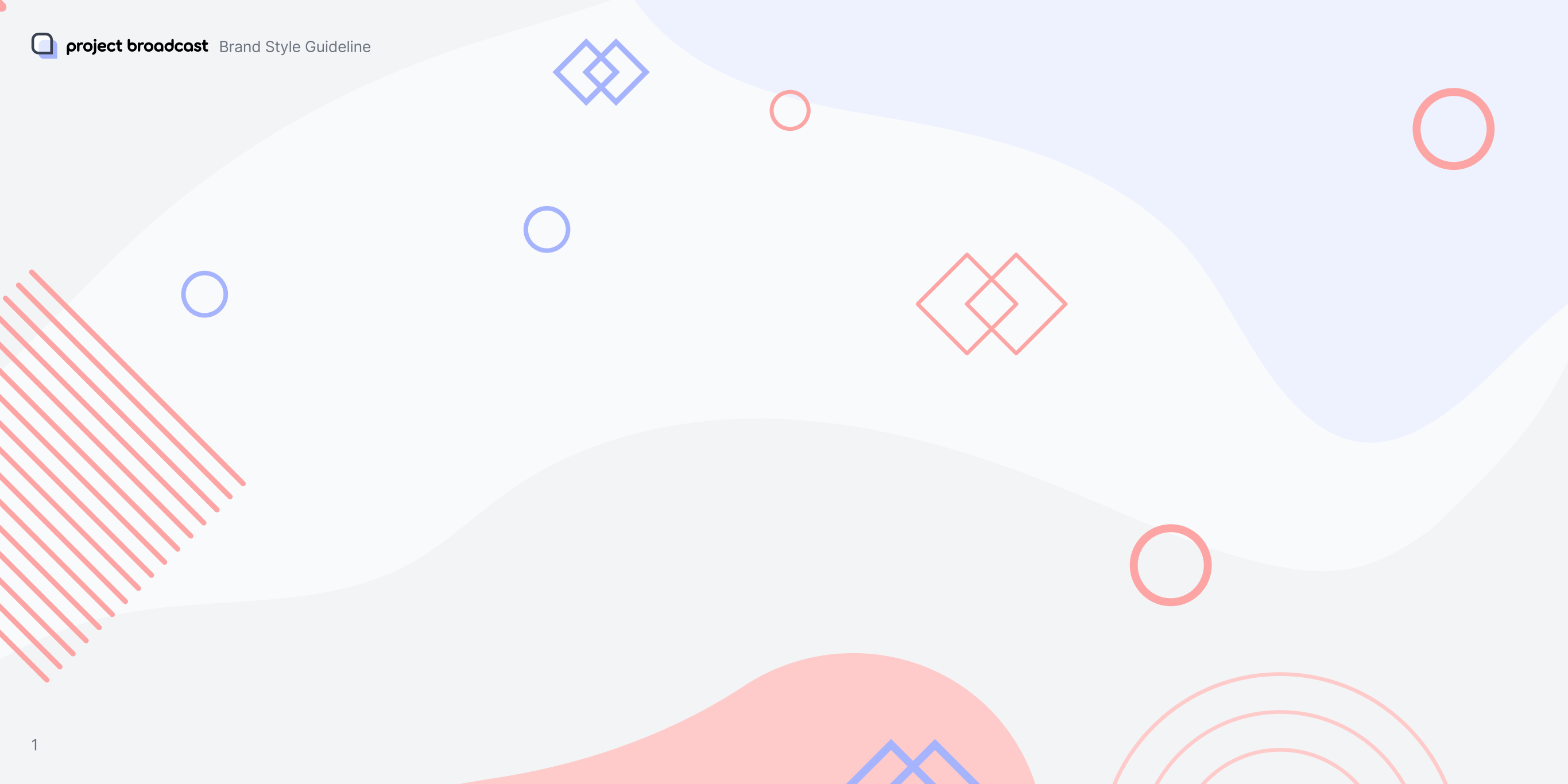




project broadcast

BRAND STYLE GUIDELINES

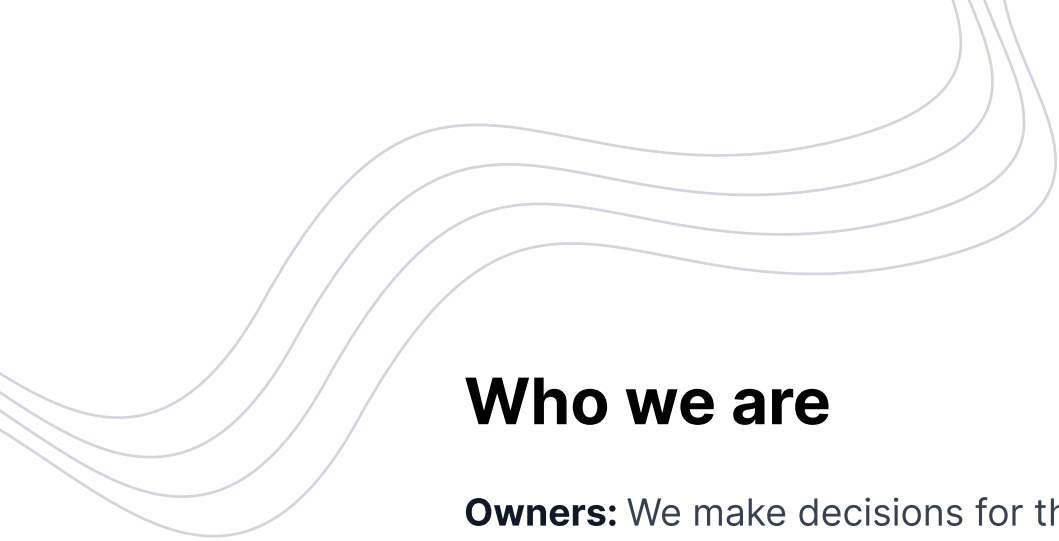




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Who we are

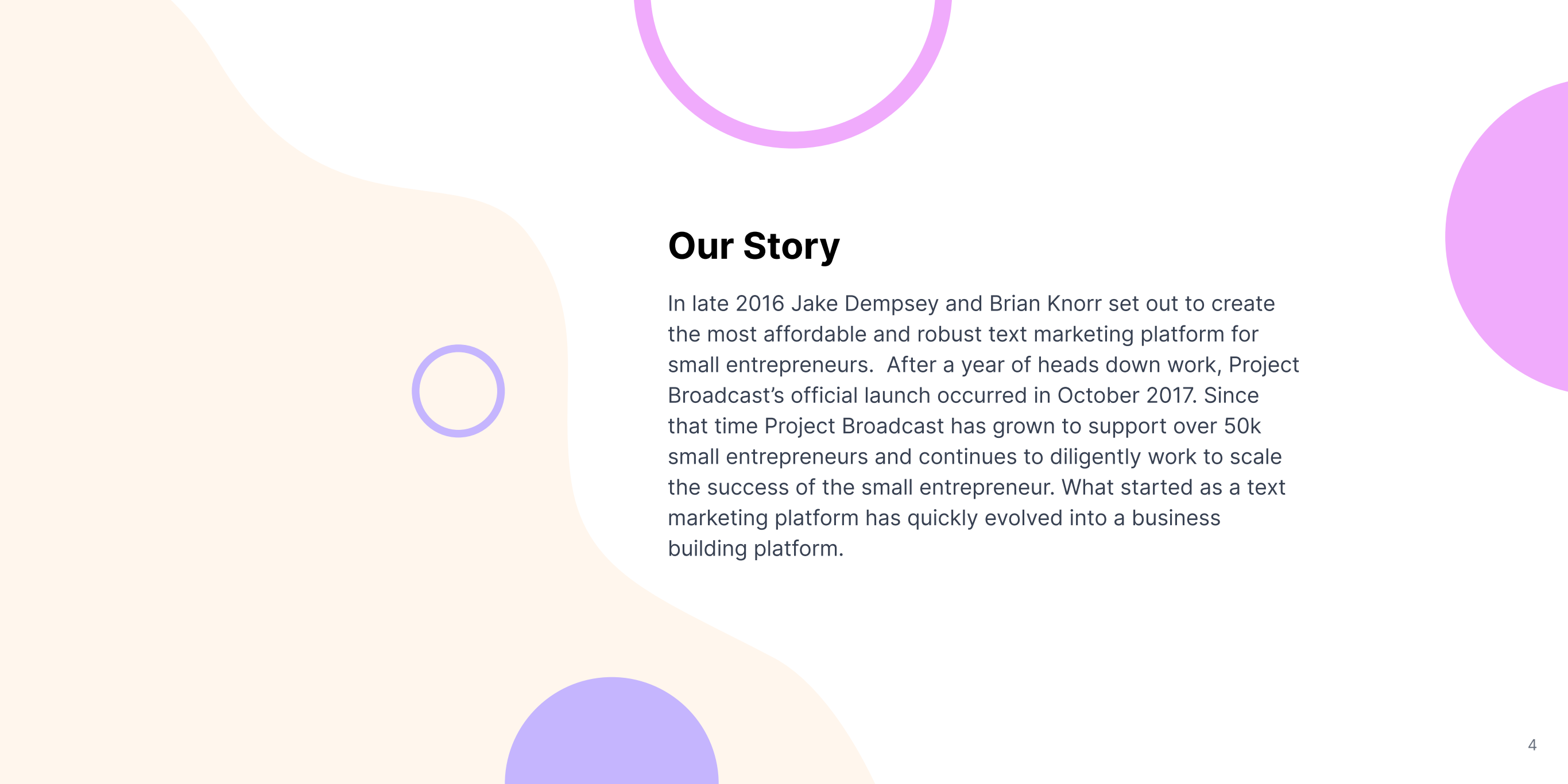
Owners: We make decisions for the good of the company and our customers. Details matter and we love getting dirty.

Investors: We allocate resources to provide the best return. We invest in the success of people inside and outside of our company.

Athletes: We are disciplined, fast, and agile. We expect change and react to win. We strive for podium finishes.

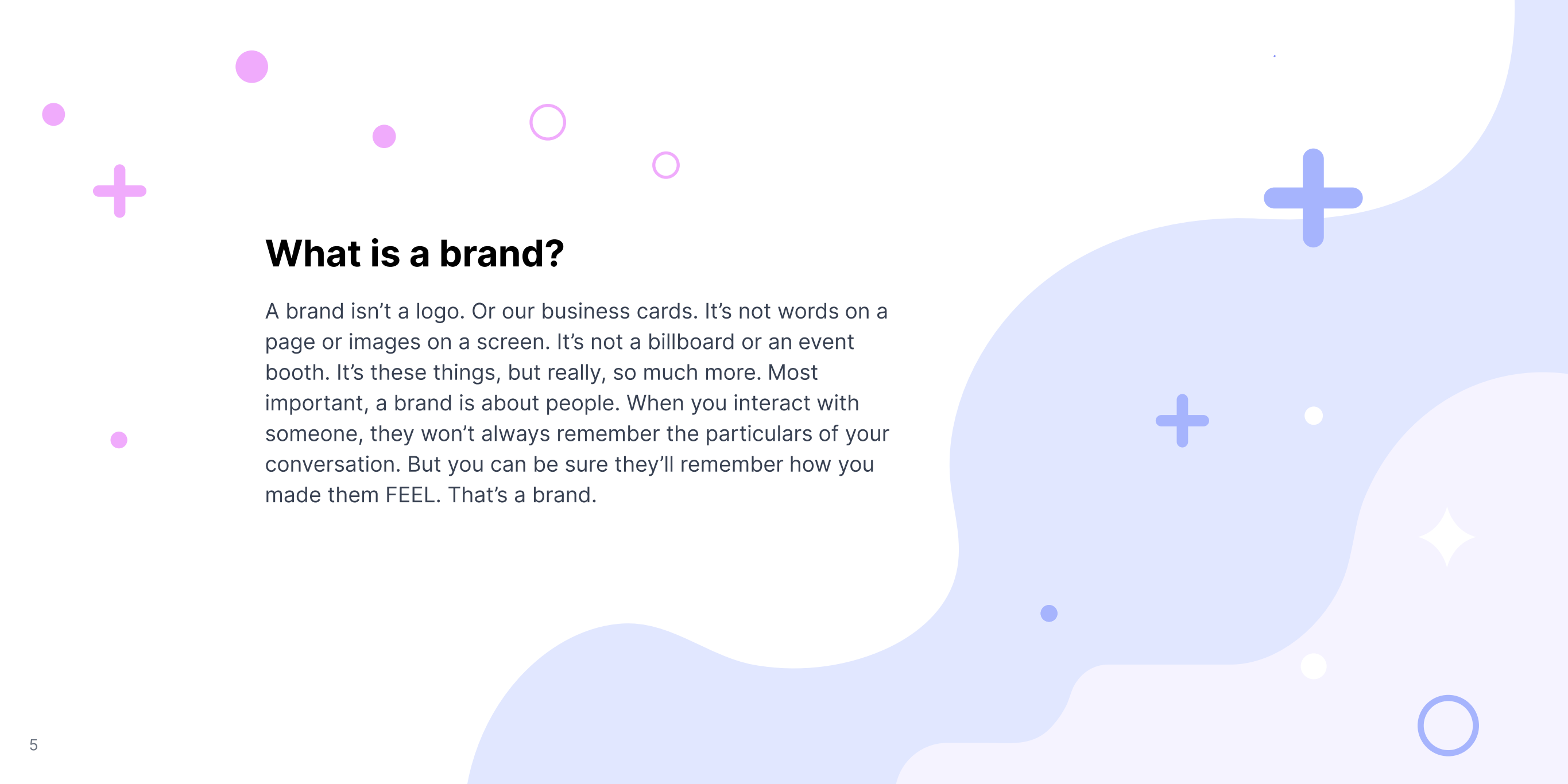
Builders: Every problem has a solution. We bring the hard problems to the table. We collaborate often and execute boldly.





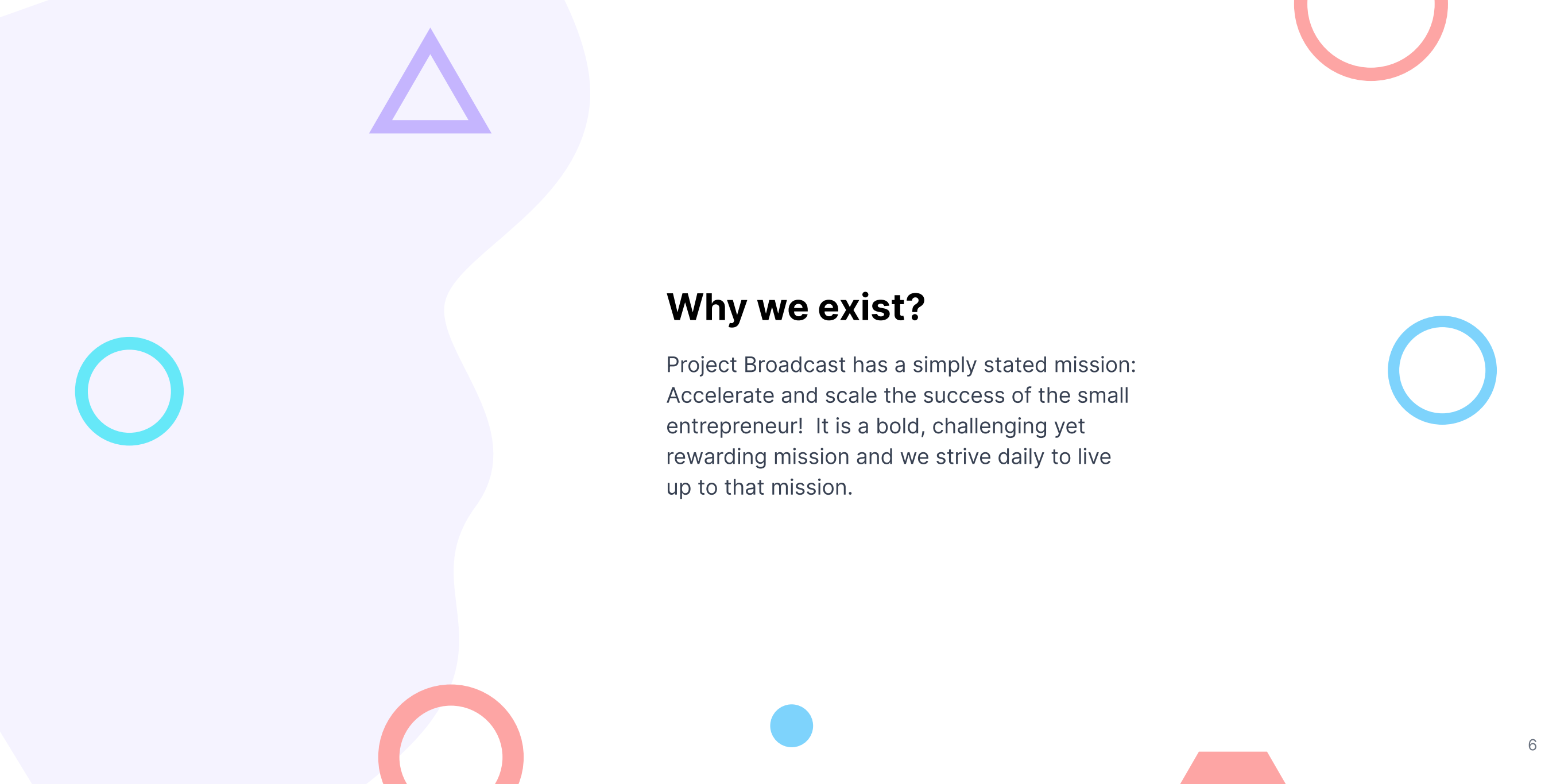
Our Story

In late 2016 Jake Dempsey and Brian Knorr set out to create the most affordable and robust text marketing platform for small entrepreneurs. After a year of heads down work, Project Broadcast's official launch occurred in October 2017. Since that time Project Broadcast has grown to support over 50k small entrepreneurs and continues to diligently work to scale the success of the small entrepreneur. What started as a text marketing platform has quickly evolved into a business building platform.



What is a brand?

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.



Why we exist?

Project Broadcast has a simply stated mission: Accelerate and scale the success of the small entrepreneur! It is a bold, challenging yet rewarding mission and we strive daily to live up to that mission.

Our Voice

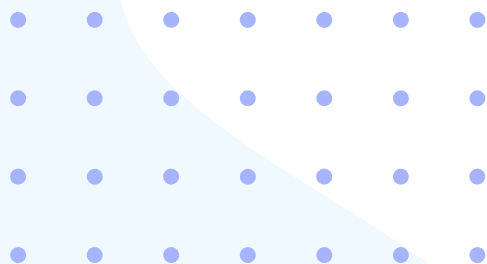
Brand voice is our brand's personality; the unique way you present to the world. It must run consistently through all your communications (social media, website, blog posts, emails, advertisements) no matter which teams are handling which channels, and it must not change.



How we sound

We communicate in a way that is noticed, believed and remembered. We do this by following three principles in our messaging:

**Be conversational. Be helpful & friendly.
Be clever.**



Be Conversational:

A conversational voice is one that shies away from formality in favor of direct, information-oriented discourse and exemplifies the everyday language.

CONVERSATIONAL IS NOT:

Boring
Long Winded
Arrogant

Be Helpful & Friendly:

A helpful & friendly voice lets people know that they can trust and rely on us. One way to achieve this is to speak sincerely or from the heart.

HELPFUL & FRIENDLY IS NOT:

Insincere
Belittling
Fake

Be Clever:

A clever voice is one that tends to be confident, consistent, and entirely unapologetic infused with personality and emotion.

CLEVER IS NOT:

Silly
Immature
Flippant



What it means

Our mark is representative of multiple conversations and Project Broadcast is the place where the conversations come together to form something new & entertaining.



Intersection, combine, movement, conversation, interaction

Our Logos

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lacinia vel elit sit amet cursus. Curabitur vehicula diam non tellus posuere, vel cursus nisi accumsan. Maecenas in magna a velit ornare efficitur vestibulum vel enim. Integer sodales iaculis ipsum in placerat. Morbi volutpat sem vitae odio imperdiet cursus.

Horizontal Logo



Vertical Logo

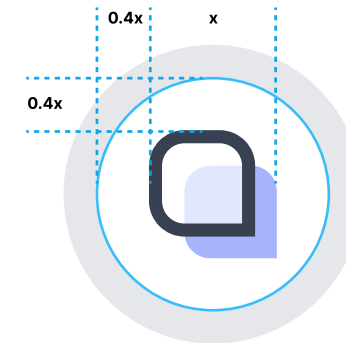
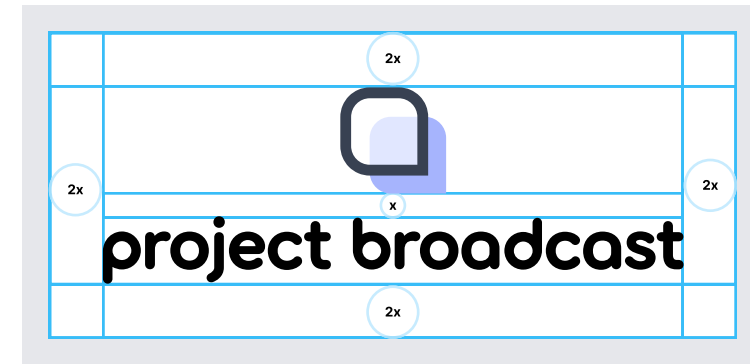
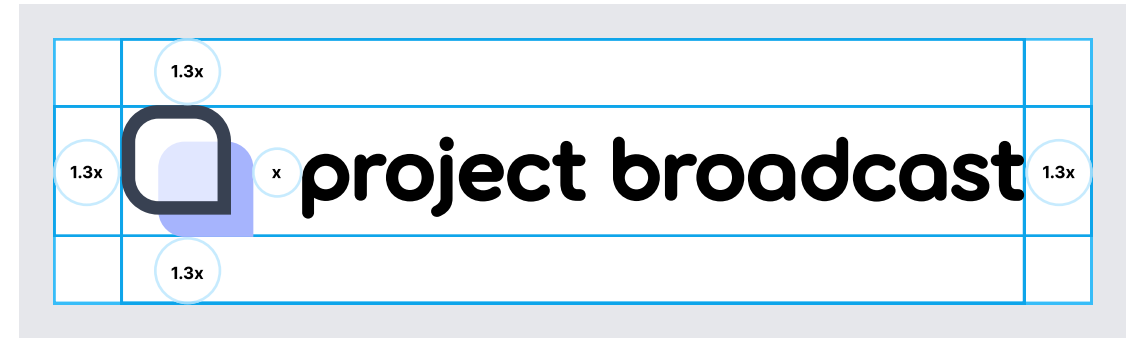


Logo Mark



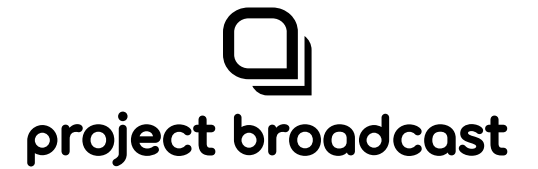
Clear Spacing

A logo needs an appropriate amount of space around it in order to visually stand out and function as intended.



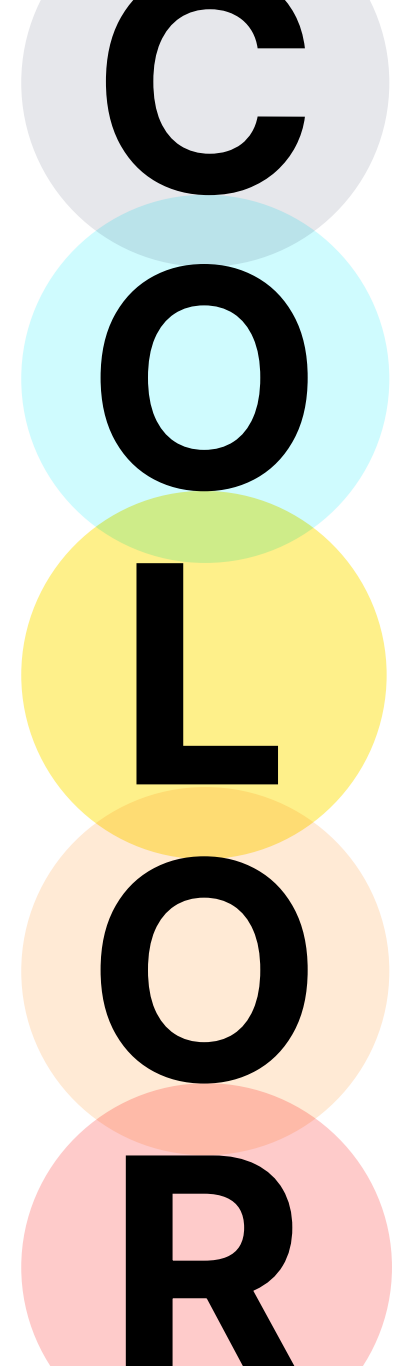
Alternative Logos

Our extended color palette is used dynamically in the Project Broadcast interface design. Each color was designed to be in harmony with each other as well as the brand.



Color

Color helps form the visual foundation of our brand, help maintain consistency, and make our designs and interfaces aesthetically pleasing and enjoyable to use.





PRINT

Brand Colors

Our colors are as important to us as the logo itself. They are part of the brand personality and voice.

Indigo, 300

PANTONE:
2716 C

CMYK:
C36 M27 Y0 K0

Indigo, 100

PANTONE:
2706 C

CMYK:
C18 M13 Y0 K0

Black

PANTON:
Black 6 C

CMYK:
C0 M0 Y0 K100

WEB

Base Colors

Our Primary Action color is vibrant and distinct. Combined with black and white creates a minimalistic style while still looking modern and bold. We can then use our extended palette to create warmth and pizzazz.

Primary Action

HEX: #0056FF

RGB: R0 G86 B255

CMYK: C83 M67 Y0 K0

White

HEX: #FFFFFF

RGB: R255 G255 B255

CMYK: C0 M0 Y0 K0

Black

HEX: #000000

RGB: R0 G0 B0

CMYK: C91 M79 Y62 K97

WEB

Extended Palette

Our extended color palette is used dynamically in the Project Broadcast interface design. Each color was designed to be in harmony with each other as well as the brand.

50	#FEF2F2	50	#FFF5F5	50	#FEECE8	50	#F6FEE7	50	#F0FDF4	50	#ECFDF5	50	#ECFEFF
100	#FEE2E1	100	#FFF6ED	100	#FEF9C3	100	#ECFCCB	100	#DCFCE7	100	#D0FAE4	100	#CFFBFE
200	#FECBCA	200	#FFEAD5	200	#FEF08A	200	#DAF99C	200	#BBF7D1	200	#A7F3CF	200	#A5F3FD
300	#FDA5A4	300	#FDDCAB	300	#FDE047	300	#BEF164	300	#86EFAC	300	#6DE7B6	300	#66E8F8
400	#F87070	400	#FEB273	400	#FACC15	400	#A3E636	400	#4ADE80	400	#34D399	400	#21D3ED
500	#F04444	500	#FD853A	500	#E9B308	500	#89CC16	500	#23C55E	500	#10B982	500	#07B6D5
600	#DC2625	600	#FB6514	600	#CA8A04	600	#64A30E	600	#17A34A	600	#05976A	600	#0891B3
700	#BA1C1D	700	#EC4A0A	700	#A26208	700	#5A8720	700	#157F3D	700	#057857	700	#0F7490
800	#991B1C	800	#9C2A10	800	#854E0E	800	#3F6212	800	#176535	800	#075F47	800	#165E76
900	#7F1D1E	900	#7E2410	900	#723F12	900	#365313	900	#15532E	900	#064D3B	900	#164F63
50	#F0F9FF	50	#EFF6FF	50	#EEF2FE	50	#F5F3FF	50	#FBF5FF	50	#FEF4FF	50	#FFF1F1
100	#E0F2FE	100	#DBEAFF	100	#E1E7FF	100	#EDEAFF	100	#F4E8FE	100	#FAE8FE	100	#FEE4E7
200	#BAE7FE	200	#BFDCFE	200	#C7D2FF	200	#DDD6FF	200	#EAD5FE	200	#F5CFFE	200	#FECDD3
300	#7ED3FC	300	#93C4FC	300	#A6B4FD	300	#C5B5FE	300	#D8B4FE	300	#F0ABFC	300	#FEA4B0
400	#38BDF8	400	#61A5FA	400	#818CF8	400	#A78BFA	400	#C085FD	400	#E879F9	400	#FB7286
500	#0EA5EA	500	#3B82F6	500	#6366F1	500	#8B5CF6	500	#A755F7	500	#D946EF	500	#F43F5E
600	#0384C6	600	#2563EC	600	#5046E5	600	#7D3AEC	600	#9334EA	600	#C026D4	600	#E21D48
700	#0469A1	700	#1D4ED7	700	#4438CA	700	#6D28D9	700	#7E22CF	700	#A21CAF	700	#BE113C
800	#075A86	800	#1F41AF	800	#3730A2	800	#5B20B6	800	#6B22A8	800	#861990	800	#9F133A
900	#0C4A6F	900	#1F3A8B	900	#312D81	900	#4D1D95	900	#571C86	900	#701A75	900	#891336

Using the brand fonts

Typography

Primary

Inter Family – Google Font
Regular, Medium, Bold and Black

Typefaces can help unify the look of a brand. From swag to apps and websites, a uniformed typeface will strengthen the brand and also give personality to the designs while conveying professionalism in the messaging.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Using the brand fonts

Typography

Secondary

Alternate Gothic Condensed ATF –
Adobe Font – Demi

Secondary fonts should be used sparingly to add emphasis to a design rather than compete with the primary font. Our secondary font is used mostly in our marketing material and should not be used more than the primary font.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Iconography

We keep our iconography simple yet organic in order to create a softer feel in correspondence with our colors.

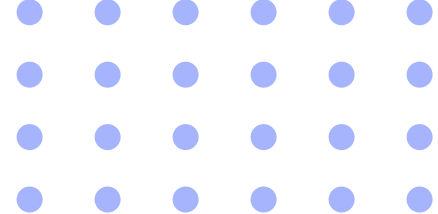
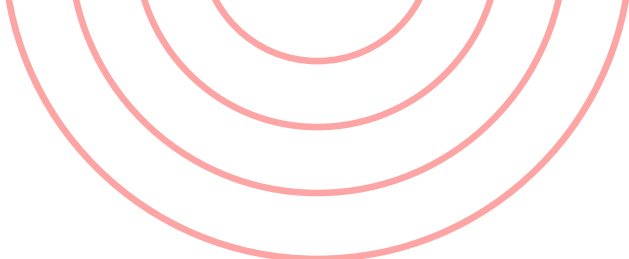
Icons are morely line art with a base stroke width of two pixels, outlined to scale.



Illustrations

Our illustrations are what bring character and depth to our visual language, they are intended to create a light and playful enviroment where it always feels like a party is about to begin.

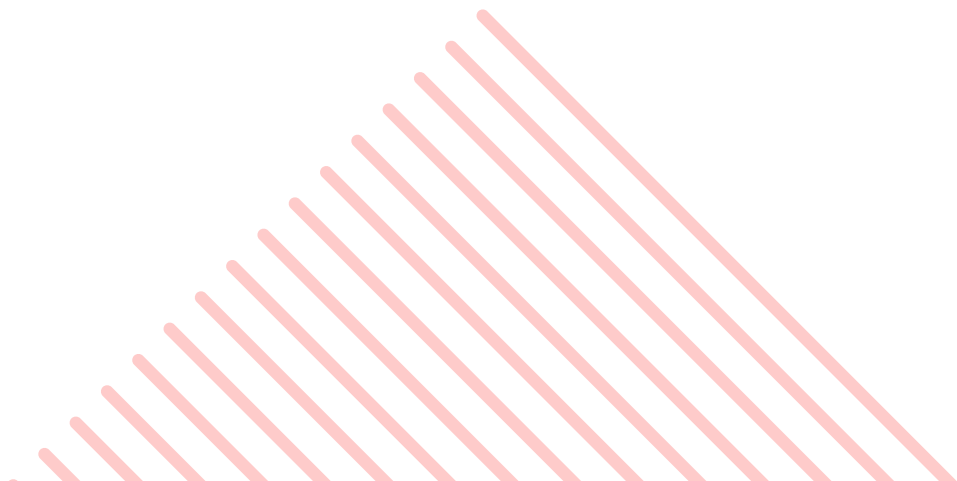
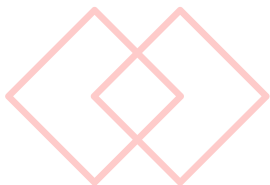


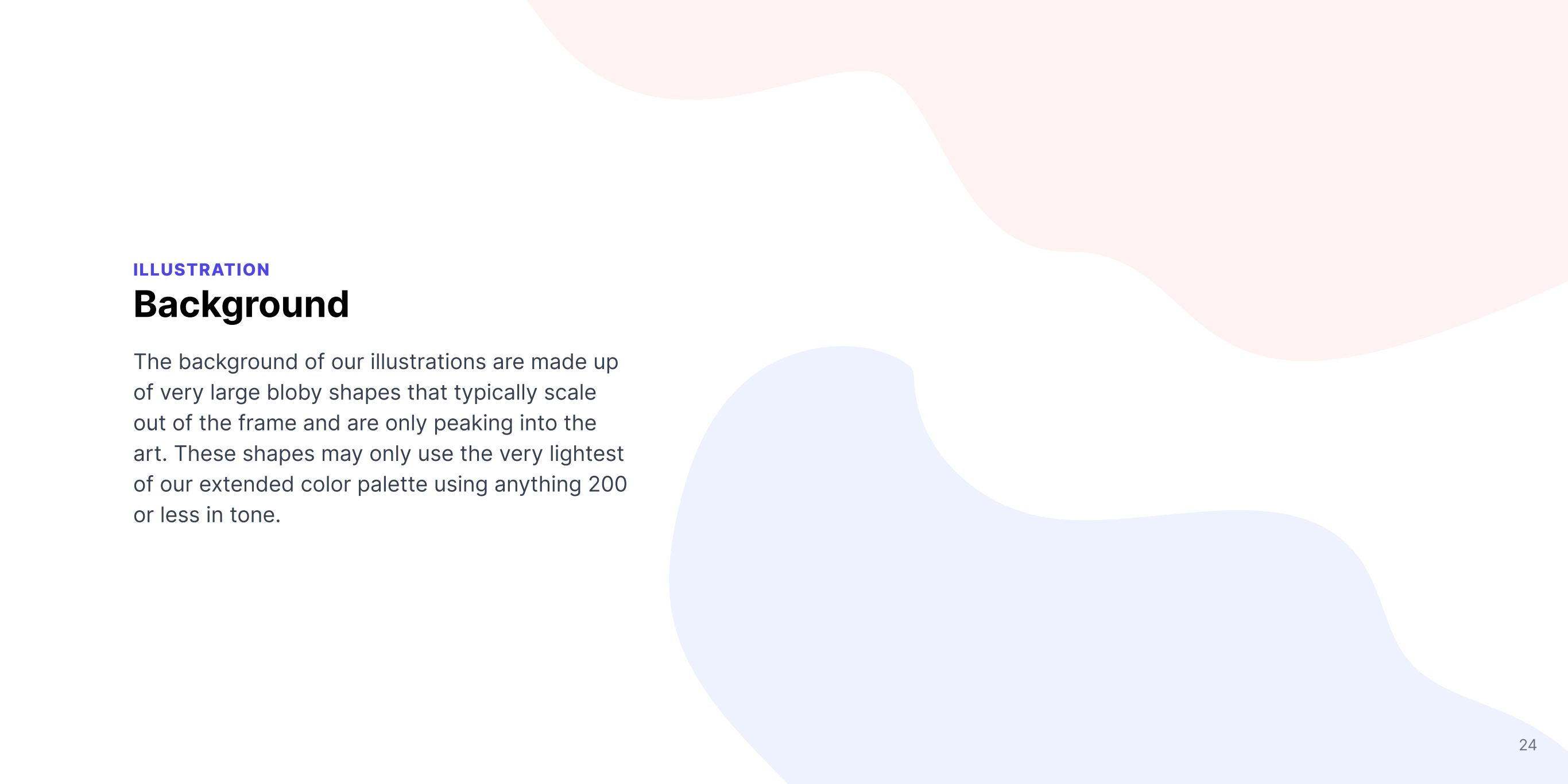


ILLUSTRATION

Foreground

The foreground of our illustrations are mostly comprised of smaller shapes like squares, lines, circles, etc. These shapes are then applied with any of our extended colors in any tone 300 and over.

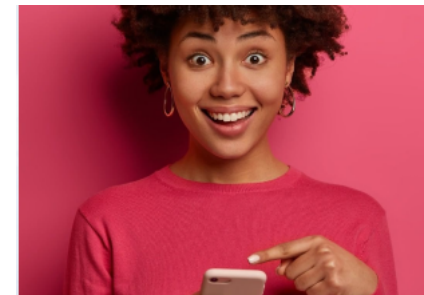




ILLUSTRATION

Background

The background of our illustrations are made up of very large blobby shapes that typically scale out of the frame and are only peaking into the art. These shapes may only use the very lightest of our extended color palette using anything 200 or less in tone.



Photography

Our photography style conveys a sunny mood with bright/light colors and engaged subjects. Views should feel engaged while still retaining a sense of play and enjoyment. We want to capture the subject “in the moment” and for the viewer to feel as if they are part of that moment.



At a glance

Who we are:

Owners, Athletes, Investors and Builders.

Why we exist:

To accelerate and scale the small entrepreneur.

How we sound:

Conversational, Helpful & Friendly and Clever

Our brand:

Is the place where the conversations come together