



TECHBIRD

STYLEGUIDE

YOU PRODUCE WE EXPAND

by Julius Ball

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What is TECHBIRD

TECHBIRD helps European companies to spread their software solutions to new, international markets.





HISTORY

1995

TECHBIRD was founded in Vienna, Austria May 1995.

2005

New Headquarters opened in USA. We reached our first 100 Employees.

2015

Over 350 Employees with 10 different locations all over the world.

2025

By 2025 we are expecting to have over 500 Employees with a total of 15 locations.

We want to give GREAT
PRODUCTS a chance to
EXPAND.



Philosophy & Positioning



We expand software solutions to America, Asia and Australia



All of our customers are from Europe and develop great software solutions for different industries

Mission Statement

Everyday TECHBIRD is working on distributing the products of our european customers to different markets, so everyone can enjoy the luxury of great software worldwide.



VALUES

Internationality

TECHBIRD is a international company with a service that works all around the world.

Originality

TECHBIRD's roots lie in Europe. That's why we maintain European quality in every aspect of our work.

Modernity

TECHBIRD always providing the most state of the art solutions and ideas.

Buyer Personas

Our Customers.
Who they are and what they want.



Franz Richter
Founder and CEO of
RisingSoftware



Christine Smith
Co-Founder and Head of Sales
at NorisIT



Andreas Morillo
CEO of LightSpeed AG



Franz Richter

Franz Richter is the CEO and Founder of RisingSoftware. Franz himself had the idea for his Company when he turned 35. For 10 years he worked as a doctor at the Franziskus Hospital in Berlin. One day he got sick of the software they were using for monitoring their patients so he decided to take online coding lessons. One year later he founded the company RisingSoftware. Today his company has 80 employees and 85% of all German, Swiss and Austrian hospitals are using his new patient monitoring system.

Today Franz is 52 years old but his passion for making the lifes of hospital workers easier is still alive. He craves for new challenges. He is planning on expanding his business to the USA and Canada.



Christine Smith

Christine finished her Master of Science in Applied Computer Science at Vrije University Brussel. One month after finishing she founded NorisIT with her now husband William. Their idea was to create easy to use Security Solution for companies with a strict data-security policy. Today, 15 years later, her company expanded its market from Europe to the USA. They have 3 offices with their Headquarters still in Belgium.

Christine recently started to optimize their solution for the Asian market which is not running as planned. Their marketing campaigns are not getting the attention of the companies in the Asian marketplace.



Andreas Morillo

Andreas Morillo is 31 years old and CEO of LightSpeed AG. He has successfully ran 3 companies before and got CEO in 2015. In the past 7 years he made their Internet-Provider Software LightSpeed the most used product in Europe and East-Asia.

After loosing Russia as their biggest Customer, Andreas is now forced to approach the American market without any knowledge or connections in these regions.

Brand Personality

Brand Identity: Strive for greatness

Language: Straight Forwardness

Tone-Of-Voice: Formality

Characteristics: Internationality / Originality

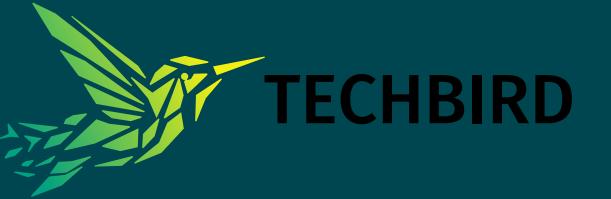
Motivation: Strive for more

Fear: standing still

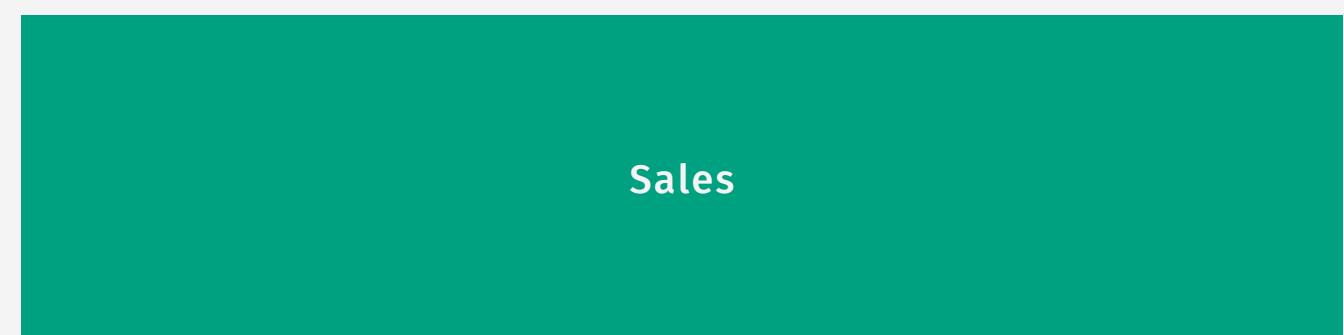
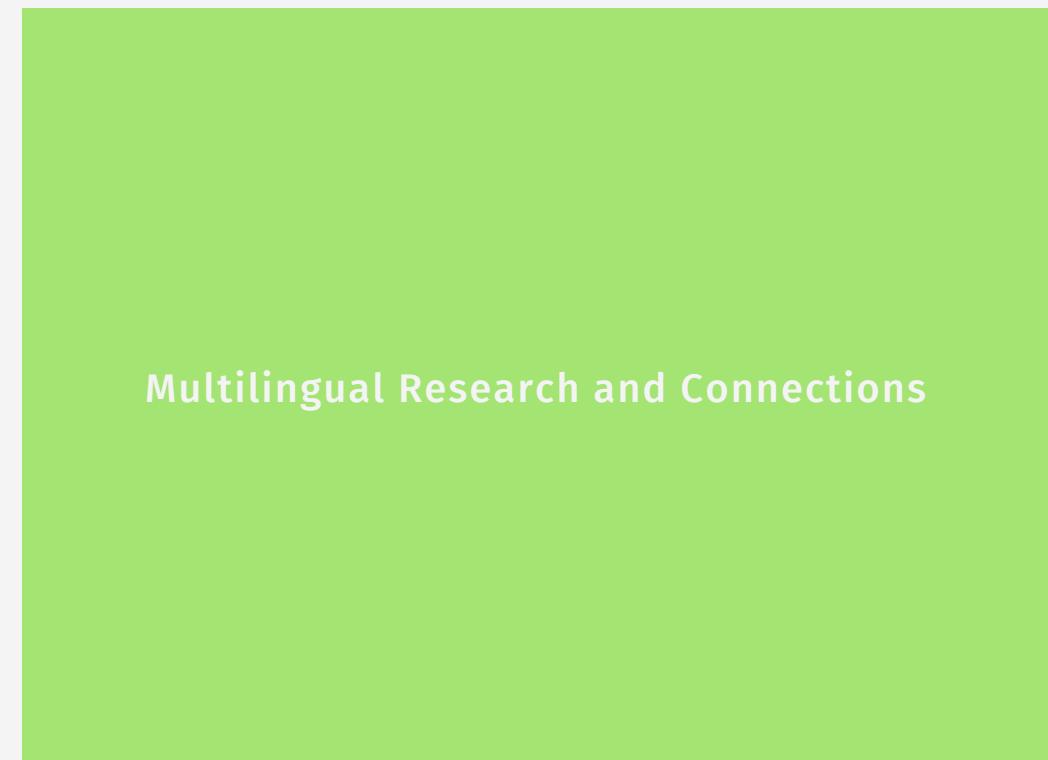
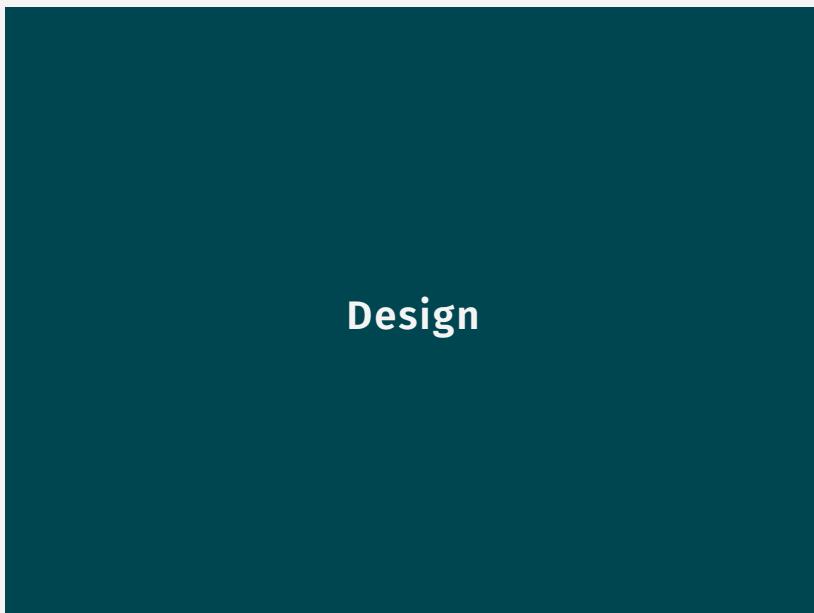
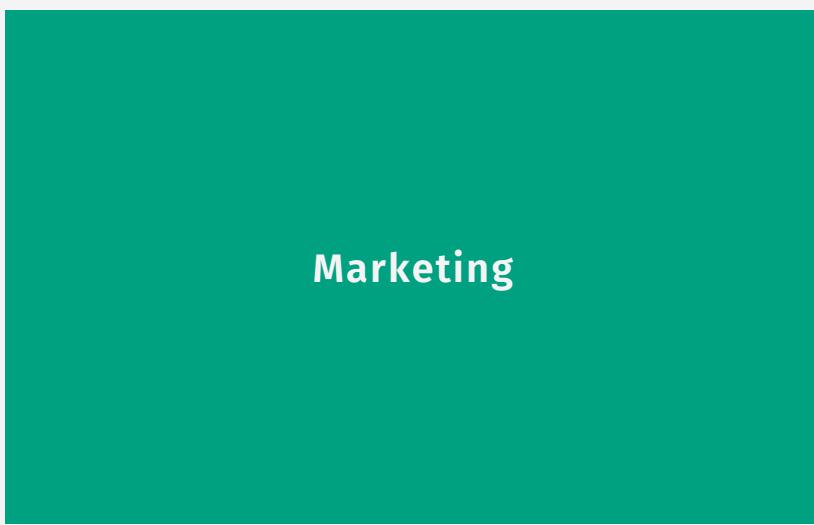
Culture

- TECHBIRD lays a big focus on being different from other companies when it comes to employer branding.
- COMPANY EVENTS and FESTIVALS happen on regular basis.
- Also TECHBIRD is one of the best paying companies in Europe and the USA in this sector.





Organisation



GOALS & STRATEGY

A large, stylized chevron graphic is positioned at the top right of the slide. It consists of two overlapping triangles: a light green one pointing left and a teal one pointing right, set against a dark teal background.

**1500
CUSTOMERS**

**EXPANDING
TO AFRICA**

- TECHBIRD is working towards having 1500 customers in the year 2025
- TECHBIRD will soon begin offering its service for Africa.

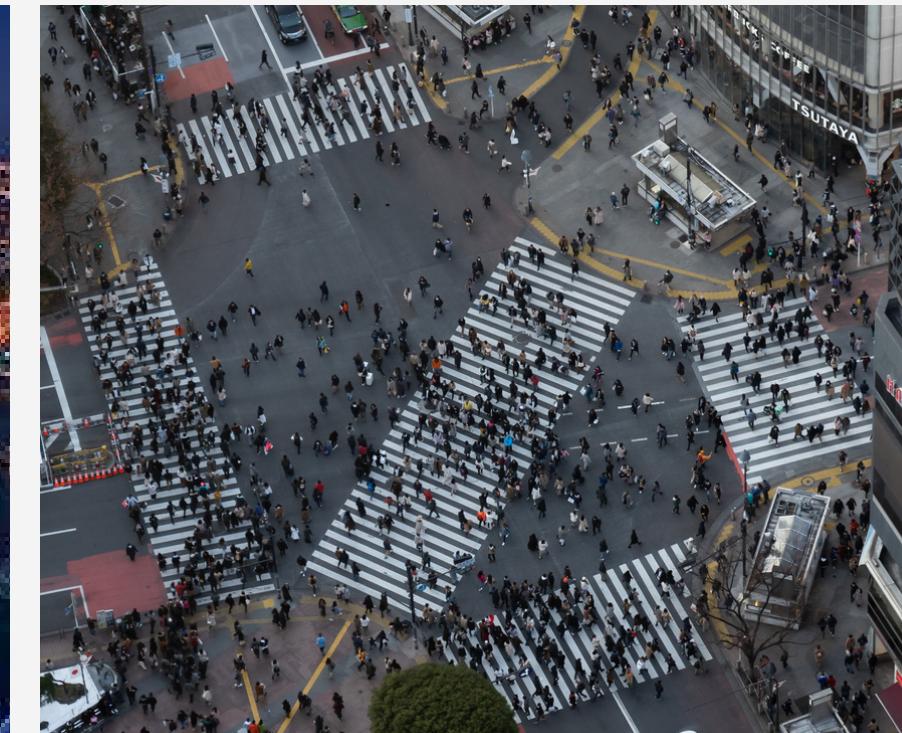
Moodboard





THINKBIRD
NEVER STOP
THINKING BIG

YOU PRODUCE WE EXPAND





Moodboard Description



Internationality

TECHBIRD stands for international marketing and adaptability to different marketplaces/cultures. Since the founding of THINKBIRD in May 1995 the Employees spend every day learning about new strategies to deliver the best service for our customers.

Originality

Even tough TECHBIRD is an international company its deepest roots are still in Europe. Because of that we try to maintain European quality, organisation and structure in every aspect of the company.

Modernity

Nobody likes to see old, plain and unstructured behavior, marketing and design. Based on those points THINKBIRD is always using the newest strategies, standarts in tech, marketing technics and ideas.

Visual Guidelines



Logo Design





TECHBIRD

You DEVELOPE
We EXPAND

Logo Description



The Bird:

When it gets colder many birds fly into warmer regions. Same thing with our customers: When there is a better market in other country's they go there and try to get bigger.

TECHBIRD:

You already know why we use bird in our name and logos. The tech is there because we exclusively work with tech companies.

YOU DEVELOPE WE EXPAND:

This tagline is a clear promise to our future customers.

Logo

Elements and Layout





TECHBIRD Bird
Position: Top

TECHBIRD



Font: Teko Bold
Position: Middle

You DEVELOPE
We EXPAND



Font: Kollektif
Position: Bottom

Logo Variants





TECHBIRD



TECHBIRD

You DEVELOPE
We EXPAND



TECHBIRD



TECHBIRD

You DEVELOPE
We EXPAND

Logo DON'T'S





TB



T
E
C
H
B
I
R
D



Color Palette

Colors





BLACK

HEX
#000000RGB
(0, 0, 0)HSL
(0, 0%, 0%)CMYK
(NaN, NaN, NaN, 100)

SHERPA BLUE

HEX
#004651RGB
(0, 70, 81)HSL
(188.1, 100%, 15.9%)CMYK
(100, 14, 0, 68)

PERSIAN GREEN

HEX
#00A181RGB
(0, 161, 129)HSL
(168.1, 100%, 31.6%)CMYK
(100, 0, 20, 37)

YELLOW GREEN

HEX
#A4E473RGB
(164, 228, 115)HSL
(94, 67.7%, 67.3%)CMYK
(28, 0, 50, 11)

RIPE LEMON

HEX
#F2EF12RGB
(242, 239, 18)HSL
(59.2, 89.6%, 51%)CMYK
(0, 1, 93, 5)

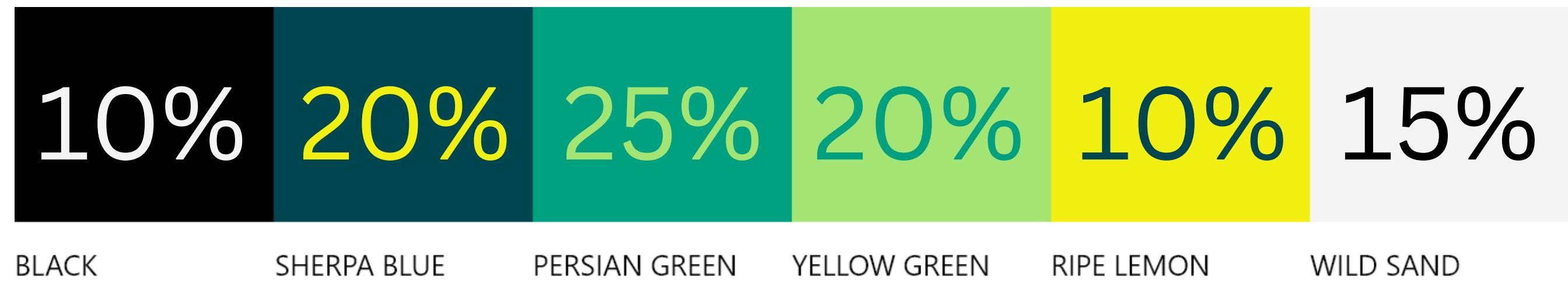
WILD SAND

HEX:
#F4F4F4RGB
(244, 244, 244)HSL
(0, 0%, 95.7%)CMYK
(0, 0, 0, 4)

Color Palette

Usage





Typography

TECHBIRD uses Roboto as its font for all designs.



Typography Headlines



H1 - Roboto Medium 500 [Size 60]

We want to give GREAT PRODUCTS a chance to EXPAND.

H2 - Roboto Medium 500 [Size 48]

We want to give GREAT PRODUCTS a chance to EXPAND.

H3 - Roboto Medium 500 [Size 36]

We want to give GREAT PRODUCTS a chance to EXPAND.

H4 - Roboto Medium 500 [Size 24]

We want to give GREAT PRODUCTS a chance to EXPAND.

H5 - Roboto Medium 500 [Size 18]

We want to give GREAT PRODUCTS a chance to EXPAND.

H6 - Roboto Medium 500 [Size 12]

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Medium 500:

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$€

{[(&?!&#.;:-_)]}

Typography

Texts and small

prints



Standard Text - Roboto Regular

Roboto Regular - Size 36

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Regular - Size 24

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Regular - Size 18

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Regular - Size 12

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Regular:

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

1 2 3 4 5 6 7 8 9 0 \$ €

{ [(& ? ! & # ; : - _)] }

Highlighted Text - Roboto Light

Roboto Light - Size 36

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light - Size 24

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light - Size 18

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light - Size 12

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light:

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

1 2 3 4 5 6 7 8 9 0 \$ €

{ [(& ? ! & # ; : - _)] }

Highlighted Text - Roboto Light Italic

Roboto Light Italic - Size 36

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light Italic - Size 24

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light Italic - Size 18

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light Italic - Size 12

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Light Italic:

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

1 2 3 4 5 6 7 8 9 0 \$ €

{ [(& ? ! & # ; : - _)] }

Fine Prints - Roboto Thin

Roboto Thin - Size 24

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Thin - Size 18

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Thin - Size 12

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Thin - Size 8

We want to give GREAT PRODUCTS a chance to EXPAND.

Roboto Thin:

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

1 2 3 4 5 6 7 8 9 0 \$ €

{ [(& ? ! & # ; : - _)] }

Letterhead and Envelope





TECHBIRD INC.
Country, State
City, Postal Code
Address

TECHBIRD INC.
Country, State
City, Postal Code
Address



Stamp

E-Mail Signature



Julius Ball

CEO
TECHBIRD
You PRODUCE We EXPAND



📞 +43 660 6149774

✉️ julius.ball@techbird.at

🌐 www.techbird.at

📍 Ringstraße 199, 1010 Vienna



[Book a meeting](#)

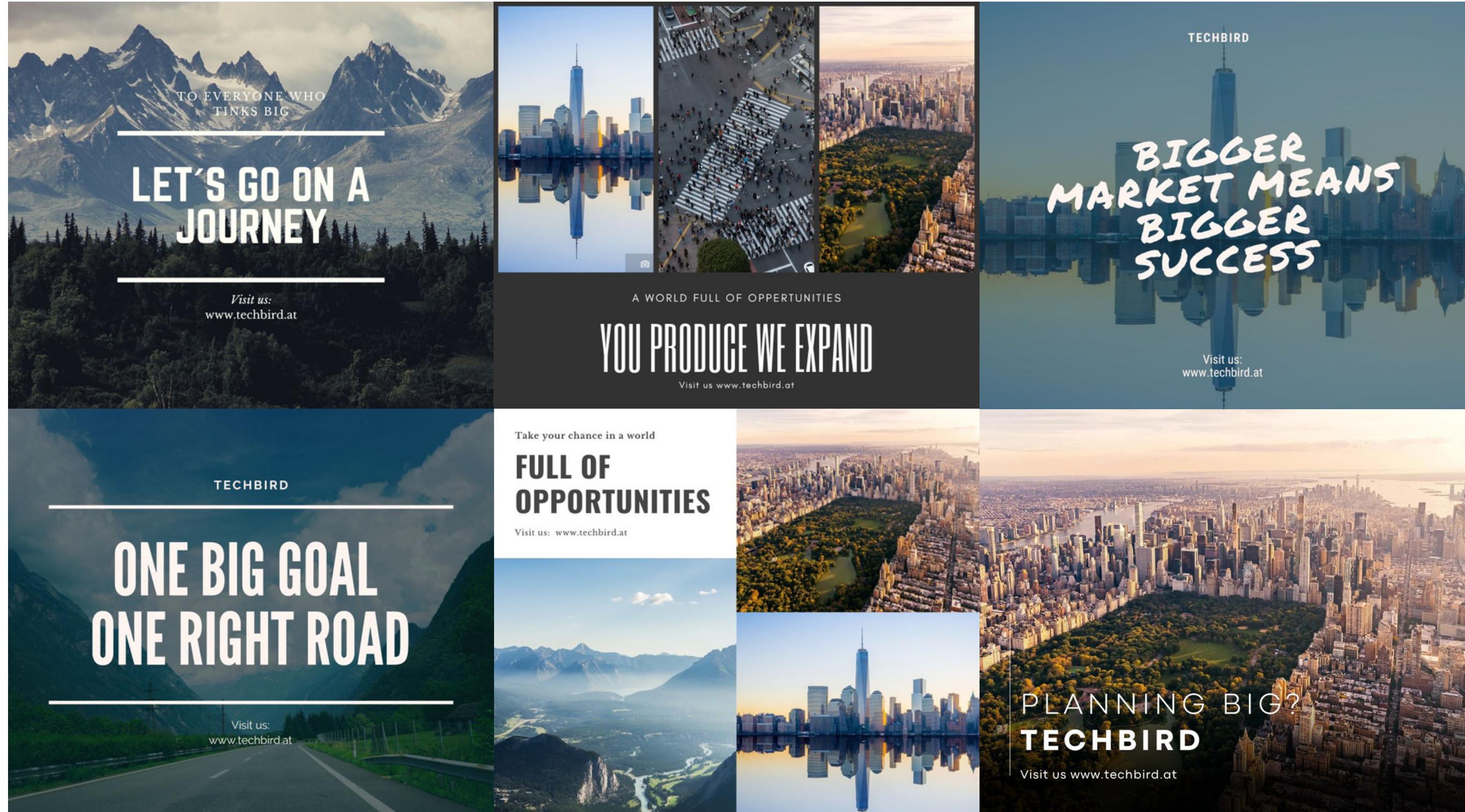
Style for Social Media Posts



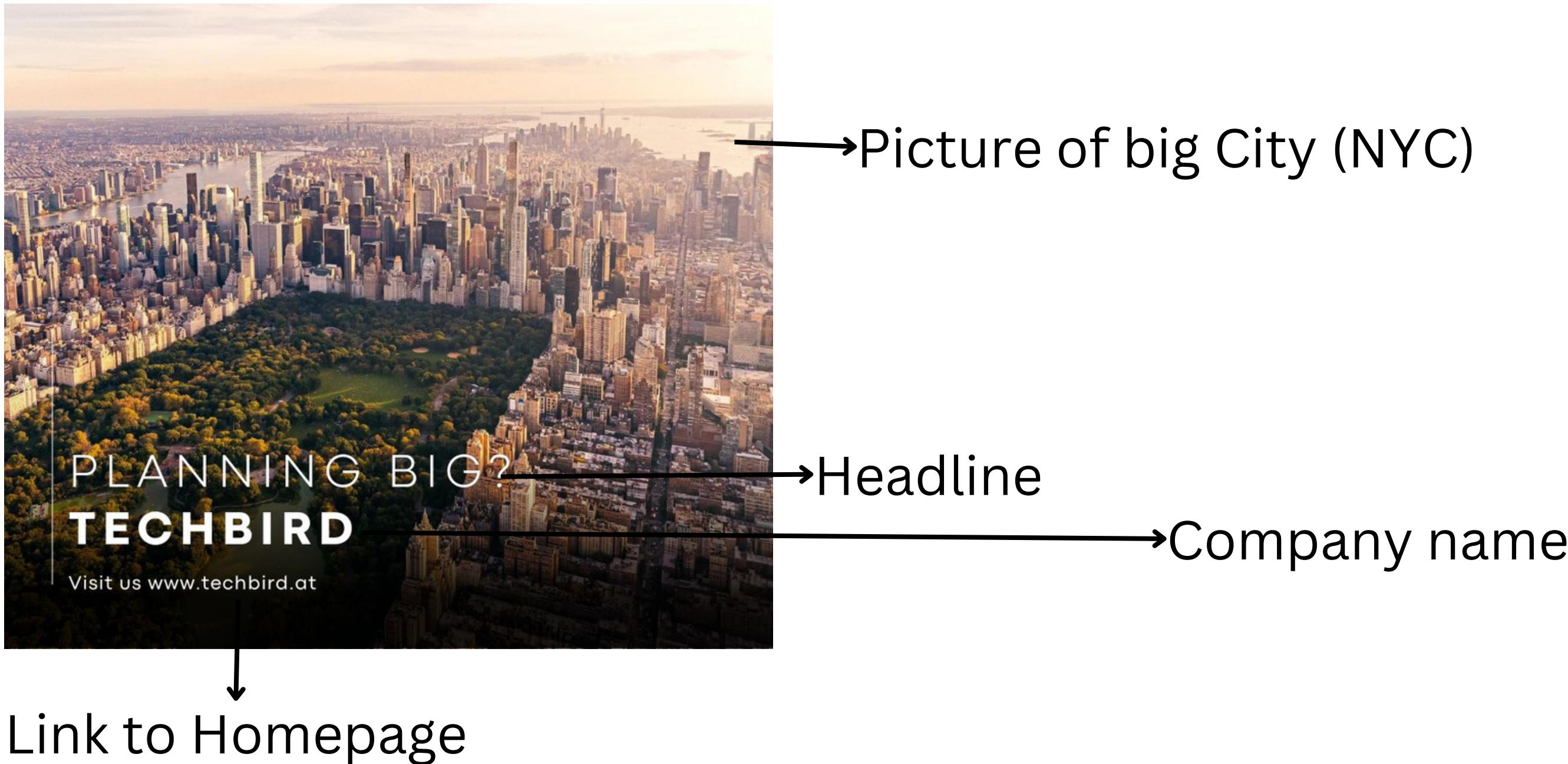
Guidelines

- social media posts should always contain pictures of big cities (like NYC, Sidney etc.) and/or pictures of nature (open landscape).
- A social media post also needs to contain the company name and a link to the website
- The most important thing: The headline. It is required to be the biggest element and should be a short quote or sentence (2 to 6 words)

Examples



Detailed Example



Style for Job Offers



Guidelines

- Picture of a big City in the Background.
- Name of the company
- Who is needed?
- Application E-Mail Address

Detailed Example



→ Picture of big City (NYC)

→ Company name

→ Who is hired?

↓
E-Mail

Style for Company Websites

Guideline

The design must follow the styleguide.

Websites must begin with the black or white variant of the primary logo.

The content must as simple as possible.

Company websites must always be a one-pager!

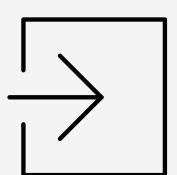
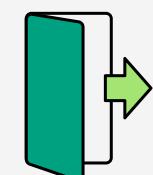
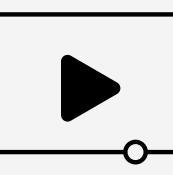
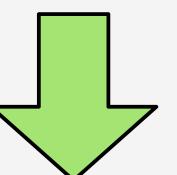
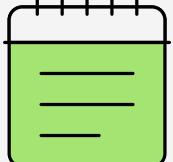
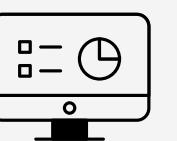
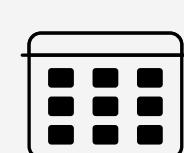
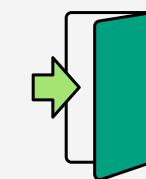
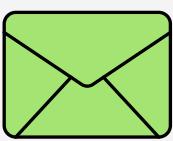
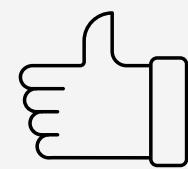
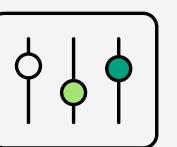
A website must be build on a grid layout and be responsive.

Icons

Examples

Icons must be using the primary color theme.

On the right there are some examples.

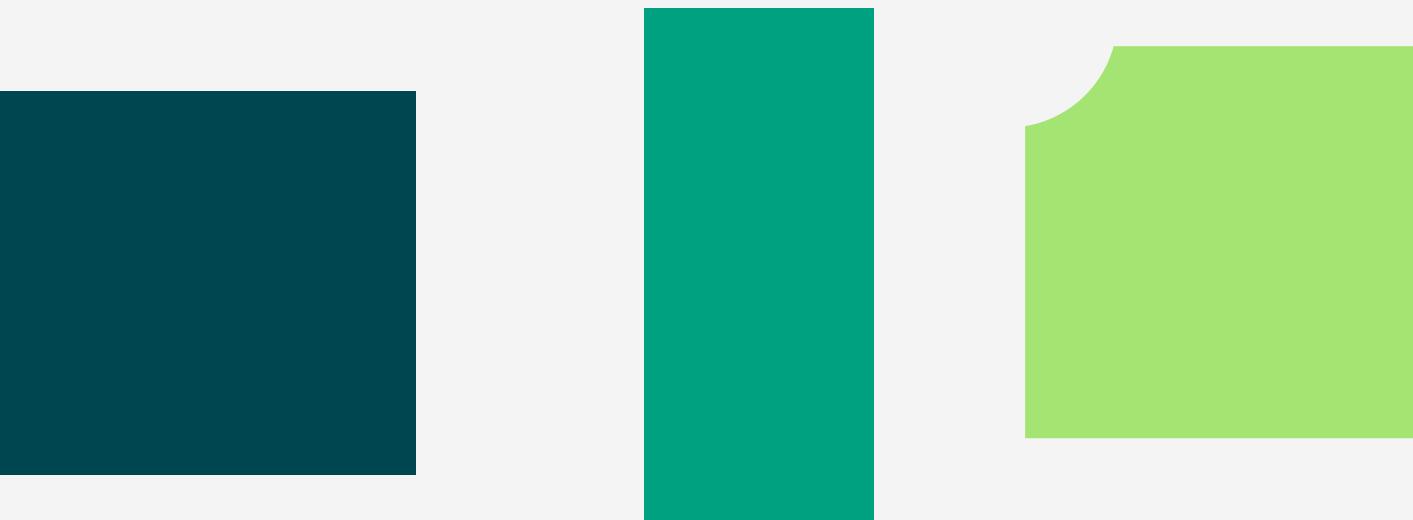


Shapes to use:

Our Websites should use
round object without harsh
edges



Shapes not to use:



Mock Up

Homepage



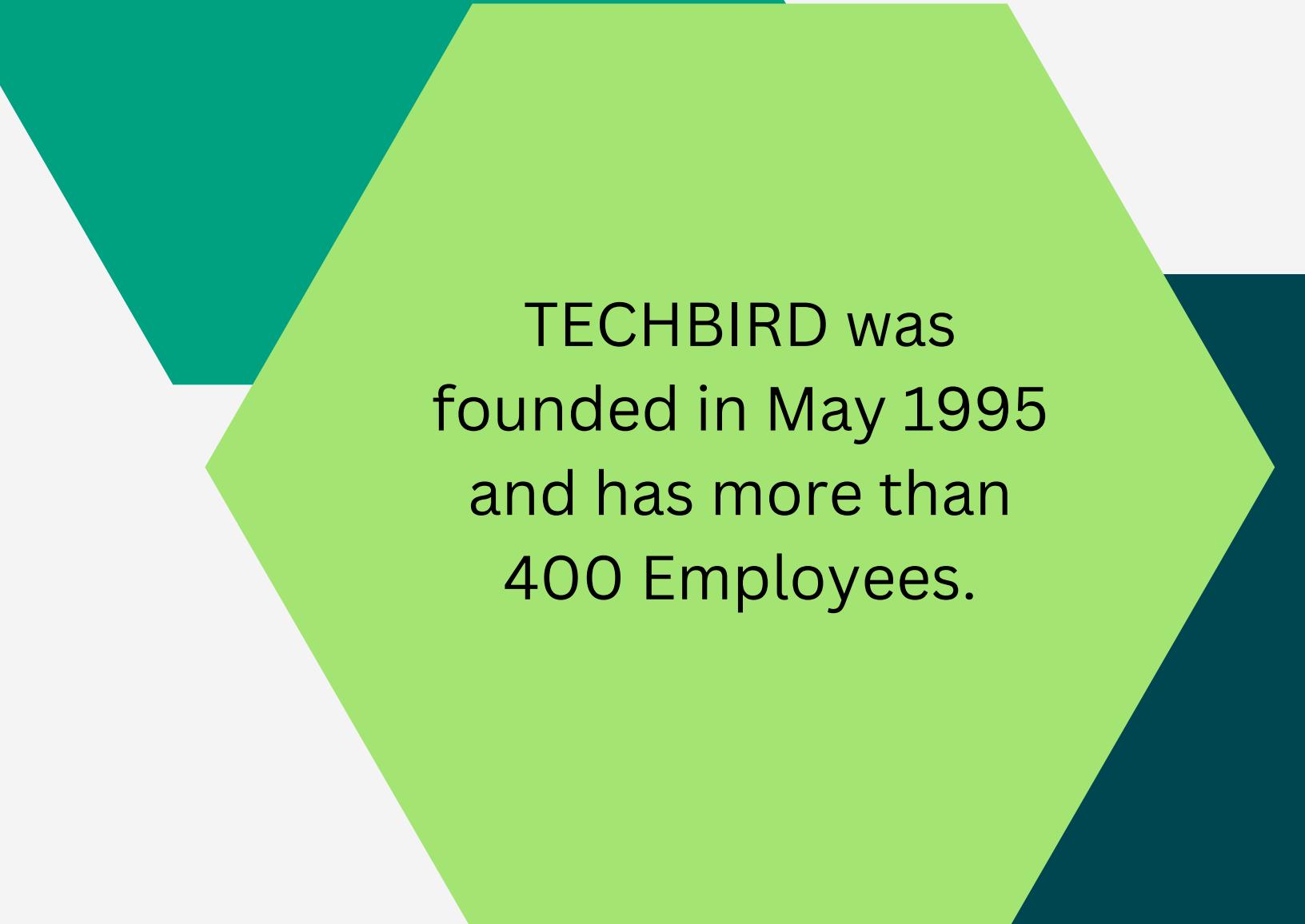




What is TECHBIRD



We help you expand to foreign market places and push through your Software Service when you don't want to do it yourself.



TECHBIRD was founded in May 1995 and has more than 400 Employees.

which markets can you take over with us



ASIA

Asia is the biggest marketplace in the world especially for Software Services.

AMERIKA

The land of freedom and giant It Concerns like Google and Apple.

AUSTRALIA

Australia. Lots of beautiful cities, surrounded by ocean and then there is the outback.

[Get in Contact](#)

[Impressum](#)

Impressum

Angaben gemäß Informationspflicht laut §5 E-Commerce Gesetz, §14 Unternehmensgesetzbuch, §63 Gewerbeordnung und Offenlegungspflicht laut §25 Mediengesetz.

TECHBIRD
RINGSTRÄBE 199,
1010 Wien, Innere Stadt

Unternehmensgegensatz: IT-Dienstleistungen

UID-Nummer: ATU12345678

GLN: 128973562

GISA: 56836294

Firmenbuchnummer:

Firmenbuchgericht:

Firmensitz:

Tel.: +43 660 6149774

Fax.: 6238 / 23847

E-Mail: office@techbird.at

Geschäftsführer: Julius Ball

Datenschutzverantwortlicher: Julius Ball

Style for Articles





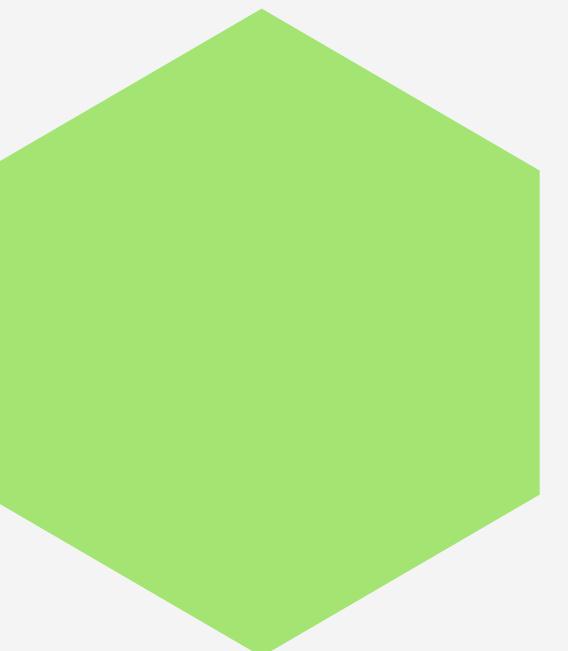
Short Articles

Heading 1

Lore ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy eirmod
tempor invidunt ut labore et dolore magna
aliquyam erat, sed diam voluptua. Lore ipsum
dolor sit amet, consetetur sadipscing
elitr, sed diam nonumy eirmod tempor
invidunt ut labore et dolore magna aliquyam
erat, sed diam voluptua.

Heading 2

At vero eos et accusam et justo duo
dolores et ea rebum. Stet clita kasd
gubergren, no sea takimata sanctus est
Lorem ipsum dolor sit amet.



Style for T-Shirts





Recourses

All Online Tools, Desktop Applications
and Sources used in this Styleguide



Used Tools and Location of made Projects

- **Adobe XD for Visual Guideline**
 - Visual Guideline [Techbird_Styleguide/Designs/Styles/Visual Guidelines]
- **Canva for Presentation, Logo, Job Offer Design, Social Media Posts, Moodboard**
 - Presentation as PDF [.../presentation]
 - Logo VSG Files [.../Designs/Logo/Logo Designs]
 - Job Offer Design [.../Designs/Job offer designs/DesignExample1]
 - Social Media Posts [.../Designs/Social Media Posts]
 - Moodboard [.../Designs/Moodboard/moodboard.png]
- **AdSimple for impressum text**
- **HEX Color Converter and Color Name Finder for getting Color Names and values**
- **CustomInk for designing T-Shirts**
- **Pictures are copyright free pictures from Canva**
- **Google Fonts for finding fonts**
 - Roboto Font [.../Fonts/Roboto]
- **Icons and Symbols are from Canva**
- **Hubspot email signature generator for email signature**