



Brand Guidelines





Table of Contents

Section 1: Defining Our Brand

Section 2: Voice and Tone

Section 3: Logos and Colors

Section 4: Typography and Icons

Section 5: Art Direction



Section 1:

Defining Our Brand



Who We Are

Bubblup is a colorful and vibrant place to collect your passions, projects, and interests. It's anything but boring, unlike the other productivity solutions. A place you can make your own. Its frustration-free features just work, with no learning curve. We promise everyone and everything will find a welcome home in Bubblup.

Our Mission is to consolidate people's information, creations, and inspirations into an easier, more recognizable, and more productive workspace.

Our Vision is a world where tech novices to the ultra savvy, are not limited to their achievements due to lack of organization.



Section 2:

Voice and Tone



Brand Personality

We are the modern nerd. The one who is just as likely to be the captain of the soccer team as playing Dungeons and Dragons – because there shouldn't be limits on passions. We are inquisitive and inspired by the world (real and digital) around us. We are earnest in our pursuit to learn and achieve and have a strong desire to share all that we discover.





We Are...

Colorful

Vibrancy, playfulness, and an ongoing quest for fun are core to how we approach productivity. We live by the motto “life is better in color”.

Approachable

Things don’t need to be complicated. Ease and simplicity are our north stars. We strive for things that “just work” without an instruction manual.

Attentive

Details matter. We sweat the small stuff so we can learn and grow. Absorbing information and acting intentionally lets us work smarter, not just harder.

Evolving

Growing, nurturing passions, and becoming the best version of ourselves is constant.

Dependable

We’re always willing to go the extra mile so that you can bring your best ideas to life, as a group or on your own.

Empathetic

We value everyone’s time and opinions, which is why when people talk, we listen. Feedback allows us to be prepared for the road ahead.





Voice & Tone

Playful, Not Dull

We have a healthy enthusiasm, a little pep in our step, an inviting way with words, without overdoing it. Organization and storage can be boring, but not with Bubblup, so our communications shouldn't be either.

Helpful, but Never Salesy

We are always there to offer an explanation or tip, but will never push a feature or service (like paid subscriptions, etc.) on you "just because".

Confident Without Bragging

We know our stuff, but you'll never hear us screaming from the mountain tops. We're knowledgeable but humble - we let our products, reviews, and testimonials speak for themselves.

Conversational with Some Humor Sprinkled in

We speak like humans because we are talking to humans - that includes a joke from time to time. Your cloud storage needs to be secure, not a black-tie event.

Smart, Not Condescending

"The cloud" is pretty ubiquitous these days. We won't insult your intelligence assuming you know nothing about it, but we will help you fill in the blanks (if you want more info).





Bublup's Common Phrasing and Styling

There are some terms and phrasing that are specific to Bublup that require consistent formatting. The below list is inclusive as of February 2022.

Bublup Primary Features

Please use this capitalization when using them as a phrase in context.

- Pizza Wheel
- Group Folder
- Rolls
- Bubbling Up For You
- Trending
- Suggestions
- My Stuff
- Search (when referring to the feature)
- Google Analytics
- Trash
- My Info
- Advanced Member Management
- Content Assistant
- Chrome/Edge extension
- Premium
- Tile View
- List View
- Gallery View
- Owner's View/Sort
- Shortcut(s) (when referring to the feature)
- Compact Layout
- Gallery Layout
- List Layout
- Recent (folder)
- Shared With Me (folder)
- Favorites (folder)
- Review Later (folder)
- Emails (folder)

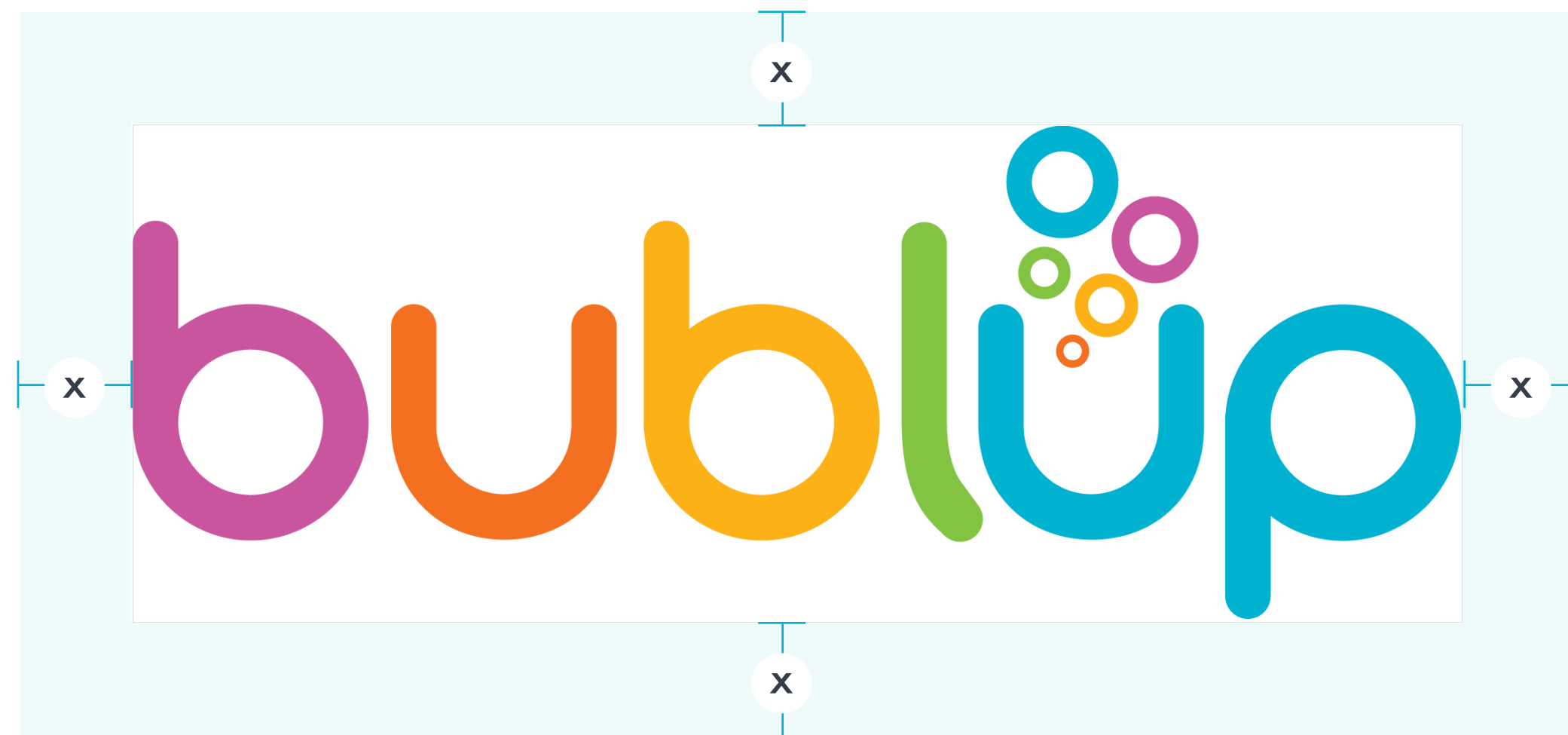


Section 3:

Logos and Colors



Bublup Logo



Pixel Buffer

Adhere to a 80px buffer.





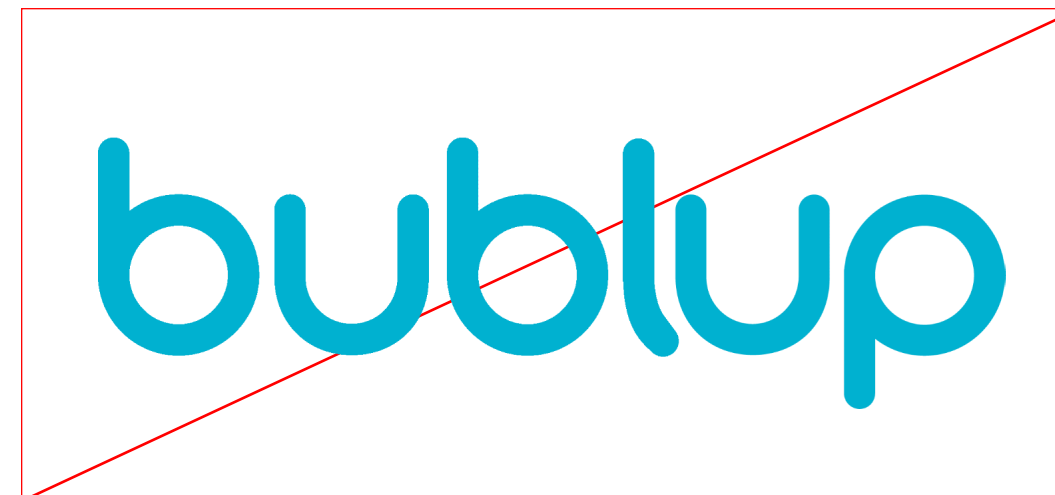
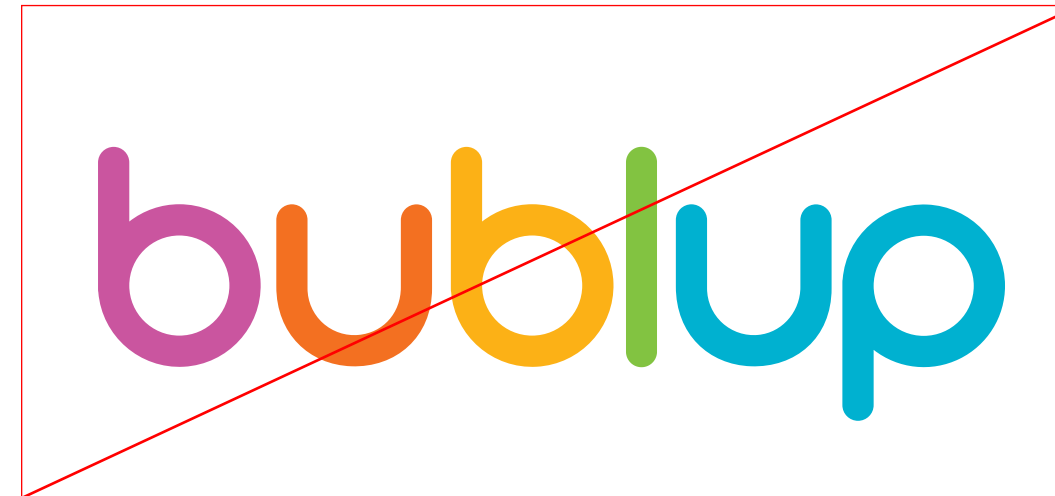
Bublup Logo



Bublup Logo Usage

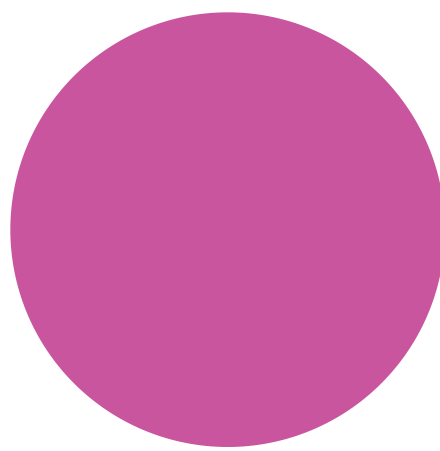
Always use the provided artwork for the bublup logo. Do not modify the structure or the colors

INCORRECT



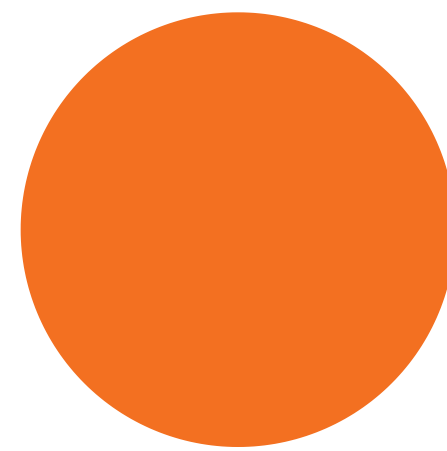


Brand Colors



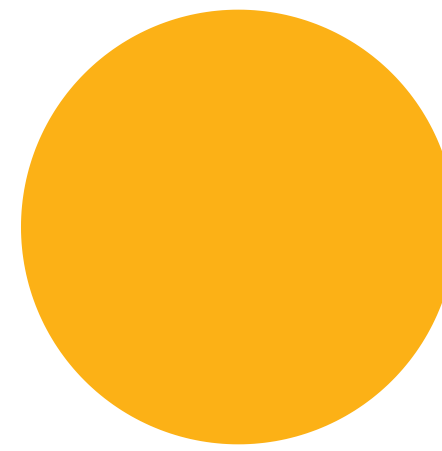
BUBLUP PURPLE

HEX #CA559F
R:202, G:87, B:160



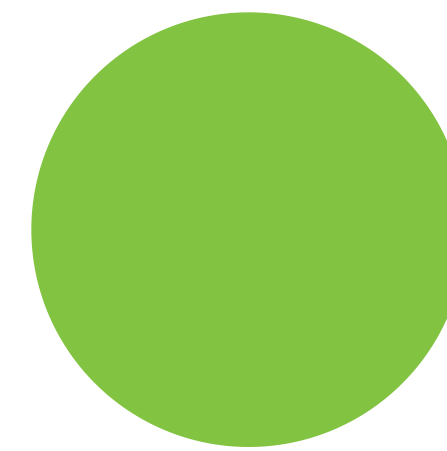
BUBLUP ORANGE

HEX #F37021
R:252, G:177, B:22



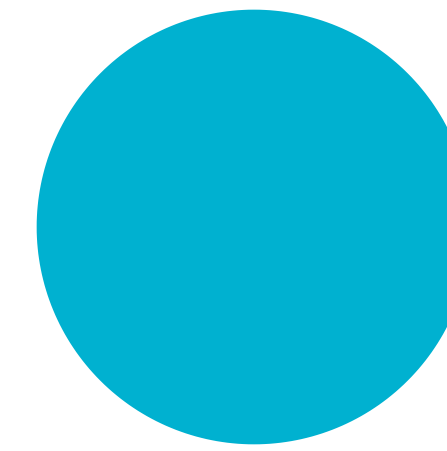
BUBLUP YELLOW

HEX #FCB116
R:252, G:177, B:22



BUBLUP GREEN

HEX #82C341
R:130, G:196, B:65



BUBLUP BLUE

HEX #00B1D0
R:0, G:178, B:209

bubblup

bubblUp

bubblUp

bubblUp

bubblUp

bubblUp

bubblUp



Usage Guidelines

White Backgrounds

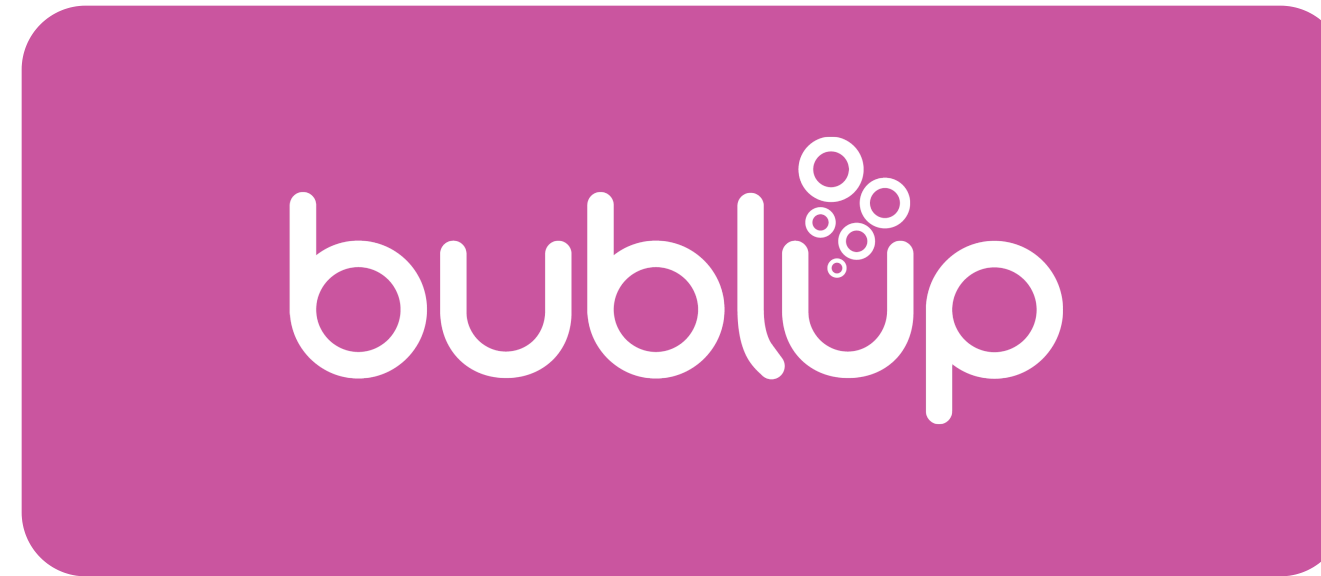
In general, the Bublup word mark, when displayed on a white background should always utilize the full color word mark.



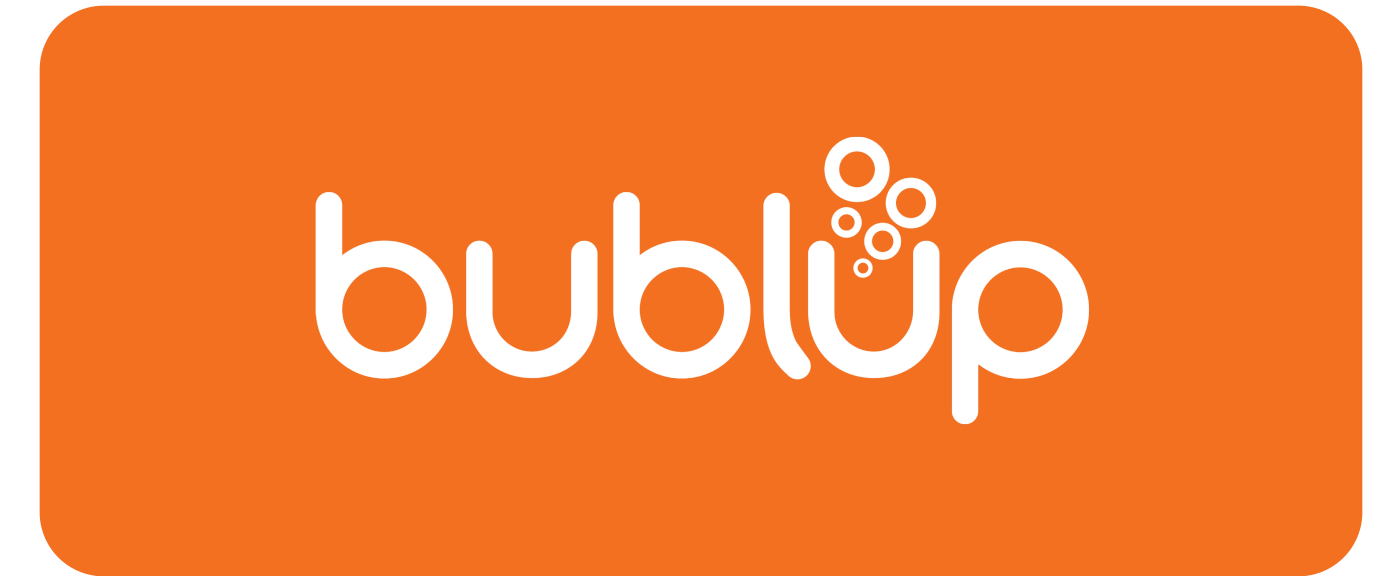
BUBLUP LOGO ON WHITE

Colored Backgrounds

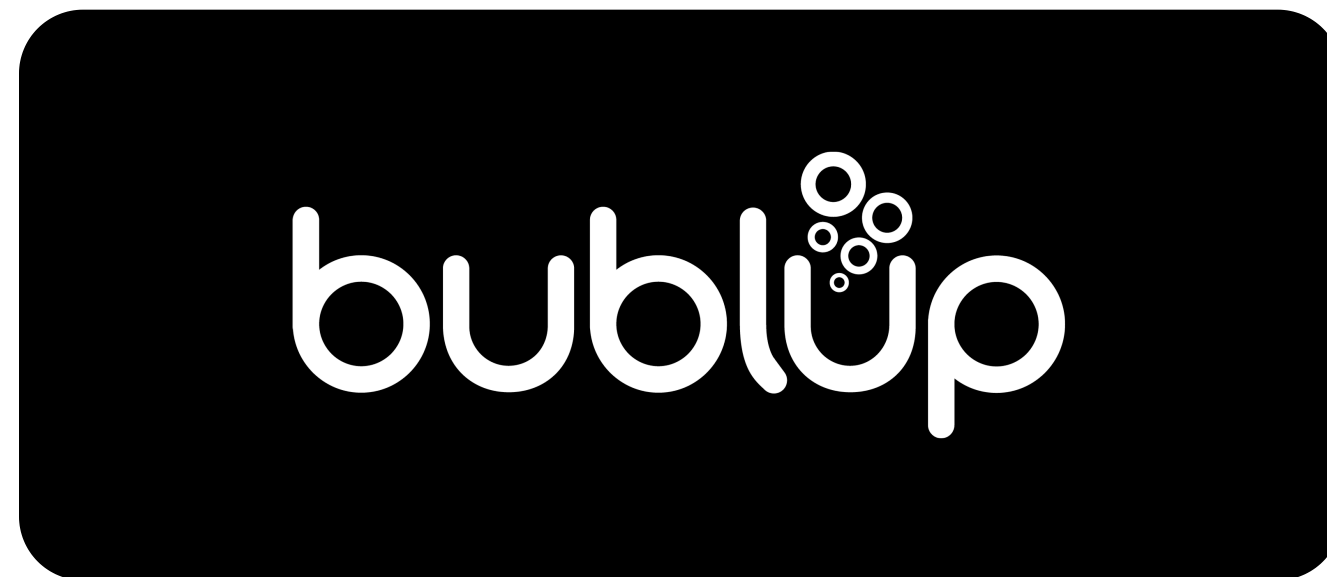
When using a colored background the white Bublup wordmark is preferred to ensure clear readability of the Bublup brand.



BUBLUP LOGO ON PURPLE



BUBLUP LOGO ON ORANGE



BUBLUP LOGO ON BLACK

bublup

bublup

bublup

bublup

bublup

bublup

Section 4:

Typography and Icons



Typography

Roboto

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
klmnopqrstuvwxyz

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZabcdefghijklmnop
hijklmnopqrstuvwxyz

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZabcdefghijklmnop
hijklmnopqrstuvwxyz

Barlow

BARLOW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnop
mnopqrstuvwxyz

BARLOW MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZabcdefghijklmnop
klmnopqrstuvwxyz

BARLOW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZabcdefghijklmnop
klmnopqrstuvwxyz





Primary Typography

Headlines

BARLOW BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
yz**

Subheadlines

BARLOW MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZabcdefghijklmnopqrstuvwxyz**

Here's an Example

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Aenean ac lacinia lacus. Sed
at imperdiet odio. Etiam imperdiet tempor
convallis.





Secondary Typography

Headlines

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZabcdefghijklmnopqrstuvwxyz

wxyz

Subheadlines

ROBOTO REGULAR

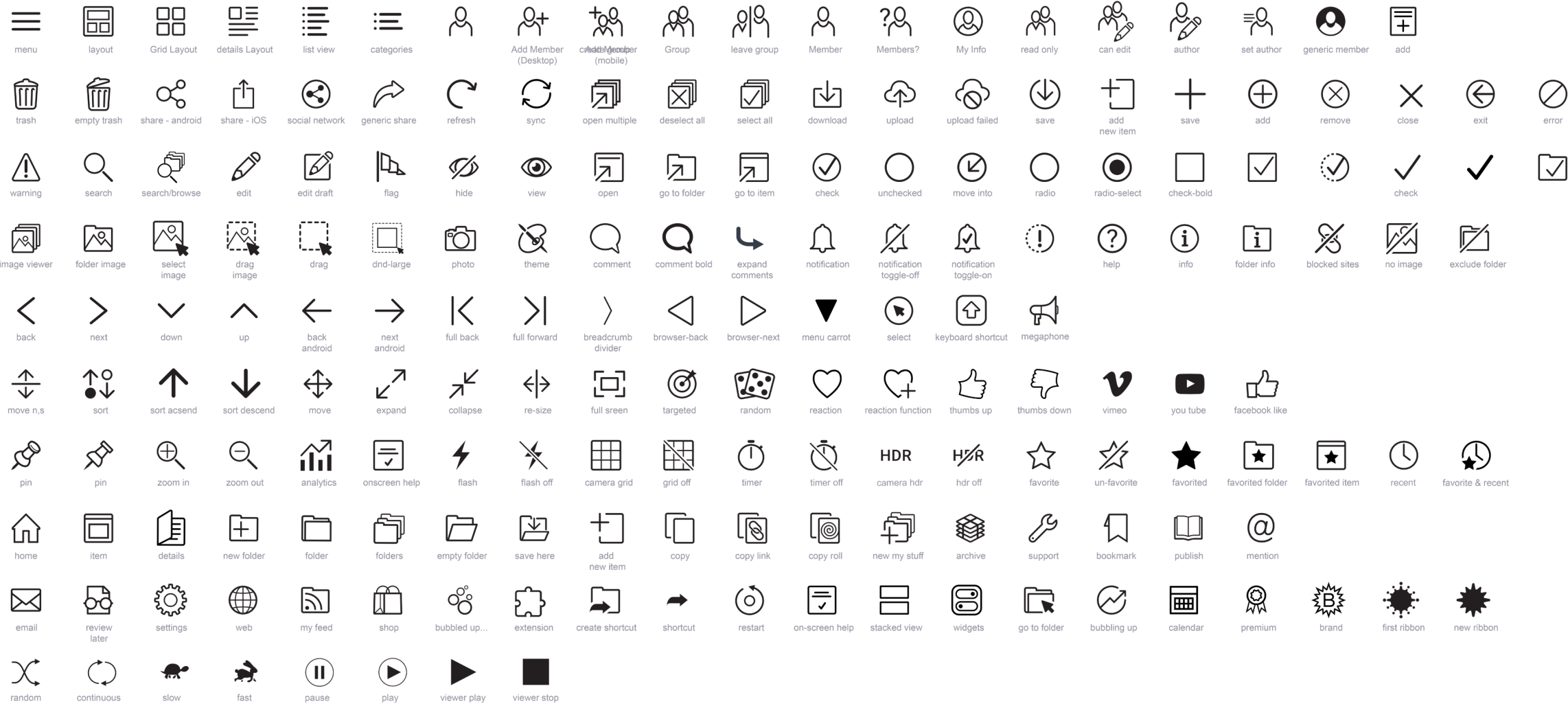
ABCDEFGHIJKLMNOPQRSTUVWXYZ

YZabcdefghijklmnopqrstuvwxyz

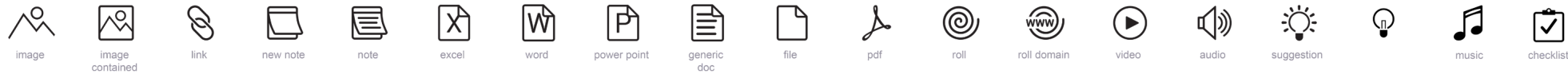
Here's an Example

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Aenean ac lacinia lacus.
Sed at imperdiet odio. Etiam imperdiet
tempor convallis.





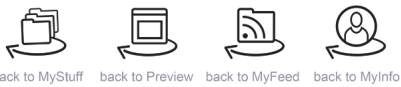
My Stuff Item types



Extension



Mobile Web View



Emoji interface



Rich Text Editing



Section 5:

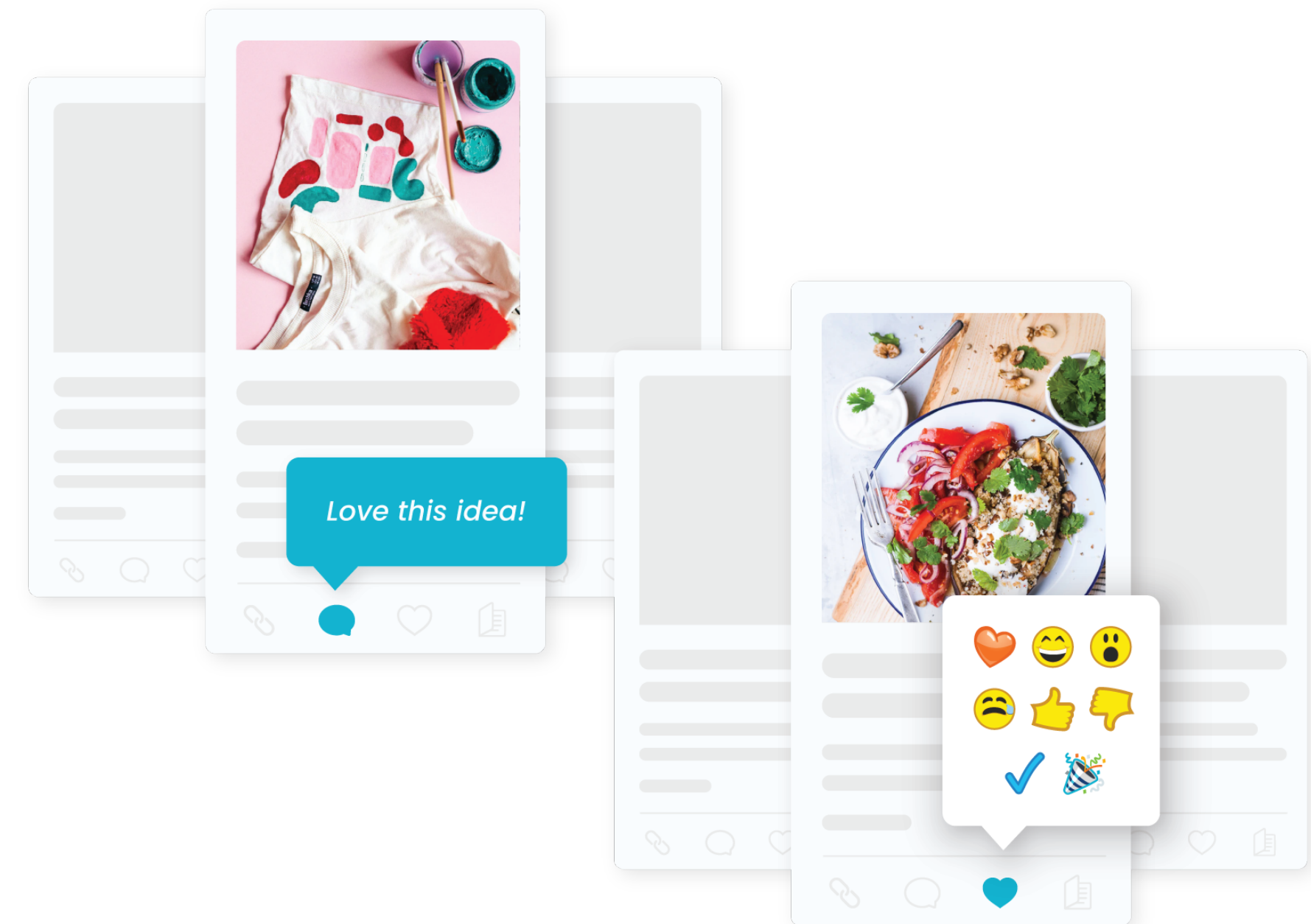
Art Direction



Conceptual Imagery

When to Use

Use conceptual/stripped down imagery of the Bublup UI in user acquisition environments. This includes Bublup's site, landing pages, and social media.





Stock Imagery

Illustrations

When using illustrations, opt for colorful representations in a playful, fictional style



Photography

When using photography, opt for bright and cheery imagery that aligns with our brand's messaging and values.

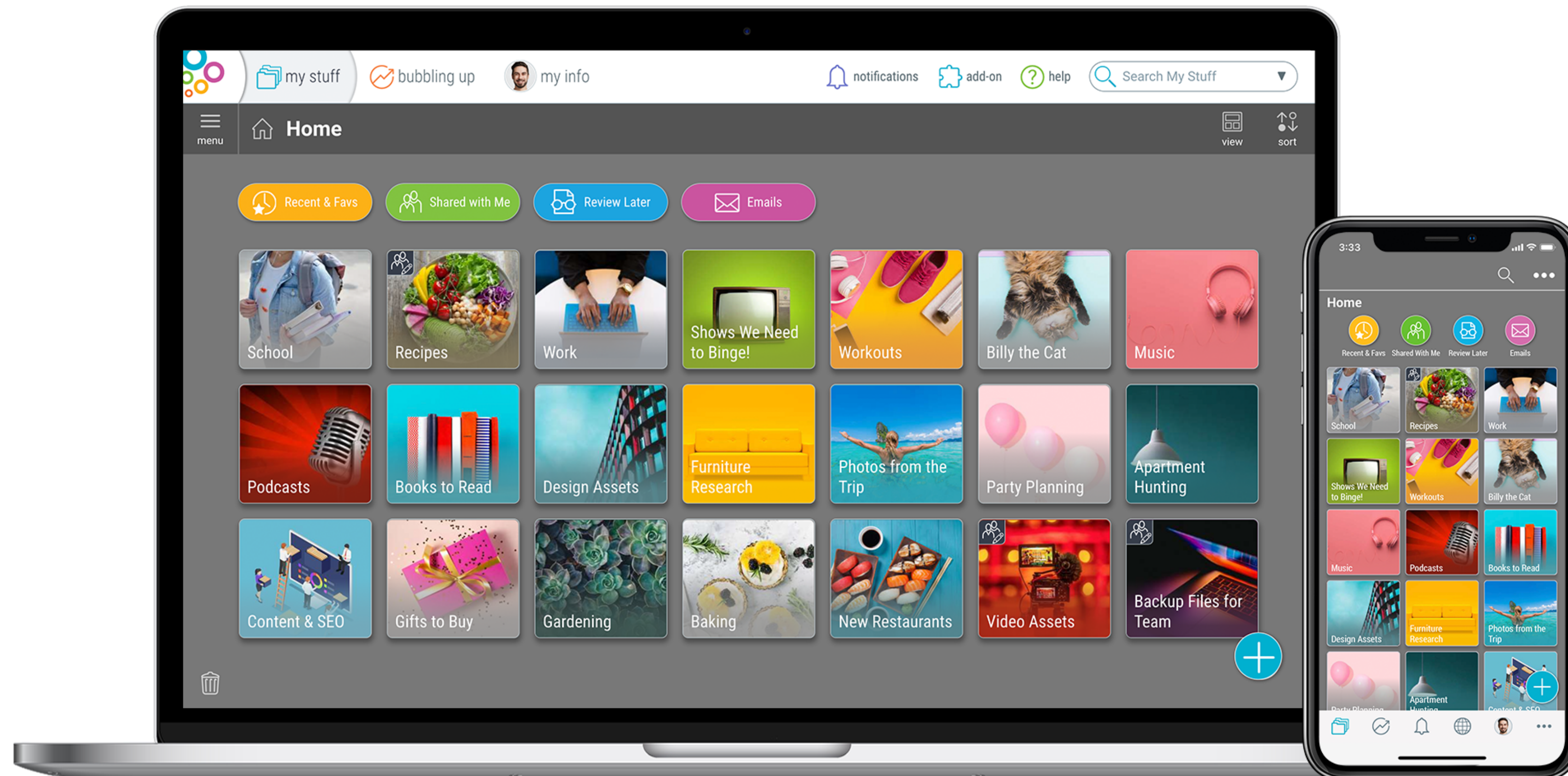




Screenshots

When to Use

Use real screenshots of the Bublu UI in user retention/nurture environments. This includes tutorials, applicable emails, and more.



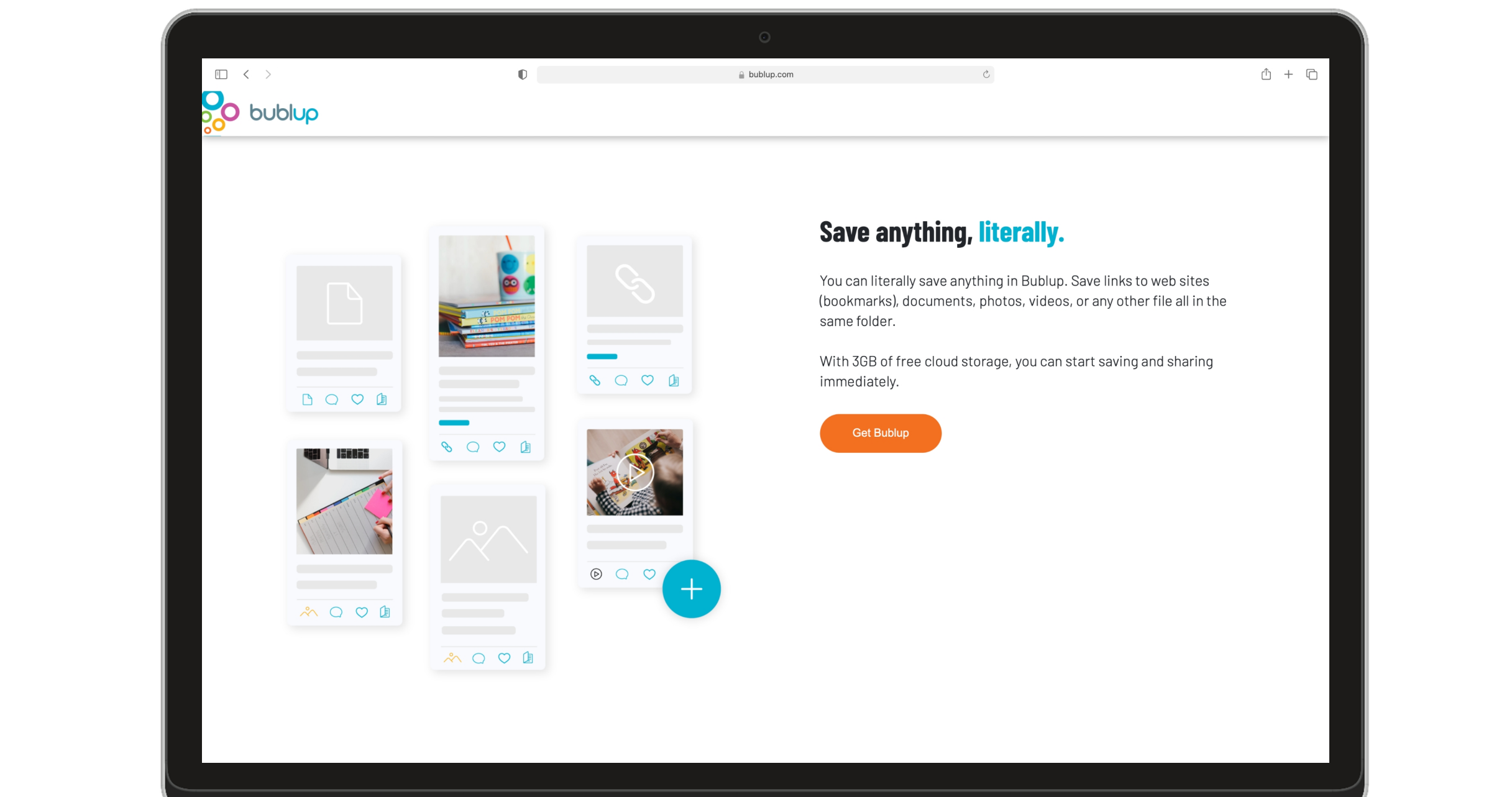
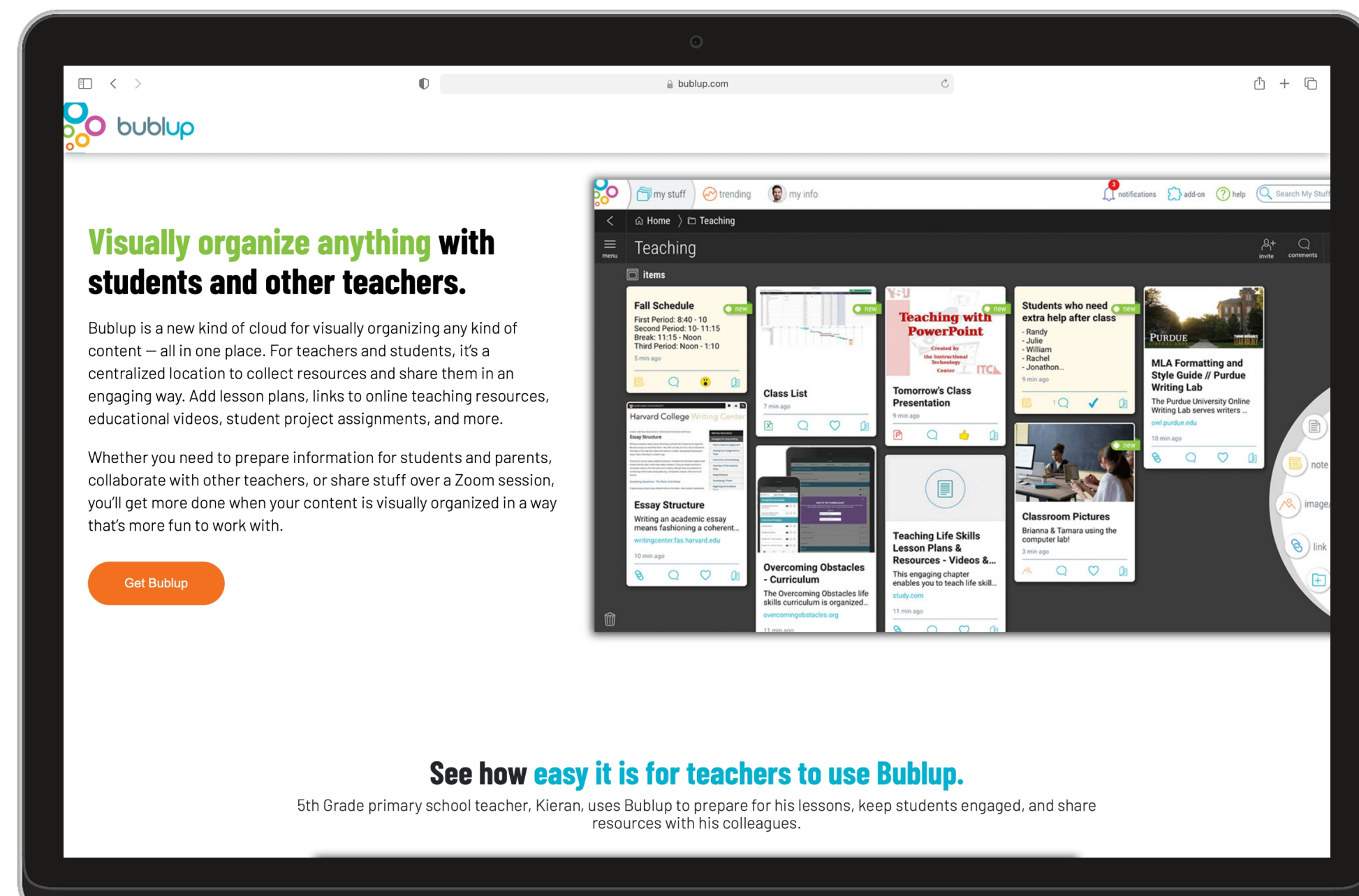


Mixing Imagery Styles

Don't mix imagery styles on a given piece of content when both will be visible at the same time. You can however mix styles when one appears below the fold.

Above the Fold

Below the Fold

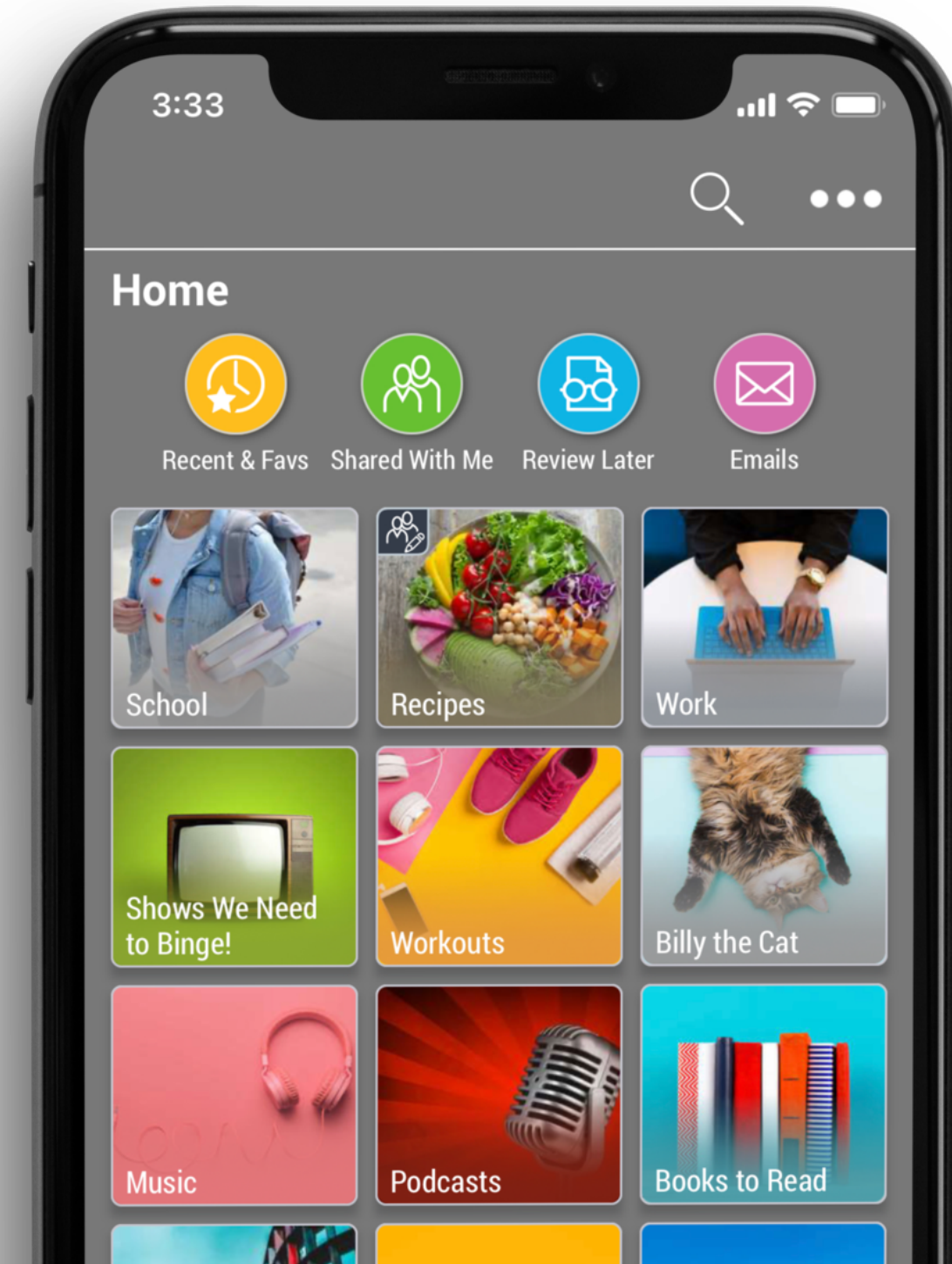




Cropping Imagery

When to Crop

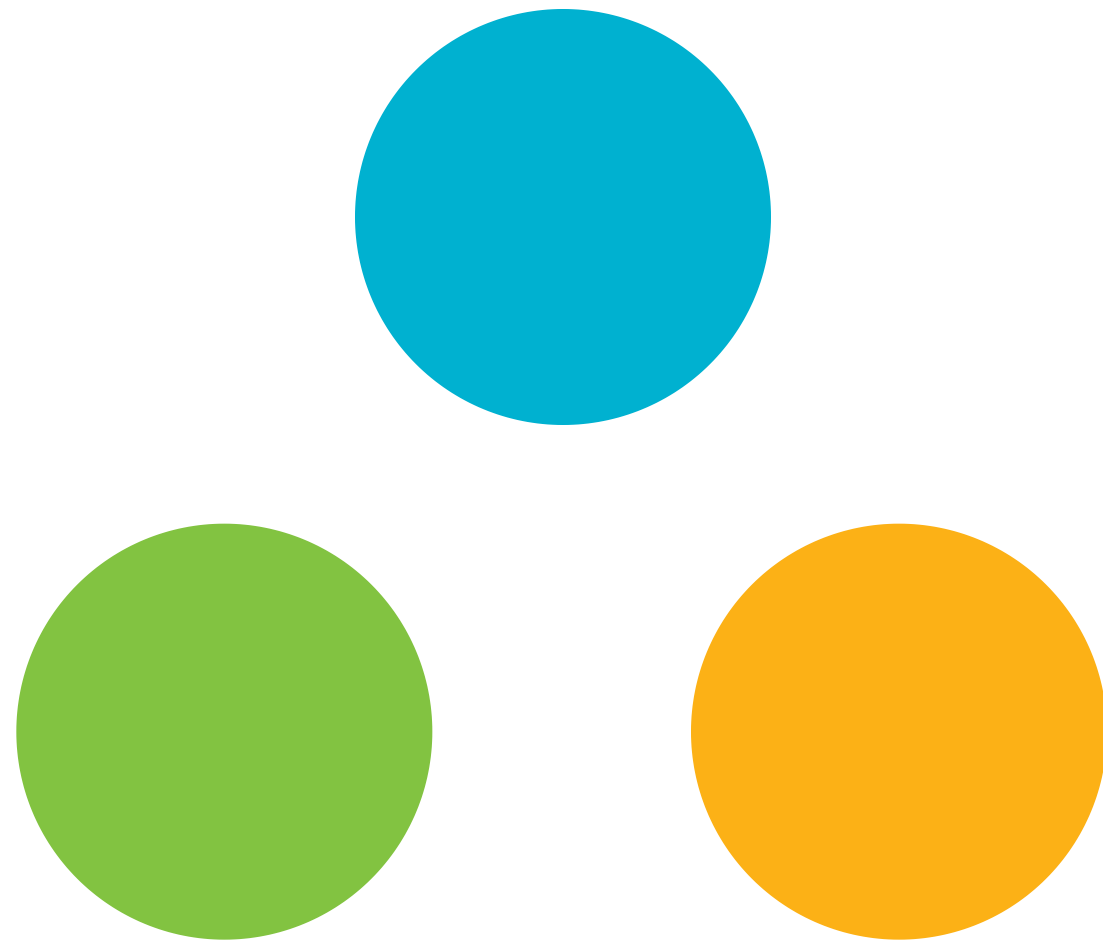
Only crop if there's an obvious/natural border.



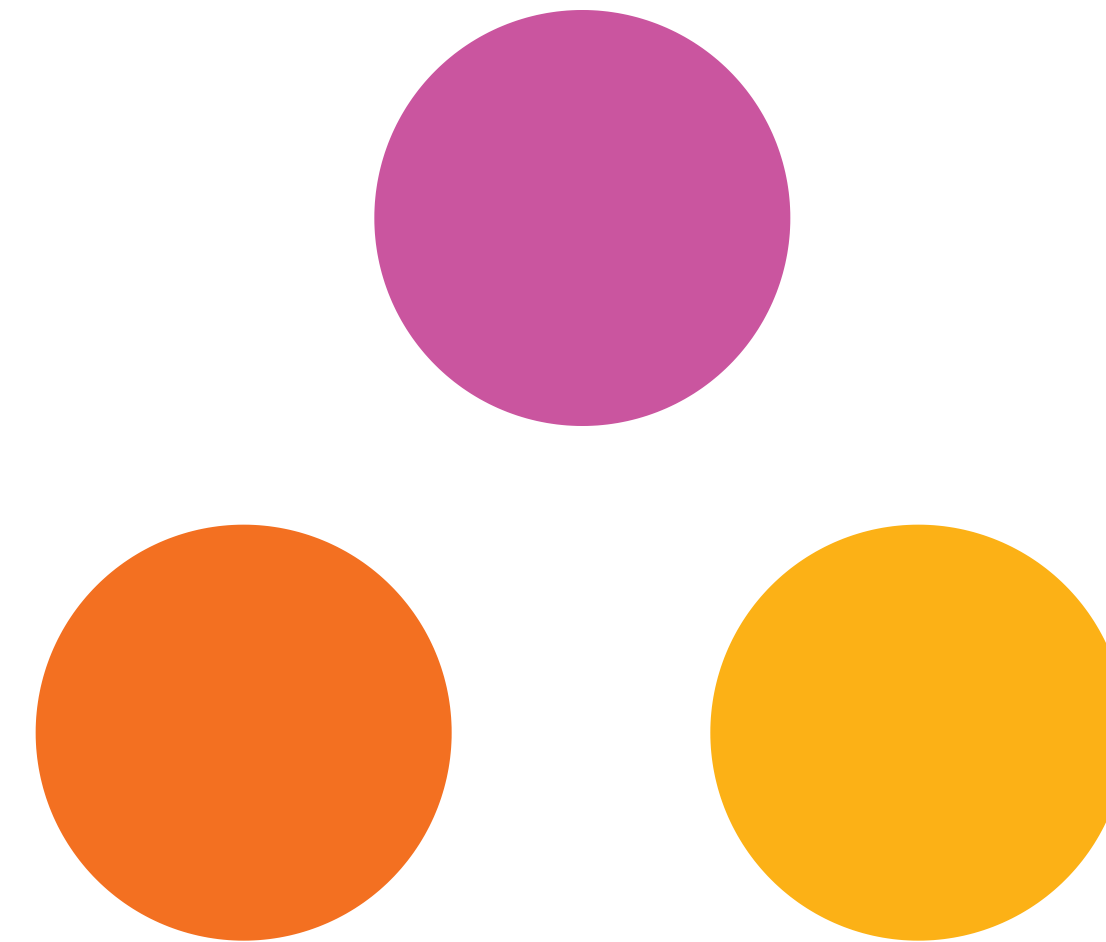


Color Palettes

Primary Palette



Secondary Palette



Avoid using more than 3 brand colors in one piece of creative.

