



Brand & Style Guide

2024



CONTENTS

Brand – 3

Logos - 4

Typography - 9

Identity - 11

Colors - 12

Images - 14

Voice - 15

“Your brand is what people say about you when you’re not in the room.”—Jeff Bezos, Amazon founder

What is a Brand?

“A brand isn’t a logo. Or our business cards. It’s not words on a page or images on a screen. It’s not a billboard or an event booth. It’s these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won’t always remember the particulars of your conversation. But you can be sure they’ll remember how you made them FEEL. That’s a brand”

You Are BlueBird’s Brand Steward

As part of the BlueBird team, you get to shape what people say about us. You are a brand steward. And that’s where this Brand Guide comes to play—to give you guidelines on how best to tell our brand story. We want you to own our brand. It’s yours, and it’s yours to protect in everything you do.

Primary Logo

The BlueBird IT Solutions logo is comprised of two elements: the logo icon and the wordmark. The icon has two parts — the blue eagle and the ... each representing a person—that come together to form a whole.

The logo's wordmark is a fully customized font and is completely unique to us. It is based on sans serif font that gives it a structured, high tech, sophisticated feel.

This horizontal version of our logo is preferred for most applications.



Use for monochrome situations



Use the following for dark backgrounds



Secondary Logo

The stacked lock-up of our logo can be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented—like in vertical applications.

Our one-color logo, both horizontal and vertical, should be used very selectively and only when small (not on large posters or where it is the main element on the page). It should only be used when the full-color logo doesn't work well, like when placed over a photo.



BlueBird iT

Use for monochrome situations



Use the following for dark backgrounds



3D Logo Icon

The 3D Logo is the original BlueBird logo. It should be used sparingly and only with media that allow for it to appear clearly with all the coloring graduations i.e. print and digital.

Similarly, the 3D logo should not be used in small sized applications as all the details will be hard to see.



Using our Logo

In the interest of protecting the integrity of the BlueBird brand, we have created basic logo guidelines regarding safe area, logo combinations, and size restrictions.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



Safe Area

For our logo to retain its visual impact, you need to maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the height of the “e” within our logo.

Safe Area

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the BlueBird logo.

Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

These usage guidelines apply to all versions of the logo.

Old versions of the logo have been retired, and therefore should no longer be used in any application.



Don't alter proportions of the wordmark and icon.



Don't rotate, make vertical, or flip



Don't change any colors of the icon or wordmark



Don't change aspect ratio, stretch, or squeeze



Don't alter the wordmark or spacing in any way



Don't use old version of the icon and wordmark



Don't make the logo into an outline



Don't add shadows, strokes, or other effects

Our Font(s)

Our primary font for all our communications is Open Sans.

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Opens Sans includes many “weights” like light, regular, and bold. Open Sans can be downloaded online for free at **Google.com/fonts** (Open Sans).

Use Open Sans for headlines, quotes, and larger text, body copy, sub-headlines, captions, and smaller text.

Primary Font: Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=

Typography

Using Our Font(s)

Our fonts are flexible and can be used in a variety of ways. The examples here provide a general guideline on how use our fonts to maximize legibility and aesthetic appeal.

Headline Example: Open Sans Light, no italics, #00A0E1 - Light Blue

Headline 1 or Large Text

Headline 2 Example: Open Sans Light, no italics, #00263E - Dark Blue

Headline 2 or Large Text

Body Copy Example: Open Sans, any weight, #333333 - Cool Gray

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Identity

Our Name

Our official company full name is BlueBird iT Solutions Inc, but we often only use BlueBird in our communications, and it is the name our clients and partners use to call us.

Here are a few things on how to properly use our name:

Always two words, both B's capitalized with no space in between

✓ **BlueBird**

Never with a space

✗ Blue Bird

Never with just one B capitalized

✗ Bluebird

Never all lowercase

✗ bluebird

Never all uppercase

✗ BLUEBIRD

Never hyphenated

✗ Blue-Bird

Colors

Our Primary Colors

Colors have a profound influence on how we interpret our world. Just like words elicit different emotions, colors like red and blue both create different human responses as well. Even more interesting, the same colors tend to provoke similar responses in different people and cultures.

According to neuroscientists, how consumers feel about a brand has more pull than what they think about a brand. Pair that with the fact that we know certain colors evoke certain emotions and you can imagine how our brand colors have the ability to influence potential adopters of our services.

For the BlueBird, two shades of blue to represent our brand and values:

Light Blue: A light shade of blue exudes tranquility, trust, and openness.

Dark Blue: Dark blue stands for professionalism, quality, and security.



Pantone: PMS 299 C

Hex Color Code: #00A0E1

R: 0 G: 160 B: 225



Pantone: PMS 2965 C

Hex Color Code: #00263E

R: 0 G: 38 B: 62

Colors

Our Secondary Colors

Repetition of the BlueBird colors throughout our business strengthen our brand awareness. Imagine Coca Cola, and try to associate that brand with any other color than red. For some reason it will does not fell right, does it?!

By using the same colors in all our business ventures, we strengthen our brand's association with those colors, and by extension strengthen BlueBird's brand awareness.

Our secondary, complementary colors represent our BlueBird values for:

Orange: Represents energy, creativity, enthusiasm, and goal driven.

Secondary Blue: Is associated with trust, dependability, and professionalism, which is essential in instilling confidence in our clients.

Cool Gray: conveys sophistication, stability, and reliability.



Pantone: 151 C
Hex Color Code: #FF6F00
R: 255 G: 111 B: 0



Pantone: 7461 C
Hex Color Code: #007BA7
R: 0 G: 123 B: 167



Pantone: 2965 C
Hex Color Code: #333333
R: 0 G: 38 B: 62

Color

Branding Usage

Properly using the colors in our branding is crucial for creating a cohesive and professional image that resonates with our clients. The strategic application of our primary and secondary colors reflects our commitment to delivering fast, efficient, and friendly service. This approach ensures our clients feel safe to leave their technology needs with us and trust in our expertise.



Usage Examples

Documents, Forms, eMails

- Headline 1 (#00A0E1 - Light Blue): Main headings,
- Headline 2 (#00263E - Dark Blue): Subheaders, footer backgrounds, sidebars, and accent areas in documents.
- Normal Text (#333333 - Cool Gray): Body text, paragraphs, and general content.
- Orange (#FF6F00): Call-to-action highlights, notification badges, icons, and drawing attention to urgent or important elements..
- Secondary Blue (#007BA7): Secondary buttons, border accents, background elements for additional depth, complementary icons.

Presentations

- 00A0E1 (Light Blue): Slide titles, major points.
- #00263E (Dark Blue): Secondary headings, backgrounds.
- #FF6F00 (Orange): Highlight crucial data points, calls to action.
- #007BA7 (Secondary Blue): Secondary slide titles, additional data points in charts.
- #333333 (Cool Gray): Main content, paragraphs, general descriptions.

Marketing Materials

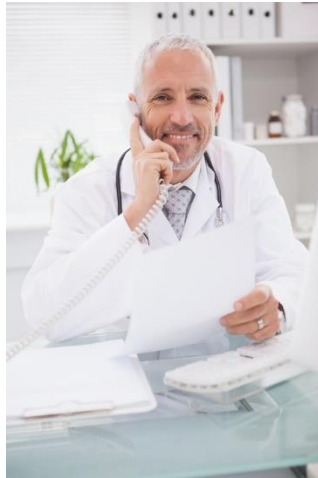
- #00A0E1 (Light Blue): Key messaging, primary text.
- #00263E (Dark Blue): Text backgrounds, secondary information.
- #FF6F00 (Orange): Highlighting important dates, offers, key points.
- #007BA7 (Secondary Blue): Complementary text, icons, and layered designs
- #333333 (Cool Gray): Standard text, descriptions, body content.

Images

Our Photos

The images we use are just as powerful as the words we use to communicate who we are and what we can do for our clients and partners. We choose our photos carefully, thoughtfully, and compassionately; we take great pride in portraying people in the most positive light.

Our images need to invoke feelings of trust, calmness, professionalism, high tech, happiness, positivity, and security.



Voice

Our Audience

Bluebird's main audience are: Doctors and Health Care Support Staff including nurses, clinic managers, and clinic receptionists among others.

We also communicate with a variety of other people including our partners, staff, vendors, media, prospective clients, government agencies to name a few.

Brand Voice: Above all, simple and human

voice is how we talk to people. It's the interplay of personality, substance, tone, and style.

Though our voice is constant regardless of who we're talking to or what we're saying, we adapt our tone—from serious to empathetic to lighthearted—to fit the context and the customer's state of mind.

Three voice principles

Our voice hinges on crisp simplicity. Bigger ideas and fewer words. Less head, more heart.

Our voice is:

Warm and relaxed—We're natural. Less formal, more grounded in real, everyday conversations. Occasionally, we're fun. (We know when to celebrate.)

Crisp and clear—We're to the point. We write for scanning first, reading second. We make it simple above all.

Ready to lend a hand—We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

A focus on the customer

Talking to our customers in a way that's warm and relaxed, crisp and clear, and ready to lend a hand reflects our commitment to empowering people to achieve more.