**PROJECT MANUAL**

**locals4friends.com**

**Client**

LOCALS4FRIENDS S.R.L.

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**Brief project description**

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Today, thanks to low cost carriers, increased access to information and emerged other means of entertainment, travelling became more accessible and more casual to more people so the value of visiting places became less special to many. Therefore, people seek more unique experience.

There are people that are passionate and knowledgeable about their country, city, and culture and want to share it with others. At the same time, as the economy gets tougher, offering their services to international travelers will create a new revenue source for them.

locals4friends.com enables friendly and authentic experience of travelling. We are a social travel network that connects international travelers to local people that can offer unique personalized experience and service in the place they live in.

**Glossary**

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**MS SQL 2008**

Microsoft SQL Server is a relational database server, developed by Microsoft: it is a software product whose primary function is to store and retrieve data as requested by other software applications, be it those on the same computer or those running on another computer across a network (including the Internet).

SQL Server 2008 make data management self-tuning, self organizing, and self maintaining with the development of SQL Server Always On technologies, to provide near-zero downtime. SQL Server 2008 also includes support for structured and semi-structured data, including digital media formats for pictures, audio, video and other multimedia data. In current versions, such multimedia data can be stored as BLOBs (binary large objects), but they are generic bitstreams. Intrinsic awareness of multimedia data will allow specialized functions to be performed on them. SQL Server 2008 can be a data storage backend for different varieties of data: XML, email, time/calendar, file, document, spatial, etc as well as perform search, query, analysis, sharing, and synchronization across all data types.

**ASP.NET**

ASP.NET is a Web application framework developed and marketed by Microsoft to allow programmers to build dynamic Web sites, Web applications and Web services. ASP.NET is built on the Common Language Runtime (CLR), allowing programmers to write ASP.NET code using any supported .NET language. The ASP.NET SOAP extension framework allows ASP.NET components to process SOAP messages.

**VISUAL BASIC.NET**

Visual Basic .NET (VB.NET), is an object-oriented computer programming language that can be viewed as an evolution of the classic Visual Basic (VB), which is implemented on the .NET Framework.

**C#**

C# is a multi-paradigm programming language encompassing strong typing, imperative, declarative, functional, generic, object-oriented (class-based), and component-oriented programming disciplines. It was developed by Microsoft within its .NET initiative. C# is one of the programming languages designed for the Common Language Infrastructure.

**AJAX**

Ajax (an acronym for Asynchronous JavaScript and XML) is a group of interrelated web development techniques used on the client-side to create asynchronous web applications. With Ajax, web applications can send data to, and retrieve data from, a server asynchronously (in the background) without interfering with the display and behavior of the existing page. Data is usually retrieved using the XMLHttpRequest object. Despite the name, the use of XML is not needed (JSON is often used instead), and the requests do not need to be asynchronous.

Ajax is not a single technology, but a group of technologies. HTML and CSS can be used in combination to mark up and style information. The DOM is accessed with JavaScript to dynamically display, and to allow the user to interact with the information presented. JavaScript and the XMLHttpRequest object provide a method for exchanging data asynchronously between browser and server to avoid full page reloads.

**jQuery**

jQuery is a cross-browser JavaScript library designed to simplify the client-side scripting of HTML. Used by over 55% of the 10,000 most visited websites, jQuery is the most popular JavaScript library in use today.

jQuery is free, open source software, dual-licensed under the MIT License or the GNU General Public License, Version 2. jQuery's syntax is designed to make it easier to navigate a document, select DOM elements, create animations, handle events, and develop Ajax applications. jQuery also provides capabilities for developers to create plug-ins on top of the JavaScript library. This enables developers to create abstractions for low-level interaction and animation, advanced effects and high-level, theme-able widgets. The modular approach to the jQuery library allows the creation of powerful dynamic web pages and web applications.

**SSL**

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral. SSL is an industry standard and is used by millions of websites in the protection of their online transactions with their customers.

Web server will match issued SSL Certificate to Private Key. Web server will be able to establish an encrypted link between the website and customer's web browser.

The complexities of the SSL protocol remain invisible to customers. Instead their browsers provide them with a key indicator to let them know they are currently protected by an SSL encrypted session - the lock icon in the lower right-hand corner, clicking on the lock icon displays SSL Certificate and the details about it. All SSL Certificates are issued to either companies or legally accountable individuals.

Typically an SSL Certificate will contain domain name, company name, address, city, state and country. It will also contain the expiration date of the Certificate and details of the Certification Authority responsible for the issuance of the Certificate. When a browser connects to a secure site it will retrieve the site's SSL Certificate and check that it has not expired, it has been issued by a Certification Authority the browser trusts, and that it is being used by the website for which it has been issued. If it fails on any one of these checks the browser will display a warning to the end user letting them know that the site is not secured by SSL.

**PAYPAL**

PayPal is a global e-commerce business allowing payments and money transfers to be made through the Internet. Online money transfers serve as electronic alternatives to paying with traditional paper methods, such as checks and money orders.

The recipient of a PayPal transfer can either request a check from PayPal, establish their own PayPal deposit account or request a transfer to their bank account.

PayPal is an acquirer, performing payment processing for online vendors, auction sites, and other commercial users, for which it charges a fee. It may also charge a fee for receiving money, proportional to the amount received. The fees depend on the currency used, the payment option used, the country of the sender, the country of the recipient, the amount sent and the recipient's account type. In addition, eBay purchases made by credit card through PayPal may incur extra fees if the buyer and seller use different currencies.

**CMS**

A content management system (CMS) allows publishing, editing, and modifying content as well as site maintenance from a central page. It provides a collection of procedures used to manage work flow in a collaborative environment.

**GOOGLE ANALYTICS**

Google Analytics (GA) is a free service offered by Google that generates detailed statistics about the visitors to a website. The product is aimed at marketers as opposed to webmasters and technologists from which the industry of web analytics originally grew. It is the most widely used website statistics service, currently in use on around 57% of the 10,000 most popular websites. Another market share analysis claims that Google Analytics is used at around 49.95% of the top 1,000,000 websites

GA can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

Integrated with AdWords, users can review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file. These can also be monetized. By using GA, marketers can determine which ads are performing, and which are not, providing the information to optimise or cull campaigns.

GA's approach is to show high level dashboard-type data for the casual user, and more in-depth data further into the report set. Through the use of GA analysis, poor performing pages can be identified using techniques such as funnel visualization, where visitors came from (referrers), how long they stayed and their geographical position. It also provides more advanced features, including custom visitor segmentation.

**Site Map**

A site map (or sitemap) is a list of pages of a web site accessible to crawlers or users. It can be either a document in any form used as a planning tool for web design, or a web page that lists the pages on a web site, typically organized in hierarchical fashion. This helps visitors and search engine bots find pages on the site.

**Raid disk array**

RAID (redundant array of independent disks) is a storage technology that combines multiple disk drive components into a logical unit. Data is distributed across the drives in one of several ways called "RAID levels", depending on what level of redundancy and performance (via parallel communication) is required.

**Security solutions**

Entire portal including all pages will be secured against security threats like:

* Injection - Injection flaws, such as SQL, OS, and LDAP injection, occur when untrusted data is sent to an interpreter as part of a command or query. The attacker’s hostile data can trick the interpreter into executing unintended commands or accessing unauthorized data
* Cross-Site-Scripting - XSS flaws occur whenever an application takes untrusted data and sends it to a web browser without proper validation and escaping. XSS allows attackers to execute scripts in the victim’s browser which can hijack user sessions, deface web sites, or redirect the user to malicious sites.
* Broken Authentication and Session Management - Application functions related to authentication and session management are often not implemented correctly, allowing attackers to compromise passwords, keys, session tokens, or exploit other implementation flaws to assume other users’ identities.
* Failure to Restrict URL Access - Many web applications check URL access rights before rendering protected links and buttons. However, applications need to perform similar access control checks each time these pages are accessed, or attackers will be able to forge URLs to access these hidden pages anyway.
* Unvalidated Redirects and Forwards - Web applications frequently redirect and forward users to other pages and websites, and use untrusted data to determine the destination pages. Without proper validation, attackers can redirect victims to phishing or malware sites, or use forwards to access unauthorized pages.

**Back-up**

Backing up database is scheduled to run once a day. Any other data will be backed up to FTP server. These backups are automatically runned depending on the frequency of data changes. Every development change of code is commented and backed up in case of later use.

**E-marketing data (SEO/SEM)**

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Basic rules for search engines optimalization

* Fully valid xHTML and CSS code is needed for right and smooth browsing of document content by search robot.
* Each document contains unique title, list of keywords and description. Documents will be properly structured and always should contain unique content and mainly first level heading which has almost same value or meaning as document title.
* Navigation throught website will never be handled by javascript, flash and other technologies which restricts browsing of search robots. All documents have to be easily accessible and linked between themselves.
* All images will have alternative label.
* Entire system will be rununder cool-url (modrewrite) module. This module ensures indexing of keywords with strong value. For example www.project.com/page.php?id=486&kat=12 could be replaced by this module like this : www.project.com/travel-near-olomouc/hotel-paradise.html
* Recommended size of final document is up to 50kB, that's why all comprehensive documents will be structured into sections and divided into more subpages. This is also more readable option against solid text.
* All elements which are loading into document by modern technologies like Ajax, will be accessible even with no javascript support.
* Text content is always put upper blocks of source code. It's well known that search engines evaluates better value to content which they can find right at the beginning of the document.
* Another factor affecting position in search engines is speed of page loading. Used technologies and debugged database queries allows us to serve content of documents in a split seconds.

These are the basic rules for reaching better positions in search engines and attracting more visitors. None of those rules wil be prioritized upon visitors experience. Satisfying all rules mentioned above the resulting content won't be unreadable for human eye. That's why frequency of keywords and way of syntactic highlight must be always performed logically with stress for readability.  
  
**Gaining back links**  
Search engines evaluate streght of project by amount and quality of back links. Nowadays many companies dealwith selling of back links, however we'll not be using this kind of services. Project has to be built with ability to gain back links automatically without further investment. For example Google doesn't consider as a natural one-time creating of back links and isn't judging it with great value as fluent growing amount of silimar links.  
While starting the project, we will do basic indexing into catalogs and thematically similar websites. Project will gain another back links thanks to social networks, which will be accessible throught entire project, or just spreading links to some project document.  
  
Project will contain unique content material which will be updated very often. Updates are important way how to attract search engines to revaluate content and index document. The more own content will project contain, the more visitors will visit project   from our "longtail" list of keywords. Afterwards it's only matter of time till this well built content will be shared and linked from personal blogs, travelogues and similar projects.  
  
**Traffic statistics**  
Thanks to Google Analytics altogether with our intern system of activity logging and user activity is possible to optimize keywords more precisely. Range of keywords will enter into consideration only for specific time period and is required to respond to this situation fast. This will be helped by statistics of searching phrases across whole project. On the other hand Google Analytics can be helpful at solving situations which compel visitor to leave or highlight content and modules which assures his early return.

**Target group definition**

Individuals

* International travelers (friends): people travelling and seeking contact with local people for local and personalized travel experience
* Locals: people that have something to offer to travelling individuals and want to get engaged in offering a unique friendly travelling service to traveling individuals

Businesses

* Companies or entrepreneurs active in the field of tourism that want to leverage a network of travelers and offer their services on our platform

**Keywords definition**

The basic ones, according to the project description and target group definition

* Slow travel
* Tour tips
* Travel comments
* Trips to go
* Tour websites
* Friendly travel
* Trip planning
* Sightseeing
* Land marks
* Traveling to
* Travel to
* Tourist
* Where to travel
* Travels
* Go travel
* Travel to go
* Vacation travel
* Tour planning
* Recreation
* Natural features
* Social events
* National traditions
* Travel guide
* Destination guides
* Relax
* Relax tour

The longtail

* Interesting places
* Vacation planning
* Best weekend trip
* Weekend trip
* Sightseeing tour
* City sightseeing
* Food experience
* Food travel
* Experience
* Wine travel
* Specified to local search
* Czech sightseeing
* Belgian travel
* Entertainment in Paris
* Accommodation in Paris
* Recreation near London
* …

**Benchmark (similar projects/competitors & our advantages)**

**Closest competition**

* Couchsurfing.com
* Localguiding.com

**Good for benchmark**

* 9flats.com
* Tripping.com
* Tripadvisor.com

**Differentiation**

* Focus on activities rather than accommodation and “just hang around”
* Enable individuals that offer to guide travelers to earn money
* Main focus on unique activities / services offered together with local flavor

**Key roles and their appropriate functions**

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**Admin**

* manages and creates Moderators
* manages list and content of destinations
* manages locals database
* manages business database
* manages individuals database
* manages helpdesk categories, which facilitates labeling of queries
* has access to statistics of browsing and usage of system
* has access to billing records and accountating documents
* manages banners and pop-up windows or text advertisement
* has option to export any data from database to XLS format
* manages and runs mailing system
* manages user comments with option to restrict commenting to specific users, or allows specific users to comment without need of admin check

**Moderator**

Access rights of moderator can differ. Each moderator can only access parts of CMS which was set by administrator

**Individuals & businesses**

* Subscribe
* Edit own profile
* Rate others
* Post comments
* Request - filling in the form and sorting to categories (plaintext only)
* Create service/activity offer (for local and business, based on pre-defined form/profile and with no limit on the number of activities that they put in)
* Request introduction to other member

**Functional scheme, application modules**

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**Homepage functions :**

Visitor is able to choose or search interest by location or activity. If the location is choosen, map of world divided to continents is shown. After selecting continent visitor is able to choose country (possibly region/area of the country, eg. Tuscany, Sicily, etc.) and then his desired activity. During selection of continent/country are activities shown next to the map according to selection.

If “choose actitivy” button is clicked, activities are shown instead of map of world and he can choose his activity by main category and sub-categories (number of subcategories will grow in the future) and after that filter location.

Most popular activities are shown below the selection block. Content of this block always displays most popular activities according to selection made above in selection block. By default, this block contains 4 offers. Visitor can switch display mode from carousel view to grid view or add more results (increased by next 4). The visitor has always a clearly marked posibility to see even more (or all) and clicking on this option should open another page with complete selection.

Every selection and activity loading is ensured by AJAX technology without redirecing to another page. Mouse hovering on offer shows more information about local/business with his personal rating.

Each offer contains:

* name of offer (activity)
* picture depicting the aktivity (uploaded by the local/business)
* rating of this activity
* short description
* name of local/business
* pictures of people who recommend this
* more button for more details about offer
* similar button for similar offer
* button for connecting to local/business

we need to find a way to clearly distinguish the offer of the local (individual) and the offer of an agency. We should also manage the balance of offer of locals vs. Businesses. Wiht the local aktivities‘ offer always having the dominance.

Homepage also provides possibility to register new individual/local/business. The posibility to register for local and business, but mainly local, has to be clearly highlighted, especially at the beginning.

**Offer detail functions :**

Detail of offer contains :

* lead photo
* title of activity
* place of activity
* duration of activity
* first name with link to detail of local, languages
* rating of activity
* description
* comments
* other photos
* facebook, twitter and google+ sharing
* go for it = book (button)
* view silimar activites button
* view more activities in the place
* local introduction - button to local profile

**Go for it/Book :**

This is available only for registered users. User which is not logged in will be asked to register or sign-in.

Form for booking will contain headline “We are happy you chose...”, instruction to fill in introduction form, most of form inputs will be pre-filled, traveler will have to fill in date or dates, optional field for questions/comments and field for how many people will travil with. Traveler will submit form by hiting “introduce me to local” button. After hiting this button, form is validated and sent to local. Afterwards user can see this activity in section “my activities” with status of local response.

When local receives inquiry, he can either accept or refuse inquiry.

Local accept inquiry :

Clicks accept button, answer the question and adds message (optional), offer price and chose to disclose his contact details.

Local doesn’t accept inquiry:

Refusing offer is linked with rating, in case of al, rating of local will decrease. System will automatically generate an email with similar activities or activities in the selected place and send it to the traveler, the mail should include hyperlinks to those similar activities offered so that it is easy for the traveler to follow u pand chose. The administrator will be notified that there is a refusal in the the admin dashboard.

**Registration of local :**

User needs to sign “conditions of cooperation”, acknowledge “community guidelines”, agree to terms of service and privacy policy. Account will be activated after confirmation which is sent automatically by system to email address filled-in when registering.

**Registration of traveler:**

Because of SEO,  content must be available even without log in to the system. Need for logging in will be a must for submitting inquiry. User must fill-in required fields and select his favourites activities. Registered user can add/create own activity list with unlimited number of services. Every registration will be sent to administrators to approve.

**My activities (traveler):**

* need sign in.
* review of booked activities with possibility to print confirmation and mail to local
* area for rating activity+ comments
* posibility to view past experiences
* edit my profile
* switch to local profile

**My activities (local):**

* need sign in
* overview of commitments, view all details, calendar included
* possibility to print
* possibility to mail to traveler
* possibility to provide feedback per activity per event
* edit my profile
* edit my activities
* switch to traveler profile

**User Interface**

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**User abilities**

* Free registration
* Profile editing
* Insert new places in predefined destinations
* Comments
* Ranking
* Print of selected items
* Adding places to favorites
* Sharing to social networks
  + Facebook
  + Google plus
  + Twitter
  + …
* Communication with administrators through helpdesk

**One individual can be a) local, b) traveller, c) BOTH**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | LOCALS | TRAVELLERS |
| ID |  | X | X |
| Name | Free text | X | X |
| Surname | Free text | X | X |
| Password | Free text (by option of user) | X | X |
| E-mail address | Free text | X | X |
| GSM | Semi-structured | X | X |
| Home telephone | Semi-structured | X | X |
| Skype | Free text | X | X |
| Facebook account | Free text | X | X |
| Twitter account | Semi-structured | X | X |
| Home address: (standard fields for street, street, zip, town, state, country) | Semi-structured | X | X |
| Country | Structured | X | X |
| Photo (multiple) | Image | X | X |
| Age | Structured | X | optional |
| Gender | Structured | X | optional |
| Languages | Structured | X | X |
| "About me" | Free text | X |  |
| "What I like" | Free text | X |  |
| "Types of friends I enjoy" | Free text | X |  |
| "Why I take part in locals4friends network" | Free text | X |  |
| Interests (structured fields) | Structured selection + other with free text | X | optional |
| Interest groups | Structured | X |  |
| Services offered (link to services db - structured text) | Structured selection + "create new service category" | X |  |
| Calendar (day or period to be marked) | Structured |  | X |
| Rating as a host | Structured | X |  |
| Rating as a visitor | Structured |  | X |
| References | Structured text | X | X |
| Comments | Free text | X | X |
| Membership level | Structured | X | X |
| Travelling (solo traveller/couple/family) | Structured |  | X |
| Co-travellers (to register/link) | Structured |  | X |
| link to Friends (people that will be brought by the traveller/local) | Structured | X | X |
| tags | Structured | X | X |

**Businesses**

|  |  |  |
| --- | --- | --- |
|  |  | BUSINESS |
| ID |  |  |
| Type of business (Accommodation, tour guide, restaurant, shop, ….) | Structured | X |
| Company name | Free text | X |
| Password | Free text | X |
| Contact person name | Free text | X |
| Contact person surname | Free text | X |
| Contact E-mail address | Free text | X |
| GSM | Semi-structured | X |
| Telephone | Semi-structured | X |
| Skype | Free text | X |
| Facebook account | Free text | X |
| Twitter account | Semi-structured | X |
| Address: (standard fields for street, street, zip, town, state, country) | Semi-structured | X |
| Photo/image (multiple) | Image | X |
| Languages | Structured | X |
| "About us" | Free text | X |
| "Our philosophy" | Free text | X |
| Interest groups | Structured | X |
| Services offered (link to services db - structured text) | Structured selection + "create new service category" | X |
| Rating by travellers | Structured | X |
| References | Structured text | X |
| Comments | Free text | X |
| link to Friends (people/companies that will be brought by the traveller/local) | Structured | X |
| Membership level | Structured | X |
| Tags | Structured | X |

**Services**

|  |  |  |
| --- | --- | --- |
| ID |  | SERVICES |
| Title | Free text | X |
| Category of service | Structured | X |
| Type of service (shared / private) | Structured | X |
| Description | Free text | X |
| Duration of service (e.g. 2hrs) | Semi structured | X |
| Teaser (short description) | Free text | X |
| Photos (multiple) | Images | X |
| Local first name | Automaticaly linked | X |
| Languages | Structured | X |
| Place | Structured | X |
| Region | Structured | X |
| Country | Structured | X |
| Link to maps | Via google map | X |
| Price Adult | Semi structured | X |
| Price Child | Semi structured | X |
| Calendar | Structured | X |
| Rating (of service/local) | Structured | X |
| Tags | Structured | X |

**Admin interface**

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CMS automatically saves all logged users in system. Any activity or change can be found so errors caused by moderators can be easily fixed. CMS is generating activity logs which contains following data:

* actual time of change
* user who made this change
* IP adress from change was made
* previous value (before change)
* new value (after change)
* ID of item where change was made
* type of change (new category, new user, profile edit of a user)

CMS users are divided into two groups :

* administrators
  + full control of system
  + ability to change user permissions
  + recommended amount of administrators is 3-5
* moderators
  + up to tens of users with permissons set by administrator
  + e.g. one moderator can only approve comments of users, other one can reply to questions in helpdesk section

**Security**

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Security will be gained by implementing the SSL 128bit encryption by trusted certification authority.

Forms will be validated by javascript and Captcha, which will prevent fake registrations and sending data to spam robots.

Each newsletter will be sent on parts by predefined time intervals

Every password will be encrypted in system. If user forgets his password, system will send link for password renewal to email, which was entered when registering.

Each passwords will have to satisfy minimal requirements such as lenght and different kind of characters.

Lost password to CMS could be changed only by administrators.

**User support**

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Users will have access to frequently asked questions (FAQ) which should cover most of their questions. Direct communication between user and administrators will be realized by helpdesk module.

**Helpdesk**

* modul for communication of users with administrators/moderators
* modul containing list of question category for more accurate and faster response and input for user question. Response will be sent to user e-mail address which was entered when registering

**System integration**

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**On-line payments (optional)**

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PayU is a payment gateway for new generations for secure, quick and simple online payments on the Internet. The PayU system offers a complex solution for e-shops and other e-commerce subjects that want to offer a wide portfolio of payment methods to our clients and, at the same time, manage all transactions by means of one universal tool.

The PayU objective is to satisfy topical needs of e-commerce market and bring simple, quick and secure payments.

Key advantages:

* quick and safe payment reception,
* simple implementation, saves costs and time,
* no registration for the payers,
* ongoing extension of the payment method portfolio,
* experience with controlling online platforms and payment systems,
* insurance of high quality of offered services, tools and care,
* a professional support team

The PayU system and transactions made via this system are characterized by the highest level of security. Professional technology following the international industry standards and the newest encryption methods ensure the payment system reliability and maximum information protection.  
Moreover, transaction progress is constantly under observation by a team of trained professionals and a quality customer support.

Transactions made via PayU conform to the highest security standards. The service is a combination of an innovative solution, security and reliable technology. All offered tools are protected by newest data encryption protocols and completely satisfy conditions for secure information transfer. The high quality equipment of the platform naturally influences the high level of security and reliability.

Complete data transfer between the shop or platform, the PayU service and the payment channels are secured by the SSL (Secure Sockets Layer) protocol. It can also provide application provider with encryption of data transferred between the shop and customers. Moreover, all transactions processed via the PayU system are monitored and their progress is being watched by PayU employees.

**Technological description and system requirements**

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Fully redundant dedicated virtual server on the Blade technology will help us keep the maximum possible availability and possible future up-scaling, with respect to the possible increasing future system demands. Data storage on the quick FibreChannel RAID disk array. The whole system will be hidden behind the hardware firewall and hardware router build on the Cisco technology.

The database application will be solved on the platform of MS SQL 2008 R2, running on Microsoft Windows 2008 R2 64bit WebEdition. The DB app will use the asynchronous transfer (AJAX) enriched on the client side by jQuery Framework. This way we shall avoid any possible incompatibilities (Flash etc..) on all classic and mobile browser platforms. Security/application/user log analysis will be done in the admin module. Website usage will be detail monitored with the help of Google Analytics, configured with the Goal tracking and other necessary features.

The dedicated IP (IPv4 & IPv6) will help to cover all security and organizational issues. More security could be gained by implementing th SSL 128bit encryption by trusted certification authority.

**Site map**

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**Project identity**

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Company logo definition (facelift from the current one)

* Logo usage guidelines
* Complementary logo variations
* Colour scheme definition
* Corporate typography
* Document standards
* Letter A4 (w/wo address)
* Document folder A4
* Business card
* Envelope DL
* Presentation template