

LittleBird™

BRAND STANDARDS GUIDE

PRIMARY LOGO

Our primary logo is “LittleBird” written in Proxima Nova with some customizations made, including a square dot over the “i” and a modified B. The logo includes the trademark sign in the top right corner.

LittleBird™

The logo should be positioned as if the trademark symbol weren’t included. For example, if the logo is centered, it should be centered based on the name itself, not based on the literal center of the image (which will be off because of the trademark).

Similarly, if positioning full-width text underneath the logo, the text should span the distance between the left edge of the initial “L” and the right edge of the final “d” (not the ™).

VARIATIONS



SECONDARY LOGO

Our secondary logo is the “the B”, a custom mark shaped like the letter B with a tail and beak, giving it the appearance of a bird.



- ▶ It should generally be used in a container (e.g., in yellow on a round charcoal background), rather than on its own.
- ▶ This secondary logo is used primarily for situations where a short, small, or squarish version of the logo is required (e.g., for social media profile images or app icons).
- ▶ It can also be used to add some additional variety or visual interest to a design that already includes the primary logo.
- ▶ The secondary logo should only be used in conjunction with the name, or where the name is readily apparent nearby.
- ▶ The secondary logo should generally not be used “attached” to the primary logo.

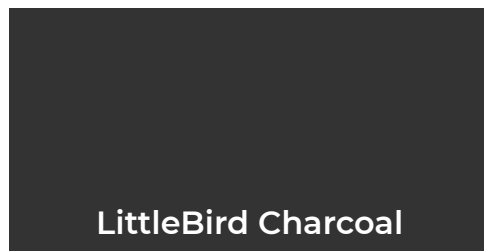
COLOR PALETTE

Primary colors

Our main brand color is LittleBird Yellow. This color represents our values and personality through its boldness, optimism, and cheerfulness.



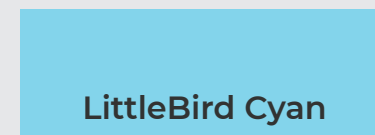
Hex: #ffd800
RGB: 225, 216, 0
CMYK: 0, 15, 100, 0
Paint: Dunn Edwards DE 5398 ("Lemon Punch")



Hex: #333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 80
Paint: Dunn Edwards DE 6370 ("Charcoal Smudge")

Secondary colors

Our secondary color is LittleBird Cyan, a strong color that highlights the Yellow instead of distracting from it.



Hex: #66eeff
RGB: 102, 238, 255
CMYK: 60, 7, 0 0

- ▶ LittleBird Yellow is usually accompanied by LittleBird charcoal, which provides a dark contrast and a strong, stable base that highlights the yellow.
- ▶ Yellow on charcoal, charcoal on yellow, charcoal on white or white on charcoal are recommended combinations.
- ▶ Yellow on white or white on yellow should be avoided.