



**Active bridge**

PROFESSIONAL TEAM AS A SERVICE

Brand Guidelines

2022

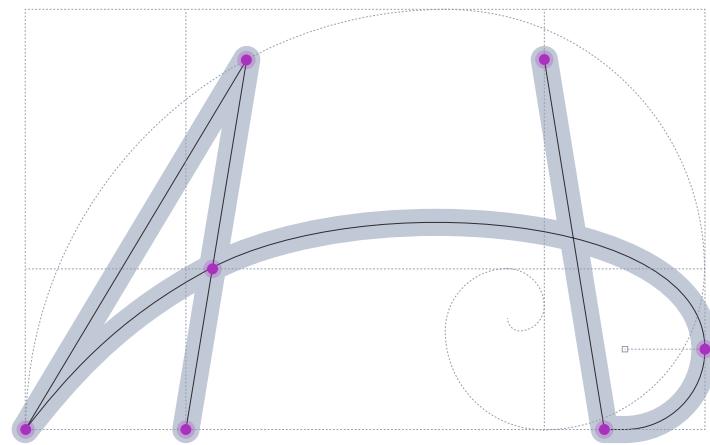
## About us

Active Bridge provides expert web, cloud-based engineering, and consultancy services. We're not just coders – we're product strategists.

Everything we do is based on Agile methodology principles, UX best practices, and honed development processes.

We'll assist our clients in building products that people really enjoy.

## Our logo



Conceptually, the logo for the Active Bridge is simple. It unites the two first letters of the company name (**A**ctive **B**ridge) with a "bridge". It is meaningful, symbolic, and yet clean and laconic.

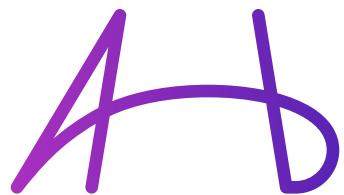
Technically, Active Bridge logo is based on the very basics of world's composition rules. The golden ratio was used to harmonize the distances between the lines and to define the place for the graphic nodes.

**Logo (color + b/w)**

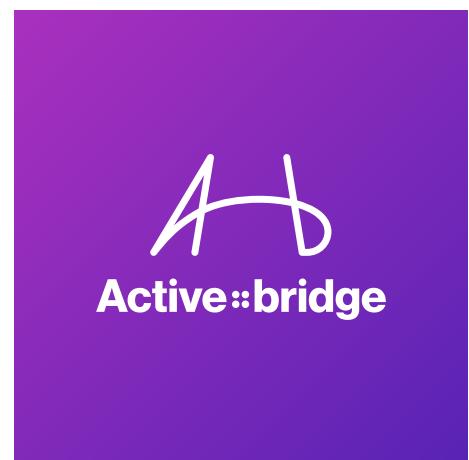
Full logo



Short logo



Inverted logos

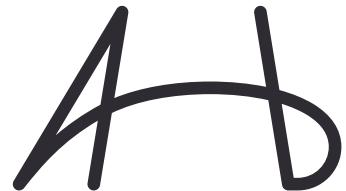


**Logo (b/w)**

Full logo



Short logo

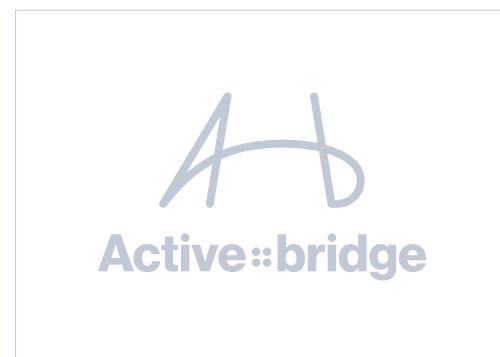
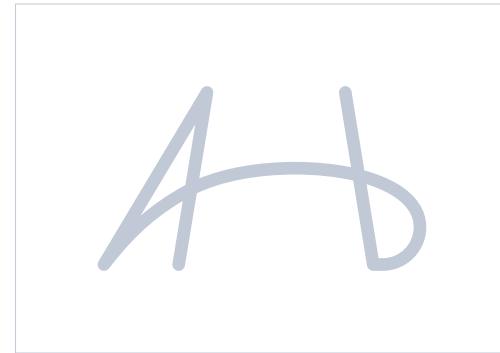
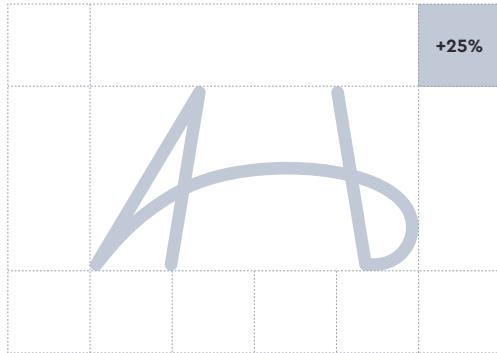


Inverted logos

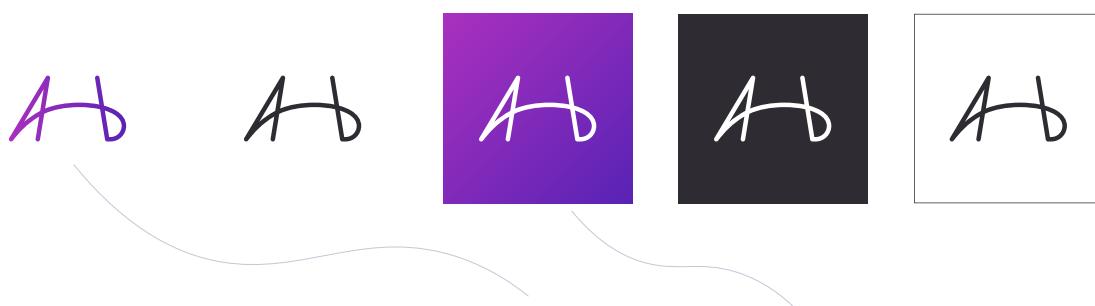


## Logo use

We need a proper **space** around the logo to be provided. At least 25% of its width should be added to each side.



Even though we have eight **colors** in the brandbook, we don't use all of them in our logo. The **only possible** variations are shown below.



Our **gradient** goes from left (#aa30be) to right (#5723b5) and -45° for the background

**Colors**

## Primary

**Active purple**

#5723b5

C: 80  
M: 89  
Y: 0  
K: 0

R: 87  
G: 35  
B: 181

Pantone: 2098 C

**Bridgeberry**

#aa30be

C: 52  
M: 81  
Y: 0  
K: 0

R: 170  
G: 48  
B: 190

Pantone: 2592 C

## Secondary

**Buzok**

#a49feb

C: 42  
M: 39  
Y: 0  
K: 0

R: 164  
G: 159  
B: 235

**Kviten'**

#cd9feb

C: 29  
M: 43  
Y: 0  
K: 0

R: 205  
G: 159  
B: 235

## Complimentary

**Palianytsia**

#fbdf89

C: 3  
M: 12  
Y: 56  
K: 0

R: 251  
G: 223  
B: 137

**Sky UA**

#8cc9fc

C: 46  
M: 10  
Y: 0  
K: 0

R: 140  
G: 201  
B: 252

## Greys

**Charcoal**

#2e2b33

R: 46  
G: 43  
B: 51

**Azovstal**

#c1c9d6

R: 193  
G: 201  
B: 214

## Typography

For communication needs

# Cera Pro

[Click here to get the font](#)

Cera Pro was designed by **Jakob Runge**. The font contains 12 styles. The starting point for the collection, Cera Pro is distilled from elementary shapes and brings simplicity, elegance and a certain warmth wherever a contemporary geometric typeface is needed.

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq,  
Rr, Ss, Tt, Uu, Vv, Ww

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq,  
Rr, Ss, Tt, Uu, Vv, Ww

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq,  
Rr, Ss, Tt, Uu, Vv, Ww

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq,  
Rr, Ss, Tt, Uu, Vv, Ww

**Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq,**  
**Rr, Ss, Tt, Uu, Vv, Ww**

**Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp,**  
**Qq, Rr, Ss, Tt, Uu, Vv, Ww**

## Typography

For communication needs

# Inria Serif

[Click here to get the font](#)

Inria Sans and Inria Serif are the two members of a type family design for the communication of Inria, a national institute dedicated to numeric research. The Institute needed a font showing its values at the crossroad of humanity, technology, excellence and creativity. **Black[Foundry]** created a humanist typeface with a unapologetically contemporary design as the Sans-Serif part and a more rational drawing for the Serif. Both members come in 3 weights with matching Italic. Designers: **Grégori Vincens** (principal) and **Jérémie Hornus**

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr,  
Ss, Tt, Uu, Vv, Ww

*Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr,  
Ss, Tt, Uu, Vv, Ww*

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr,  
Ss, Tt, Uu, Vv, Ww

*Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr,  
Ss, Tt, Uu, Vv, Ww*

**Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr,  
Ss, Tt, Uu, Vv, Ww**

*Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr,  
Ss, Tt, Uu, Vv, Ww*

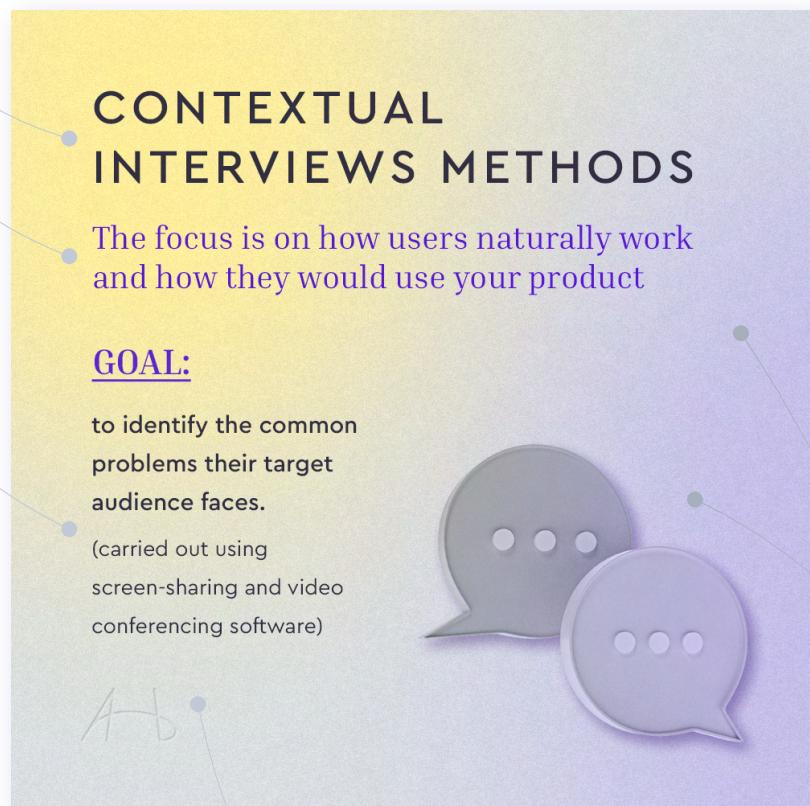
## Social media post

as a communication example / mockup

• **Heading:** Cera Medium, Caps. Spacing: 50%

• **Subheading:** Inria Regular

• **Text:** Cera Bold, Cera Regular



**Logo:** clear, embossed in the lower corner

**Arrangement:** a 3d element with a purple dropshadow. Mode: Luminosity

**Background:** colors from the brandbook, blurred and slightly noised

## More examples

### *Visual materials*

different formats but one style



**FILLING OUT YOUR PRODUCT BACKLOG**

Product roadmap and requirements are the base of Product Backlog.

Make a list of features. Write a User Story for each feature and check how much this functionality is valuable to the user.

\* Make a unified to-do list for the development team based on these user stories.

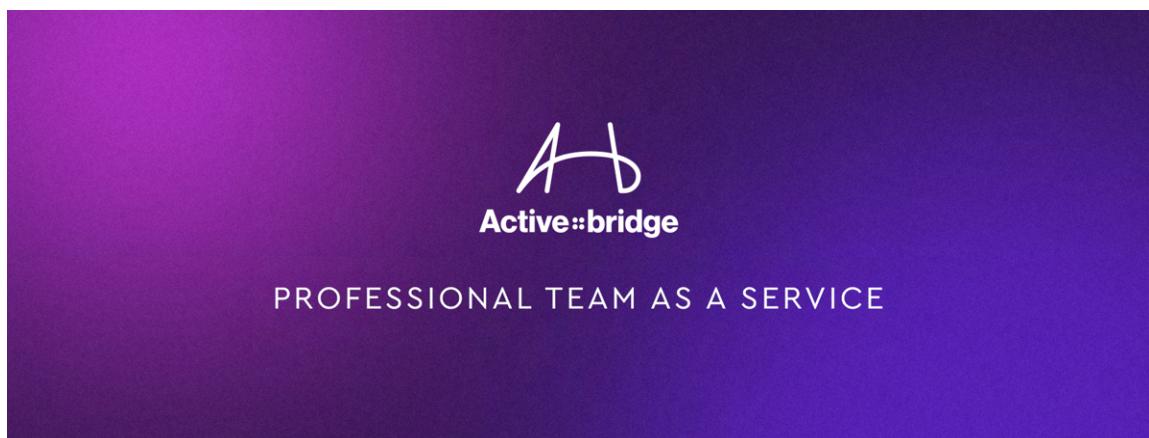
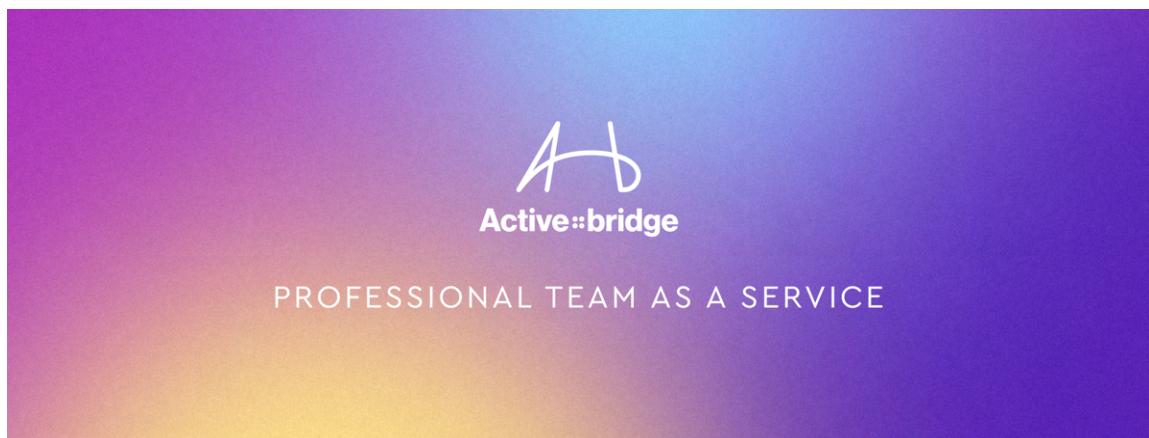
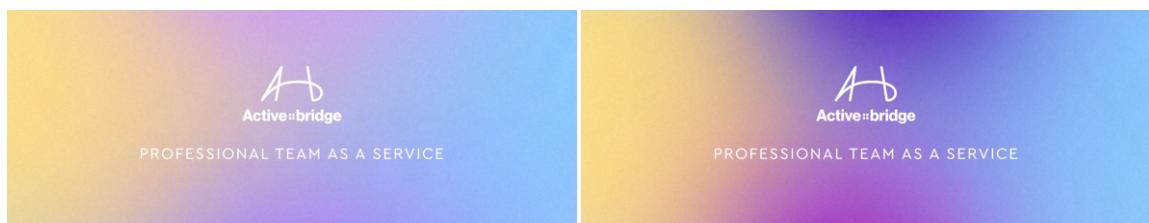
**NOTE:** The task title should always be succinct and clear, reflecting its content.

**WHY RUBY ON RAILS MIGHT BE A GOOD CHOICE FOR YOUR MVP TECH STACK**



## Branding

Social media appearance



## Branding products

*Beanie hat*



*Paper cups*



## Branding products

*Backpack*



*Phone wallpaper*



## Branding products

*Desk flags*



*Notebooks*



## Branding products

Mug



Cap

