



Brand guidelines

At Browse AI, our brand is paramount to building our image. This brand book presents all of our brand elements, and how to use them properly.

Take great care when presenting us.

- | | | |
|----------------|----------------------|-----------------|
| 03 Brand story | 22 Brand application | 39 Social media |
| 06 Ideation | 27 Business card | 44 Images |
| 09 Logotype | 30 Letterhead | |
| 13 Typography | 32 Brochure | |
| 17 Colour | 36 Landing page | |

Story

People and small businesses need more data to be able to grow, but even though there is plenty of valuable live data on the web, collecting them is incredibly expensive and time-consuming, and impossible at scale.

We wanted a change. So we rolled up our sleeves in 2020 and got started with building the first missing piece: an **easy, affordable, and reliable** way to extract and monitor data from the web at scale.

Optimize for happiness.

We use software to make people happier. This is only possible if we genuinely care about our users and partners.

The Simplest Alternative

The world is too complicated. We create value by making it simpler.

Minimal Headcount

We set up processes and automations that allow us to invest more in our existing team members and pay them well.

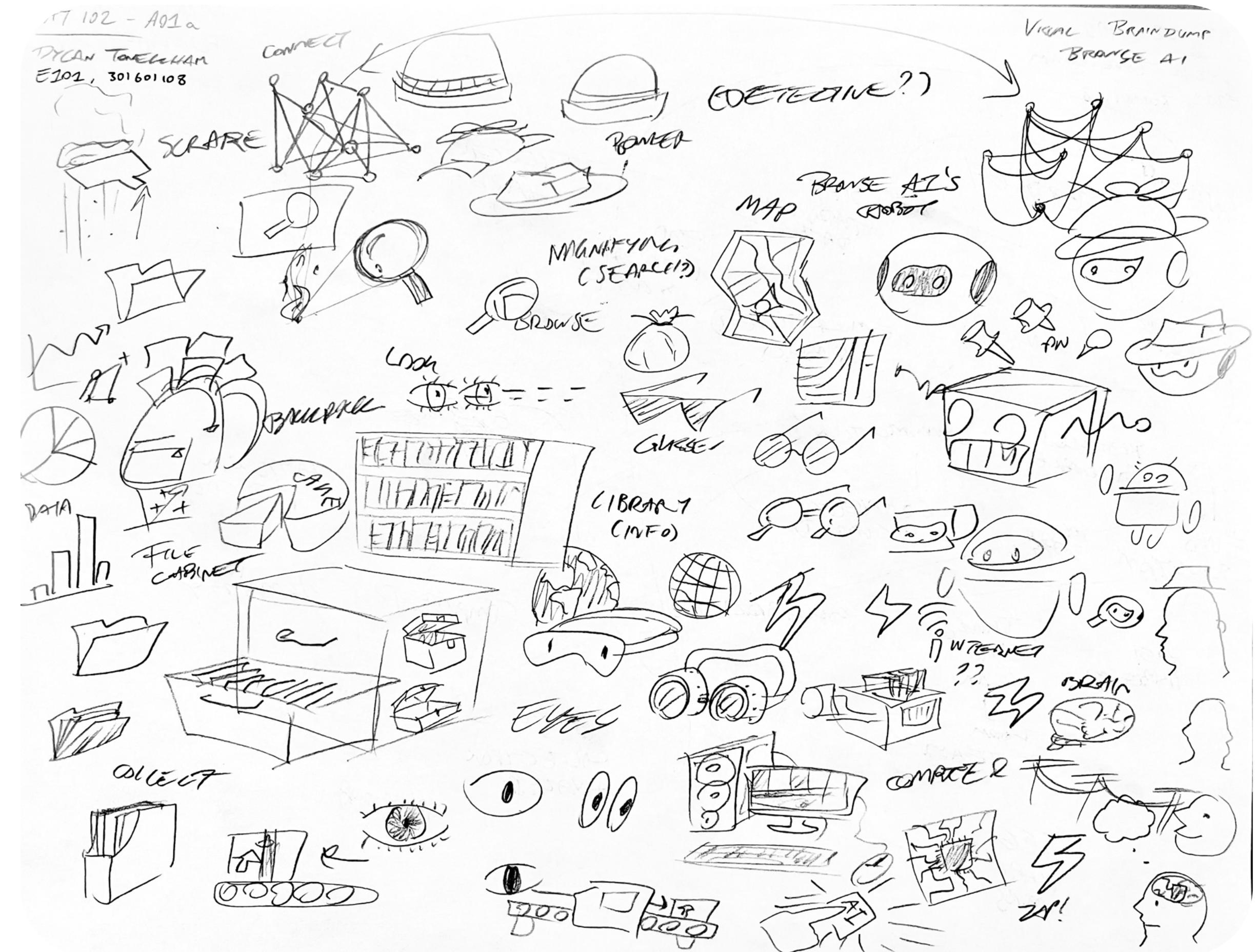
Data-driven Decision-making

Every high-impact decision we make must be backed by data.

Ideation

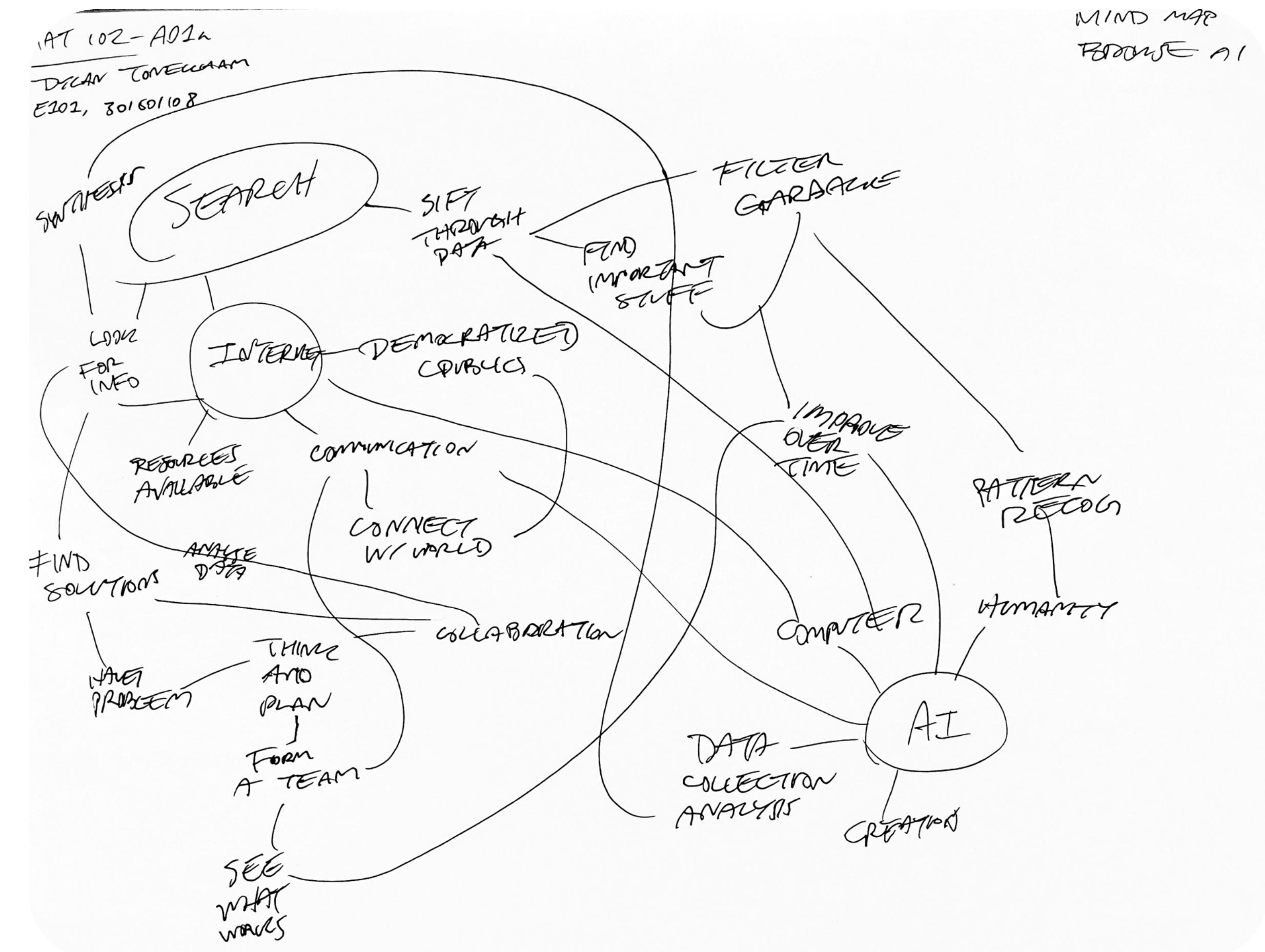
A visual brain-dump serves to visualize a wide spectrum of ideas. No idea is too outlandish—anything that has potential for the brand should be represented.

Sketches were vaguely separated into “categories.”



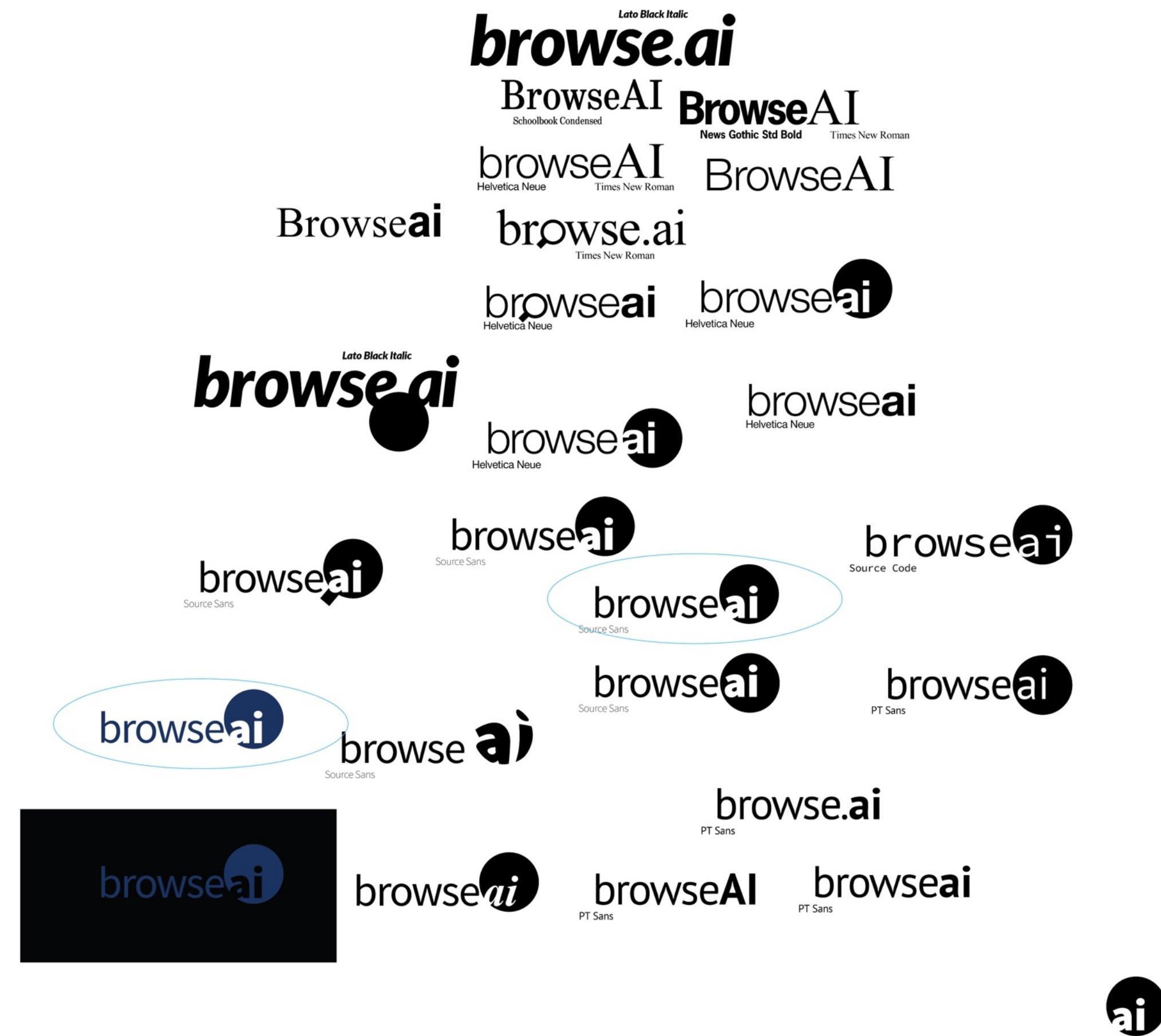
Similarly, a visual mind map represented connections between different concepts about the brand.

Elements of how the brand operates, solves problems, and plays roles were considered within these connections.



From these ideation methods, the logotype was developed and iterated over.

Different design elements were considered, from serif v.s. sans-serif typefaces, to the use of different iconography, to placement, etc.



Logotype



Our logo is critical to our brand image.

It encompasses our values of approachability.

The **ai** circle represents our flagship search functionality, and our lightweight typeface indicates our friendly nature.

Please treat our logotype with care.

Usage guidelines will follow.



Don't separate it.



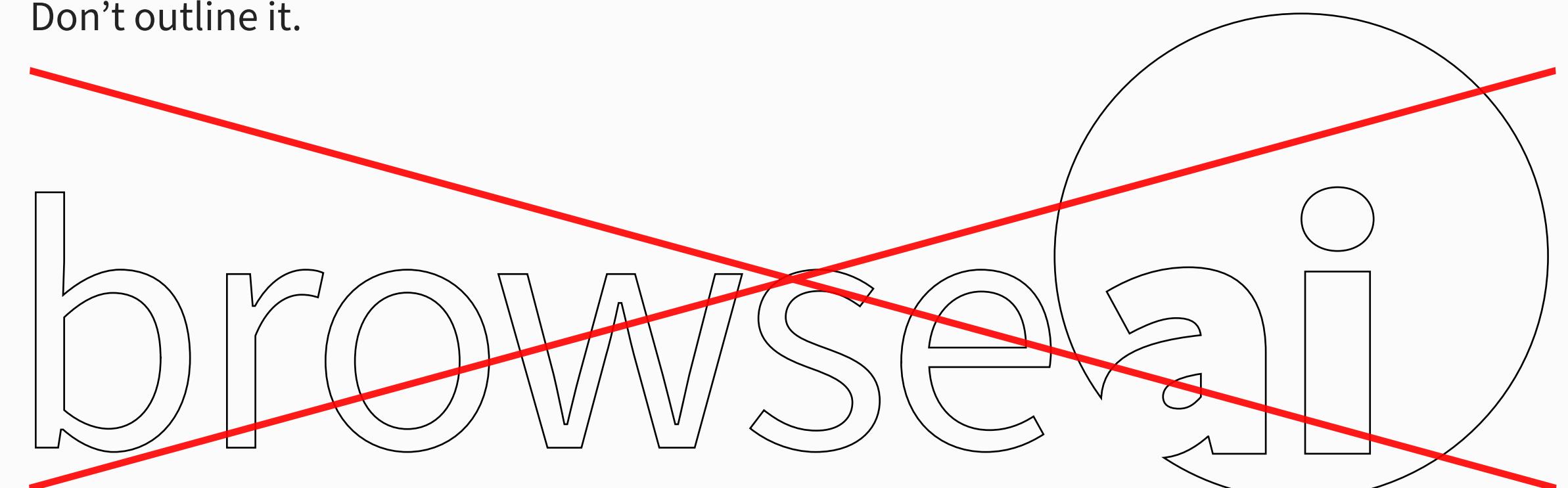
Don't stretch it.



Don't rotate it.



Don't outline it.



Typography

We use Source Sans 3 as our primary typeface.

It's a grotesque, humanist sans-serif that retains the 'human' aspect, to keep people at the centre of our brand. It's also widely supported by many different locales.

By Paul D. Hunt (Adobe)

Source Sans 3

Train a robot in 2 minutes. No coding required.
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ1234567890!@#\$%^&*

Source Sans 3 Semi Bold

Train a robot in 2 minutes.
No coding required.
abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
JKLMNOPQRSTUVWXYZ1234567890!@#\$%^&*

We use **Urbanist Bold** as our heading typeface.

It's a low-contrast, geometric sans-serif that is bold, yet approachable with its round glyphs.

By Corey Hu (Google Fonts)

Urbanist Bold

Our mission is to democratize access to information on the internet.

abcdefghijklmnopqrstuvwxyz ABCDEFG

HJKLMNOPQRSTUVWXYZ1234567890

!@#\$%^&*

Use the following hierarchy in applicable
branded material.

Heading: Urbanist Bold

The easiest way to extract and monitor data from any website.

Sub-heading: Source Sans 3 Semi Bold

Train a robot in 2 minutes. No coding required.

Body: Source Sans 3 Regular

Extract specific data from any website in the form of a spreadsheet that fills itself.

Extract data on a schedule and get notified on changes. Browse prebuilt robots for
popular use cases and start using them right away.

Colour

Our colour palette consists of our signature, trustworthy blue, and high-contrast greyish-black and off-white.

These colours can be applied to many different branding elements.

#234E9F, RGB: 35.78.159, CMYK: 78.51.0.38

#232323, RGB: 35.35.35, CMYK: 0.0.0.86

#FBFBFB, RGB: 251.251.251, CMYK: 0.0.0.2

Each of these colours can be used for either background or foreground elements.

Keep legibility and contrast clear enough to read.

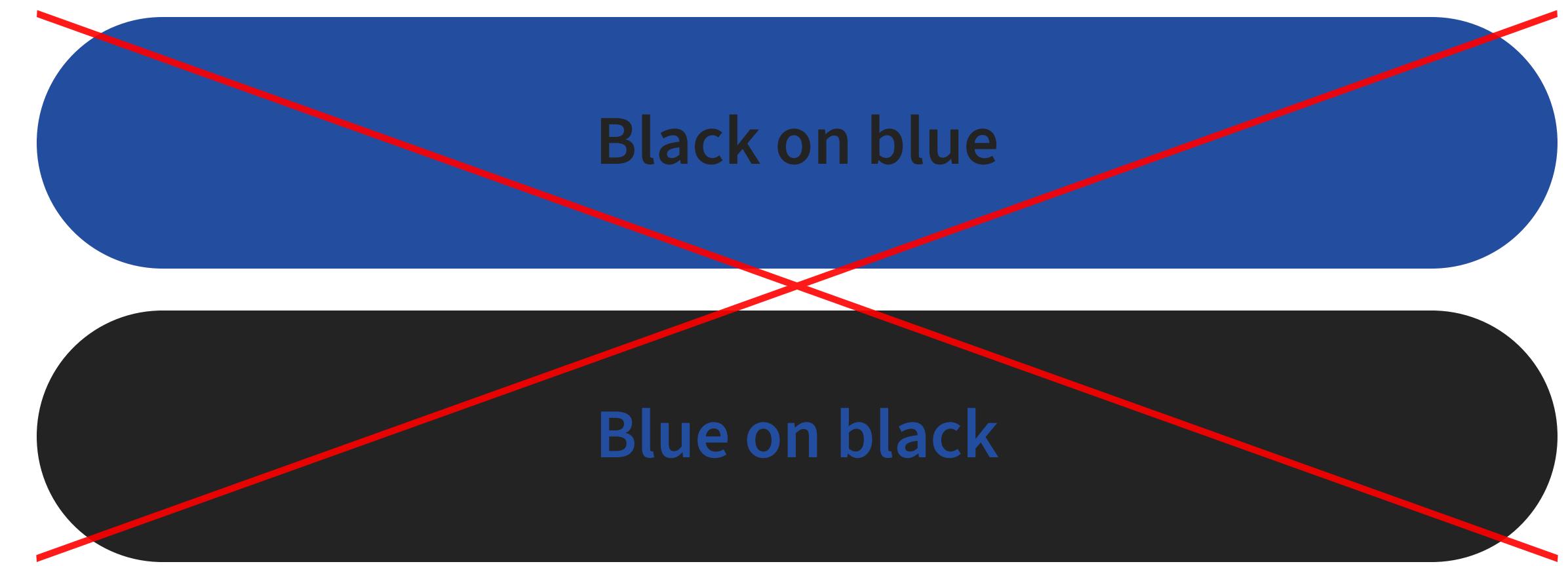
White on blue

White on black

Black on white

Blue on white

Do **not** use the following colour pairs.



Do **not** use different colours for the logotype.

Keep it uniform.

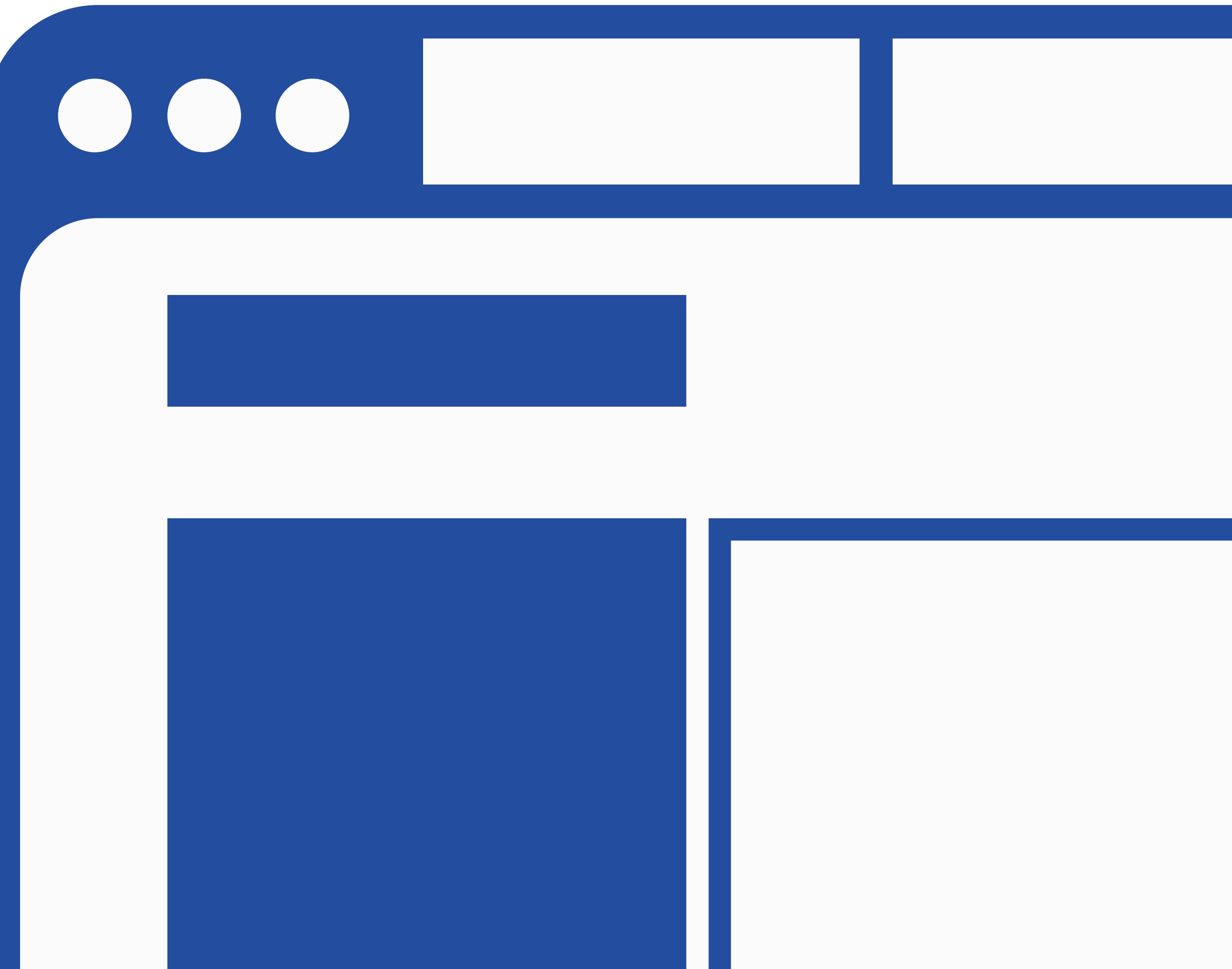


Brand applications

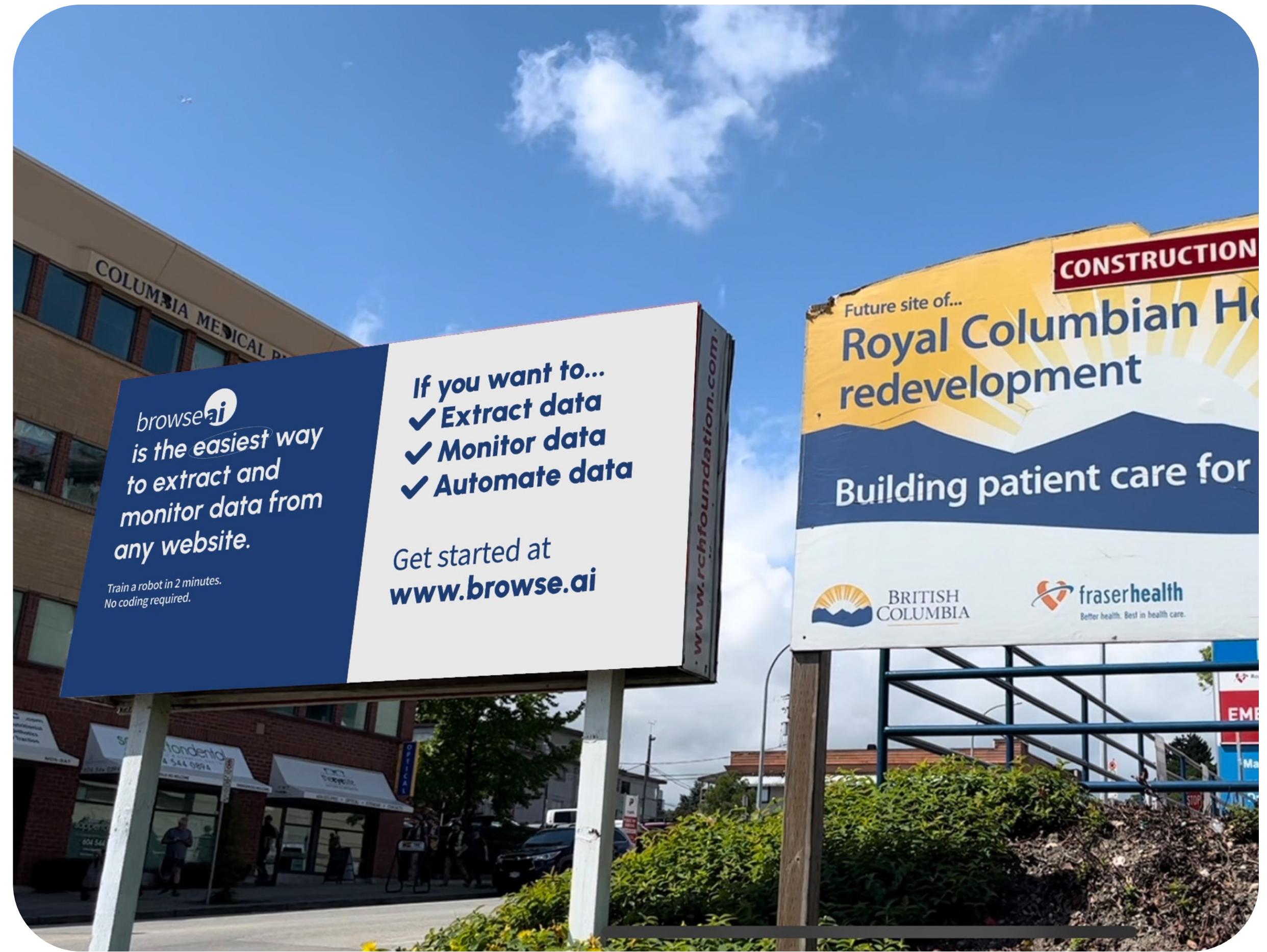
Our brand elements can be used in various different environments. Be sure to apply these brand guidelines when creating material.

Shown are some example mockups.

Brand guidelines



Billboard application.



Signage application. (1)



Signage application. (2)



Business card

Our business card represents our brand to clients.

It's a double-sided dual-colour card that prominently features our **ai** circle.

This is the only material that may separate the logotype.



Our business card mock up.



Letterhead



(778) 555-7667
hello@browse.ai
953 Schlagenheim Rd.,
Vancouver, BC A1B 2C3

In print mail communication, our letterhead represents our brand while ensuring our message remains clear.

Use the black variant of our logotype in the letterhead.

To:

Martin Argh
666 Hellfire St.,
Vancouver, BC
(604) 555-7477

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lacus metus, condimentum id dui id, accumsan ornare eros. Nunc cursus eros finibus arcu iaculis accumsan. Maecenas eu fermentum justo, ac scelerisque dui. Aenean facilisis, lacus et suscipit semper, arcu lacus finibus quam, at condimentum eros felis in sem. Duis sit amet sem sodales, laoreet urna at, volutpat felis. Mauris et laoreet sapien. In condimentum ac eros eget tincidunt. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras id urna eu ipsum porttitor interdum.

Duis eleifend neque nec ex imperdiet, ut luctus augue placerat. Phasellus sapien neque, accumsan a aliquam quis, ullamcorper vitae velit. Fusce dapibus nunc ante, et ultricies massa pharetra vel. Maecenas augue tortor, accumsan quis eros at, vulputate lobortis leo. Aliquam eu dapibus lacus. Fusce eros odio, lobortis ut risus sed, efficitur ultrices tellus. Aliquam vitae elit eu nunc malesuada ultrices. Mauris ligula arcu, scelerisque sed nisl quis, tincidunt aliquam ante. Maecenas non iaculis mi, in convallis turpis. Etiam dapibus orci eu neque porttitor laoreet. Donec cursus ligula pellentesque enim sollicitudin vulputate. Vivamus tristique erat felis, quis gravida est tristique ut. Nullam vestibulum id velit eu blandit. Pellentesque eu malesuada lectus. Nam mollis tortor quis aliquam facilisis.

Sed ex libero, fermentum in auctor et, dictum eu sem. Ut id nunc nec risus dignissim tincidunt. Sed faucibus massa sit amet sapien dapibus varius. Duis pellentesque dignissim lacinia. Vivamus efficitur pretium odio eu elementum. Vestibulum id leo massa. Nullam ac iaculis augue. Curabitur non vehicula ex, bibendum cursus turpis. Phasellus hendrerit quam in dapibus porta. Sed nec erat accumsan, tempus augue eget, mollis magna. Phasellus sed magna in ligula pretium lobortis.

Regards,

John L

John L. Fifty
Sales Associate

Brochure

For use at certain in-person conferences and mail-in communication, our brochure contains important information on who we are.

Consider all guidelines when incorporating any brand elements.

Get in touch.

- www/browse.ai
- @BrowseAI
- @browse.ai
- [/browssei](https://in/browssei)
- support@browse.ai

Vancouver, BC.
Copyright 2024 Browse AI.

Extract and monitor data from any website.

Train a robot in 2 minutes.
No coding required.

browseai

Henimenim volorehento mi, suntiorrum rende venis aut lit iurit quam quat faccabo. Vendaero tem int, expelia cuptae eos soluptas volorum enetus dolorita demporeptat arum, nimus es dolorepudi cus elitian dipsum alit volore enienda que veraept asit quisque volupturest, corioss itassi dolese quas ea corecae.

Outside spread of our brochure.

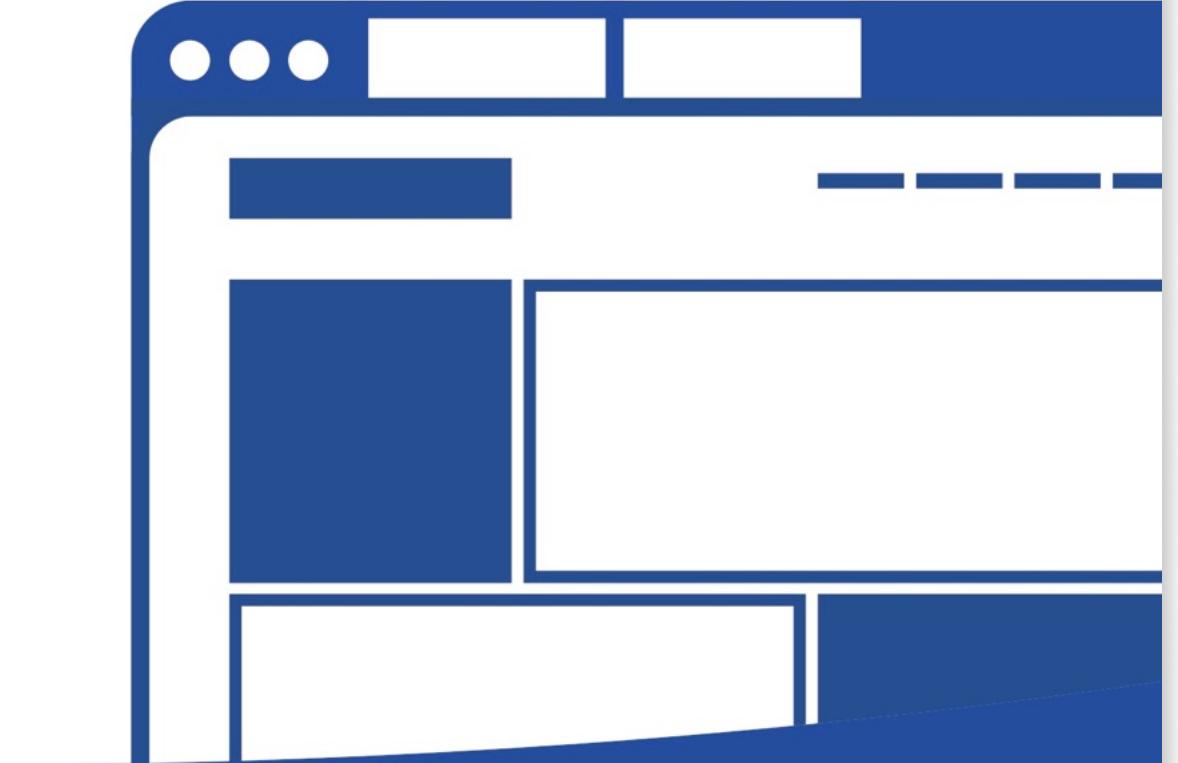
Get in touch.

- 🌐 www/browse.ai
- ଓ @BrowseAI
- 𝕏 @browse.ai
- .linkedin.com/company/browsedev
- ✉️ support@browse.ai

Vancouver, BC.
Copyright 2024 Browse AI.

**Extract and monitor
data from *any* website.**

Train a robot in 2 minutes.
No coding required.

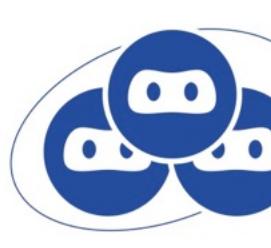


browseai

Inside spread of our brochure.

Bots that work for you.





Extract specific data from any website in the form of a spreadsheet that fills itself.

Extract data on a schedule and get notified on changes.

Browse prebuilt robots for popular use cases and start using them right away.

Integrate with thousands of applications.

[!\[\]\(b8e9770ac101e4955db03ac3ca0babc1_img.jpg\) REST API](#)
[!\[\]\(c29cb52b02accffad1bdbf2a9db9e1b6_img.jpg\) zapier](#)
[!\[\]\(c3fbc56c5da95a314e96661d24a814fb_img.jpg\) integreately](#)

[!\[\]\(e2e66d3dc73a62ebbf41b8c90dfd498a_img.jpg\) Download CSV](#)
[!\[\]\(94666565b373ffc91f46c72e0b82830f_img.jpg\) Airtable](#)
[!\[\]\(bdd2e05dcc6b43b97b017d4e8d470668_img.jpg\) Make.com](#)

[!\[\]\(5a682167591660c242e3219ff9cd113d_img.jpg\) Google Sheets](#)
[!\[\]\(89b1914df8f952b89d6e0b5bec1d634d_img.jpg\) Webhook](#)
[!\[\]\(36a416aaefab8c5806505f2f2ec3aedf_img.jpg\) Pabbly](#)

...and 7,000+ more



Heading

browse.ai harum que
conse qui dolororest,
apientoria non
pre nullaniet aut aut
velicaturiae porentur
aut occullenis et exerro
blatur, sape dent enis
porum ent haritatet
ulpa ipiciende inciam
asperum voluptaqui
doluptae ra in nonse
laborporro quatís
rem doluptas ex eos
derionet, sunt asime
poratur mint harunti
con conseni molorit,
aliciur maionsernam

It provita tionsequ
sero eum quasimos
sit ut antioresius
essime re, simusam
harunt maio oditi
corias dolo dunt qui
recat et audaernam
con perum aut facepre
peliquat idelenimosam
re reperib usaperum
dus consecaes de
parum dis volorro
blaut et repelli genihil
laboressum resequas
ipsuntiumque
numenihilit quis sit
quam quaspit ut

Henimenim
volorehento mi,
suntiorrum rende
venis aut lit iurit
quam quat faccabo.
Vendaero tem int,
expelia cptuae eos
soluptas volorum
enetus dolorita
demporeptat arum,
nimus es dolorepudi
cus elitian dipsum
alit volore enienda
que veraeptur asit
quisque volupturest,
coriosss itassi dolese
quas ea corecae.

Brand guidelines

35

Landing page

Landing page

The landing page is where our brand shines most.

Our brand is web-native, as our flagship product resides mostly online.

Our website contains lots of information.

Carefully consider all guidelines when incorporating any brand elements.

The landing page for Browse AI features a dark blue header with the brand name 'browseai' and navigation links for Prebuilt Bots, Use Cases, Pricing, About Us, and Get Started. A testimonial from ProductHunt is displayed, followed by a call to action: 'Train a robot in 2 minutes. No coding required.' Below this, there are two buttons: 'Learn More' and 'Get Started'. The main content area has a white background and includes a section titled 'What can your robot do for you?' with four icons: Data Extraction (spreadsheets), Monitoring (robot with exclamation mark), Prebuilt Robots (two robots), and Start Free (dollar sign). A 'Learn More' button is located below this section. Another section highlights 'Seamlessly integrate with thousands of applications' with icons for Google Sheets, REST API, Airtable, Zapier, Make.com, Download CSV, Integrately, Pabbly, and More Apps. A testimonial from Taylor McCarter, CEO at BinBreeze, is shown in a circular inset. The footer contains links for Resource, Partners, and Legal, along with a newsletter sign-up form and social media icons.

The easiest way to extract and monitor data from any website.

Train a robot in 2 minutes. No coding required.

Learn More Get Started

What can your robot do for you?

Data Extraction Extract specific data from any website in the form of a spreadsheet that fills itself.

Monitoring Extract data on a schedule and get notified on changes.

Prebuilt Robots Browse prebuilt robots for popular use cases and start using them right away.

Start Free Start for free, pay as you grow. Learn in 5 minutes.

Learn More

Seamlessly integrate with thousands of applications

Google Sheets REST API Airtable Zapier

Make.com Download CSV Integrately Pabbly

More Apps

Taylor McCarter
CEO at BinBreeze

[...]Browse AI has been immensely helpful as it enabled us to scrape live inventory data from our retailers that they are unwilling to provide to new vendors. This means my sales team knows who to call and when and saves immeasurable time. 10/10"

Source: ProductHunt

“ [...] It's the easiest scraper that we've ever used, and the ability to listen for changes is game-breaking. It now serves a core part of our business and saves us thousands of dollars per month. Can't wait to see what other features await us down the line! ”

Source: ProductHunt

Over 370,000 individuals and teams at:

RE/MAX HubSpot zapier

salesforce Walmart accenture

Spotify METRO RayWhite

ed in a Team or Company plan. We're here to help answer your questions!

Get in touch with a web automation expert.

First name

Last name

Phone number

Email address

Anything we should know?

Submit

Resource

Help Centre

API Documentation

Blog

Careers

Contact Us

About Us

Schedule A Demo

Login

Media Kit

Partners

Affiliate Program

Browse AI for Startups

Legal

Privacy Policy

Terms of Service

Affiliates Terms & Conditions

Subscribe To Our Newsletter

The latest news, articles, and resources, sent to your inbox monthly.

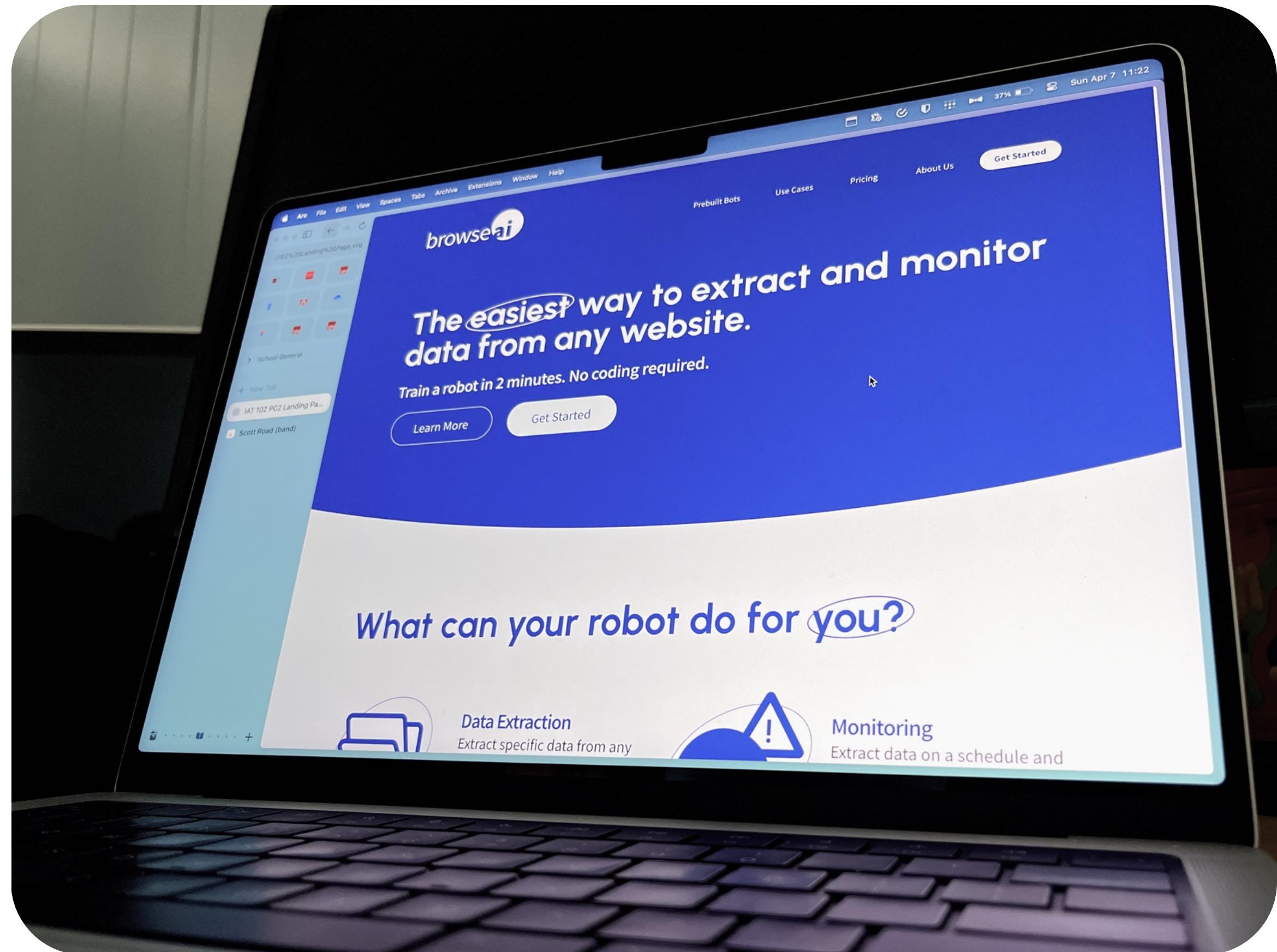
Email address

LinkedIn X Instagram

Brand guidelines

Browse AI 2024

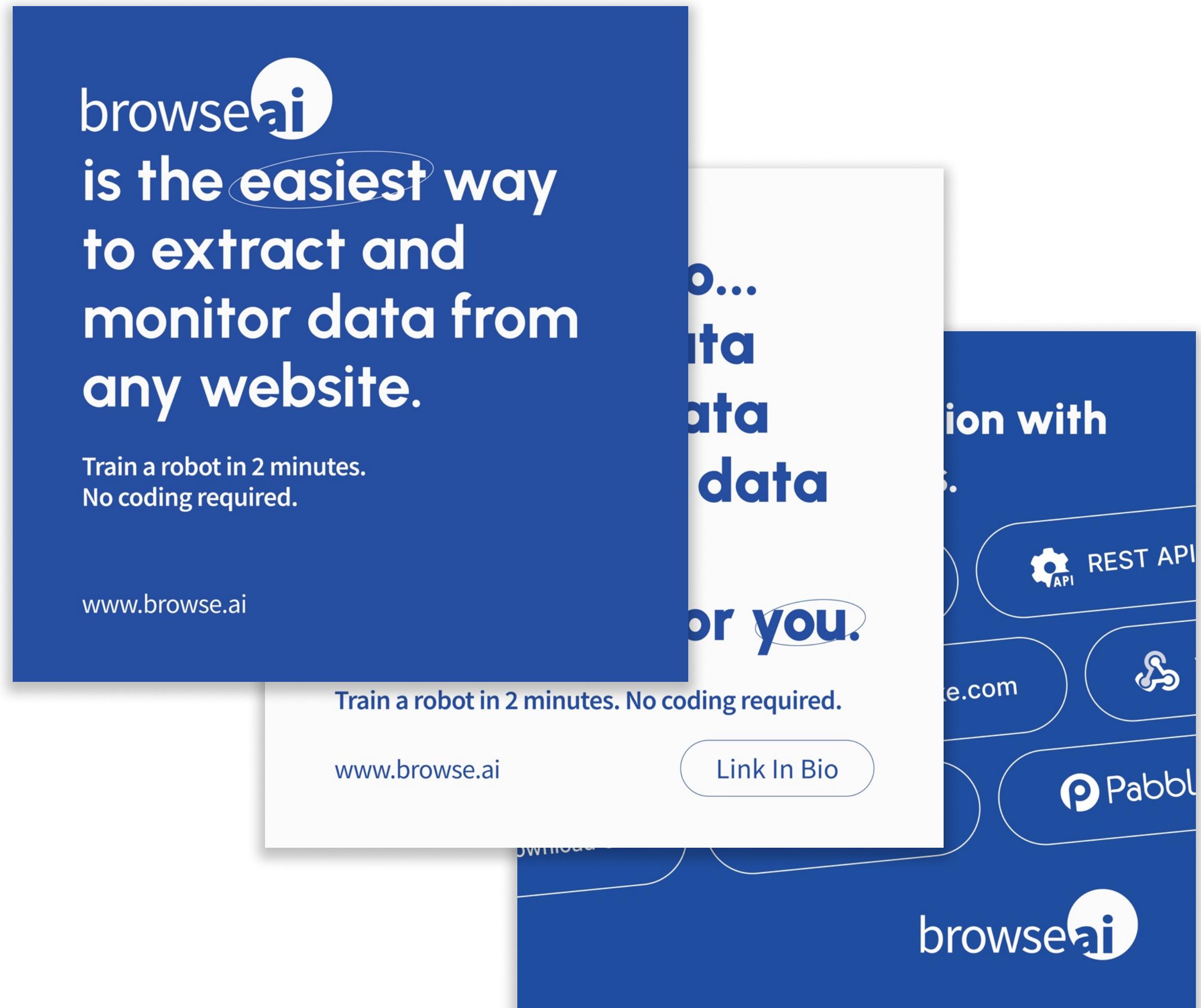
Our landing page displayed on a laptop.



Social media

Our social media content expands our reach to a broader audience.

Off our own official communication platforms, take care to incorporate appropriate brand elements.



Social media post 1.

This post uses our mission statement, as seen in other communication material.

browseai
is the easiest way
to extract and
monitor data from
any website.

Train a robot in 2 minutes.
No coding required.

www/browse.ai

Social media post 2.

This post uses lists advantages of our product,
and a call to action to visit us.

If you want to...
✓ Extract data
✓ Monitor data
✓ Automate data

browse**ai** is for **you**.

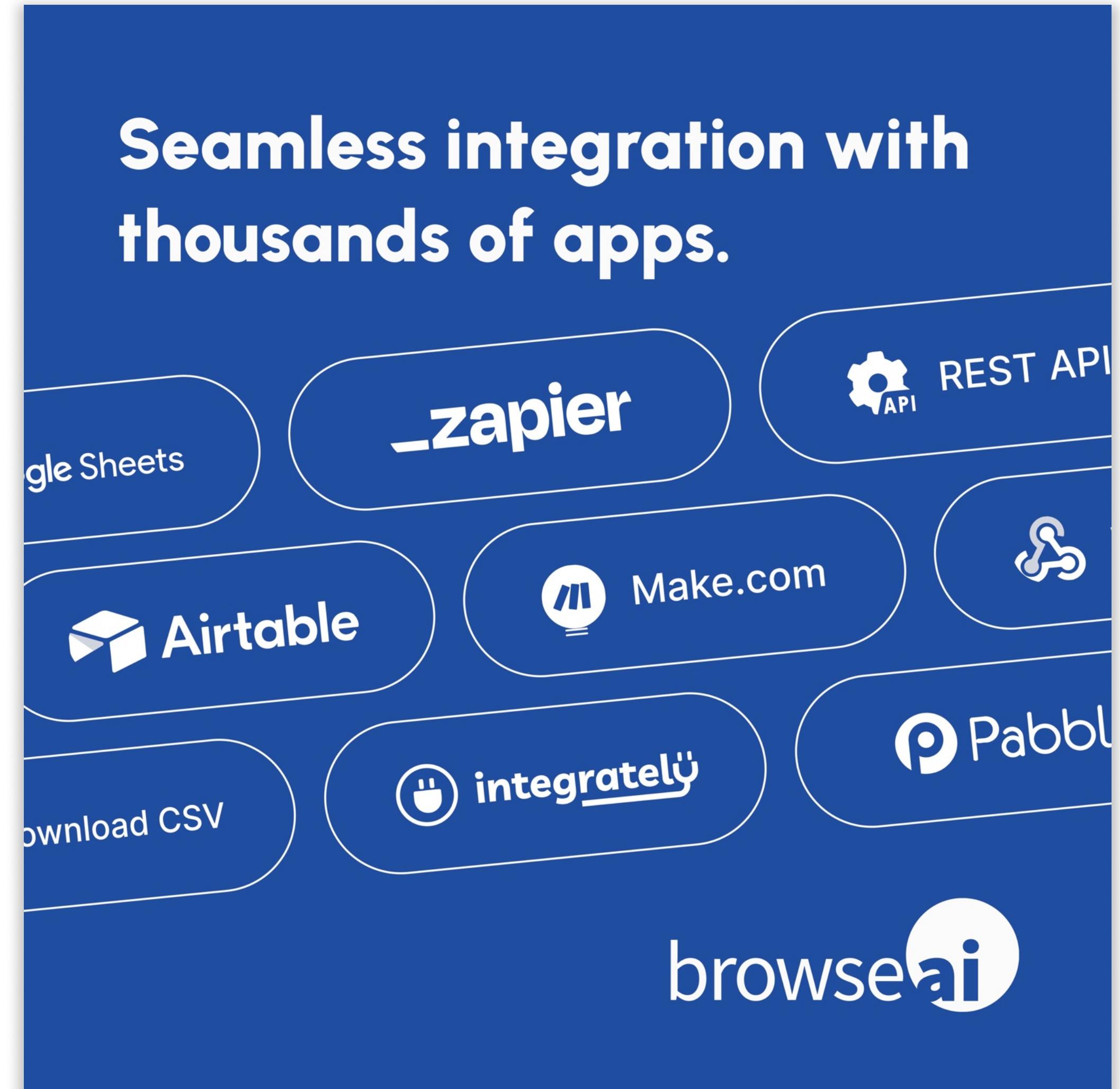
Train a robot in 2 minutes. No coding required.

www/browse.ai

[Link In Bio](#)

Social media post 3.

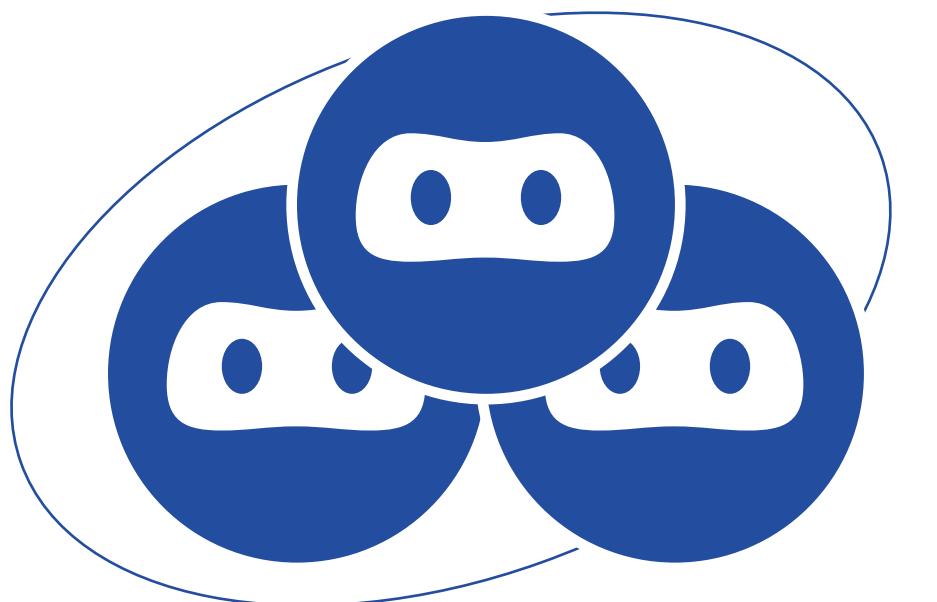
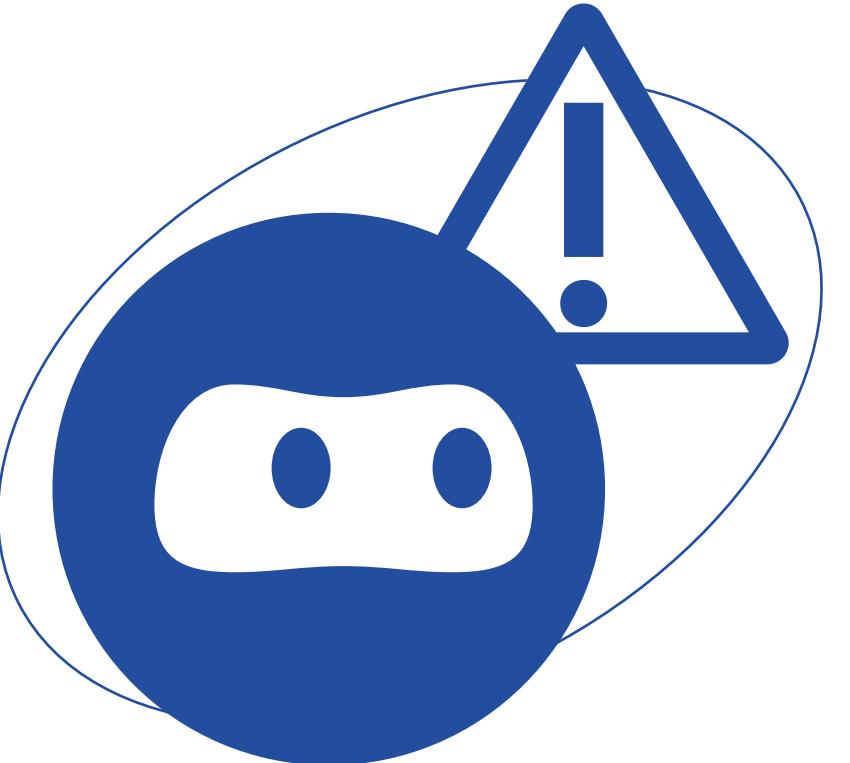
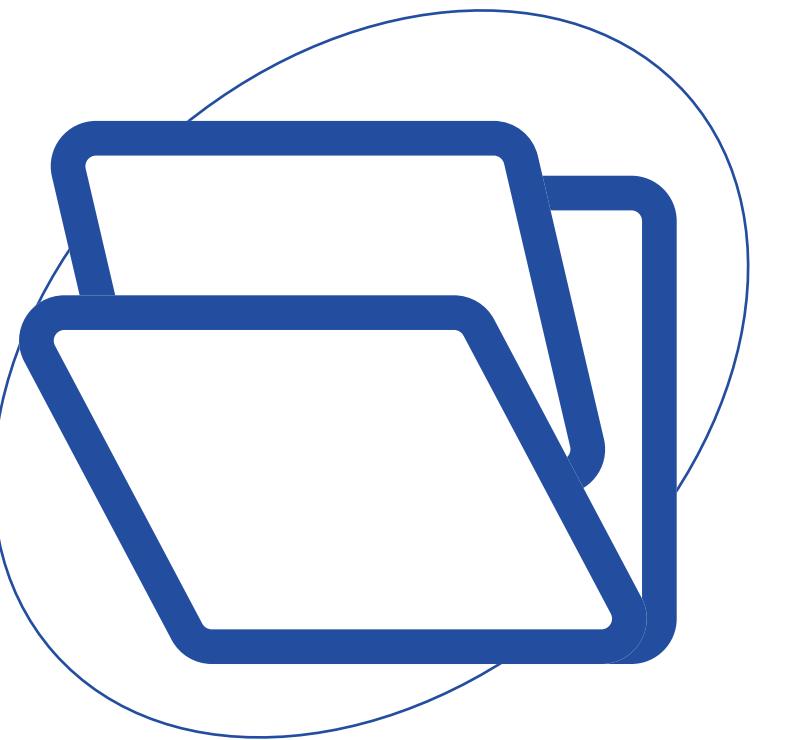
This post displays our integration with other third-party applications.



Images

We use simple vector iconography to represent many of our concepts and features.

These can be featured on many different types of communication material.



Photographs may also be used sparsely in communication material.

