
Brand Identity Guidelines



Introduction

The goal of this document is to define guidelines for brand expressions in mostly digital applications. Layout, color, photography, copy, and typography should be orchestrated to create a unified brand.

Logo

This is the lockup for the bird and type, but it's possible for each unit to live separately as long as both are present in a space.

When the logo needs to be used below 300 pixels, the small scale logo should be used so that the bird maintains its presence.



Logo single color

This version of the logo should only be used in situations where only one color can be used.



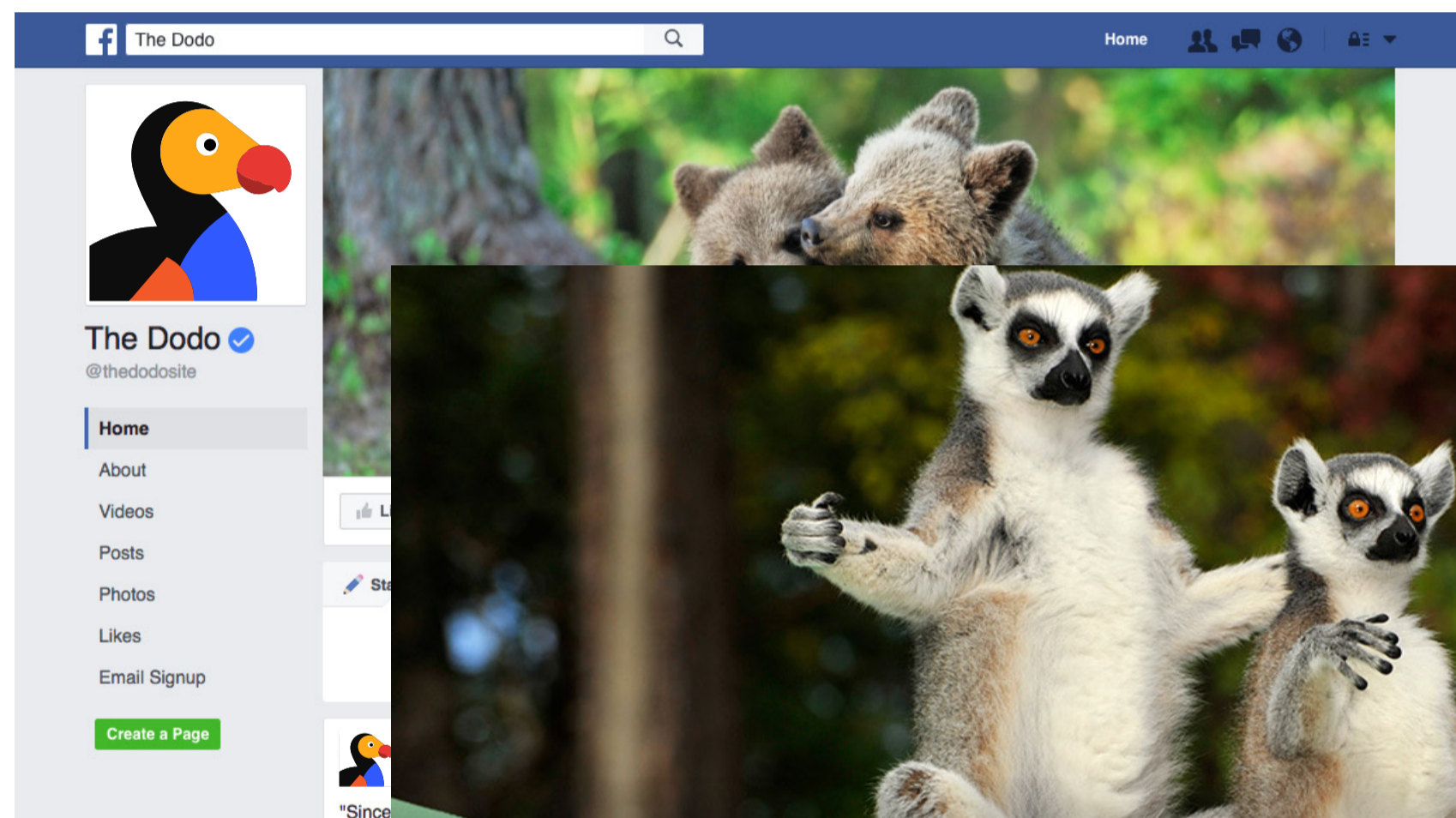
Bird blue background

For bold moments this version of the bird may be used on blue backgrounds.



Video and social

We recommend placing the bird on a white background which makes the bird's color pop. In situations when the bird needs to float in a space, please use the circular version.



Facebook



Video

Logo clearspace

In general, please be aware of the space around the logo to ensure legibility and to maintain a balanced composition.



Logo don'ts

Please consider these examples of what not to do when using the logo.



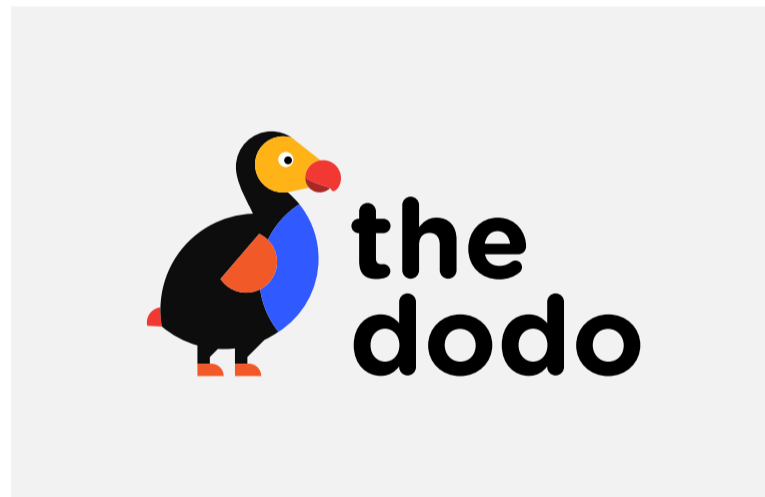
✗ Tilting the logo



✗ Any other crop besides the small scale version



✗ Enlarging type portion of logo



✗ Any other typeface besides Sentinel



✗ Logo bleeds into color



✗ Type in any color but black and white



✗ Logo on a busy background



✗ Re-arranging the type



✗ Re-arranging the logo's components.

Color

These bold and bright colors were chosen for their potential on screen. They work best as accents on a white background.



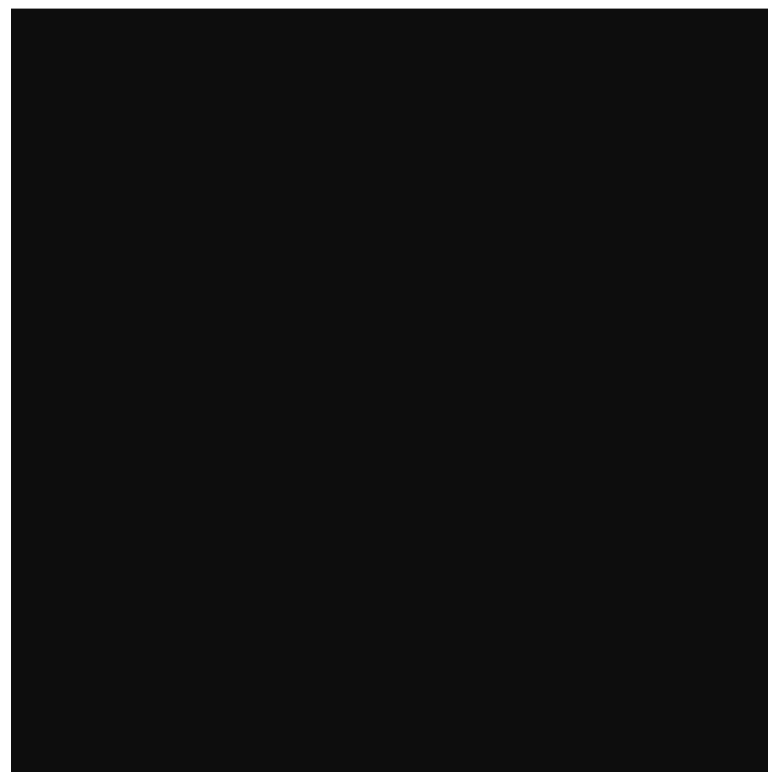
#3059ff
R48/G89/B255



#e83932
R232/G57/B50



#ffa817
R255/G168/B23



#000000
R0/G0/B0



#e75a29
R231/G90/B41

Typography

Sentinel and Gotham Rounded make up the brand fonts. They were both chosen for their optimistic and distinctive personality.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!"\$%&/()=?**

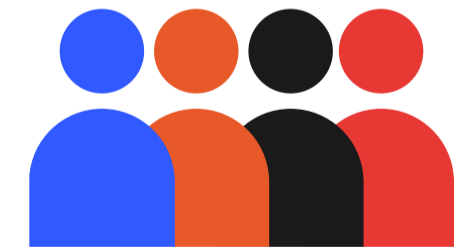
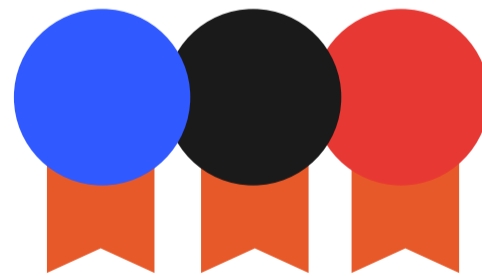
Sentinel, the main typeface is used mostly for headlines as well as larger calls to action. Since it has so much personality, it works well for larger calls to action as well as branded moments.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!"\$%&/()=?**

Gotham rounded should be used for navigation as well as body copy.

Illustrations

These illustrations were drawn for the advertising section of the site. They are graphic and made from flat, simple shapes that were inspired by the logo. Future illustrations can follow these initial explorations.



Photographic Art Direction

Photographs should be taken in spaces with ample natural light. Flourescent light sources should be avoided. Photos should be bright with balanced tones.



Collateral

Some initial brand explorations and collateral.



Thank you