bibidi Brand Guide — v1 (working draft)

One app. One community.

1) Brand Essence

Purpose: Bring neighbours together to get (and give) help, fast, and local.
Promise: Find local help in minutes. Simple booking, clear pricing, trusted people.
Personality: Warm, neighbourly, upbeat, practical, playful-not-silly.
Voice: Plain language, short sentences, friendly confidence. No jargon.
Tone sliders: Professional ◄──●──► Playful · Local ●──► Broad · Simple ●──► Detailed

One-liner (site/meta): Find trusted local help, students, pros, and neighbours, booked and paid in one simple app.
Tagline: *One app. One community.*

2) Logos & Lockups

Primary wordmark: bibidi (all lowercase). Clean, rounded sans. Always lowercase b even at front of sentence
Icon: Spark/star "✨"-inspired burst (no emoji in logo), simple 6–8 point spark, slightly tilted.
Primary lockups:

On yellow (#FDC506): Use **black** or **#0A0A0A** wordmark.
On dark backgrounds: Use **white** wordmark

The sparkle can move around but is always the same shape, it is always yellow fdc506, but if on similar background can have a glow of a contrasting colour

3) Color System

Core Palette

- **Bibidi Yellow** — #FDC506 (brand energy, CTAs, accents)
- **Charcoal** — # (primary text on light)
- **Black** — #000000 (deep accents, wordmark on yellow)
- **White** — #FFFFFF (backgrounds, negative space)
- **Mid Grey** — #A4A4A4 (UI lines, secondary text)
- *Light Yellow- ##FFF7D6 (Section backgrounds, cards)*
- **Stone Grey** — #737373 (body text on white / alt UI)

-

Usage ratios (web/app):

- Backgrounds: 80–90% white
- Accents/CTAs: ???10/ 20? % yellow
- Text: 80% charcoal/stone
- Lines/Dividers: mid grey

Accessibility: Maintain 4.5:1 contrast for body text. On yellow, set text in black or charcoal only.

---

4) Typography

Primary: Open Sauce Sans (preferred).
 Web/App fallback: Inter, Manrope, system‑UI.

Type scale (mobile first):

- Display / Hero (H1): 32–36 px / 700

- H2: 24–28 px / 700

- H3: 20–22 px / 600

- Body: 16–17 px / 400–500

- Small / UI meta: 13–14 px / 500

- Button text: 16 px / 600, letter‑spacing +0.2px

Do not: Overuse italics, script fonts, or thin weights on yellow.

---

5) Voice & Copy Patterns

We say: short, concrete, local.
 We avoid: hype, corporate buzzwords, walls of text.

Micro‑copy patterns:

- Primary CTA: **Find help** / **Offer my services**

- Secondary: **Browse categories** · **Post a request