



**blubird**



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**blubird**



blubird









## WHITESPACE

Always make sure the logo and mark have room to breathe. The logo and mark's exclusion zone is equal to half the height of the mark (denoted as x in the diagram)



The primary logo should be used in most cases, when you have the horizontal space for it.

## WHEN TO USE

We have 3 version of the logo you can use throughout your branded material. The horizontal version (top), should be used in most cases. If you are working with a layout where horizontal space is limited, then you can use the stacked version.

If you are limited on both horizontal and vertical space, the logomark can be used to represent Blubird.



The primary stacked version should be used when you do not have the horizontal space and want the mark to appear larger. If at all possible, you should try and use the horizontal logo above for all cases.



The logomark can be used in spaces where we do not have much vertical or horizontal space.





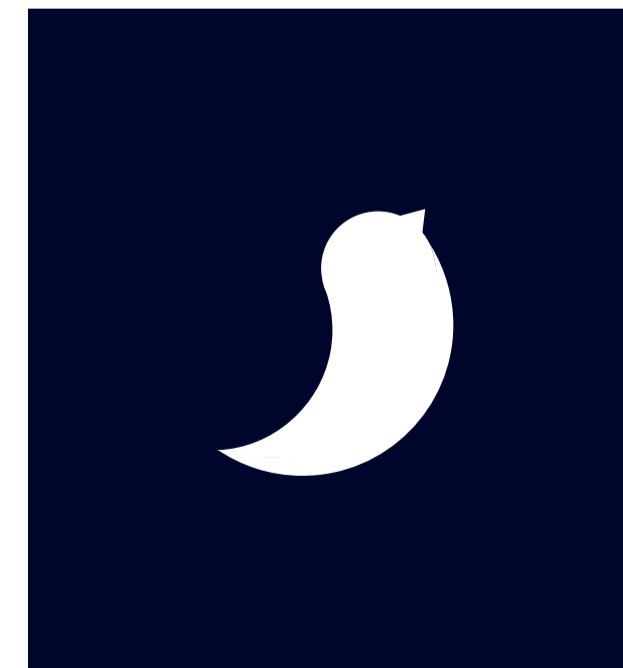
## LOGO USAGE

The Blubird logo, pictured top, is our primary logo colorway, and it should only be used with black, white, or brand dark purple.

Please note: The Blubird full color logo, should only be used on a black, white, or brand dark background, for any other background you should use the monochrome version.

- The black logo should be used on light colored backgrounds.
- The white logo should be used on dark colored backgrounds.

All cobranding must be pre-approved.



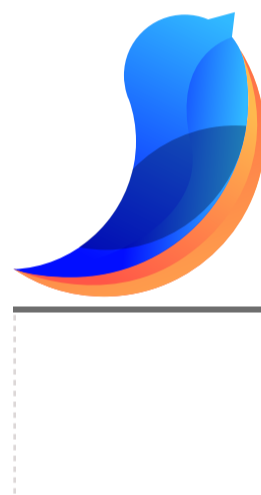


## LOGO SIZING

Establishing a minimum size ensures that the impact and legibility of the logo and mark stay consistent across all mediums.



The Blubird logo should never be smaller than 120px



The Blubird mark should never be smaller than 36px



## LOGO MISUSE

It is important that the appearance of the logo remains the same across all mediums. The logo should not be modified or added to. No attempt should be made to alter the logo in any way. The orientation, color, and composition should remain the same as outlined in this document.



**Do Not:** warp or skew any part of the logo.



**Do Not:** rotate any part of the logo.



**Do Not:** flip or transform any part of the logo.



**Do Not:** recolor any part of the logo. Only use the logo assets provided.



**Do Not:** change the lockup of the logo mark and text. Only use the logo assets provided.



**Do Not:** add a drop shadow or stylize any part of the logo



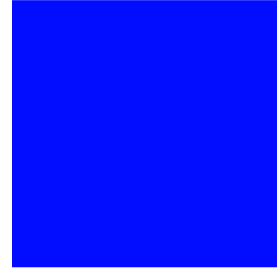
## PRIMARY & SECONDARY



**C** 92  
**M** 86  
**Y** 49  
**K** 68

**R** 0  
**G** 5  
**B** 44

**#00052C**



**C** 86  
**M** 76  
**Y** 0  
**K** 0

**R** 2  
**G** 13  
**B** 255

**#020DFF**



**C** 55  
**M** 15  
**Y** 0  
**K** 0

**R** 49  
**G** 185  
**B** 255

**#31B9FF**



**C** 2  
**M** 29  
**Y** 87  
**K** 0

**R** 254  
**G** 185  
**B** 78

**#FEB94E**



**C** 0  
**M** 82  
**Y** 78  
**K** 0

**R** 255  
**G** 86  
**B** 71

**#FF5647**

## GRAYSCALE



**C** 82  
**M** 71  
**Y** 56  
**K** 65

**R** 28  
**G** 36  
**B** 46

**#1C242E**



**C** 74  
**M** 63  
**Y** 53  
**K** 41

**R** 60  
**G** 67  
**B** 75

**#3C434B**



**C** 64  
**M** 54  
**Y** 47  
**K** 21

**R** 94  
**G** 97  
**B** 104

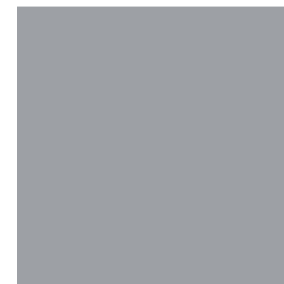
**#5E6168**



**C** 54  
**M** 44  
**Y** 40  
**K** 7

**R** 125  
**G** 128  
**B** 133

**#7D8085**



**C** 41  
**M** 32  
**Y** 29  
**K** 1

**R** 157  
**G** 160  
**B** 165

**#9DA0A5**



**C** 25  
**M** 19  
**Y** 18  
**K** 0

**R** 191  
**G** 192  
**B** 195

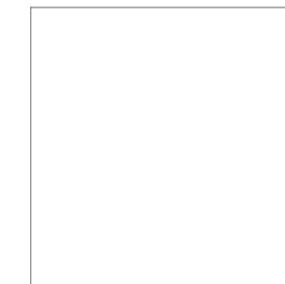
**#BFC0C3**



**C** 12  
**M** 8  
**Y** 8  
**K** 0

**R** 222  
**G** 223  
**B** 225

**#DEDFE1**



**C** 0  
**M** 0  
**Y** 0  
**K** 0

**R** 255  
**G** 255  
**B** 255

**#FFFFFF**



## TYPEFACE FOR DIGITAL & PRINT

# UBUNTU

Ubuntu is an OpenType-based font family, designed to be a modern, humanist-style typeface by London-based type foundry Dalton Maag, with funding by Canonical Ltd. The font was under development for nearly nine months, with only a limited initial release through a beta program, until September 2010. It was then that it became the new default font of the Ubuntu operating system in Ubuntu 10.10.

Its designers include Vincent Connare, creator of the Comic Sans and Trebuchet MS fonts.

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 ! ? . , : ; " ' \_ + - | \ @ # \$ % & \* ( [ {



### WEIGHTS

Aa Bb Cc

Light

Aa Bb Cc

Regular

Aa Bb Cc

Medium

Aa Bb Cc

Light

# UBUNTU TYPEFACE

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## TYPEFACE FOR DIGITAL & PRINT

# INTER

Created by designer, Rasmus Andersson, Inter is a variable font family carefully crafted and designed for computer screens. There are nine weights, each with italic counterparts—a total of 18 styles.

Additionally, Inter is offered as a variable font which contains all styles in a much smaller file size. A variable font is... variable. You can mix and match weight and italic angle as you please, forming theoretically infinite variations.

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 ! ? . , : ; " ' \_ + - | \ @ # \$ % & \* ( [ {



### WEIGHTS

Aa Bb Cc

Light

Aa Bb Cc

Regular

Aa Bb Cc

Medium

Aa Bb Cc

Light

# INTER TYPEFACE

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## Name Use - Case

It is important to understand the proper case and used of the word mark. When used in conjunction with the Blubird, the name must always be lower case. When referring to the company in written form, Blubird is always spelled with a capital B.

In the event that the sentence case is all caps, Blubird would take on the case of the overall sentence.



The company **Blubird**



**myblubird**



**blubirdtrax**



**blubirdlabs**



**blubirdx**