

## Brand Guidelines

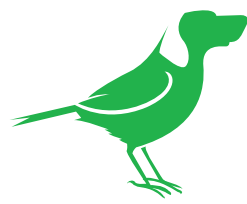
Welcome to our brand resource site. Here you'll find the rules around how to use our brand assets and our guidelines on showcasing BirdDog content.

Please know that we are thrilled that you want to promote our products and our company. We simply ask that you help protect our brand and present us in the appropriate manner.

All approved logos and brand assets can found [here](#).

**Note, new assets relative to X1, X1 Ultra, and MAKI Ultra can found [here](#).**

Please do not use any images found elsewhere on the internet. It can be a scary and weird place out there.



# The Basics

## ✓ Do

Spell our company name correctly – **BirdDog**.

The spelling speaks to the logo itself.

It's a Bird AND a Dog all in one so please take good care that it is all one word and use a capital B in Bird and a capital D in Dog.

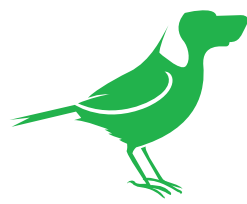
This is the way BirdDog is spelled at all times.

## ✗ Don't

Spell our company name wrong.

Commonly used bad spelling of our name include:

- ✗ Birddog
- ✗ birddog
- ✗ Bird-dog
- ✗ Bird Dog

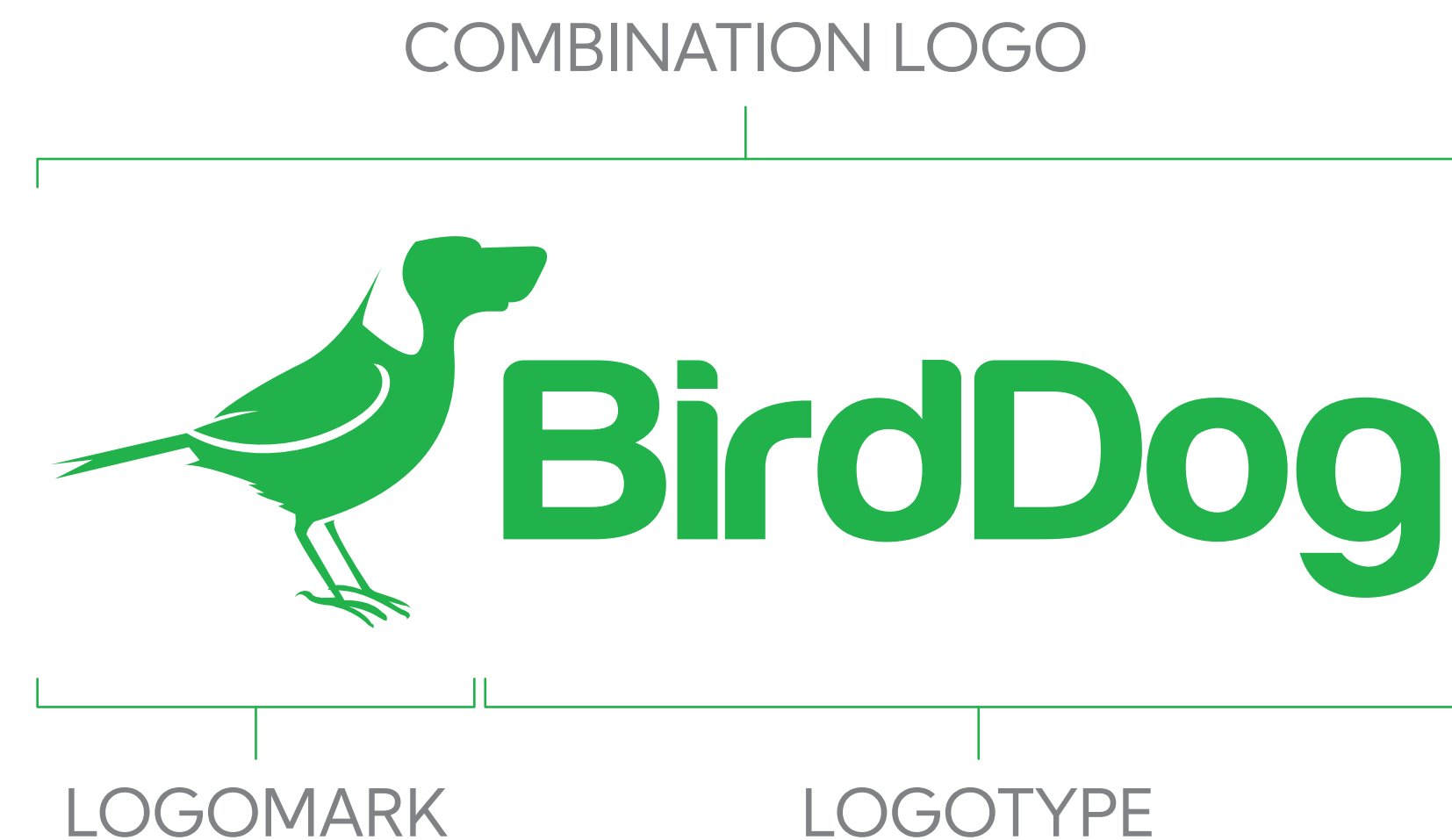


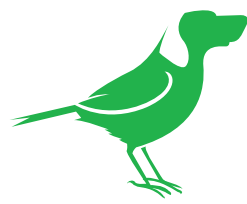
## Logo

Our primary logo is the BirdDog COMBINATION LOGO.

- Only show the logo in BirdDog green or white.
- Don't use previous versions of the logo.
- Don't alter, rotate, or modify the logo in any way.
- Don't animate the logo.
- Don't add elements or extra words to the logo.
- Always use the complete COMBINATION LOGO.

**Only BirdDog can use Logomark or Logotype individually.**

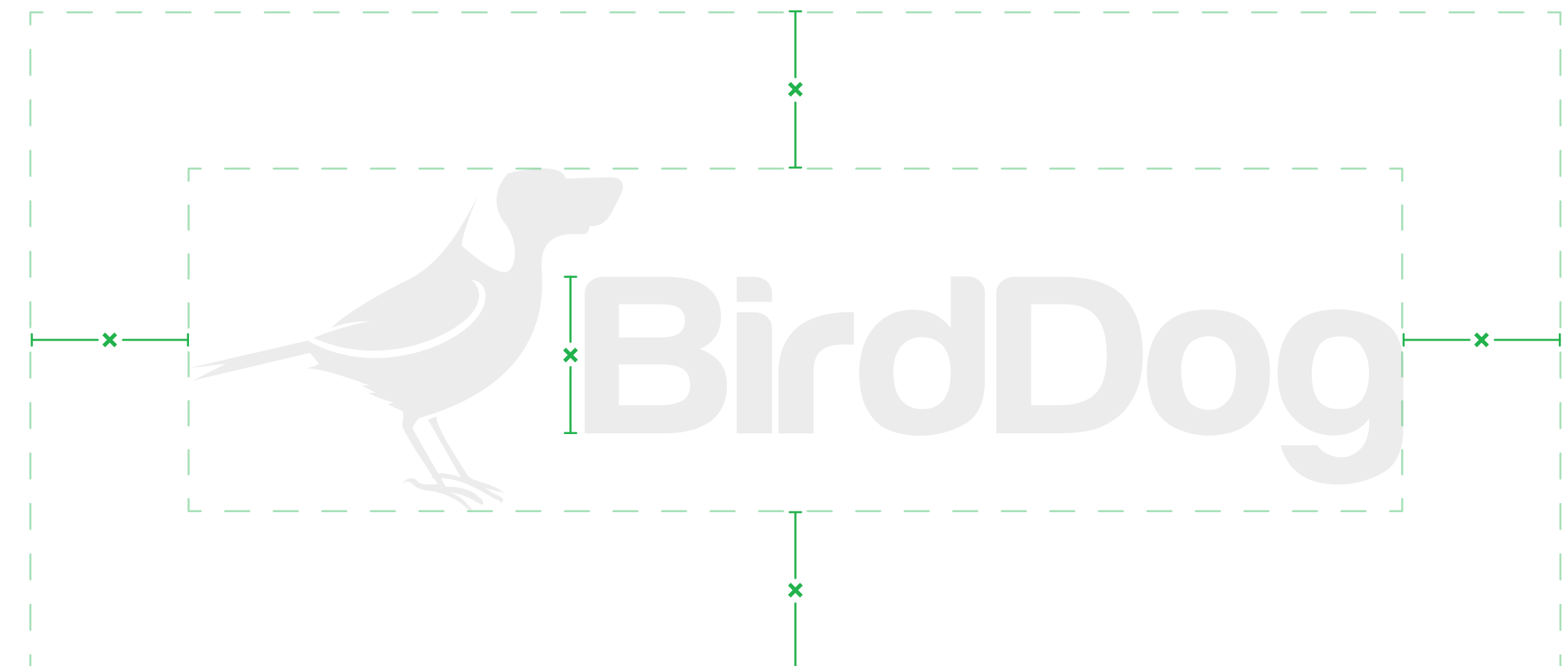




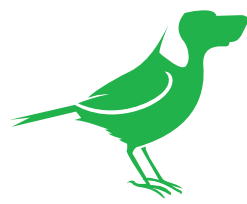
## Clear space and minimum size

When you're using the logo always make sure you give it some room to breathe. The empty space around the logo should be at least the equal amount of the 'B' height. No elements, including text, should invade into this territory.

To ensure the logo maintains its visual impact, do not go any smaller than 48 pixels in total height or 170 pixels in width.



MINIMUM SIZE **48px**  **BirdDog**



## Misuses

Please don't.



Do not outline



Do not add special effects



Do not add fill with a gradient



Do not skew, rotate, or stretch



Do not modify



Do not contain in shape



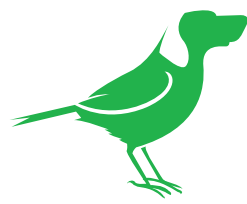
Do not use any old versions of our logo



Do not lock up with other logos



Do not place over images



## Extensions & Taglines

Our product lockups are comprised of the BirdDog logo and its accompanying name.

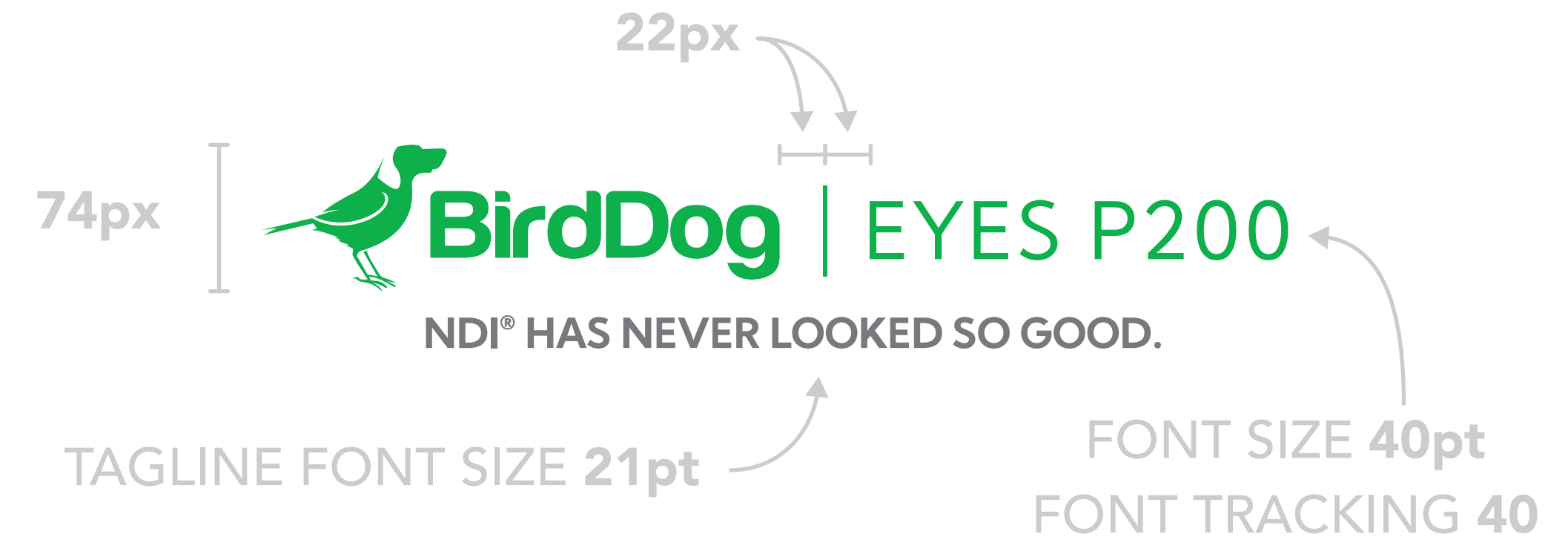
Always linked with its own tagline.

The product and tagline words are created with the font Kumbh Sans (Regular and Bold).

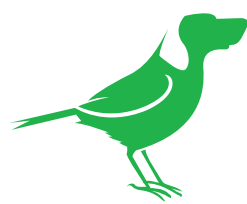
Our extensions can be displayed in two formats, wide and stacked. Do not use wide format if the product name is longer than 10 characters.

All lockups should be created with those templates following all spacing guidelines, and then scale after as a complete lockup.

All lockups must be created/approved by the BirdDog brand marketing team.



**Do not create your custom product tagline or product extension.**

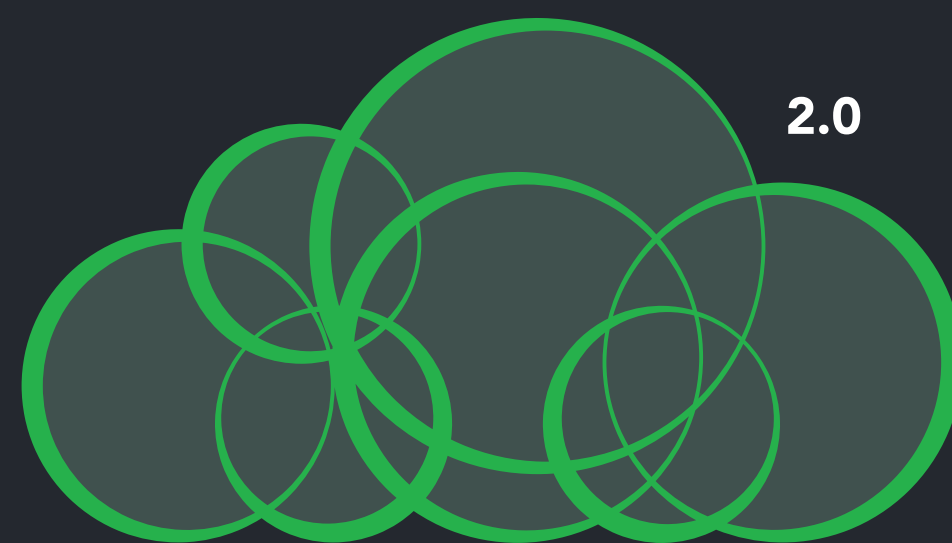


## Special Product Extensions

Only BirdDog Cloud and BirdDog P4K have a custom logo application.

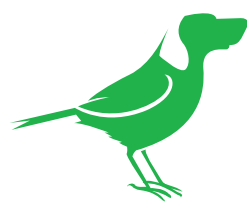
Some products and services do not have approved lockups.

For X1, X1 Ultra, and MAKI Ultra, please choose from the ready-to-use assets available [here](#).



CLOUD BG HEX #0066FF





## Main Typography

**Kumbh Sans** is a Geometric Sans Serif font envisioned to serve as a multi-purpose font in modern web and mobile applications.

The anatomy is geometric with slight contrast. The font's cap-height vs x-height ratio is kept as 3:2 for optimum legibility at any point size.

Currently the font is available in three variants – Light 300, Regular 400 and Bold 700.

[Download here](#)

LIGHT

REGULAR

BOLD

BLACK



# Colour Palette

## MAIN COLOUR

HEX #22B24C      CMYK 80 0 100 0  
RGB 34 178 76      PANTONE 354C

## MAIN LIGHT BACKGROUND

HEX #FFFFFF      CMYK 0 0 0 0  
RGB 255 255 255      PANTONE –

## SECONDARY LIGHT BACKGROUND

HEX #ECECEC  
RGB 236 236 236      (PRINT IN WHITE)

## MAIN TEXT & TAGLINE

HEX #808285      CMYK 63 52 44 33  
RGB 128 130 133      PANTONE COOL GREY 11C (70%)

## PRODUCT NAME & EXTRA TEXT

HEX #53565A      CMYK 63 52 44 33  
RGB 83 86 90      PANTONE COOL GREY 11C

## MAIN DARK BACKGROUND

HEX #101010  
RGB 16 16 16      (PRINT USING BLACK MATTE)

## SECONDARY DARK BACKGROUND

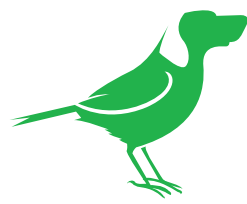
HEX #181818  
RGB 24 24 24      (PRINT USING BLACK MATTE)

## ONLY FOR BUTTONS

HEX #0066FF      CMYK 80 60 0 0  
RGB 0 102 255      PANTONE 285C

## NEWS & PROMO

HEX #FFAA00      CMYK 0 40 100 0  
RGB 255 170 0      PANTONE 2010C



# Photography

All photography used throughout our marketing should reflect our brand and product. We are fresh, clean, modern, and minimal.

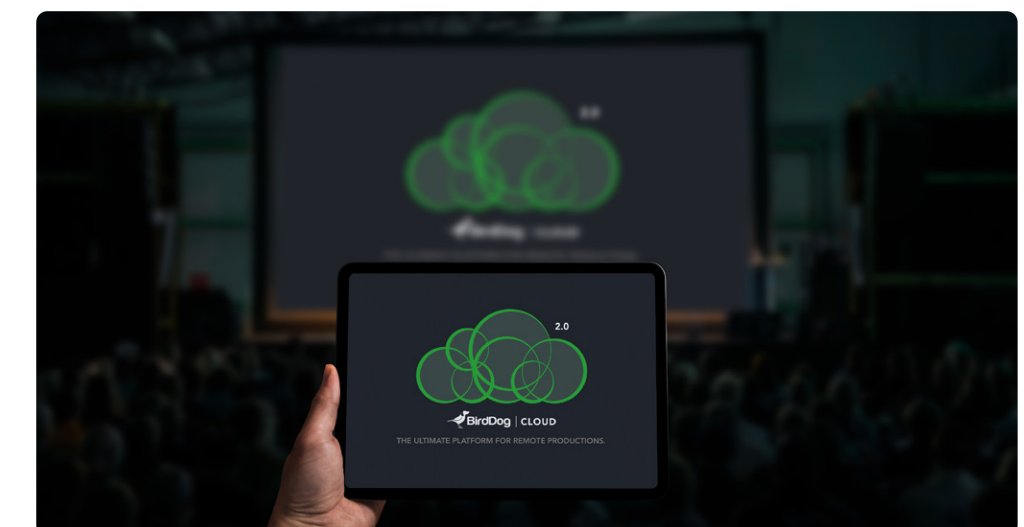
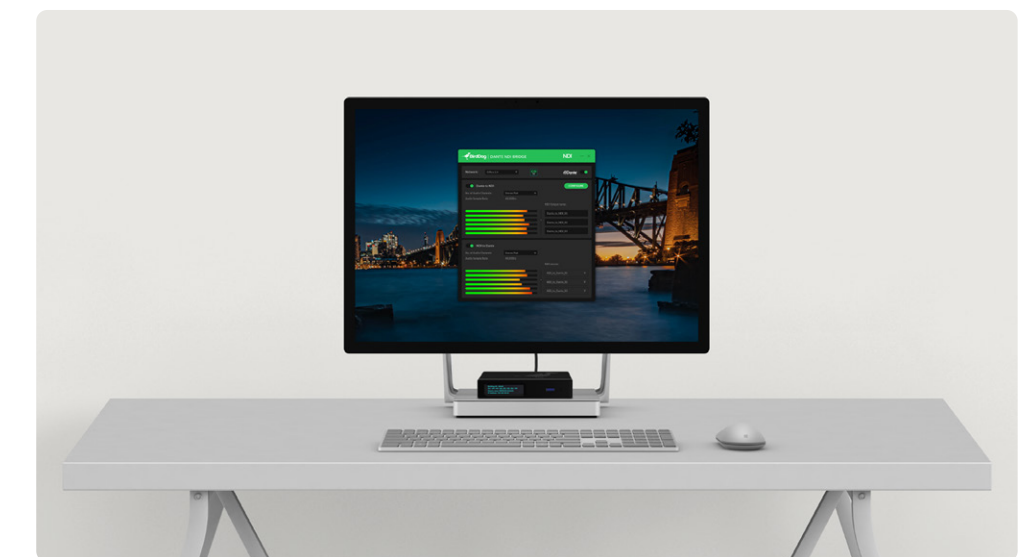
Stock photography should be as natural as possible and reflect our global diversity.

## ✓ Do

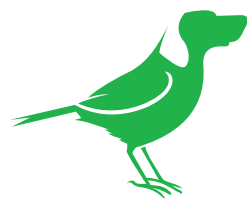
- Keep all photography clean and modern
- Make any BirdDog product blend naturally if using stock photos
- Keep all photography minimal and beautiful

## ✗ Don't

- Add elements to the products
- Put text over products
- Photoshop badly







## Banners & Adv

All banners and advertising used throughout our marketing should reflect our brand and product. We are fresh, clean, modern, and minimal.

Try to use the banners provided by BirdDog. When not possible follow the guideline rules in the page below.

[Click here to see all the banners.](#)

Note, new assets relative to X1, X1 Ultra, and MAKI Ultra can found [here](#).



1130x190



1400x350



2400x1054



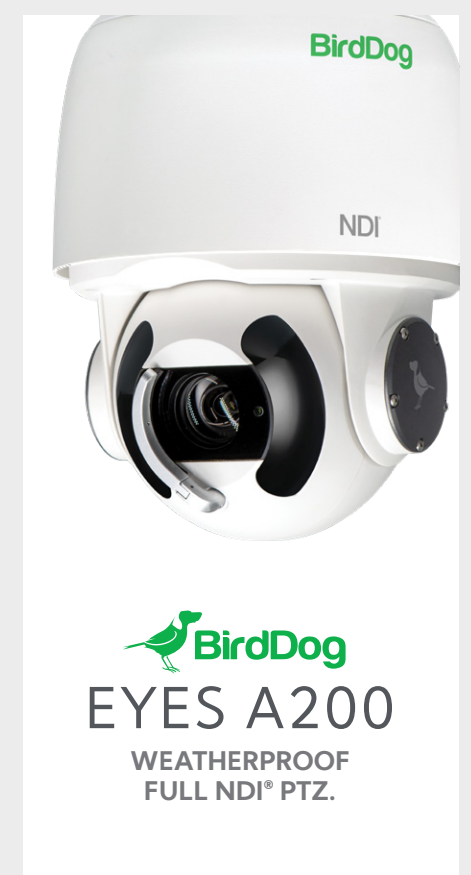
600x500



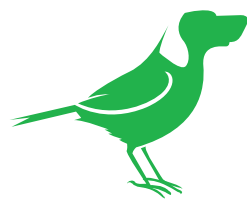
1000x1000



320x1200



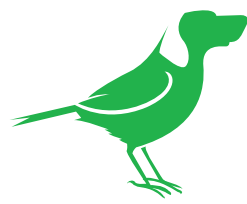
600x1200



## Banner & Photography Misuses

- Do not put colour overlay on the pics
- Do not modify, skew, rotate, or stretch banners
- Do not add gadgets
- Do not change product taglines





## Banner Design Mistakes to Avoid

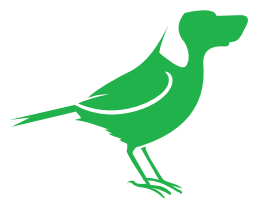
Do not place a BirdDog product with another brands in the same banner/adv.

Do not add violators, type, or graphics to a BirdDog banner. Use just the add-on banners you will find in the next page.

Do not place other banners or messages in a BirdDog banner.







## Add-on Banners

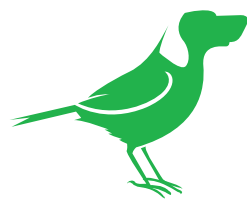
Use this add-on if necessary.

You may use a maximum of 2 single add-ons per banner

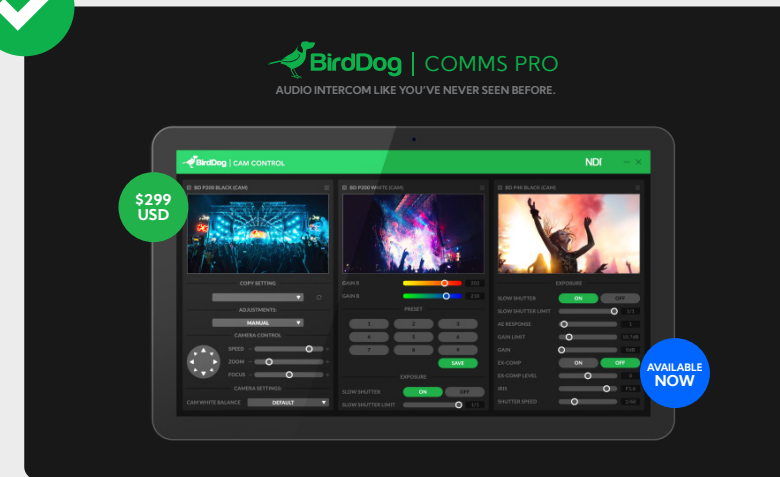
You may change the currency symbol and the price, but no other add-ons may be modified in any way.

[Click here to download.](#)

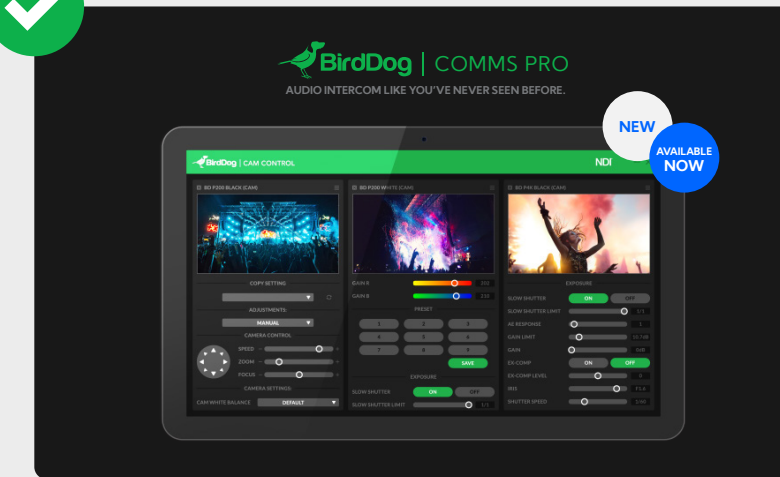




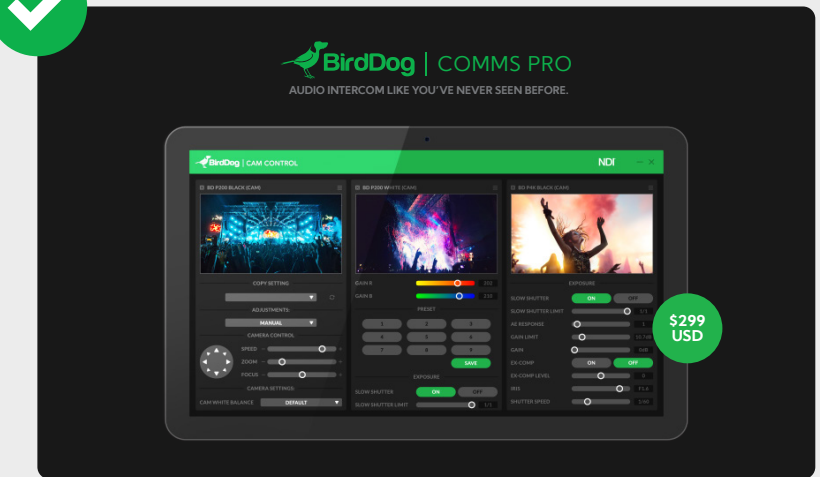
# Add-on uses & misuses



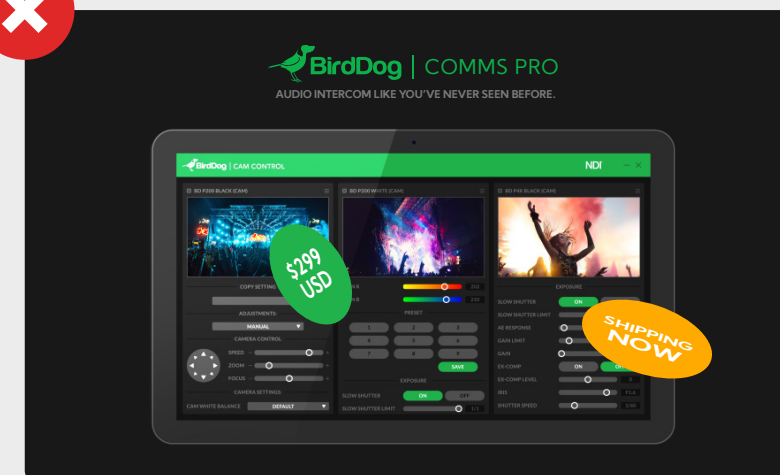
2 add-on well positioned



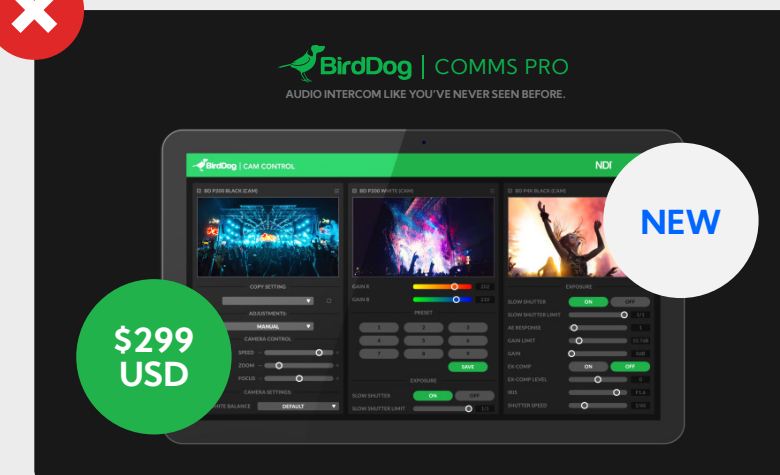
2 add-on corner partial overlay



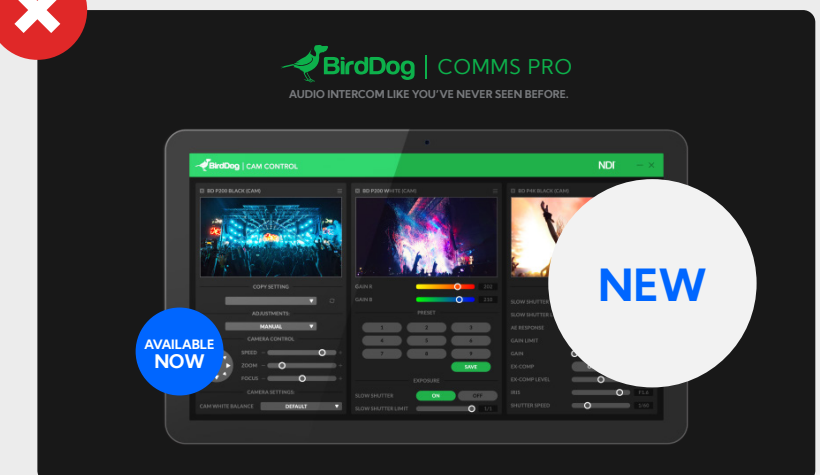
Single add-on



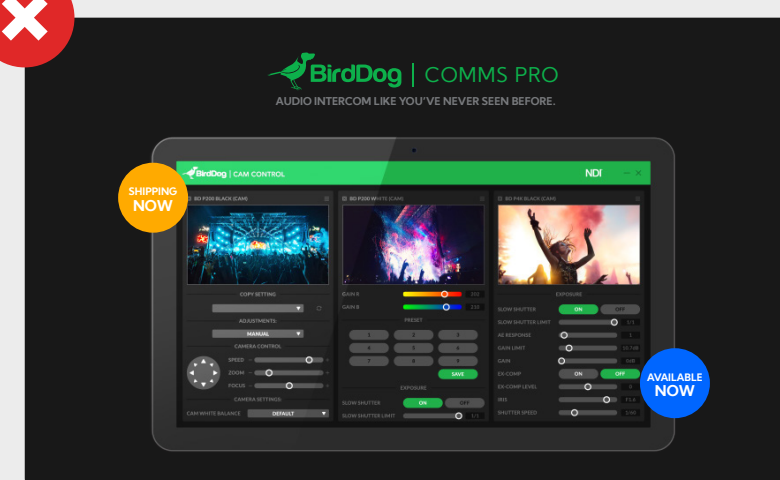
Do not skew, rotate, or stretch



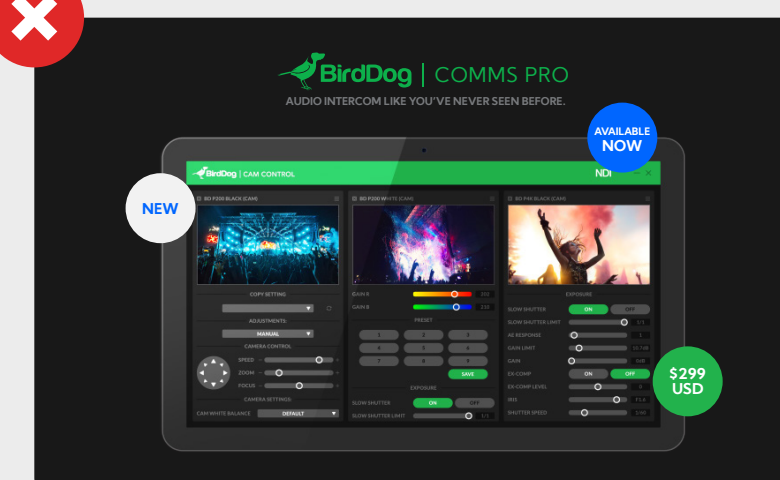
Do not exaggerate with the size



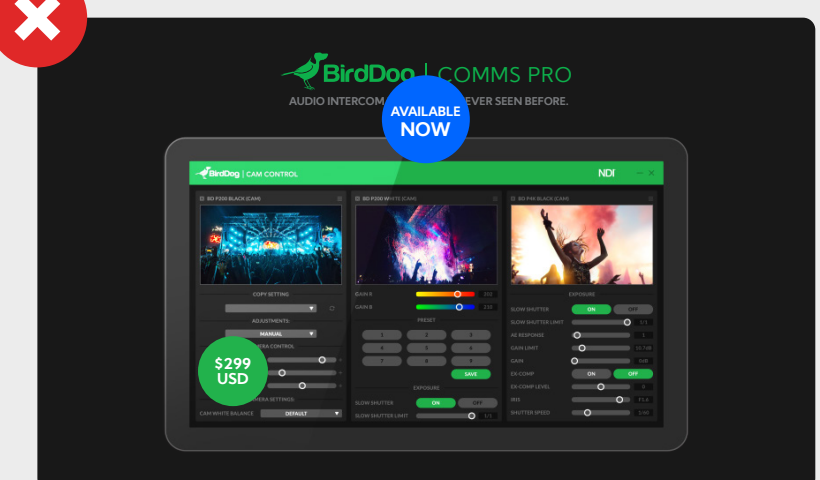
Do not use add-ons with different sizes



Do not use "shipping now" and "available now" on the same banner

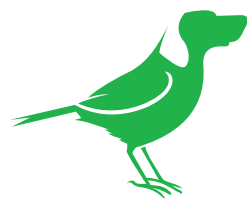


Do not use more than 2 add-ons



Do not cover important parts or the product logo





## Thank you!

If you have any questions about our brand guidelines, are missing any elements, or simply want to check your latest artwork and communications best represents the BirdDog brand, please contact us at [brand@bird-dog.tv](mailto:brand@bird-dog.tv)

## Welcome to the Future.



WELCOME TO THE FUTURE.