

# Buddzee

# Brand Guidelines

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# Overview

01

# Overview

## Brand Vision

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Buddzee envisions a world where every small to medium business operates with the agility and precision of a tech giant, empowered by the intelligence of an intuitive AI partner. As the pioneering Business Intelligence platform that transforms data insights into actionable strategies through conversational interaction, Buddzee embodies a seamless blend of technological prowess and human-centric design. Our objective is to democratize automation for the ambitious yet time-constrained entrepreneur, transforming complex data into clear, actionable choices. Standing as a beacon of innovation and accessibility, Buddzee operates not just as a tool, but as a proactive partner simplifying business complexity through a friendly, trustworthy interface. We promise to amplify business potential by closing the gap between data insight and action, giving our users the freedom to focus on their visionary work, while Buddzee artfully manages the background intricacies. Through cultivating an environment of empowerment and clarity, Buddzee aims to redefine the landscape of business intelligence, delivering tailored solutions that speak your business's unique language and needs, ensuring that you not only navigate the business world, but dominate it.

## Brand Voice

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### Empowered Partner

Articulate yet approachable, Buddzee speaks with a voice that reflects clarity and confidence. It guides with insight and innovation, embodying a proactive spirit focused on empowerment and simplicity. Always friendly and accessible, Buddzee communicates with a tone that is both professional and engaging, soothing the complexity of data into actionable wisdom. With every interaction, Buddzee accentuates trust and reliability, designing a conversational experience that feels like speaking with a knowledgeable and attentive business ally.

# Logo

02

# Logo



## Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

# Logo



## Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

# Logo

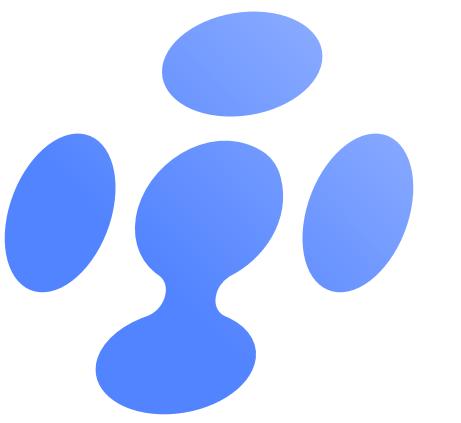


## Tertiary

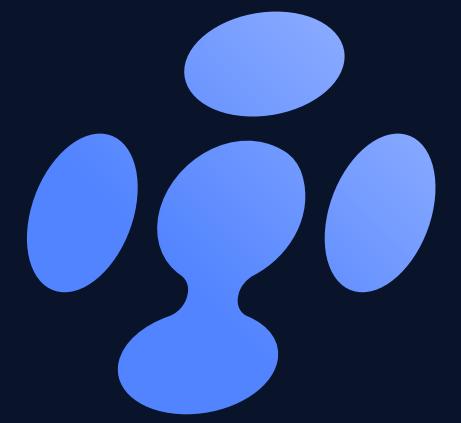
The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

# Logo Mark

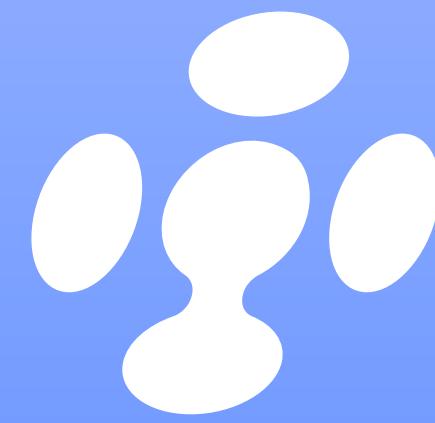
Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.



Primary



Secondary



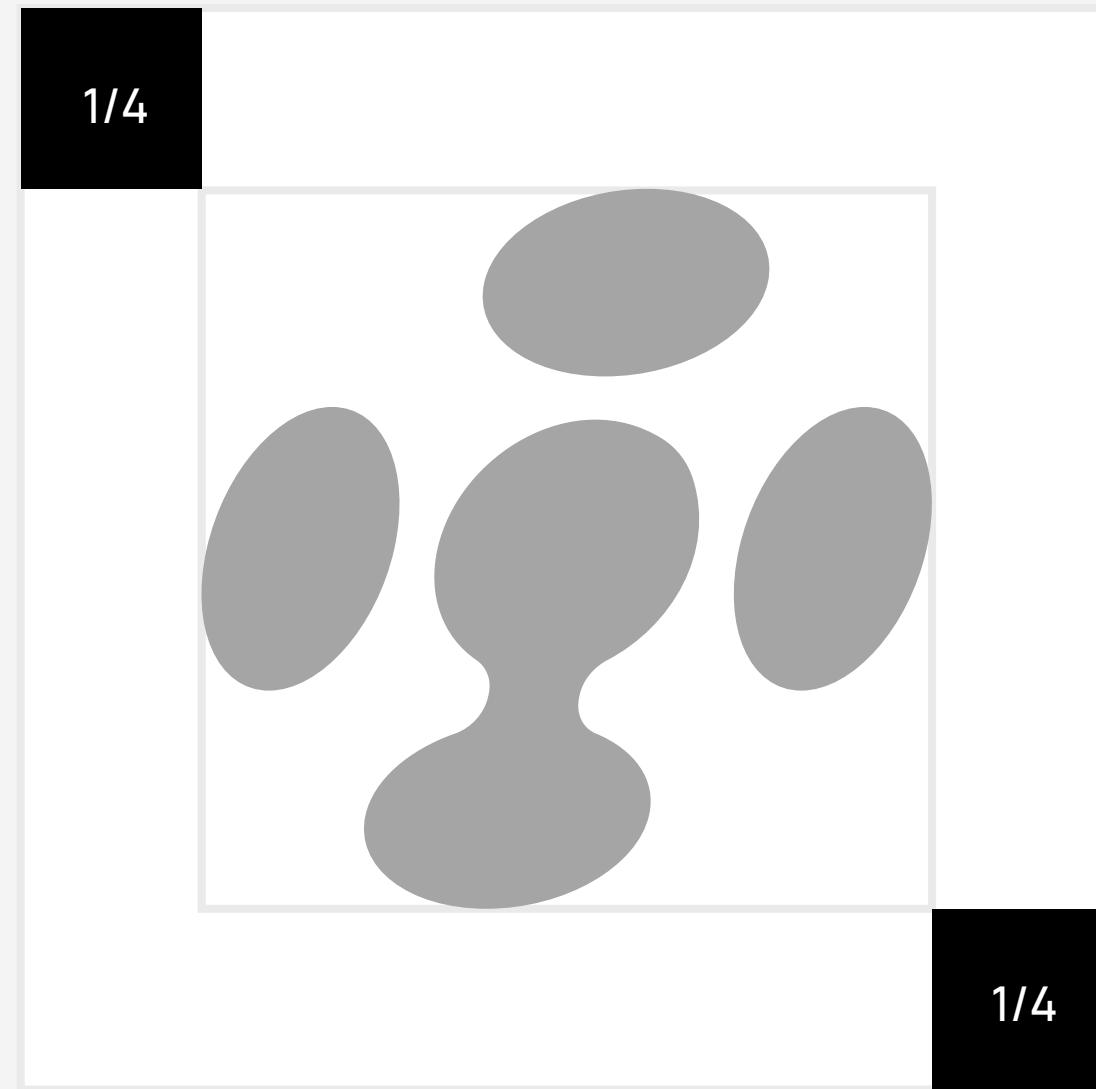
Tertiary

# Logo Clearspace

The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.



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# Colors

03

# Colors

HEX

#FFFFFF

HEX

#09142B

## Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

HEX

#ABC1FF ... #5284FF

# Colors

Grayscale Color - 01

Cloud

HEX  
#EDEEFF

Grayscale Color - 02

Smoke

HEX  
#D3D6E0

Grayscale Color - 03

Steel

HEX  
#BCBFCC

Grayscale Color - 04

Space

HEX  
#9DA2B3

Grayscale Color - 05

Graphite

HEX  
#6E7180

Grayscale Color - 06

Arsenic

HEX  
#40424D

Grayscale Color - 07

Phantom

HEX  
#1E1E24

Grayscale Color - 08

Black

HEX  
#000000

## Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

# Typography

O4

# Typography

## Manrope

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 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

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 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

Medium

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 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

Semibold

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 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

**Bold**

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 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

**ExtraBold**

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 0 1 2 3 4 5 6 7 8 9 ° ( ! " # \$ % & ? @ )

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

# Typography

## Type Scaling

64 Px

# Heading 1

48 Px

## Heading 2

32 Px

### Subheader 1

24 Px

### Subheader 2

18 Px

Paragraph 1

16 Px

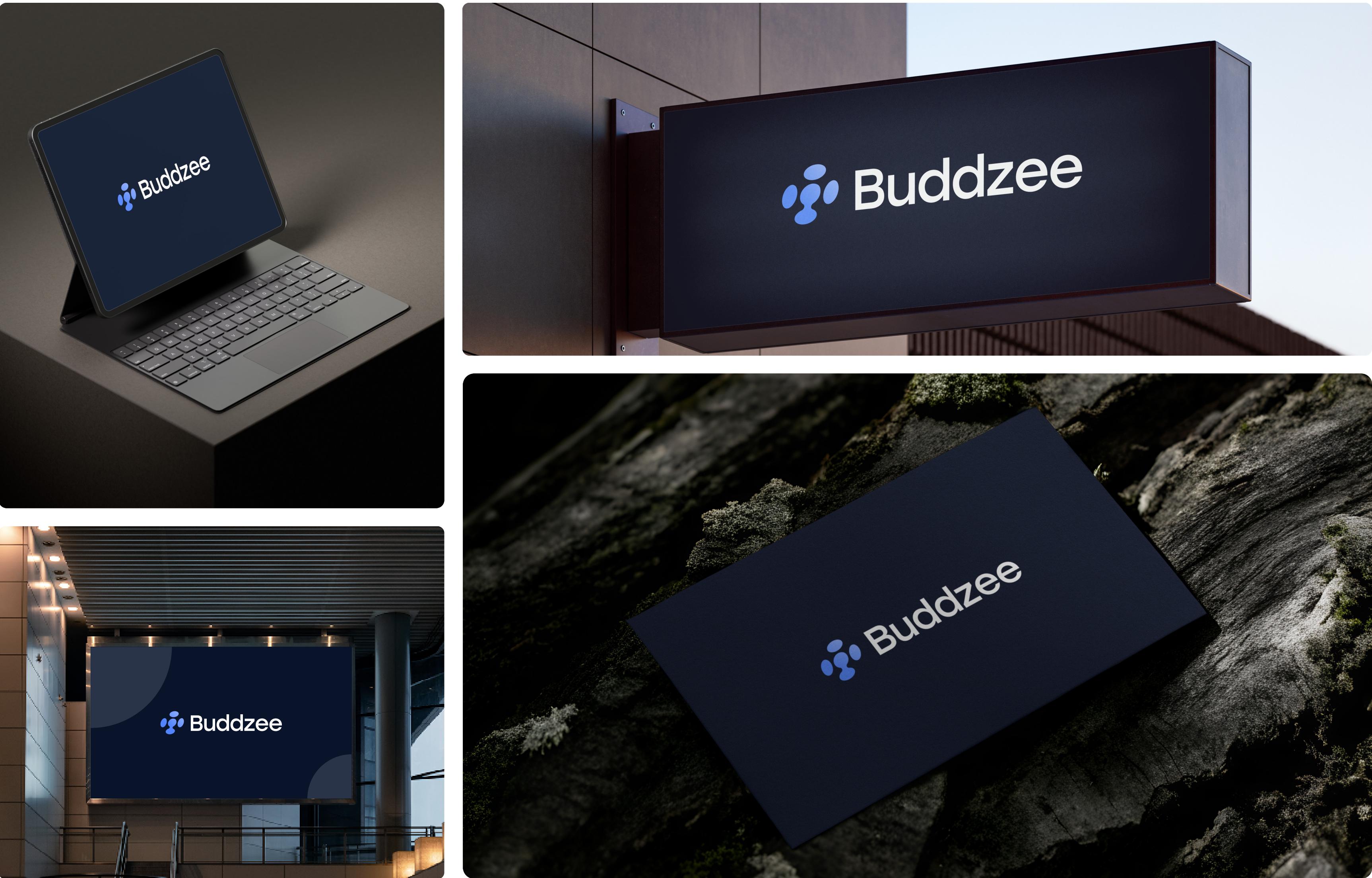
Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

# Applications

05

# Applications



This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

# Thank You