

MessageBird

Basic Style Elements

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Logo Guidelines

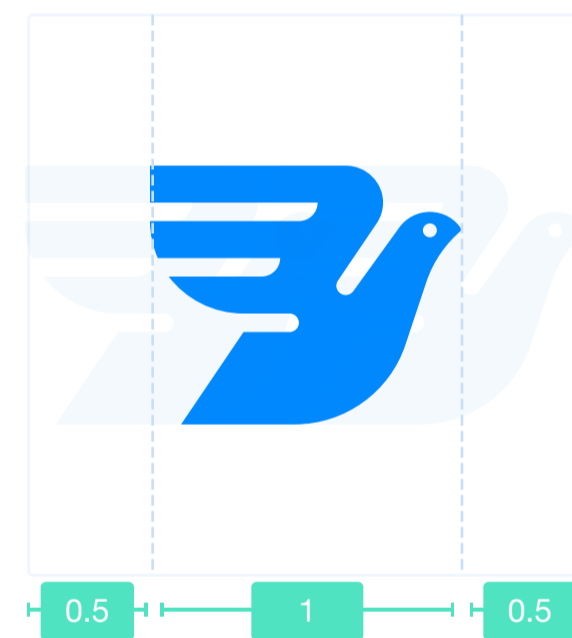
The MessageBird logo is the most immediate representation of our company, our people, and our brand. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

Brandmark + Wordmark



When placing the logo or symbol in a container, make sure to use the colors represented below. Please refrain from using off-brand colors

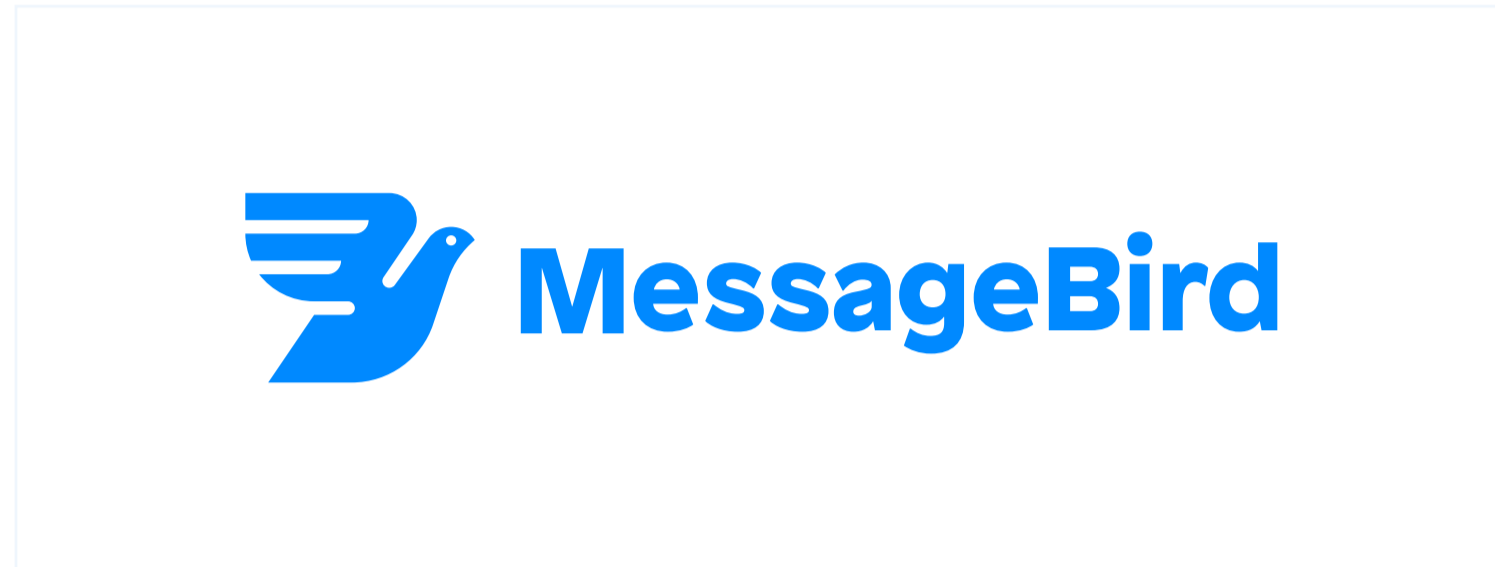
Brandmark



When centered within a square, the logo should measure exactly half (.5x) of the square's width on both sides.

Logo Guidelines

Brandmark Preferred



This is the preferred way of colouring the logo.



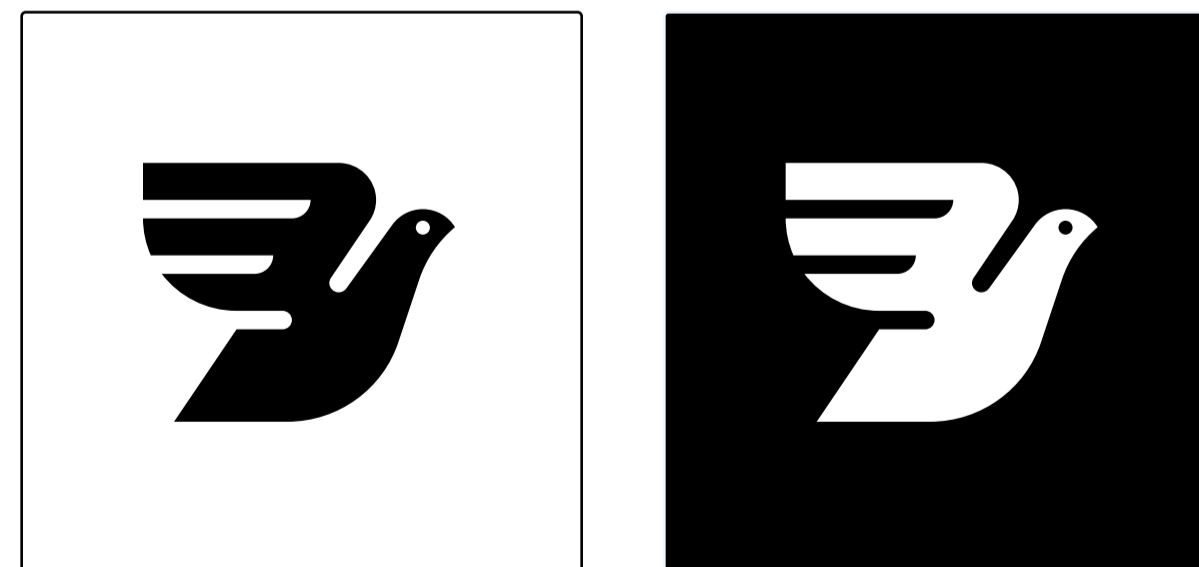
This is the preferred way of colouring the logo.

Brandmark Preferred



This is the preferred way of colouring the logo.

Optional



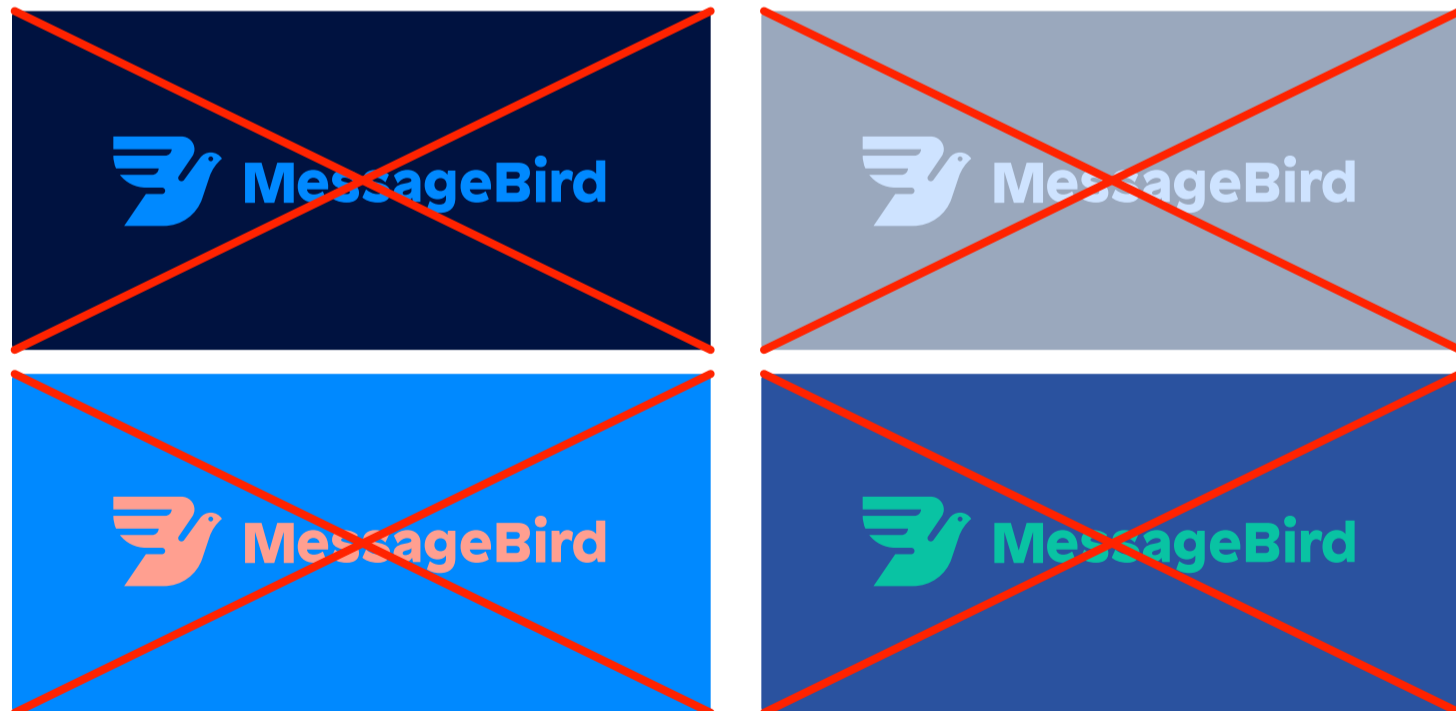
Black on white for printing purposes.

Incorrect use Guidelines

Dont's

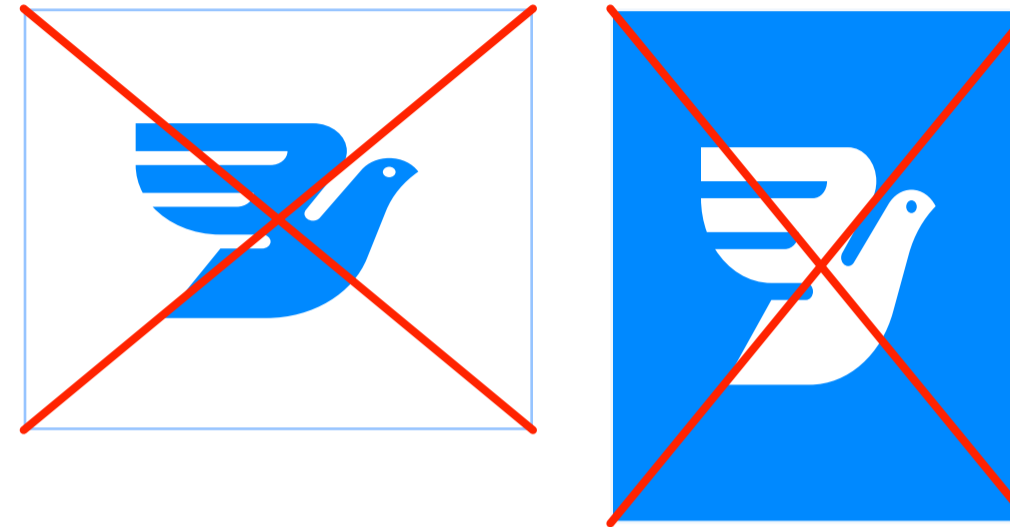


The use of any other brand colours is strictly forbidden

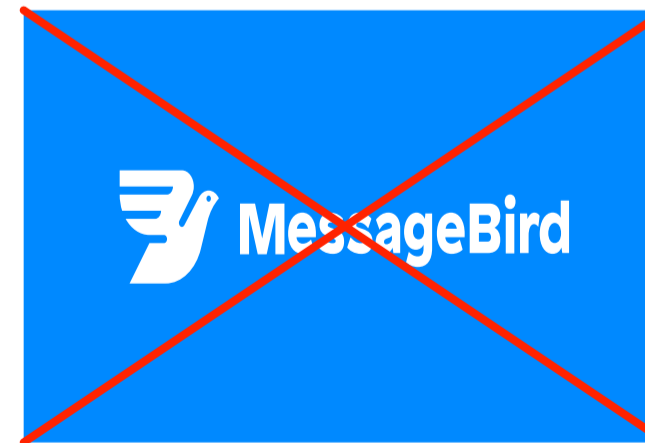
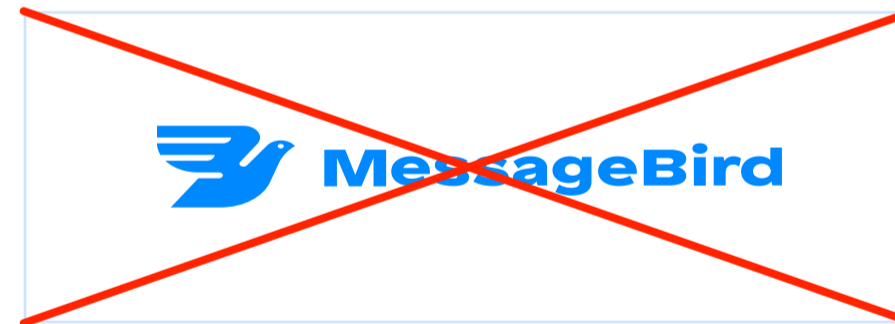


The use of any other brand colours is strictly forbidden

Dont's



Do not stretch the logo





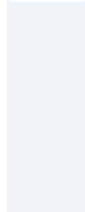

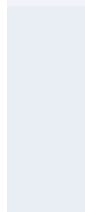

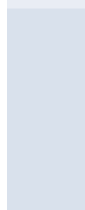


Do not stretch the logo

Primary Colours

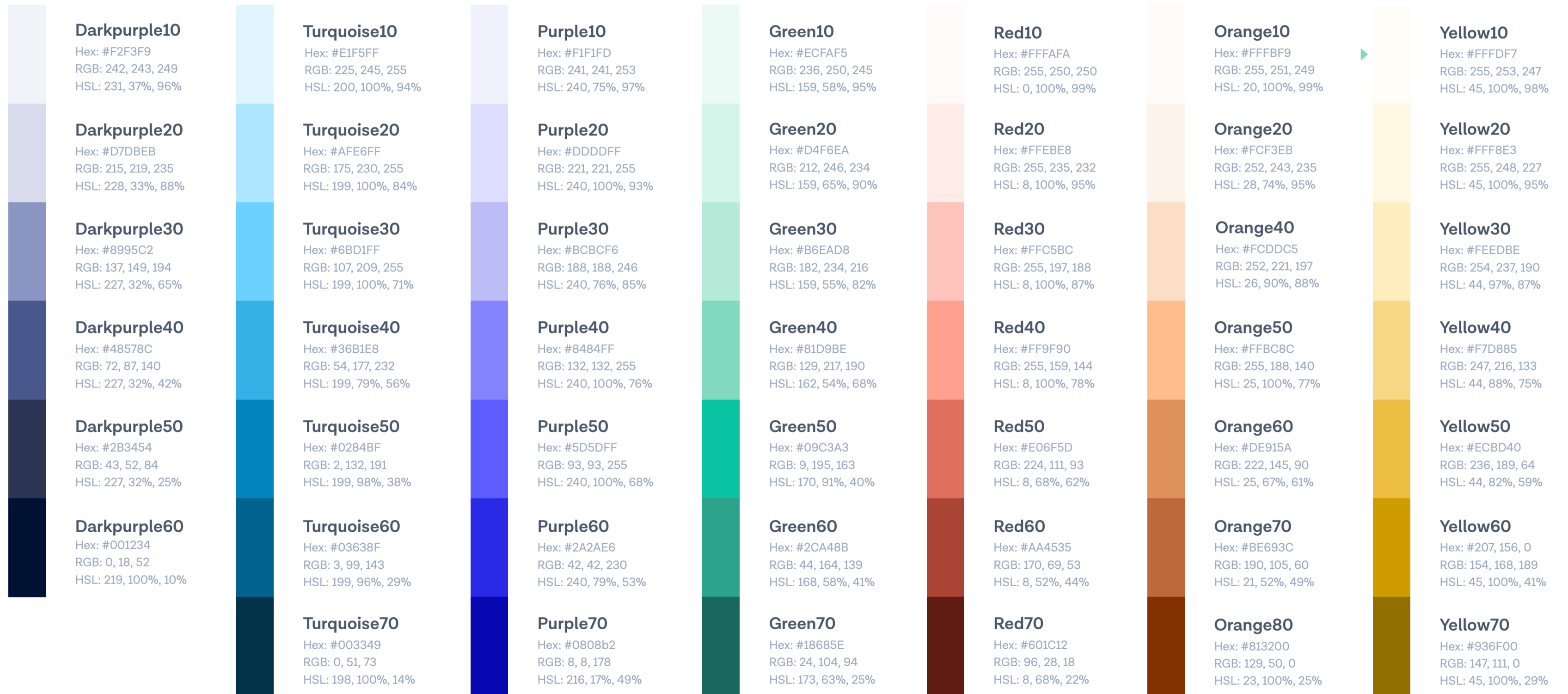
Blue swatches

 Blue10 Hex: #FAFBFF RGB: 250, 251, 255 HSL: 228, 100%, 99%	 Blue70 Hex: #63A6FD RGB: 99, 166, 253 HSL: 214, 97%, 69%
 Blue20 Hex: #F6F9FF RGB: 246, 249, 255 HSL: 220, 100%, 98%	 Blue80 Hex: #0089FF RGB: 0, 137, 255 HSL: 208, 100%, 50%
 Blue30 Hex: #EEF4FF RGB: 238, 244, 255 HSL: 219, 100%, 97%	 Blue90 Hex: #0065EF RGB: 0, 101, 239 HSL: 215, 100%, 47%
 Blue40 Hex: #E5EFFF RGB: 229, 239, 255 HSL: 217, 100%, 95%	 Blue100 Hex: #2A529F RGB: 42, 82, 159 HSL: 219, 58%, 39%
 Blue50 Hex: #CEE3FF RGB: 206, 227, 255 HSL: 214, 100%, 90%	 Blue200 Hex: #0C2864 RGB: 12, 40, 100 HSL: 221, 79%, 22%
 Blue60 Hex: #96C4FF RGB: 150, 196, 255 HSL: 214, 100%, 79%	 Blue300 Hex: #001240 RGB: 0, 18, 64 HSL: 223, 100%, 13%

Grey swatches

 Grey 10 Hex: #FFFFFF RGB: 255, 255, 255 HSL: 0, 100%, 100%	 Grey70 Hex: #687992 RGB: 104, 121, 146 HSL: 216, 17%, 49%
 Grey20 Hex: #F1F3F8 RGB: 241, 243, 248 HSL: 223, 33%, 96%	 Grey80 Hex: #435369 RGB: 67, 83, 105 HSL: 215, 22%, 34%
 Grey30 Hex: #E9EDF4 RGB: 233, 237, 244 HSL: 218, 33%, 94%	 Grey90 Hex: #24374E RGB: 36, 55, 78 HSL: 213, 37%, 22%
 Grey40 Hex: #D9E1EC RGB: 217, 225, 236 HSL: 215, 33%, 89%	
 Grey50 Hex: #C3CDDD RGB: 195, 205, 221 HSL: 217, 28%, 82%	
 Grey60 Hex: #9AA8BD RGB: 154, 168, 189 HSL: 216, 21%, 67%	

Secondary Colours



MessageBird

Typography

Fonts



Aa

Lota Grotesque

This is our main font, it is used all over the website from headings to text.

When to use it: always and everywhere



Aa

Proxima Nova

Is the secondary font and only used when Lota Grotesque isn't available.

When to use it: in all the Google Drive

TextStyles

H1. **Heading**

60px Bold

H2. **Heading**

48px Bold / line-height: 56px

H3. **Heading**

40px Bold / line-height: 48px

H4. **Heading**

28px Semibold / line-height: 38px

H5. **Heading**

24px Semibold

H6. **Heading**

24px Regular

H7. **Heading**

20px Semibold

H8. **Heading**

18px Semibold

H9. **Heading**

16px Semibold

H10. **Heading**

14px Semibold

H11. **Heading**

12px Semibold

SH1. **SUBHEADING**

14px Semibold / 0.8px spacing

SH2. **SUBHEADING**

12px Semibold / 0.8px spacing

T1. **Our messaging API is packed with features.**

22px Regular / line-height: 34px

T2. **Our messaging API is packed with features.**

18px Regular / line-height: 28px

T3. **Our messaging API is packed with features.**

16px Regular / line-height: 24px

T4. **Our messaging API is packed with features.**

14px Regular / line-height: 22px

T5. **Our messaging API is packed with features.**

12px Regular / line-height: 18px

Q1. Used for testimonials up to 3 lines

**Every second counts,
MessageBird is literally
saving lives.”**

28px Regular / line-height: 34px

Q2. Used for testimonials with 4 lines or more

**MessageBird outperformed
competitors by a factor of 10. In
the past, we would be lucky to
send 1M messages in 4-5 hours.**

20px Regular / line-height: 30px

L1. **Contacts**

16px Semibold

L2. **Contacts**

14px Semibold

L3. **CONTACTS**

12px Semibold / 0.8 spacing

MessageBird

Icons

Marketing Icons

