

# **2018 brand guidelines**



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**bundle**  
SECURE PEER DELIVERY

**who are we?**

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2018 BRAND GUIDELINES | BUNDLE



# **bundle**

## **we harness the power of people to deliver**

We believe the greatest gift is free time to do the things you love. That gift is exactly what Bundle offers you.

Instead of wasting your time meeting strangers to buy or sell items, we take that burden off of your shoulders and let you focus on important things instead.

Like eating cheese and avoiding other humans.

The word "bundle" holds many different meanings to people. Some think of a collective group of people joining resources for a single cause.

Others think of a precious baby swaddled in protection.

Whatever your interpretation is, we believe that it still holds relevance to the security and peer-powered convenience we deliver to you.

# we are trustworthy

Just like you, we are cautious when it comes to meeting strangers. That's why your security and peace of mind are paramount to us.

Our mission is to provide a hands-free, satisfyingly simple experience through our intuitive app and driver verification process.

With Bundle, you can rest assured that the Collector's Edition Weeble Wobble that you just found will be securely delivered to your door within hours.

**brand tone**

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# brand typography



Bold, simple, approachable.

We don't believe in  
superiority.  
Our headers are  
no exception - that's why  
they're always lowercase.

Light, modern, legible.

Montserrat composes  
the core of our  
messages - concise and  
straightforward.

**league spartan**  
header | 21px | all lowercase

**abcdefghijklmn  
opqrstuvwxyz  
1234567890**

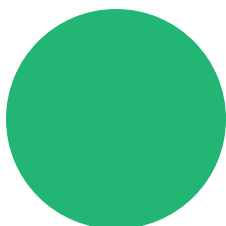
**MONTSERRAT**  
BODY TEXT | 12PX | REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## brand colors

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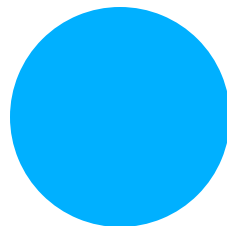


**greenback**

#22B573

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Time = \$  
Energy  
Mobility



**secure cyan**

#00B0FF

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Security  
Reliability  
Accessibility

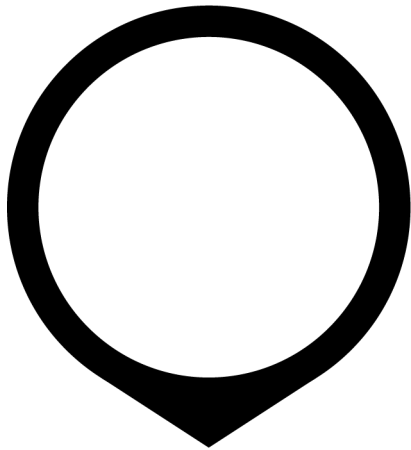


# logo elements

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**circle + pin**



Cycle from local  
customers, drivers,  
and sellers

**gift**



Excitement of  
receiving and  
sharing

**gradient**

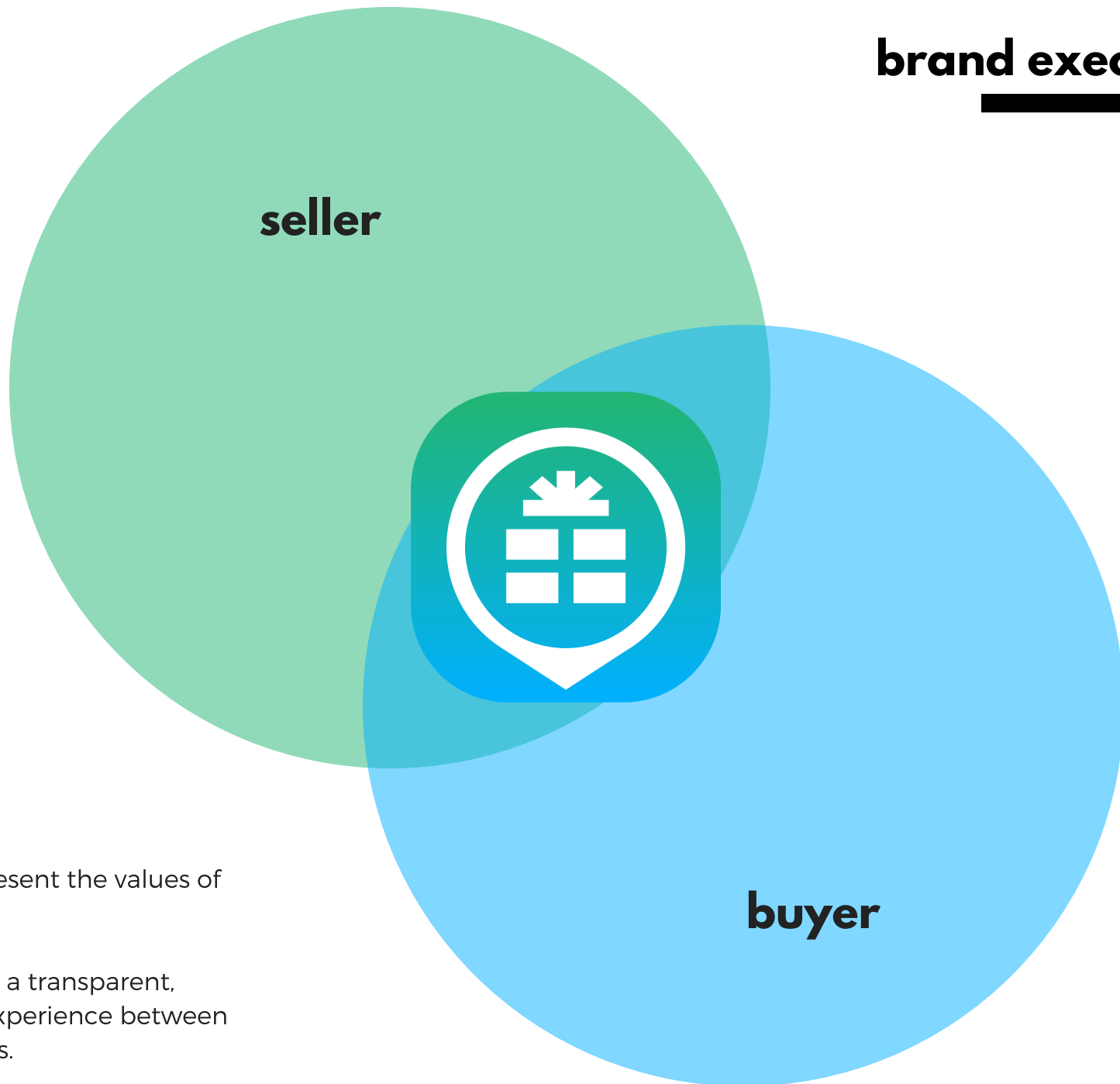


Horizon of  
Opportunity



# **brand execution**

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Colors represent the values of each party.

We provide a transparent, seamless experience between both parties.



# logo usage

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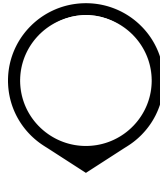


**bundle**  
SECURE PEER DELIVERY

**bundle**



**bundle**  
SECURE PEER DELIVERY



SECURE PEER DELIVERY



Minimum size:  
51 x 56 px





**website**  
[thebundleapp.com](https://thebundleapp.com)

Check out our FAQ  
for questions.

**email**  
[bundleoffice@gmail.com](mailto:bundleoffice@gmail.com)

We would love to  
hear your  
suggestions for  
improvement and  
offers for free food.