

# Brand Elements Quick Guide

January 2023



# Hello there!

This quick guide outlines the do's and don'ts of using Bird Staffing brand elements – including word and design marks, creative tools, and design elements associated with Bird Staffing. In the event our brand elements need to be used in ways not covered by these guidelines, please fill out and submit a [request form](#), and make a record of the use on [this document](#).

Thanks for reviewing these guidelines to market Bird Staffing's business-driven, people-focused culture!

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# Rules of Thumb

Please only use the brand elements found in these guidelines.

Do not use any Bird Staffing brand elements taken from third-party sources.

## **Please don't:**

- Use the brand elements in a way that suggests or implies a partnership, sponsorship, or endorsement by Bird Staffing
- Incorporate Bird Staffing brand elements, or anything confusingly similar, into your trademark, logo, product or service name, domain name, or username
- Alter any part of the Bird Staffing brand elements
- Modify the words “Bird Staffing” in any way
- Monetize Bird Staffing brand elements, such as selling Bird Staffing-themed merchandise
- Feature Bird Staffing’s brand elements in connection with pornography, illegal activity, or other material that violates our Terms and Conditions and Marketing Orientation

# Bird Logo

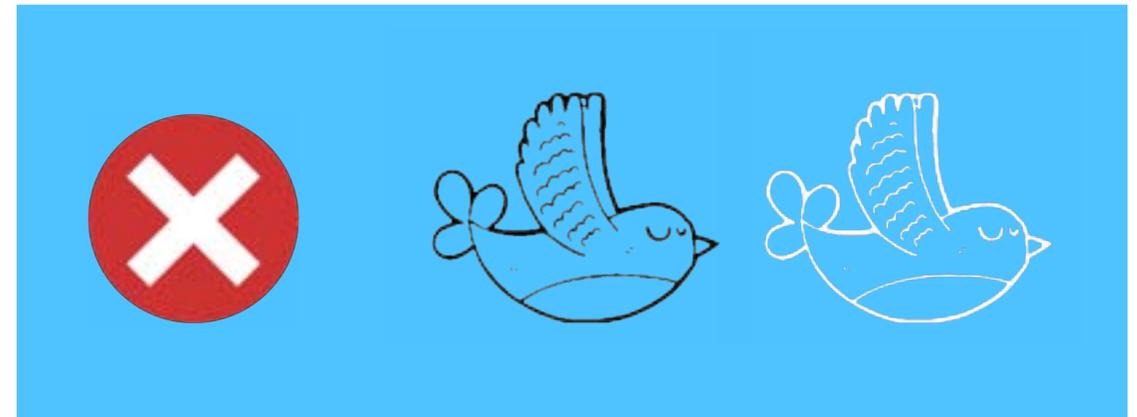
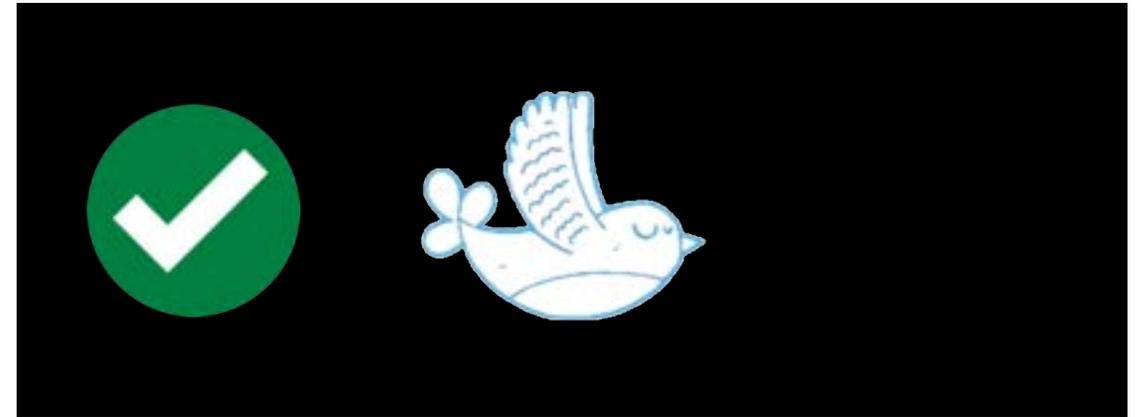
If you'd like to use the Bird Logo, please follow these guidelines:

## Do:

- Only show the Logo outlined in black, or blue
- Only fill the bird in with white as shown on right
- Follow the clear space guidance on the next page

## Don't:

- Alter, rotate, or modify the Logo
- Obstruct the Logo
- Surround the Logo with other characters or creatures
- Use the Bird Logo to refer to any product or service other than Bird Staffing



# Clear Space

When you're using the Bird Logo with other graphical elements, make sure you give it some room to breathe.

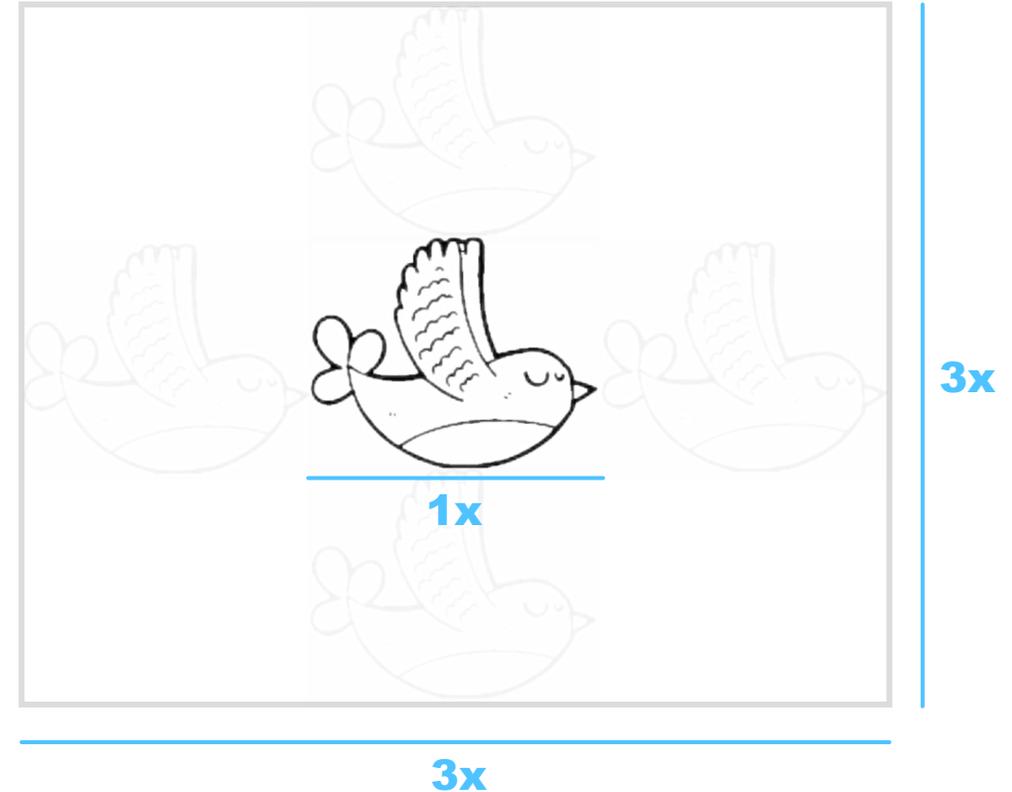
The empty space on each side of the Bird Logo should be at least 100% of the height/width of the Bird Logo.

## Do:

- Display the Bird Logo side-by-side with other logos. If you include the Bird Logo next to other logos, please display it in the same size as other logos.
- Only fill the bird in with white as shown on right.

## Don't:

- Display the Bird Logo larger than your own marks or branding.



# Color

We love this blue. It is one of our most important brand elements.

Say hello to Bird Staffing blue.

Yellow is our secondary color.

Only use this color to accent Bird Staffing branded content, as necessary.

Primary			
HSL	HEX	RGB	CMYK
200	#4EC3FF	78	69
69%		195	24
65%		255	0
			0

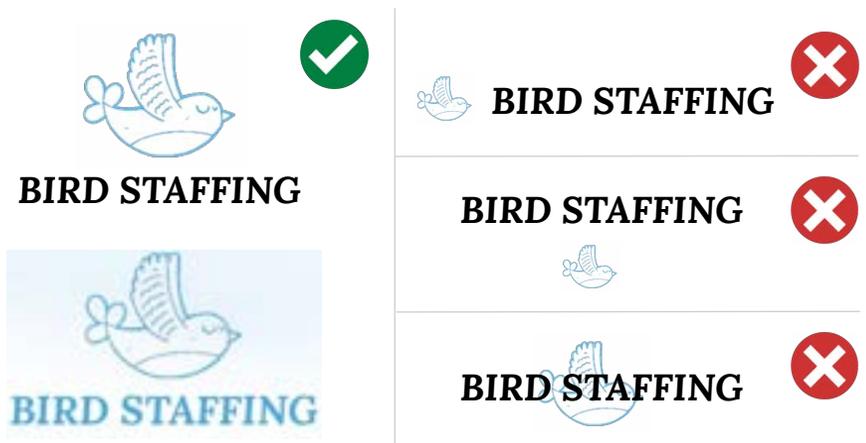
Secondary				HSL	HEX	HSL	HEX
HSL	HEX	RGB	CMYK	0, 0%, 0%	#000000	0, 0%, 100%	#FFFFFF
54	#FFEA2B	255	0	RGB	CMYK	RGB	CMYK
83%		234	8	0, 0, 0	100, 100, 100, 100	255, 255, 255	0, 0, 0, 0
58%		43	83				
			0				

# Typography

We use the Lora font family. **Lora is a well-balanced contemporary serif** with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text.

A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs.

Bold Italic ***The quick brown***  
Bold **Fox jumped**  
Regular Over the  
Italic *Lazy Dog.*



Primary weights

Bold	Regular
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ
abcdefghijklmn	abcdefghijklmn
opqrstuvwxyz	opqrstuvwxyz
1234567890!	1234567890!
@#\$%^&*()_+	@#\$%^&*()_+

# Branding Related Products & Services

If you offer an app, website, service, or product that is compatible with or related to Bird Staffing, please follow these guidelines:

## Do:

- Name your app, website, service, or product something that is unique and original to you
- Design your own original logo or app icon to represent your brand
- Comply with the Bird Staffing Marketing Orientation if your app or service is integrated with Bird Staffing

## Don't:

- Use any of the Bird Staffing brand elements as part of your brand identity, such as in your app, product, business, or domain name, or in your app icon, logo, or product design
- Describe your app or product as “for Bird Staffing” when it is not integrated with the Bird Staffing platform or specifically designed to complement just the Bird Staffing brand
- Use a name or other branding that is confusingly similar to, or unnecessarily references any Bird Staffing branded elements



"Bird Staffing" in domain name for a service that works with Bird Staffing



"Bird Staffing" in app name, unnecessary references to Bird Logo and Lenses, yellow background

**BIRDSTAFFING**

"Bird Staffing" as one word (unless referencing social media handles and usernames)

# Asset Links

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			
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**Bird Logo Filled In White**

<https://www.dropbox.com/sh/e46wr0ibx96sotl/AACHiUZfgEXM4-080lhHyzqPa?dl=0>



**Bird Logo Outlined in Blue and Black**

<https://www.dropbox.com/sc/fo/txk02qfa3rm1uoxritnui/h?dl=0&rlkey=t3nh8xopqw9qnn22j4mh2fr3z>



**Bird Staffing Logo and Name**

<https://www.dropbox.com/sc/fo/x5vb62sgcd6pt41fpulwu/h?dl=0&rlkey=x4kfg3hkyugv71bp2llni53h2>

**BIRD STAFFING BIRD STAFFING**



**Bird Staffing Profile Pictures and Cover Photo**

<https://www.dropbox.com/sc/fo/5i8dfs1oagnb9ggagppr6/h?dl=0&rlkey=efimsxf3s2bph72mbg38p6j97>

**Lora Font Family**

<https://www.dropbox.com/sh/xq1rj7lgsvpbgas/AAAMBQU9cL0I2ZJhESsN-91Ea?dl=0>

Thank you!

