

Bigabid

# Brand Guidelines

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# 01 Brand Personality

Brand Personality

Devoted  
Sophisticated  
Pragmatic  
Unshakably Transparent

## Brand Personality

Bigabid measures success by our client's success. We are a technology company led by data scientists and engineers **devoted** to your app's growth. Our robust, **sophisticated** machine learning platforms are a culmination of that devotion, ever evolving, ever refining.

**Pragmatic** to the core, **unshakably transparent**, we deliver results and insights to exceed your growth goals, enrich your products, and ensure a prolific partnership.

## **Brand Personality** Brand Voice

Media may affect copy personality, length, and style, but ultimately, everything that's written internally should go through the brand's filter.

**Devoted. Sophisticated. Pragmatic. Transparent.**

Bigabid's tone is semi-formal, scientific, insightful, and assertive. We are the science officers on an elite starship revealing to our guests how the engine works. We sometimes use humor when it helps warm a crowd, but typically we shoot straight. Like our technology, our writing style is active, positive, and refined. And yes... we use oxford commas.

# 02 Logotype

## Logotype

**Simple. Modern. Refined.** The logotype represents our mission to deliver results, exceed goals, enrich products, and ensure prolific partnerships.

# Bigabid

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## Logotype Color

It's important to stay consistent with how the public sees the brand. Therefore it should only be in specific colors. Primarily, we should use Night Blue or Blue Silver whenever possible. However, the logo can be also be in our neutral colors, all black or Paper White, if where it lives or background color demands it.

**Positive:**

**Bigabid**

**Bigabid**

**Negative:**

**Bigabid**

**Bigabid**

## Logotype Spacing

Our logotype needs space - the more the better. To prevent us from looking cramped, always leave a minimum amount of clear space around our logotype. Next to any given edge or element, there needs to be a minimum of the x-height around it, which is equal to the width of our "a" for any given logotype size.



# 03 Favicon

## Favicon

Like any modern, technological, or application-led brand, Bigabid has a favicon, a simplified version of the logotype. In this case, Bigabid is shortened to an industry aligned CTA, “bid”, and placed within a typical app 1x1 rounded edge box associated with how apps appear on devices.



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## **Favicon Color**

Just like the logotype, it's important to stay consistent in how the favicon appears. Therefore, it should only be in these specific colors.

### **Positive:**



#### **Primary usage**

Use this color combo whenever possible

### **Negative:**



## **Favicon Spacing**

Much like the logotype, the favicon also needs room to breathe. To avoid it from looking cramped, always leave a minimum of clear space around it. Simply use the y-height of the “bid” to work out how much space to leave.



# 04 Color

## Color

Bigabid's brand color scheme is ownable, sophisticated, elite, but easy to identify with. It is complementary to the Bigabid's personality and style based on security, dynamism, and reliability.

### Secure Night Blue

Conveys a sense of intelligence, depth, and stability. Night Blue represents the limitless opportunities ahead of us.



Night Blue  
#1B365C

### Sophisticated Silver Lining

Expresses a sense of confident sophistication complimenting the darker blue. A blue/gray hue that symbolizes progressive innovation.



Silver Lining  
#D1D6DE

### Dynamic Living Coral

Commands a sense of action, energy, and attention. Living Coral represents the power for positive growth within our industry.



Living Coral  
#FA5959



## Color

While Bigabid has primary, secondary, and tertiary colors, neutral colors are also incorporated into the color scheme. There will be some cases when no color is required or works better within specific cases (e.g.: formal presentations) in which case, neutral colors can be used.

### Neutral Shades of Gray

Neutral colors are always included in the color scheme. Even if used sparingly, it represents class, sophistication and style.



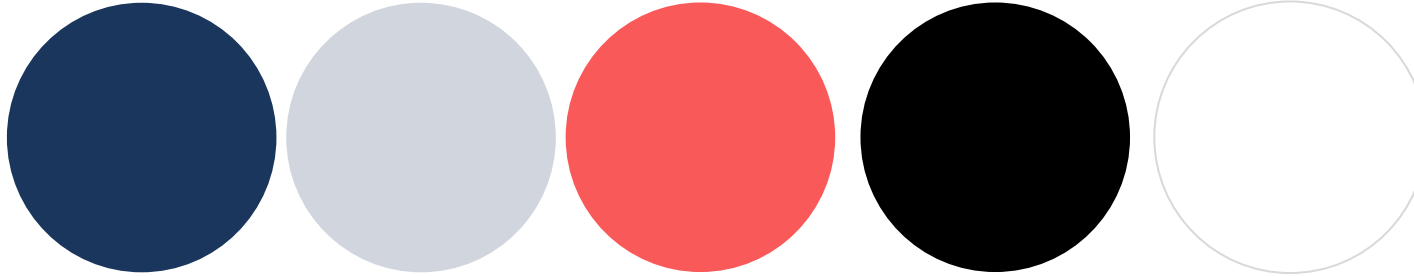
All Black  
#FFFFFF



Paper White  
#000000

## Color Usage

The colors within the color scheme have specific use cases (see below).



### **Primary** Color

Primary brand colors are the main, consistent colors and should be used whenever and wherever possible in all graphics for background colors or copy.

### **Secondary** Color

This secondary color is used to create a point of difference, mainly as color blocks and/or background colors to break up sections in presentations, deck, and the website.

\*Only use this color for text when on a dark background.

### **Tertiary** Color

This tertiary brand color acts as a complimentary color to the primary and secondary brand colors. It is to be used sparingly and only to draw attention to specific things and/or copy.

### **Neutral** Colors

Neutral colors are always useful to have as sometimes there is no control as to where a brand might live. They can be used for copy, depending on the background color, readability, or in some cases, be used as the background color itself.

# 05 Typography

## Typography

The primary typeface for Bigabid is Poppins. Inspired by the Devanagari and Latin writing systems, it is an internationalist take on the genre. **Clean. Minimal. Evolved.** Poppins has a family of 9 weights, while flexible based on readability, we primarily use Light.

# POPPINS [Download](#)

### **Bold:**

**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG    the quick brown fox jumped over the lazy dog**  
**!@#\$\$%^&\*()\_+{|}!~1234567890**

### **SemiBold:**

**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG    the quick brown fox jumped over the lazy dog**  
**!@#\$\$%^&\*()\_+{|}!~1234567890**

### **Regular:**

**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG    the quick brown fox jumped over the lazy dog**  
**!@#\$\$%^&\*()\_+{|}!~1234567890**

### **Light:**

**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG    the quick brown fox jumped over the lazy dog**  
**!@#\$\$%^&\*()\_+{|}!~1234567890**

## Typography Usage

It's important that we stay consistent in our font usage.

**CASE:** All copy should never be in all caps, it should either be in sentence case or title case.

**WEIGHT:** In general we use SemiBold or Medium for headers and Regular or Light in body copy.

**COLOR:** Specific colors have specific usages (see below).

### Positive:

#### Scientific Advertising. Scientific Results.

Grow your app at scale with Industry-leading machine learning technology supported by a full-service data science team.

In general, we always use Night Blue in copy for headlines.

Body copy can be in either Night Blue or All Black depending on readability.

#### Scientific Advertising. Scientific Results.

Grow your app at scale with Industry-leading machine learning technology supported by a full-service data science team.

If we need anything to stand out in headers, body copy, or links we may use Living Coral, but only sparingly.

### Negative:

#### Scientific Advertising. Scientific Results.

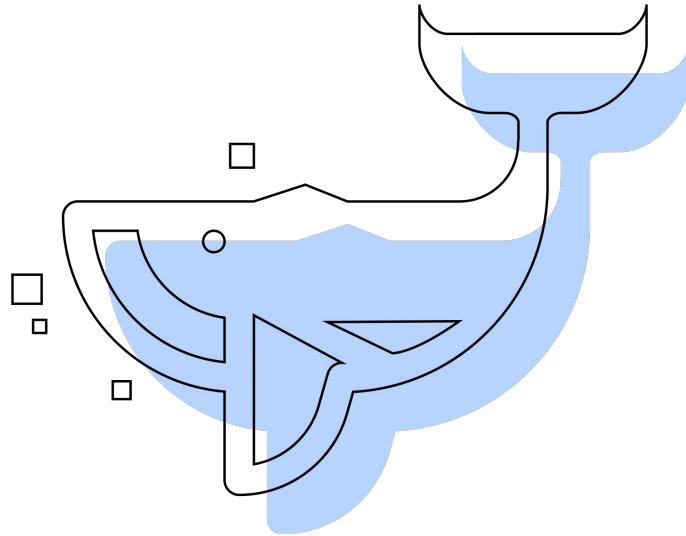
Grow your app at scale with Industry-leading machine learning technology supported by a full-service data science team.

When copy is over a dark color, it should always be in either Paper White or Silver Lining, depending on readability.

# 06 Illustration Style

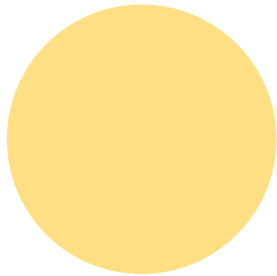
## Illustration Style

Bigabid uses illustration to break up the monotonous nature of text and inject a little pop of color and visual interest for the viewer. To create a nice juxtaposition against our brand personality, we use an amusing yet sophisticated style of line drawings with offset colors for our illustrations.



## **Illustration Style Colors**

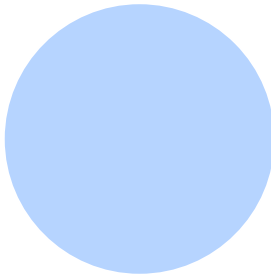
In addition to the brand colors, these are the colors that can be used for the color blocks within illustrations, infographics, graphs, and charts as their lightness complements our brand colors without dominating the message.



### **Secure Yellow**

#FFDF84

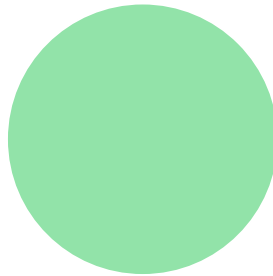
Conveys optimism, security, and confidence. Works very well with the brand colors so when they are near choose this one.



### **Sky Blue**

#B6D4FF

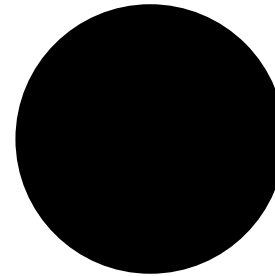
The alter ego to our Night Blue, this compliments the brand colors in a discrete, friendly, natural way. It is useful for backgrounds as an alternative to Silver Lining.



### **Surf Green**

#92E3A9

Represents our more organic and playful side, as well as our positive growth. Great for financial graphics and success stories.



### **All Black**

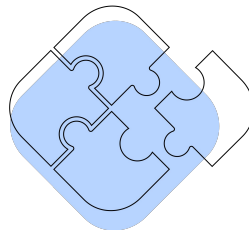
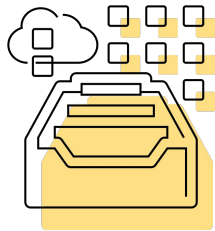
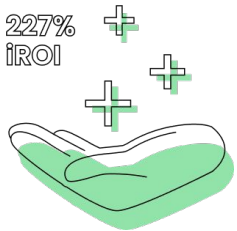
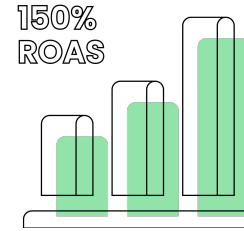
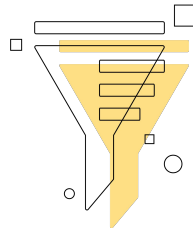
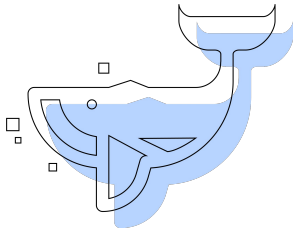
#000000

All Black is used for the lines of the illustrations if there is a need for more definition than Night Blue.



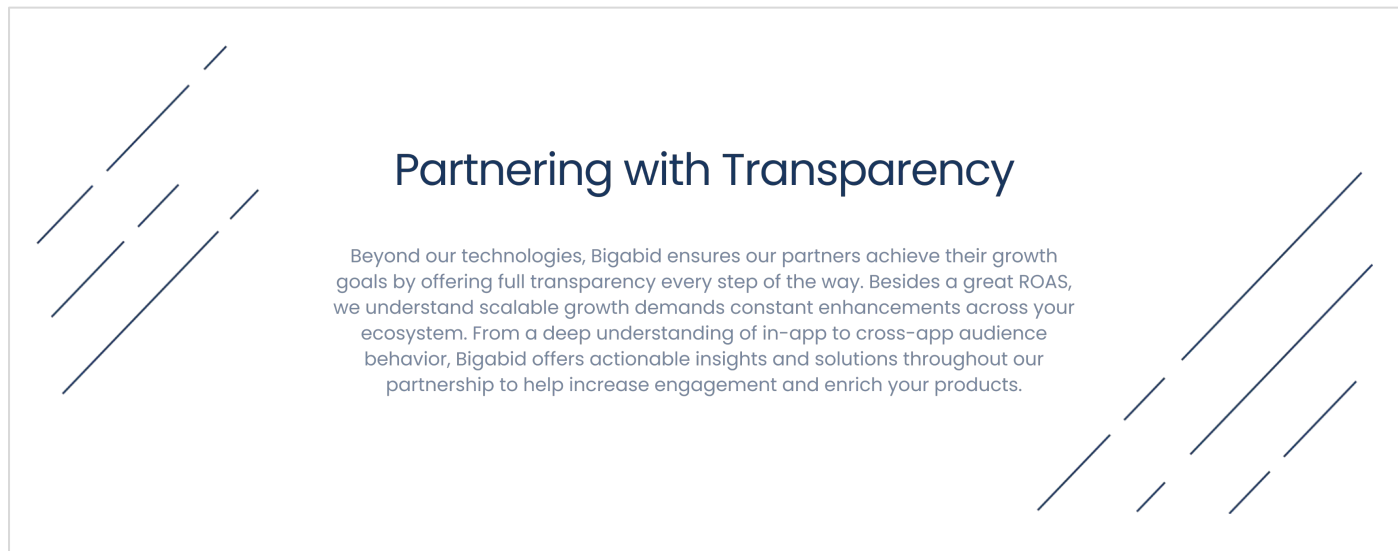
## Illustration Style

Using clean lines and simple graphic elements paired with offset colored shapes create an eye-catching, sophisticated feel.



## Illustration Style

Graphic elements may be used at times for additional visual interest and to call attention to a block of copy. However they should be somewhat consistent with the illustration style by using clean lines. Color blocks are nice to have but not necessary, especially when the tone is more personal or serious. .



Fin.