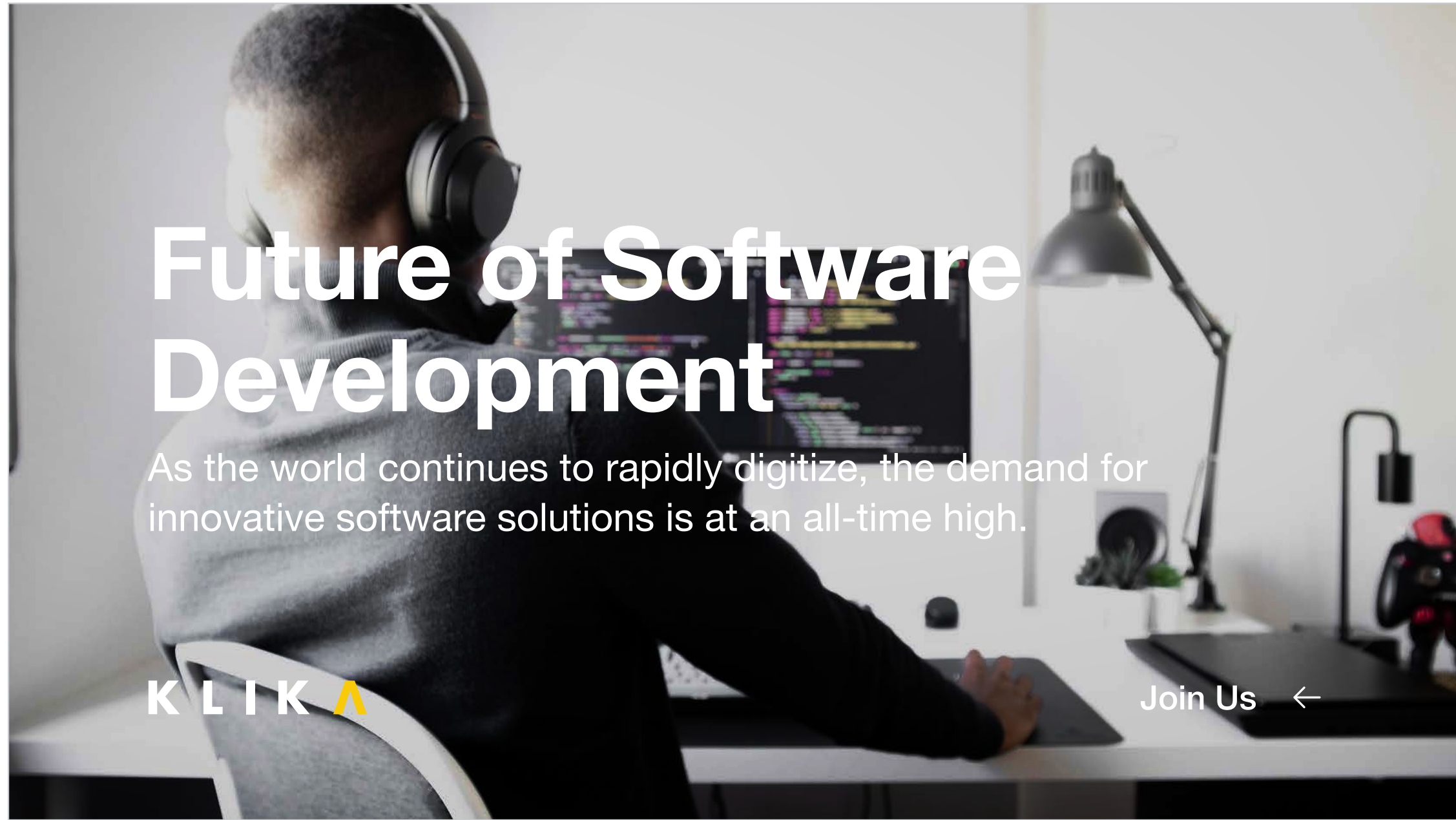
H Label Header

SH Label Sub header

N Label Note

With this option you can disable/enable the Klika logo. CTA stays visible.

A copywriting section, where you can enter a headline, sub header, and a small note if necessary. You are also able to disable the entries that you dont need for the post.



Post Footer

Logo

Content Action

◇ Twitter ▾

◇ ...

Content

Header

Subheader

Note

H Label Header

SH Label Sub header

N Label Note

With this option you can disable/enable the Klika logo. CTA stays visible.

A copywriting section, where you can enter a headline, sub header, and a small note if necessary. You are also able to disable the entries that you dont need for the post.



File naming →

Figma files

It is important to keep file naming structured.

Using different ways of file naming we can easily search and sort all files. We have achieved that file structure by adding a category prefix to our files.

MARKETING

use this prefix to start labeling our marketing files that we are using for Klika marketing purposes like, ads, blog posts, webinars, etc.

INTERNSHIP



use this prefix to start labeling our Klika Internship projects

INTERNAL

use this prefix to start labeling our internal projects like web site, calendar, knowledge base etc.

EXPLORE


use this prefix to start labeling our exploration on new design proposals



 Foundation  DSGN. Shipped

Knowledge Base

Why, How?

Collaborators
Klika Design Team


 INTERNAL - Knowledge Base
Edited 6 days ago



 Web  DSGN. In Progress

Klika Web

New Klika web site - release 2023

Collaborators
Klika Design Team


 INTERNAL - Klika Web 2022
Edited 6 days ago



 Web  DSGN. Paused

Subscription

Klika Internship Project


Collaborators
Klika Design Team

 INTERNSHIP - Subscription
Edited 3 minutes ago

 Web  DSGN. Paused

Volleyball magazine

Collaborators
Klika Design Team

 EXPLORE - Volleyball portal
Edited 3 minutes ago

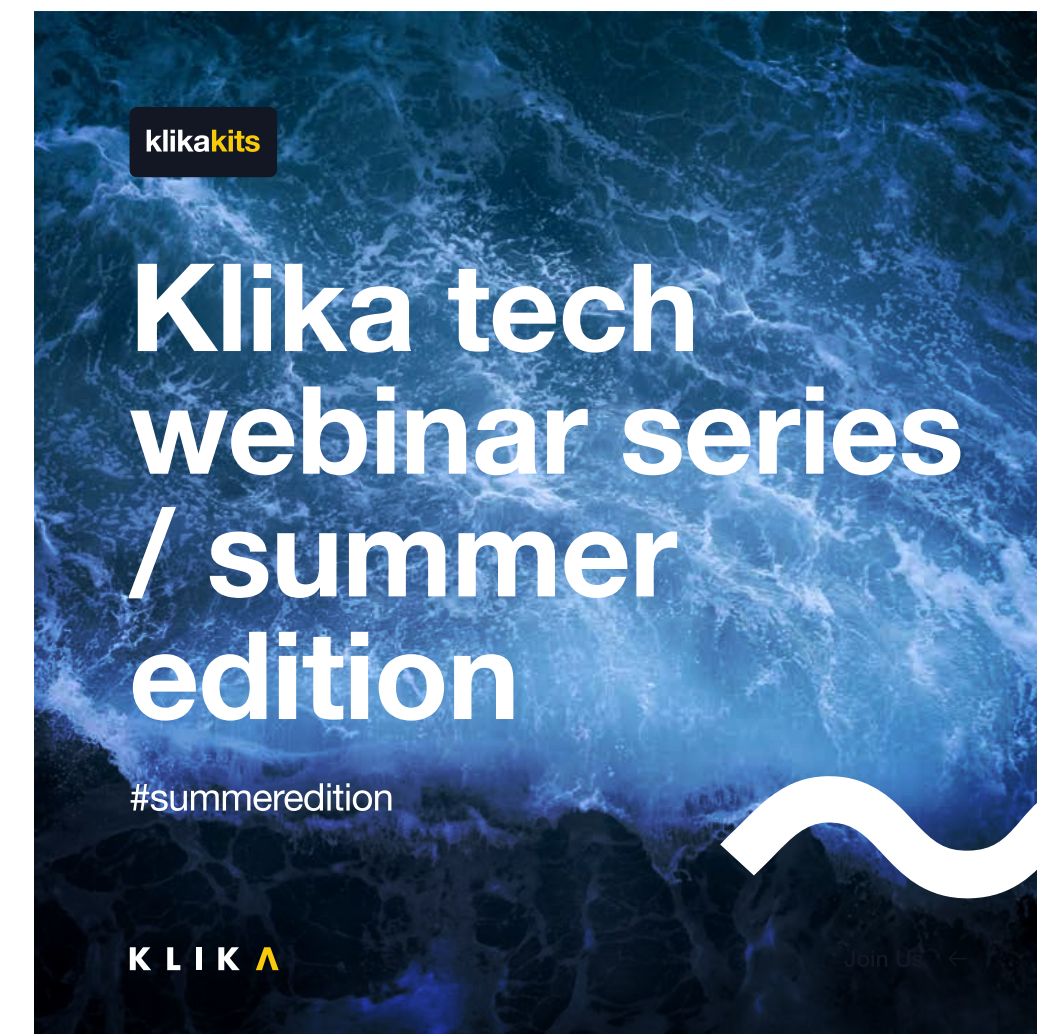
Social Media

It is important to keep file naming structured.

There are many ways to name our files. To start, we have choose from the elements below that are meaningful to our projects:

MARKETING

1. Date file created/generated (in YYYY-MM-DD format)
2. File name
3. Type of file (post, story, blog, youtube)



2023-05-02_Klika tech webinar_Post.jpg



2023-05-02_Klika tech webinar_Story.jpg

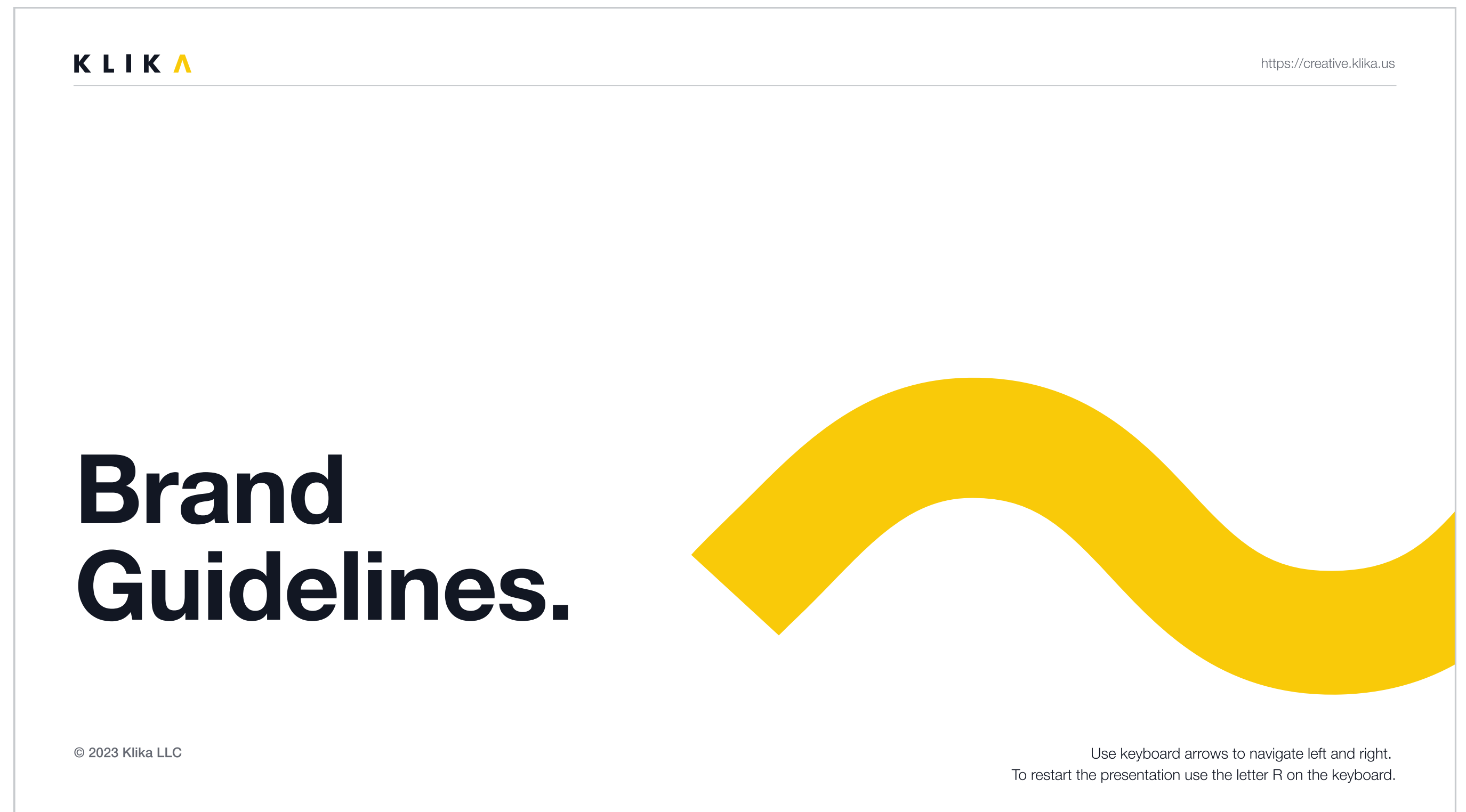
Handoff files

It is important to keep file naming structured.

There are many ways to name our files. To start, we have choose from the elements below that are meaningful to our projects:

MARKETING

1. Date file created/generated (in YYYY-MM-DD format)
2. Project name
3. File name
4. Designer Initials
5. Version number



2023-05-02_Branding/Brand Guidelines_RA_V1.ai



Branding elements



ride the waves.

Waves are not just a major element we use in our graphics, but it also represents our views on life and work. Just like when you cook a nice meal, you need good spices to flavour the taste - so we provide you with these little graphic elements that complement your future designs.

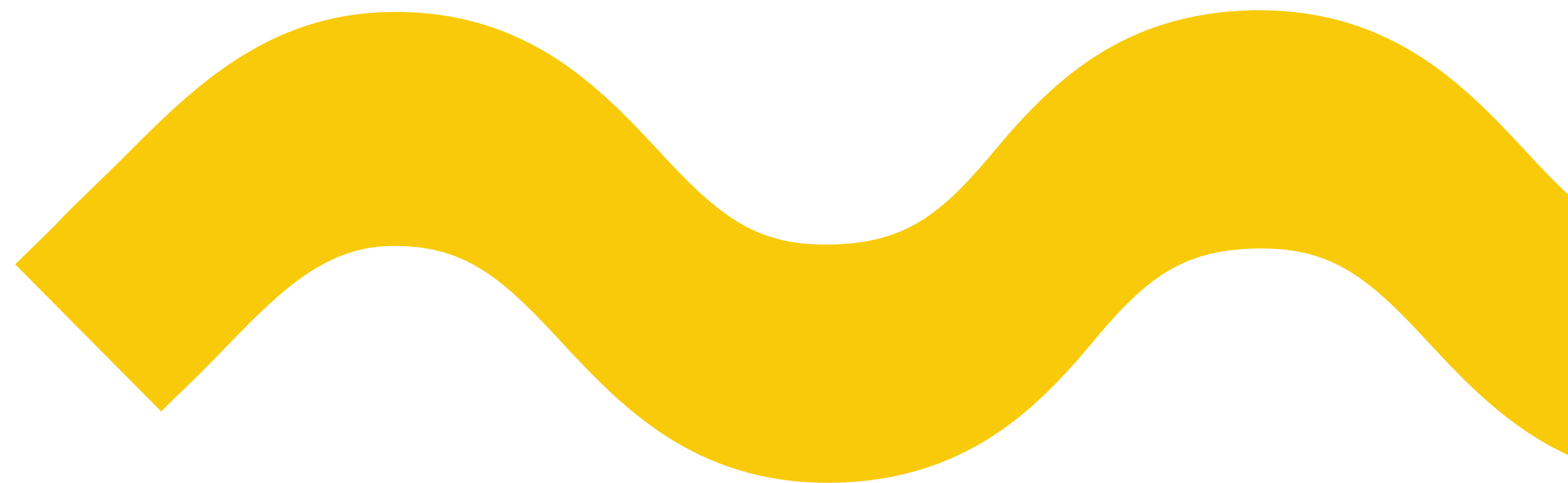
Our waves are not only versatile in their application but also in their design. They can be filled with color or images to suit your specific design needs, making them a valuable addition to your creative toolbox. Whether you're looking to add a pop of color or a unique texture, our waves can be customized to meet your vision and elevate your designs.



Short wave



Long wave



Double wave

Tags

At Klika, we utilize branded tags and widgets to add a touch of professionalism and cohesiveness to our social media materials. These visual elements are strategically placed on our Instagram posts and stories, Facebook events, videos, and LinkedIn posts to reinforce our brand identity and messaging.

Our branded tags typically include our company name or relevant keywords that align with our brand values and goals. These tags help our content get discovered by our target audience and reinforce our brand identity in a subtle yet effective way.

klikamojo Action ←

klikakits

Software product development

We own the process while building your product. We build the product tailored just for you. With Klika, your success is guaranteed.

K L I K A Learn more ←

Action ←

- Tag can be used as a component or as a single element
- Widget can be used as a component or as a single element



Videos →

Video Guidelines

Video and motion graphics play a critical role in our external communications. To ensure that our videos are engaging and on-brand, we've created detailed guidelines and standard compositions and collected various assets upfront. By working with the advanced styles we've established, any designer with essential After Effects knowledge can easily create visually stunning videos.

We strive to create animations that use soft, fluid-like motions, symbolizing the movement of the ocean and waves. Our videos are designed to be simple and clever, removing anything that could detract from the main message and always maintaining a sophisticated aesthetic. We avoid stillness and long pauses to keep the viewer entertained and engaged.

Our video guidelines are informed by the principles outlined in our brand standards manual. All videos should be visually attractive, have clear and understandable audio, and tell a complete story as concisely as possible. They should also follow our brand standards and visual identity guidelines and be consistent in style, tone, and message.

For more information on our video guidelines, please refer to our brand manual. This includes detailed information on After Effects compositions, soundtrack, file setup, and importing/exporting. Additionally, we provide general notes and tips on shooting/editing video and audio content to help you get started. We hope to continue expanding our documentation down the line.

Introduction

Our After Effects project contains three versions, with assets that have been optimised to each format to ensure that the information comes across clearly depending on the required format:

1. Post (1:1),
2. Vertical (9:16),
3. Horizontal (16:9),

These can be used when starting a project from scratch, or adding our standardized brand animations to an existing composition. Each project has an animated design elements that you can easily pull into what you're working on.

Every project is different. A simpler motion video can be built entirely in After Effects with our predefined compositions. More complex video workflow typically starts with cutting the video material in Premiere Pro first, before moving onto adjusting the compositions in After Effects and importing them into Premiere Pro to manipulate.

Post (Square)

1. Aspect Ratio: 1:1
2. Resolution: 1080x1080px
3. Minimum Length: 3 seconds
4. Maximum Length: 60 seconds
5. Frame rate: 30fps max
6. File type: .MP4 container (H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan)
7. Audio: Stereo AAC audio compression, 320kbps, 48kHz

Stories (Vertical)

1. Aspect Ratio: 9:16
2. Resolution: 1080x1920px
3. Minimum Length: 5 seconds
4. Maximum Length: 15 seconds per individual video (if longer, Instagram will cut it into 15-second pieces that are played one after the other)
5. Frame rate: 30fps max
6. File type: .MP4 container (H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan)
7. Audio: Stereo AAC audio compression, 320kbps, 48kHz

Reels (Vertical)

1. Aspect Ratio: 9:16
2. Resolution: 1080x1920px
3. Minimum Length: 5 seconds
4. Maximum Length: 15 seconds per individual video (if longer, Instagram will cut it into 15-second pieces that are played one after the other)
5. Frame rate: 30fps max
6. File type: .MP4 container (H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan)
7. Audio: Stereo AAC audio compression, 320kbps, 48kHz

Video (Horizontal)

1. Aspect Ratio: 16:9
2. Resolution: 1920x1080px
3. Minimum Length: 5 minutes
4. Maximum Length: 60 minutes
5. Frame rate: 60fps max
6. File type: .MP4 container (H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan)
7. Audio: Stereo AAC audio compression, 320kbps, 48kHz



Exporting

There are a lot of different formats you can export a composition into. Most used here at Klika, should be done as MP4 format; as it is most versatile format in use, retaining high quality while maintaining relatively small file sizes, with all digital devices and platforms supporting MP4 without any issues.

Exporting your final render sequence:

1. Adjust the duration of the composition to the required length,
2. Go to 'File > Export > Add to Adobe Media Encoder Queue...'
3. In the 'Adobe Media Encoder' window, select the composition in the render queue, this will open the 'Export Settings' window.
4. Change the Export Settings to the following:
5. Format: 'H.264'
6. Set the Name and Output, and select 'OK' to Export.

Typography

Don't underestimate a well-executed, simple idea, and always try to keep in mind that every single point in a sentence, paragraph or composition doesn't need to animate. Sometimes it's better to focus on the most important ones.

Simple movements give clarity to the composition, and clearly expresses its intention, and this in turn makes it easier for the viewer to follow along. Typography animation that is too decorative is in the end too obtrusive to the viewers understanding the message we aim to convey.

We utilize three styles of typography animation:

1. Static,
2. Rising tide,
3. Typing.

Given the themes of our visual identity, our approach to animation mimics and reinforces the act of coding, symbolizing the motion of the ocean and the waves and communicating a clear message.

Soundtrack

It is important to pay attention to the mood of the video and try to represent a correct tone.

We mostly tend to pick upbeat, powerful, corporate but modern tracks. We give our best to avoid music with any vocals. We use several music sources, both free and paid, listed below:

1. uppbear.io
2. studio.youtube.com
3. motionarray.com/browse/royalty-free-music

Transitions

Needs to be written

Video

To successfully film high quality footage:

1. Make use of natural or external light,
2. Avoid shaky footage; to ensure stable footage use a tripod or a gimbal,
3. Use the exposure lock, for consistent focus and exposure, especially when filming an interview for example,
4. Try to keep your backgrounds as simple and minimal as possible.

Recording Audio

When recording audio:

1. Do some tests to check the quality first.
2. Avoid holding the microphone with your hands - place your device on a steady surface about 30 to 50 centimetres away from the speaking person.
3. Aim to use external microphones - plugged into your camera/ phone, where possible.
4. Check the position of the microphone to get the best possible recording - keep it away from the mouth to avoid sound distortion.
5. Choose a quiet place, to avoid interference so that you can hear your subject clearly.

Editing Audio

When editing audio:

1. Ensure that you don't have any peaks or valleys in the volume.
2. Ensure there is no distortion in the audio.
3. Your voiceover, sound effects and music should not clash.
4. The voice should be the most dominant element of audio, sound effects should be in the middle and music should be the least imposing.
5. Adding subtitles to the video can allow viewers to enjoy the content with the sound turned off.



Brand Applications →

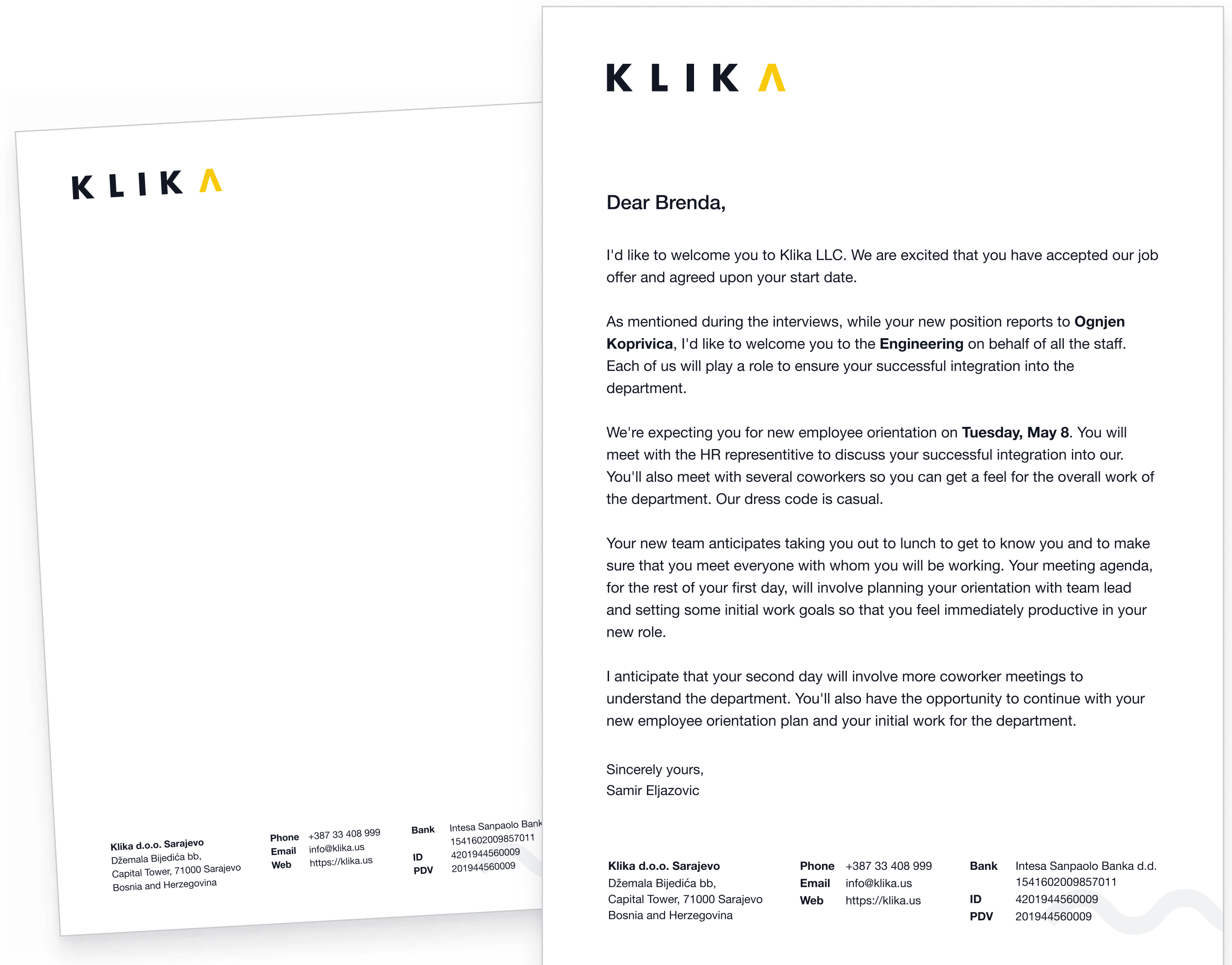
A good business card should convey the overall image of your business, which isn't always easy, considering the card measures just 9 cm by 5 cm. So how can you possibly get a message across in such a small amount of space? Don't expect your business card to be able to tell your company's entire story. What you should expect it to do is present a professional image people will remember.

The color, wording and texture of your business card have a lot to do with its appeal and its ability to convey your company image.



A letterhead is the heading at the top of a sheet of letter paper. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

The majority of company letterheads are printed A4 in size. Certain pieces of information are required to be displayed by law.



An email signature is a part of a brand image that is more than just your name and position held. It is often called an email footer.

It provides a recipient with information about your company and helps recognize it.

Hi Jane,

We would like to express our sincere gratitude for your continued patronage and support. As a company, we are constantly striving to improve and enhance our products and services to meet your ever-evolving needs. We are committed to providing you with the highest level of customer satisfaction and ensuring that your experience with us is nothing short of exceptional.

Your feedback and suggestions are invaluable to us, and we encourage you to share them with us at any time. Thank you once again for choosing us as your trusted partner, and we look forward to serving you in the future.

Thanks,

Samir Eljazovic | Chief Executive Officer

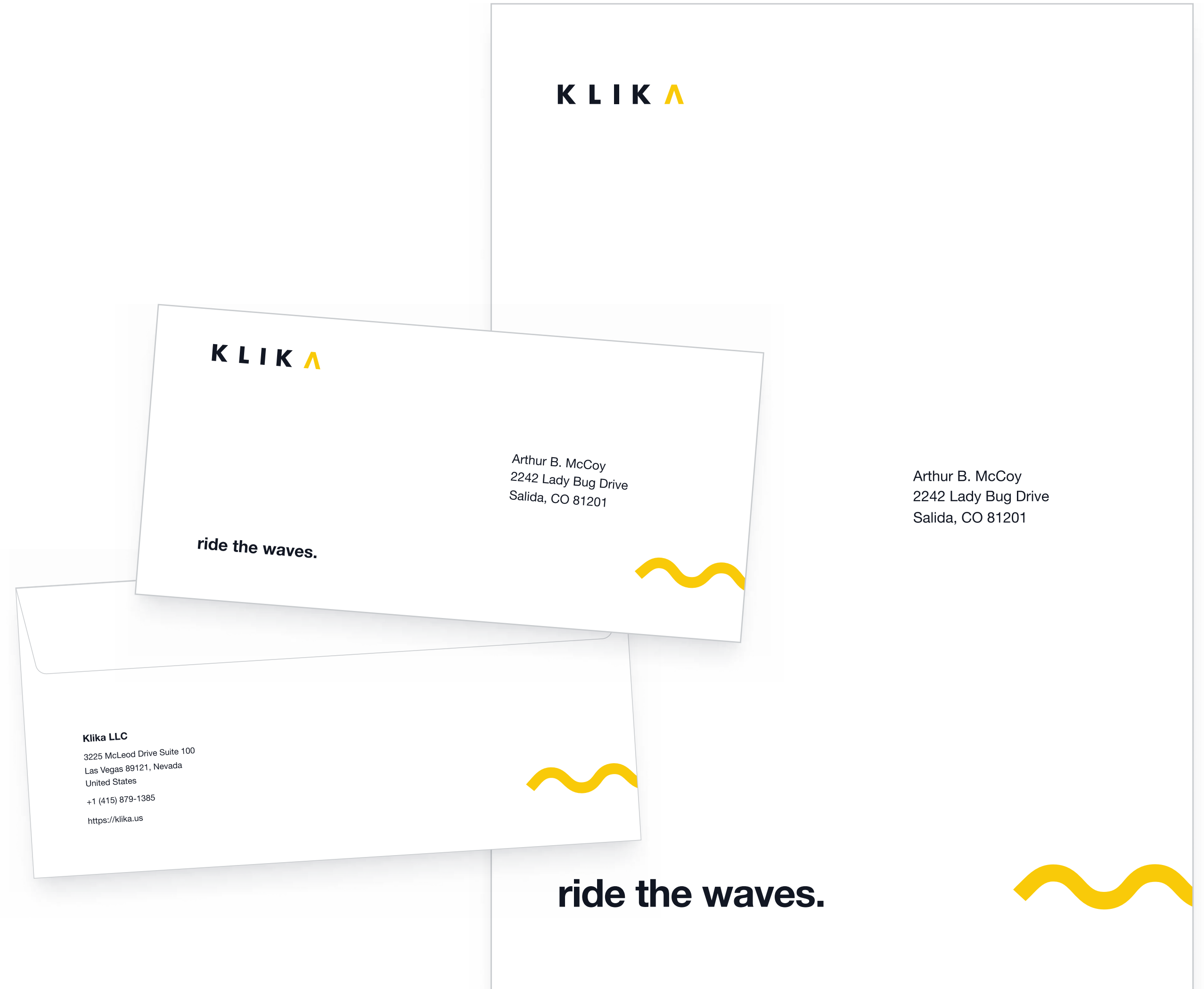
K L I K  e: samir.eljazovic@klika.us
p: +387 33 408 999
a: Džemala Bijedića bb, Capital Tower, 71000 Sarajevo
w: <https://klika.us>

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Business envelopes are lightweight, simple envelopes meant for the everyday mailings that make your customer's business work. Whether that means sending a billing statement to a client or a brochure to a prospective customer, business and mailing envelopes are a great way to get branded style for everyday use.

A standard DL envelope measures 110mm x 220mm. This is what most people consider a "letter envelope" and fits A4 paper folded into thirds.

A standard C4 envelope measures 324mm x 229mm. This is designed to fit unfolded A4 paper. Standard A4 paper size is 210mm x 297mm.



Thank you cards are a wonderful way to let someone know that you appreciate them, particularly when you can't thank them in person.

In the case of a gift, a thank you message lets the sender know that you received it and gives you an opportunity to acknowledge the gesture.

Business 'With Compliments' slips are designed to fit inside a DL envelope and usually measure 210mm x 99mm.



**Thank you
for being the
best employee.**

ride the waves.

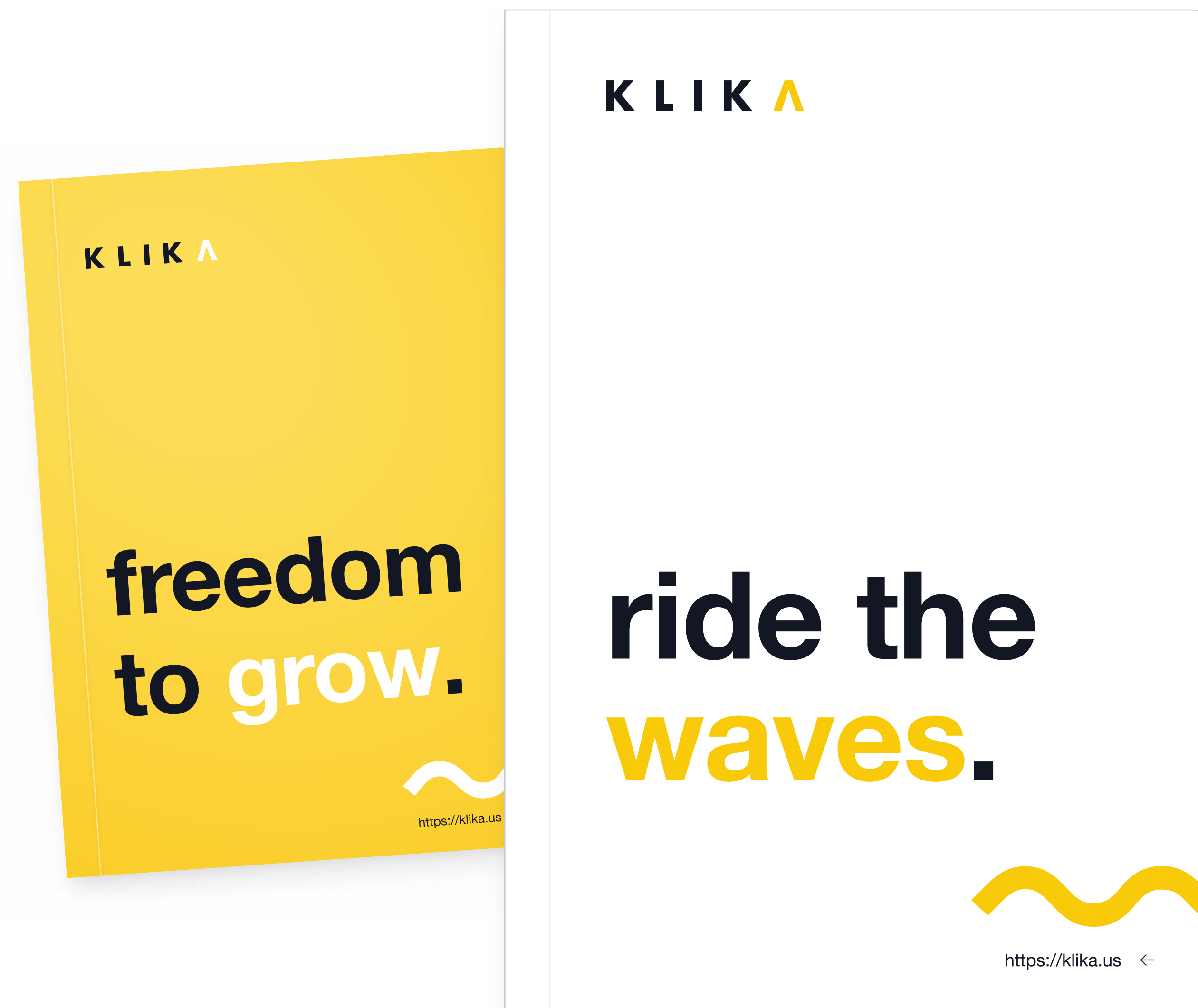
A notebook (also known as a notepad, writing pad, drawing pad, or legal pad) is a book or stack of paper pages that are often ruled and used for purposes such as recording notes or memoranda, other writing, drawing or scrapbooking.

A5 (14.8cm wide x 21cm tall)

Giving you a solid amount of room to write while fitting neatly into your bag, it's easy to see why A5 notebooks are our most popular option.

Pocket (9cm wide x 14cm tall)

Known as A6 notebooks, a Pocket notebook is roughly half the size of an A5, so it takes up even less space in your bag (or, y'know... pocket).



When you've got to give a big slide deck presentation, it can be a bit daunting to get started. You might already be feeling nervous about speaking in front of a crowd. Or you could be running short on preparation time.

Having a visual to go along with your presentation is usually expected by an audience. That's why we use Microsoft PowerPoint or Keynote to build out slide decks easily.

Format 16:9

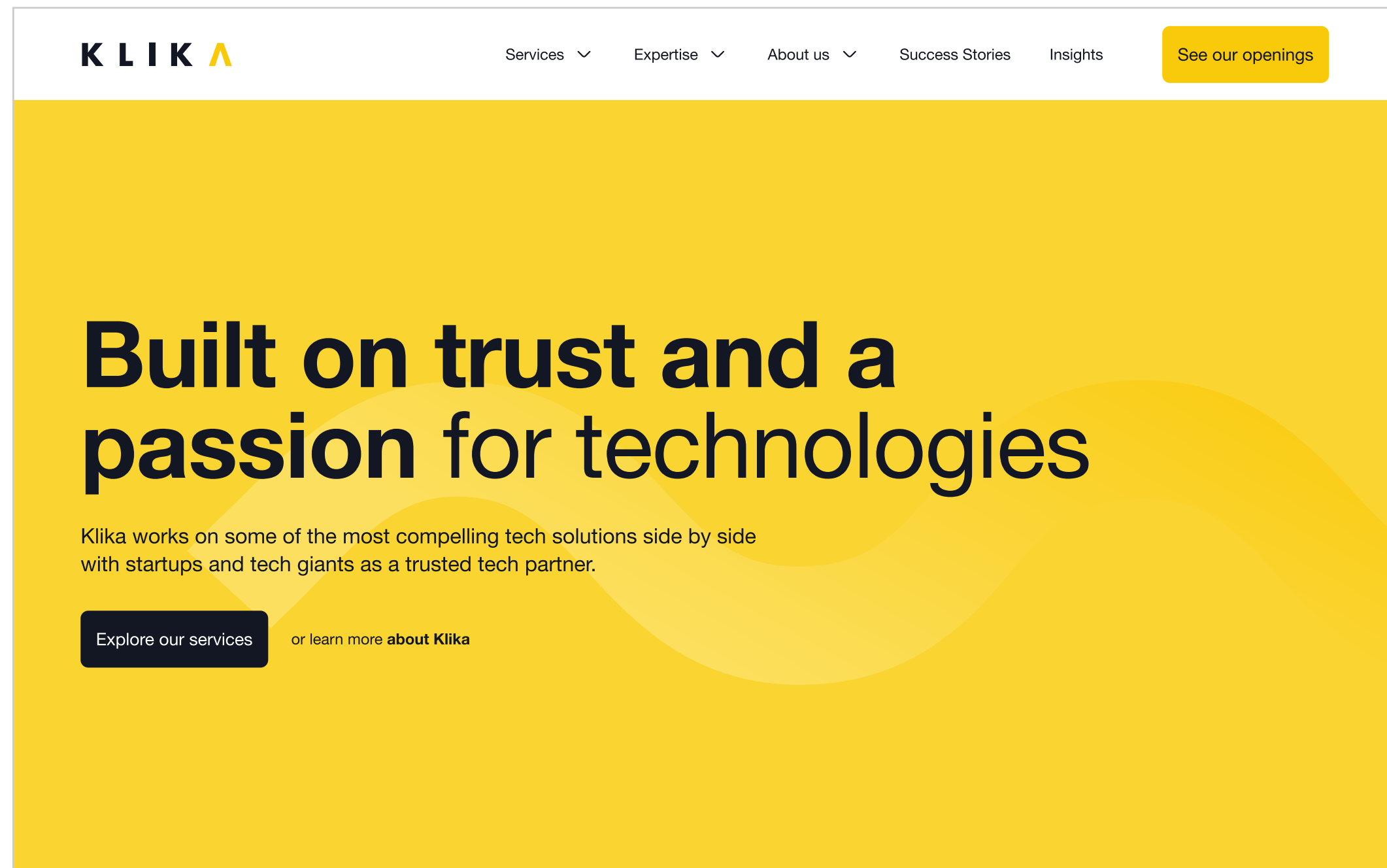


HR folder is branded Klika paper folder, that contains all HR materials for a new employee. Like Employee Handbook, Perk/Benefits booklet, Corporate Overview, and Welcome Letter, Company guidelines, and Employee contract.

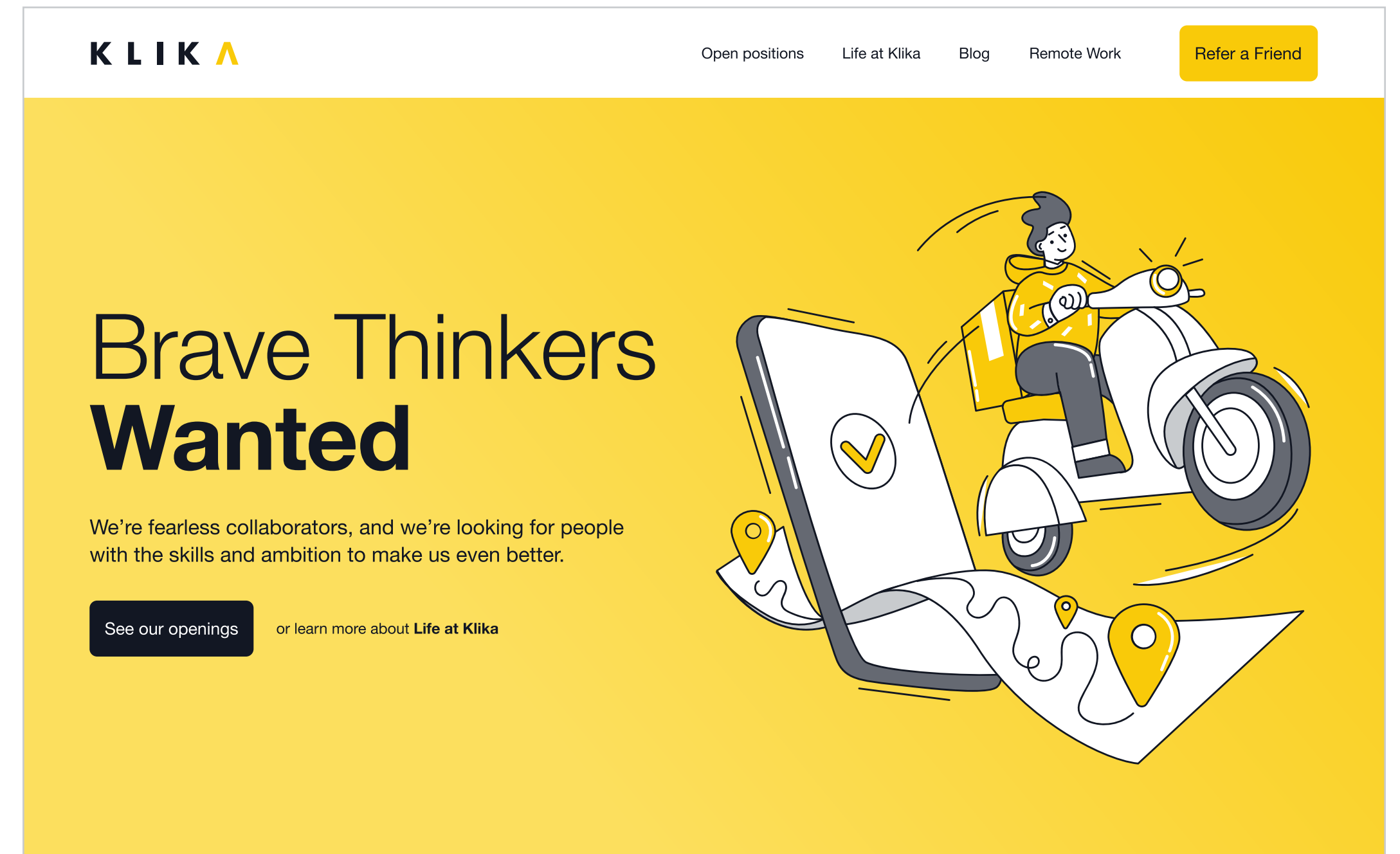
This folder is handed off to each new employee with a goodie bag too.

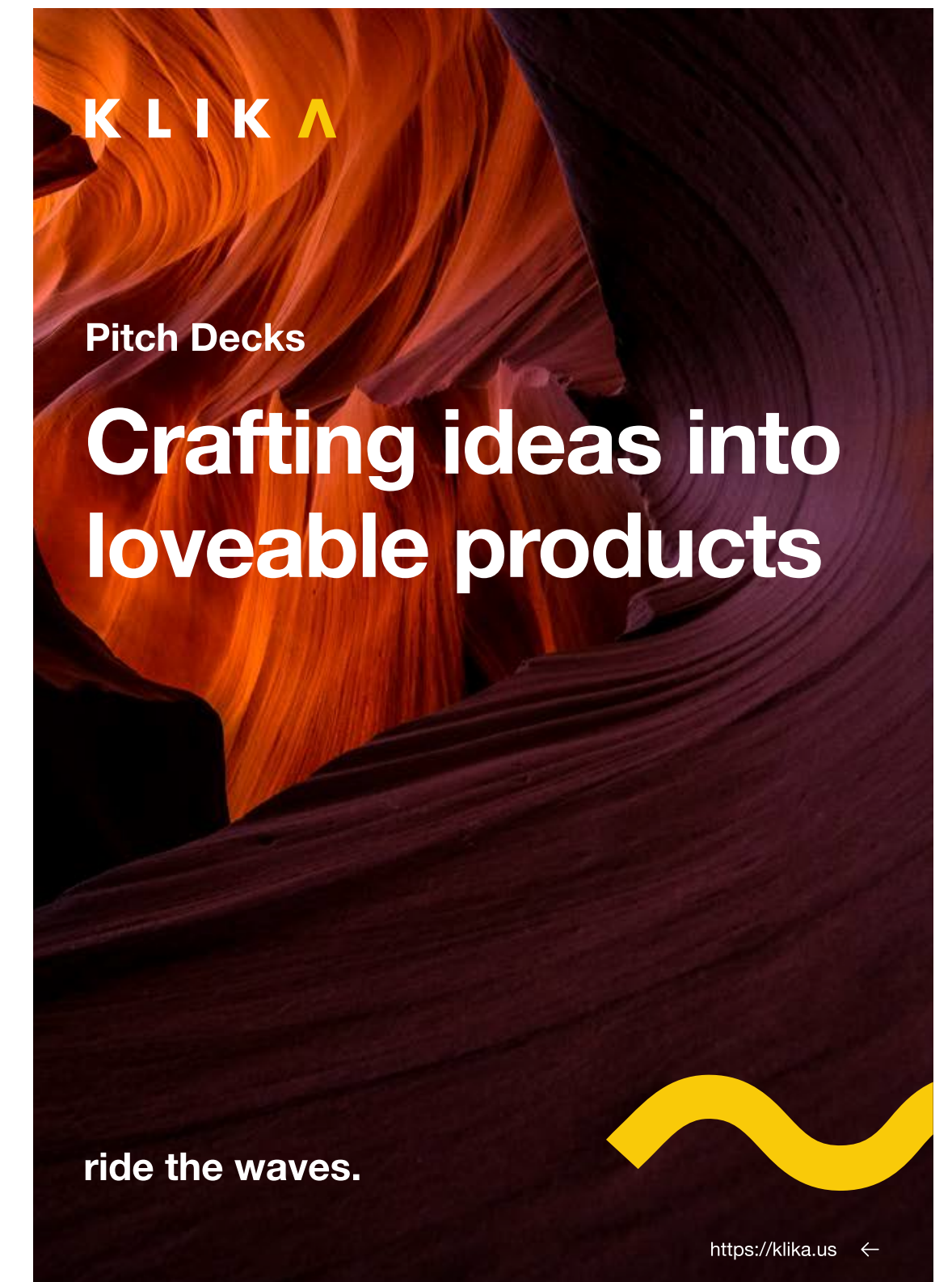
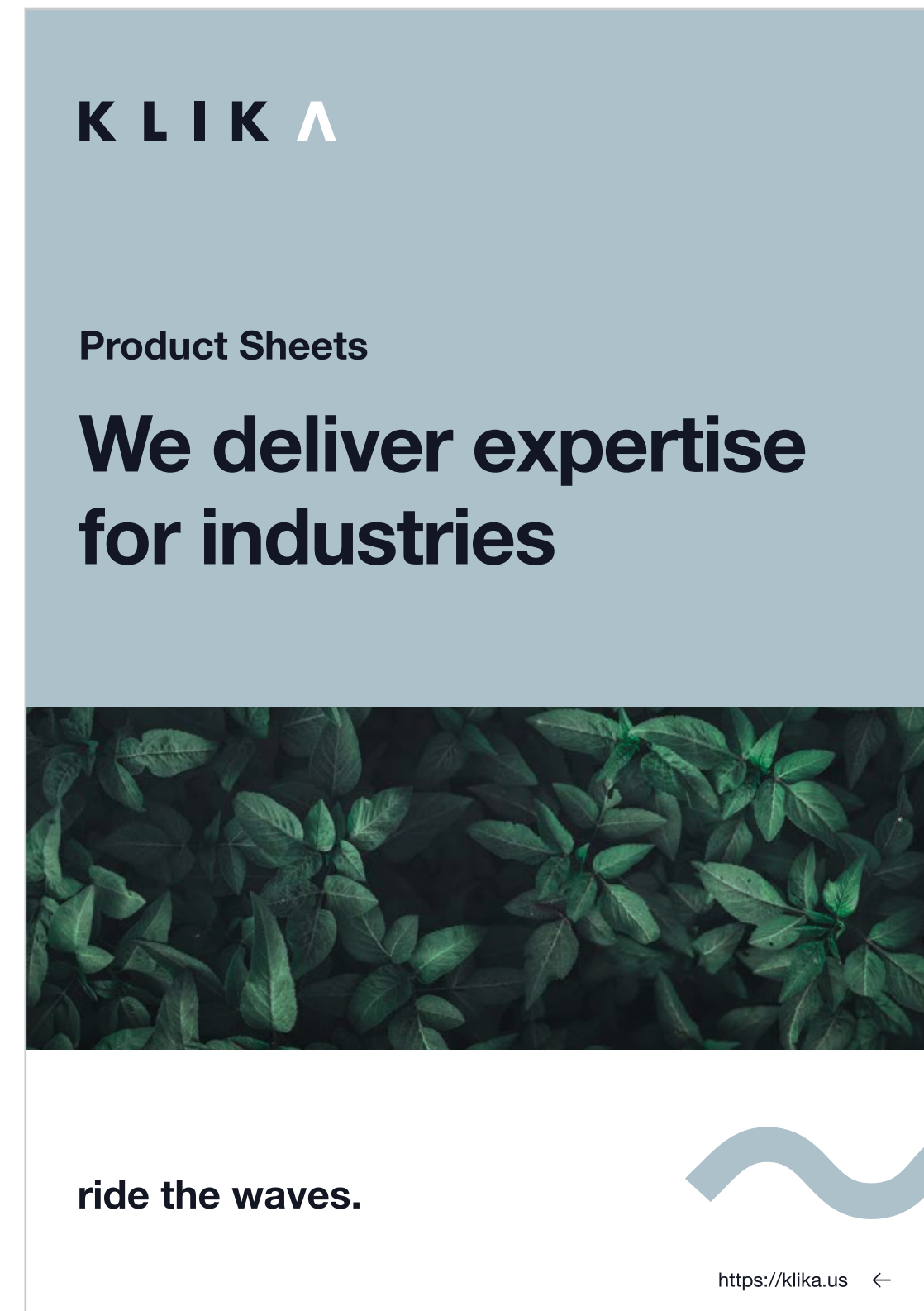
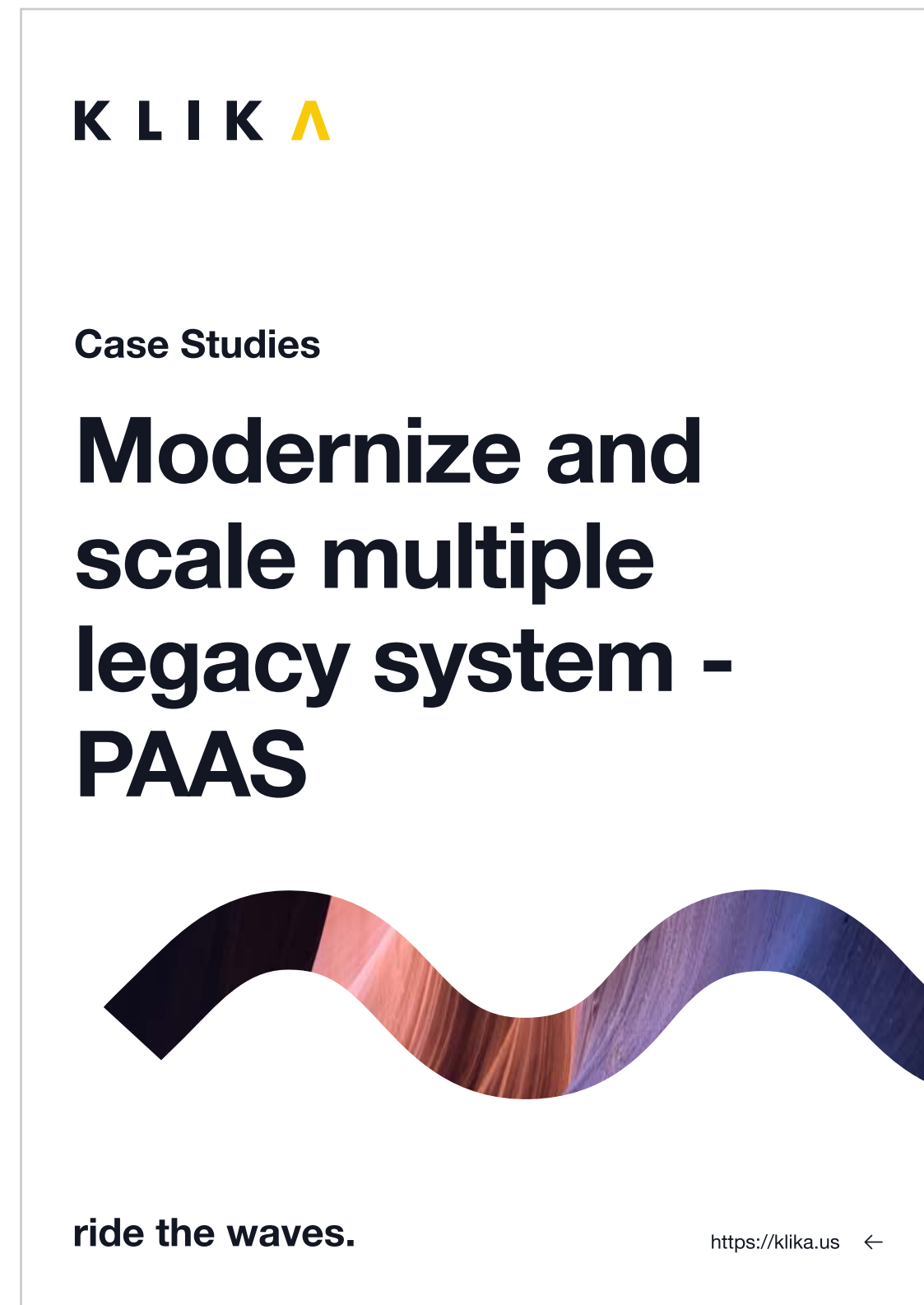


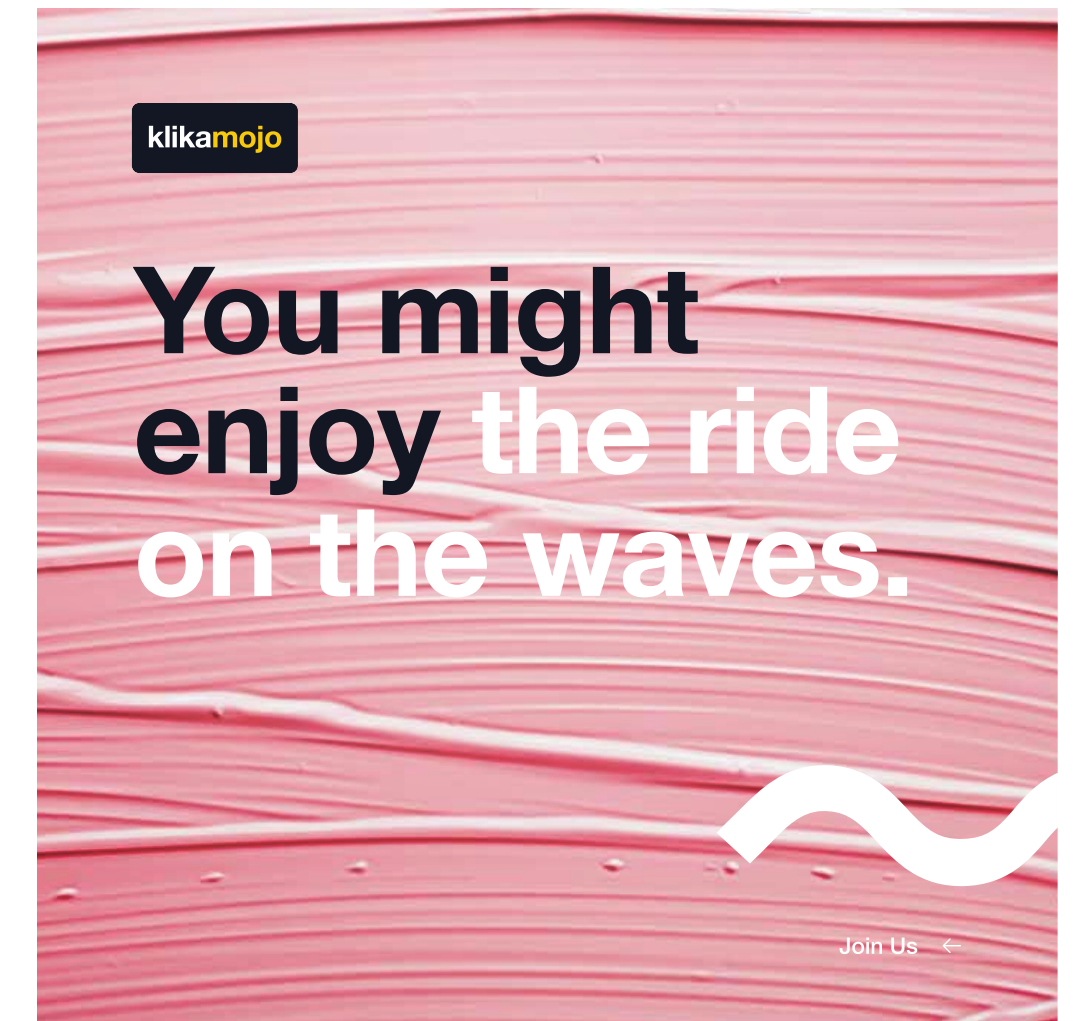
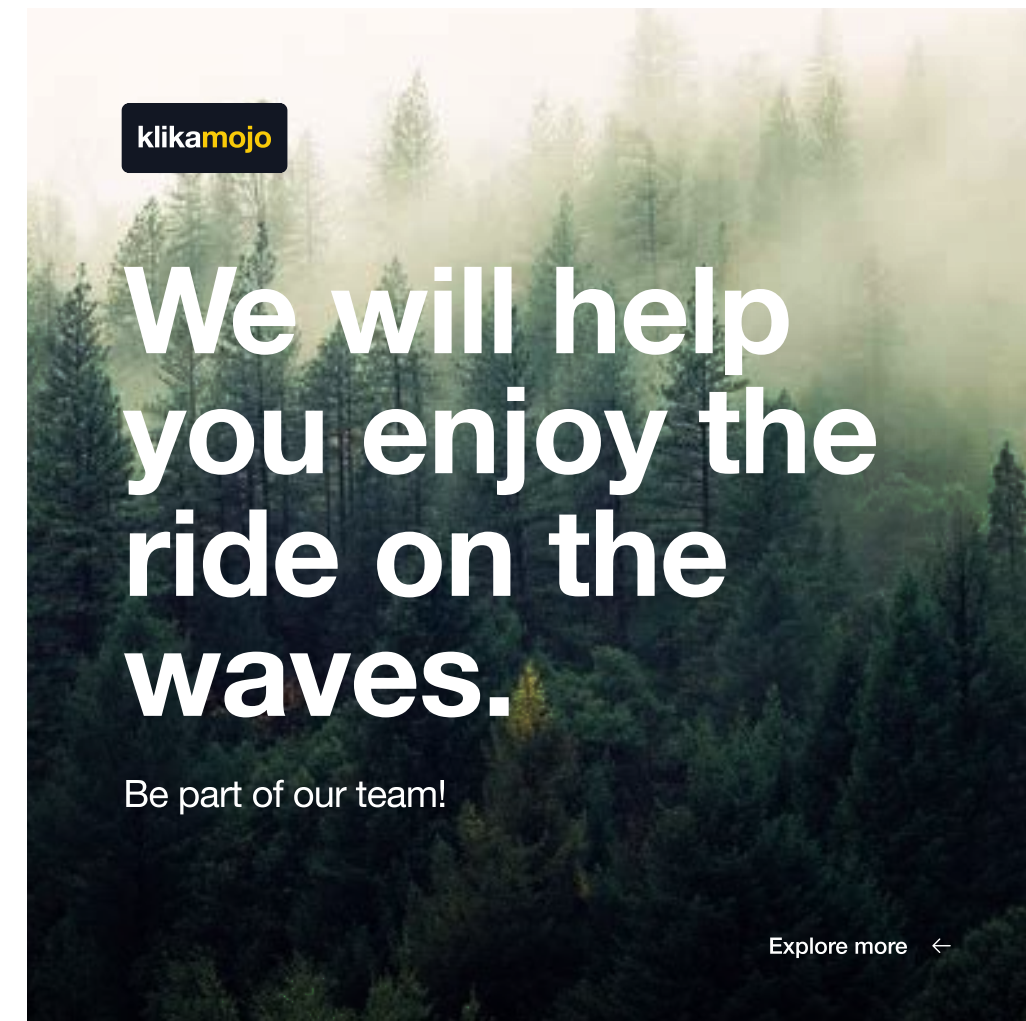
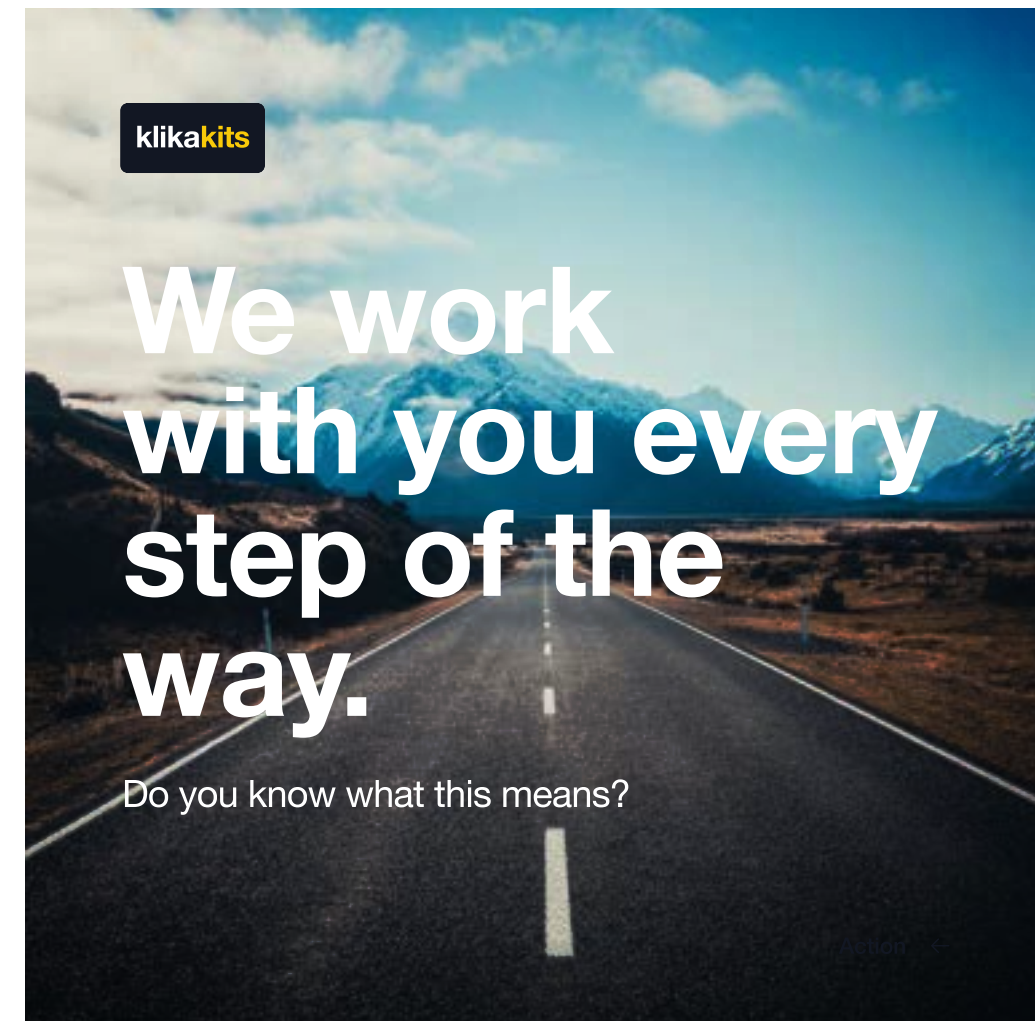
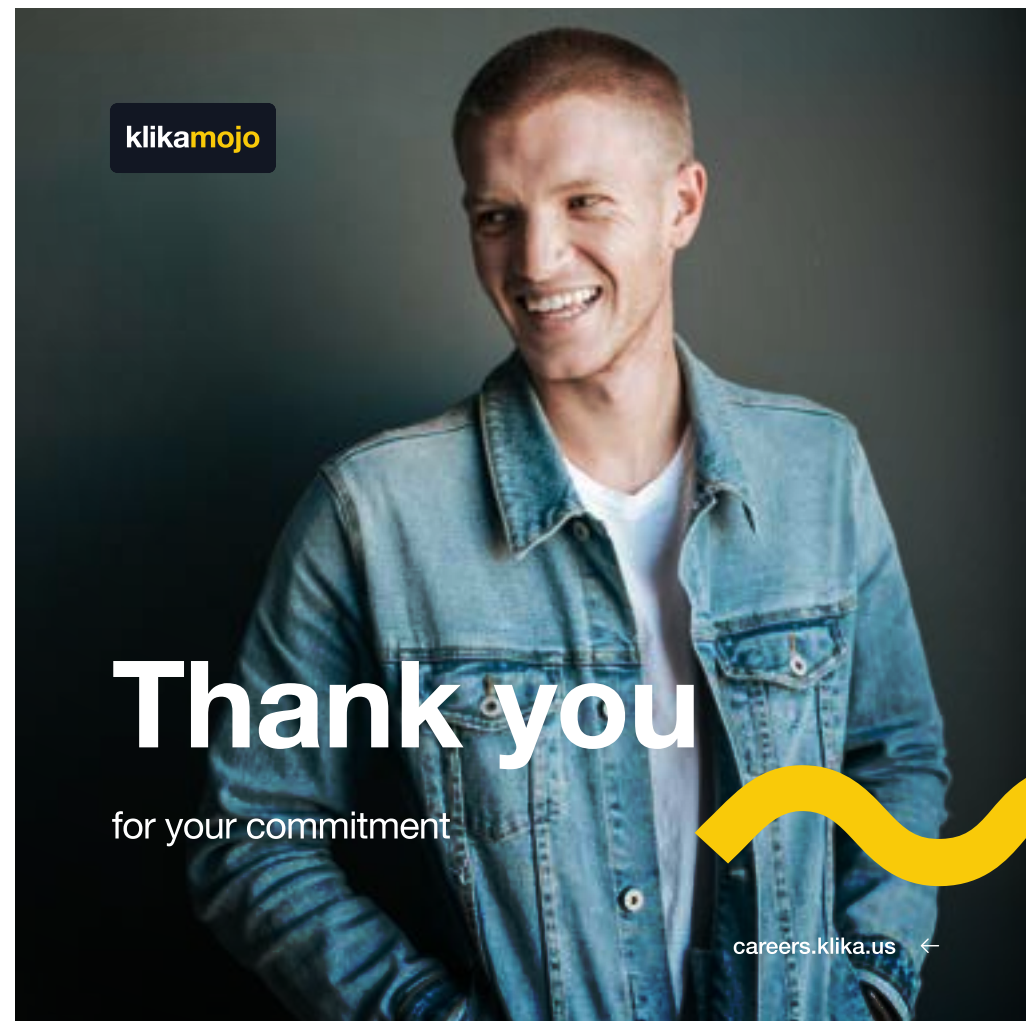
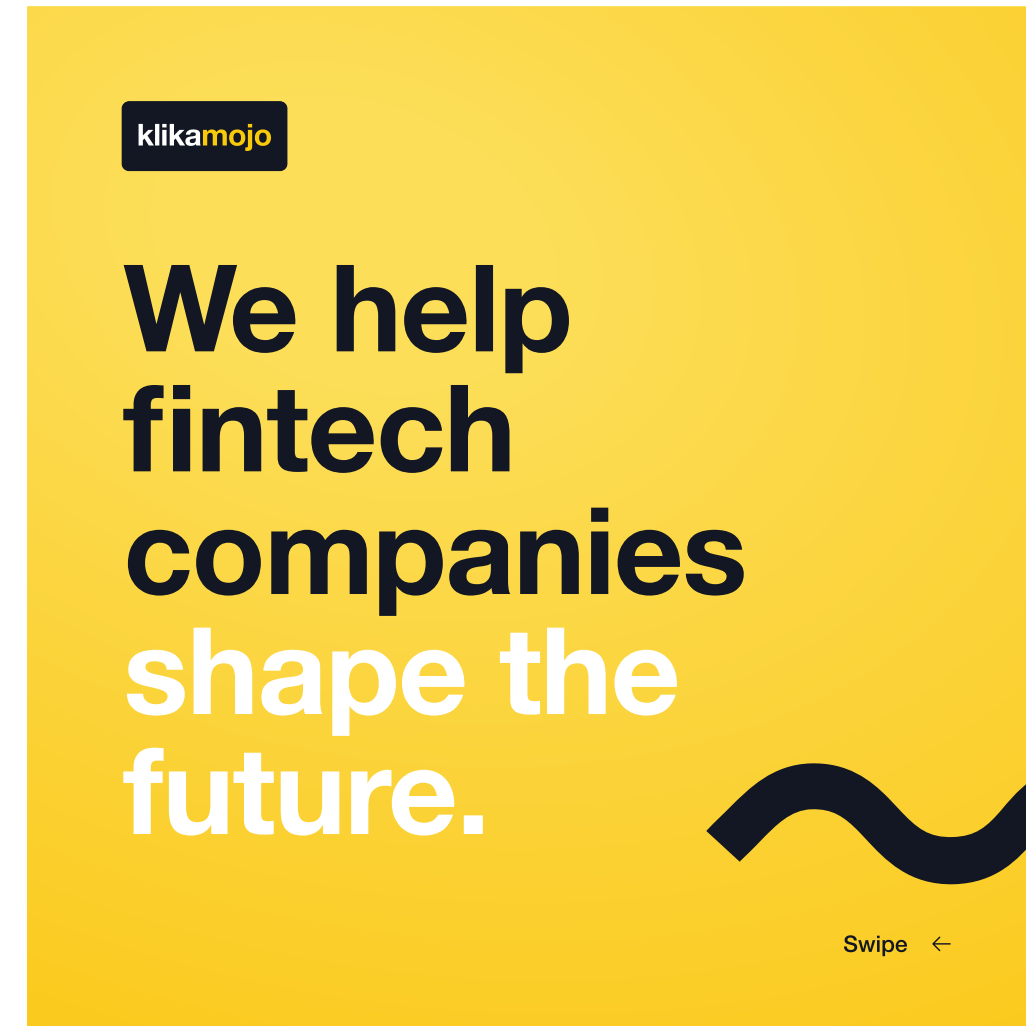
Klika Corporate website
<https://klika.us>

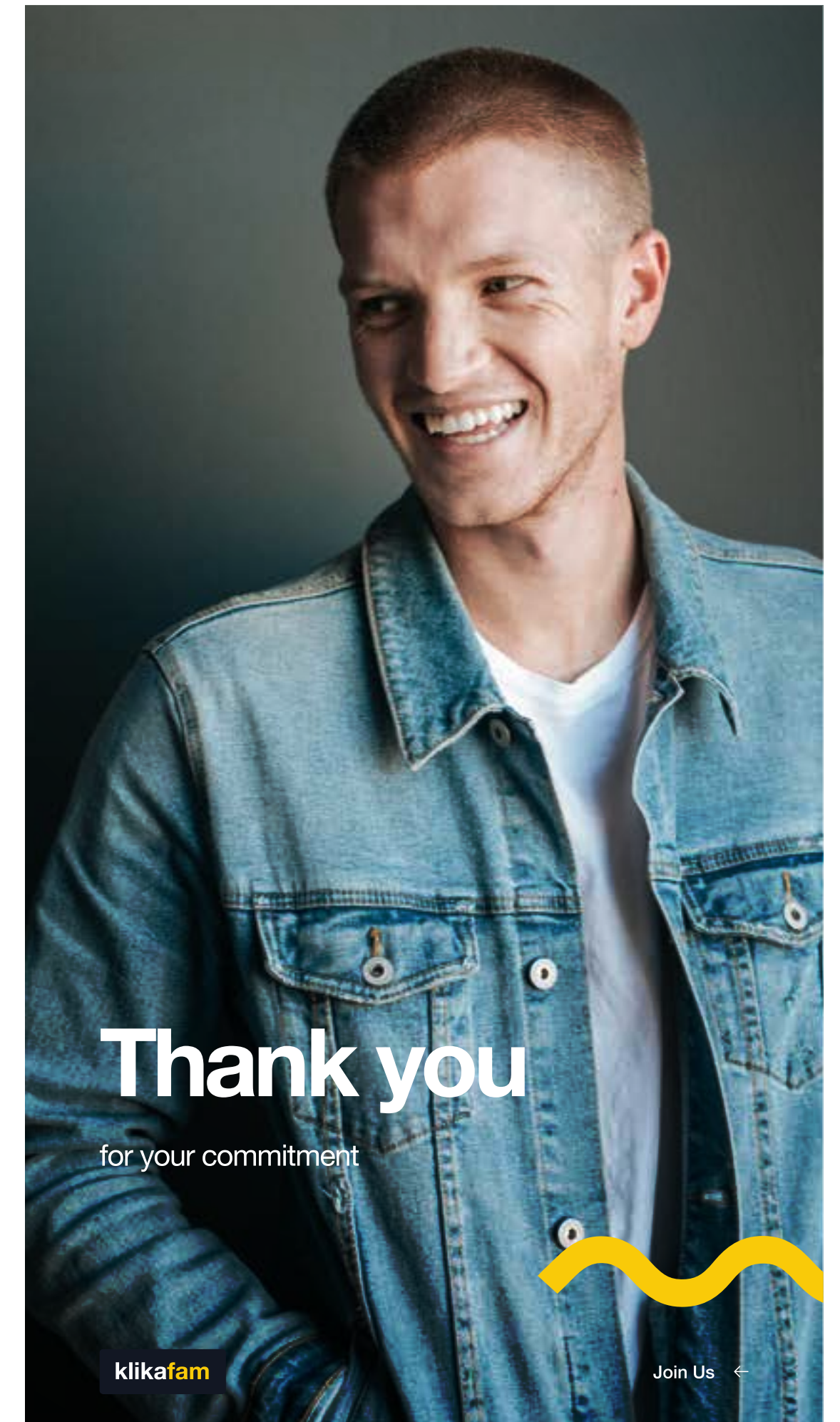
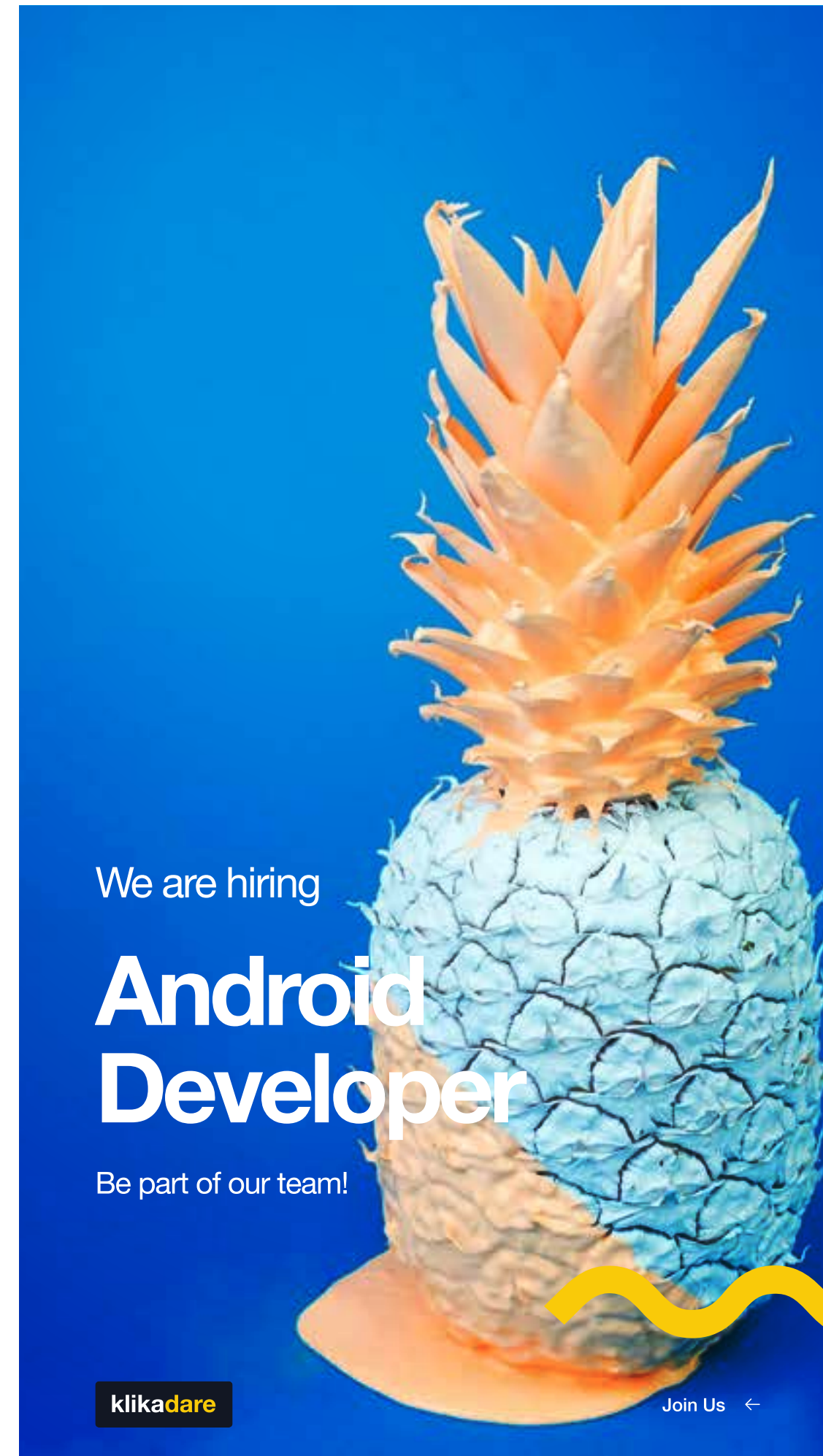
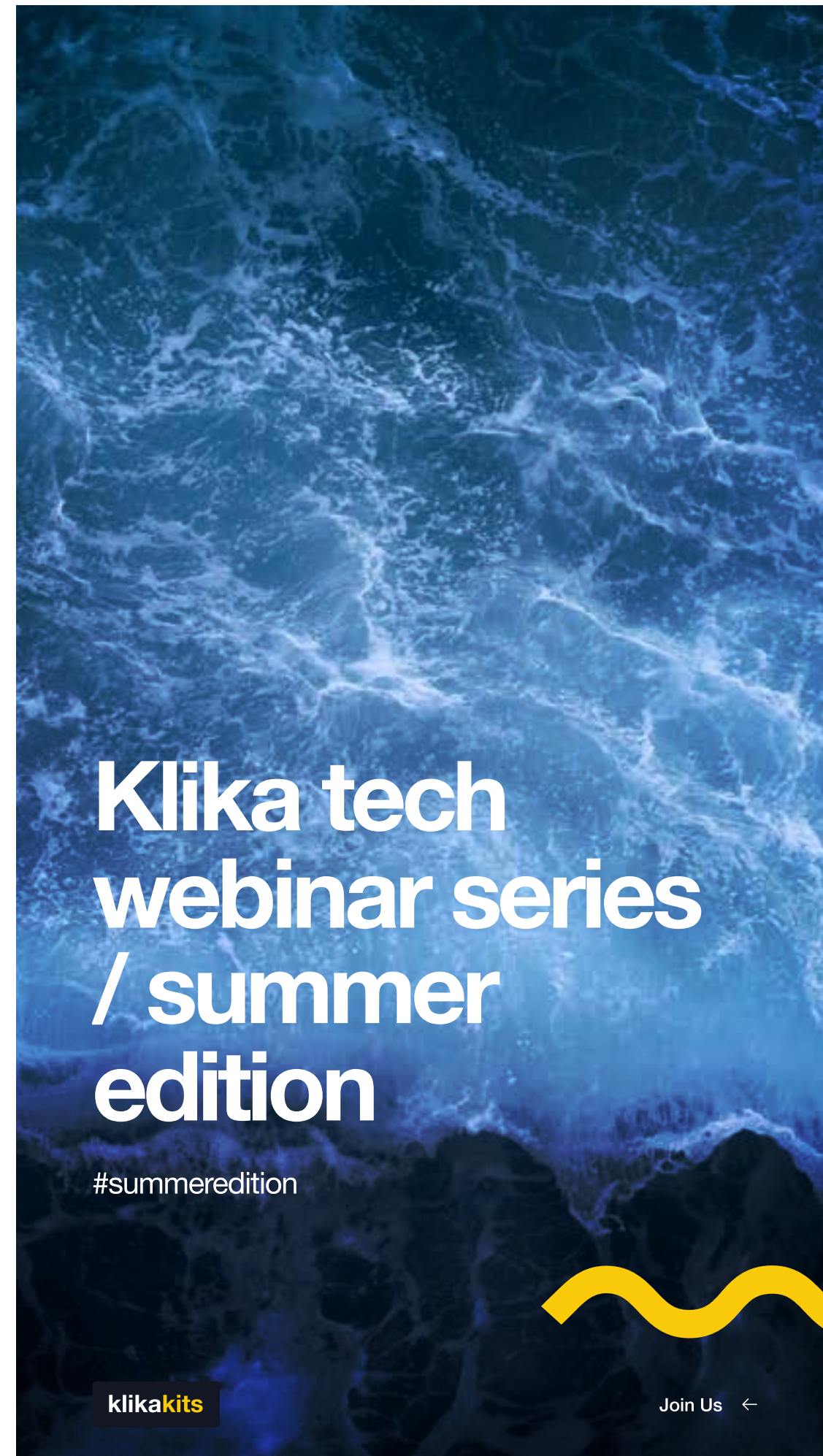


Klika Career website
<https://careers.klika.us>





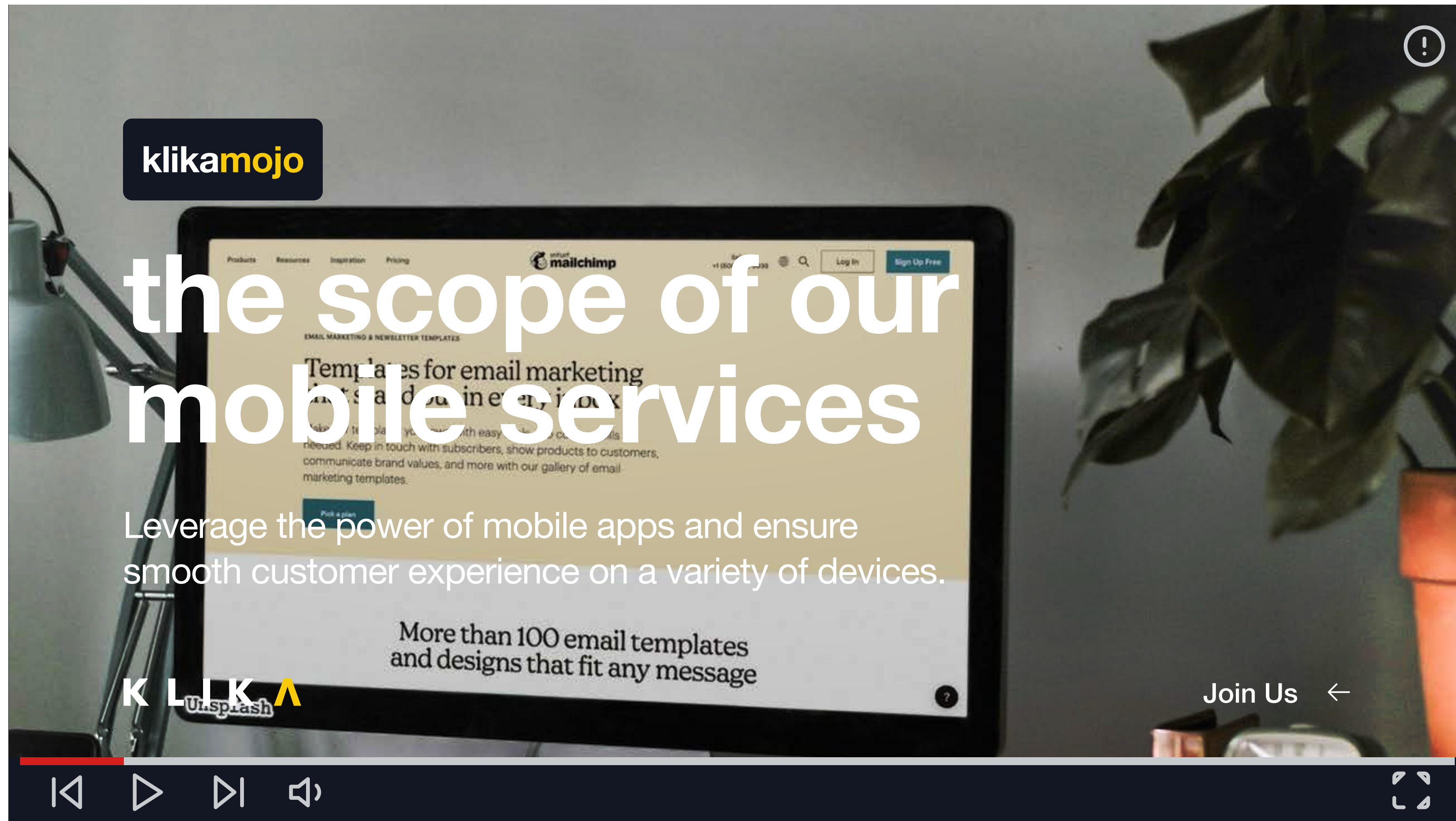


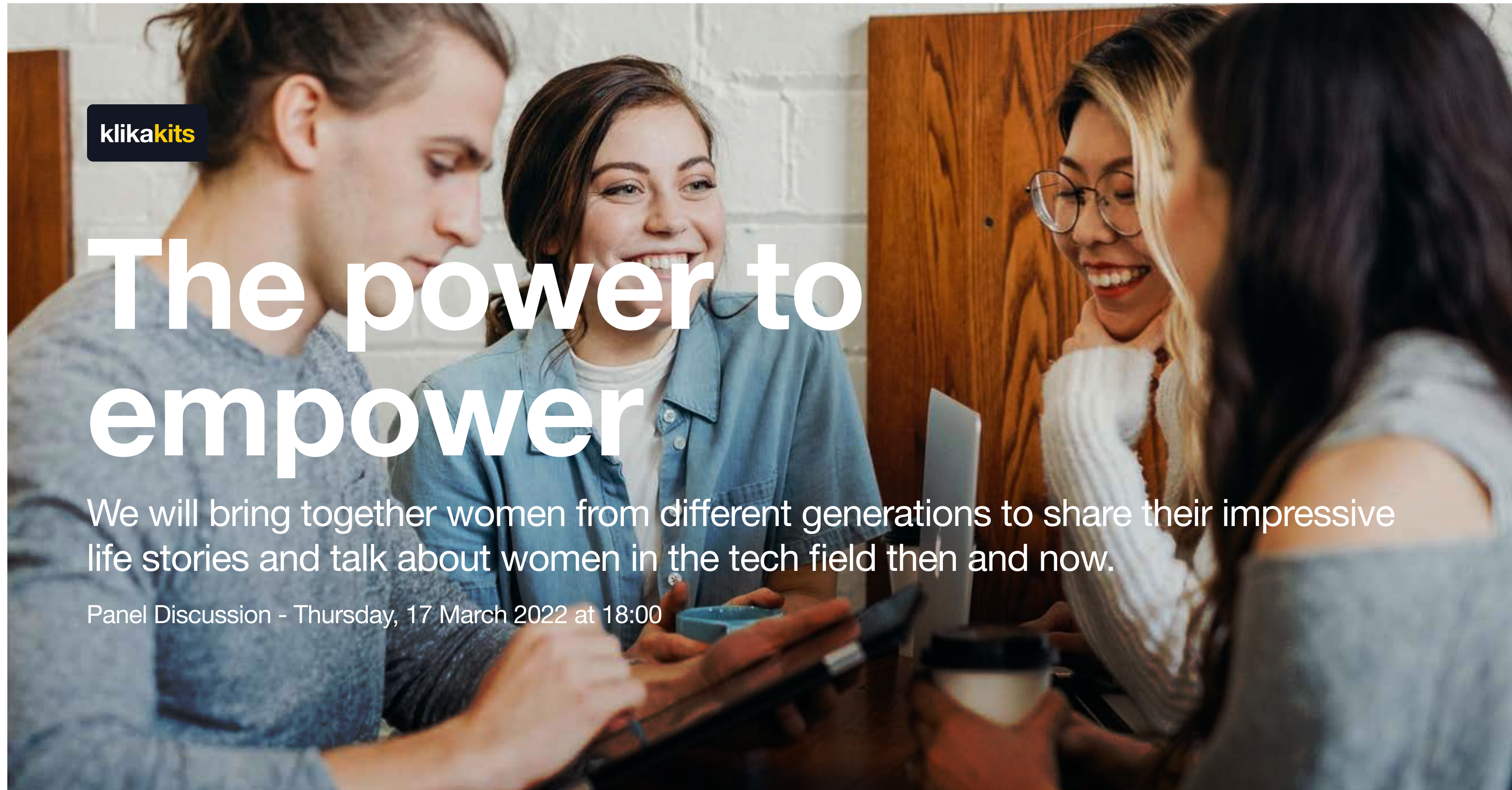


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the scope of our mobile services

Leverage the power of mobile apps and ensure
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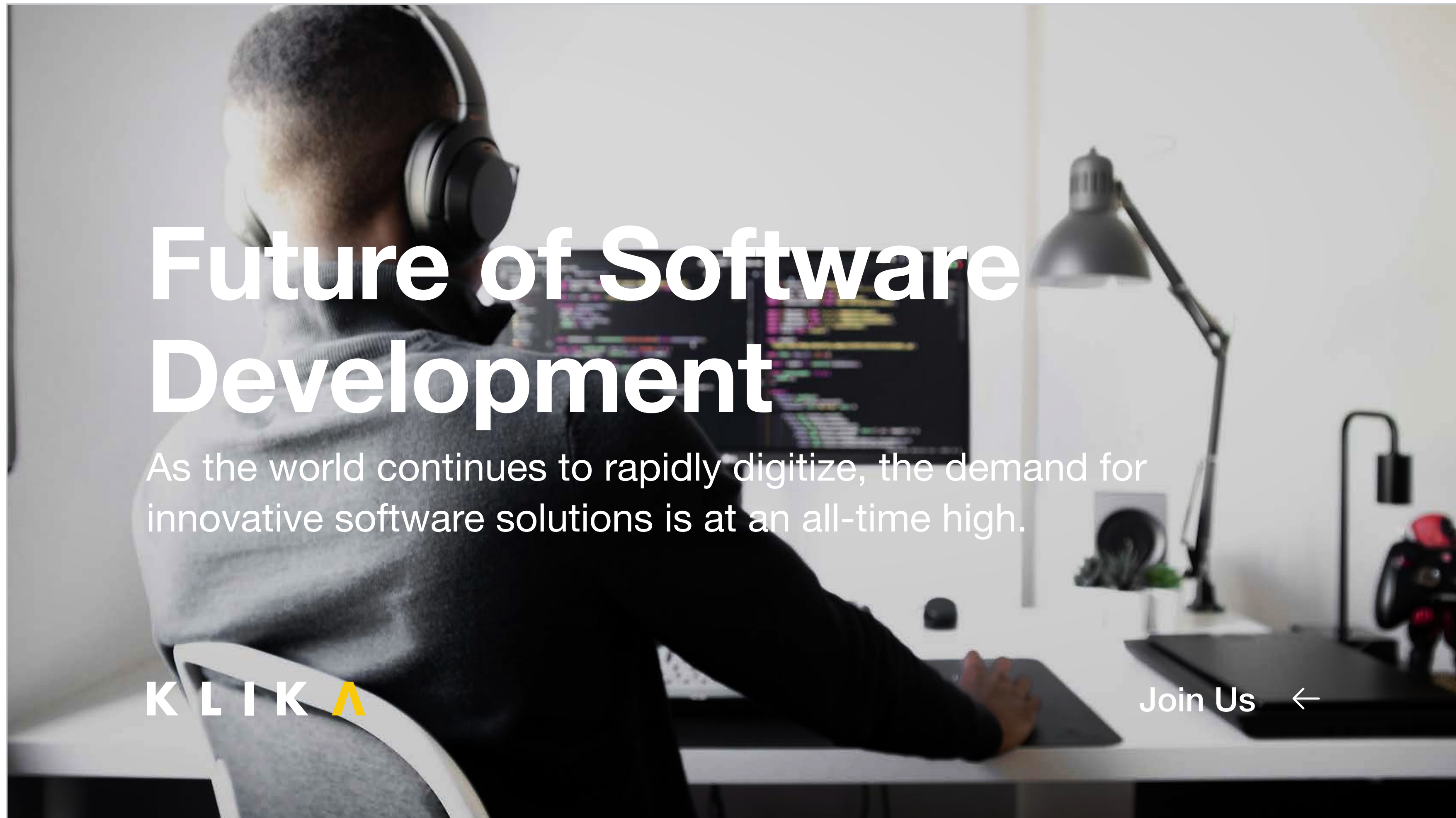
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When: 31 March, 10 AM - 01 PM | Where: Youth Center Sarajevo

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Future of Software Development

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Join Us 

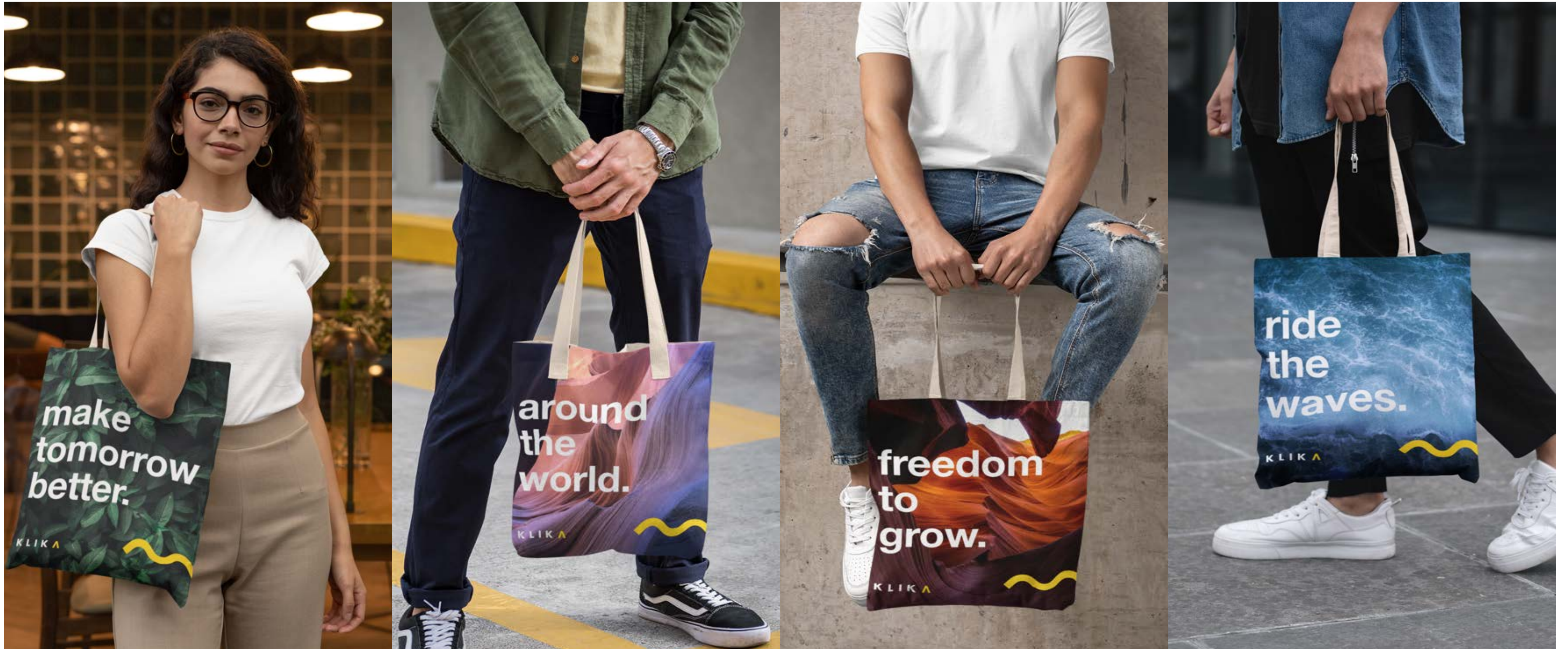


Merchandising























Let's work together

Thank you for taking the time to read this. Your attention and engagement mean a lot. Thank you for being a part of this journey with.

