bublup

Brand Guidelines

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Section 1:
Defining Our Brand

Who We Are

Bublup 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 Bublup.

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.

The Need For Bublup

The Challenge

Folders have been the way to stay organized - the go-to option for feeling organized, even if they are just a container for your stuff. These boring manilla folders or little blue desktop squares have remained stagnant as other technologies evolved, leading folders, as you know them, to become junk drawers (at best).

The Solution

Bublup is giving folders the upgrade they deserve. We've taken the familiar folder and made it work harder for an increasingly digital-only world. AI-powered visual snapshots allow you to intuitively find a place for everything you want to save. Links, files, photos - any content - can now be in one personalized place. It's the ultimate way to save, organize, and share what matters most to you. A place you'll actually want to come back to.

The Result: Folders That Feel Like Home

Bublup is the place for all the things that make you, you. Have the space, freedom, and comfort to dive deep into the stuff that fuels your passions, work, and life.

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 Bublup, 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.

Bublup Primary Features

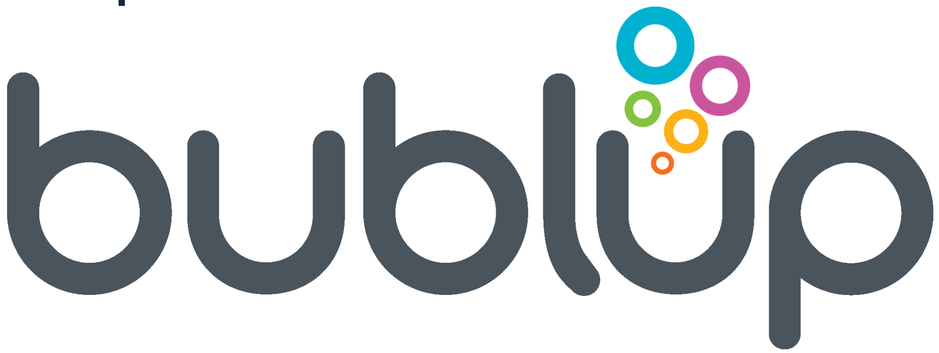
Please use this capitalization when using them as a phrase in context.

- The "+" Button
- Group Folder
- Rolls
- Premium
- Suggestions
- My Stuff
- Search (when referring to the feature)
- Google Analytics
- Trash
- My Info
- Advanced Member Management
- My Feed
- Chrome/Edge extension
- Tile View
- List View
- Teams
- 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)

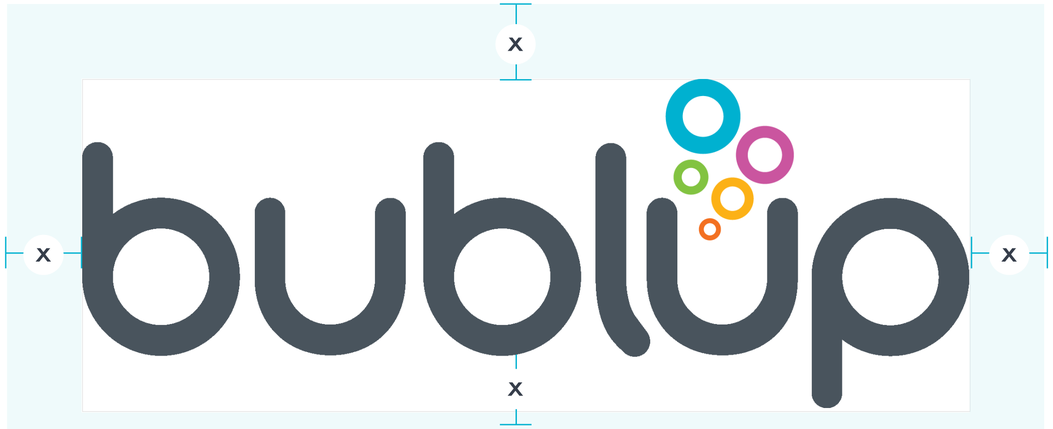
Section 3:
Logos and Colors

Bublup Logo

Bublup Wordmark



Bubble Device



Pixel Buffer

Adhere to a 80px buffer.

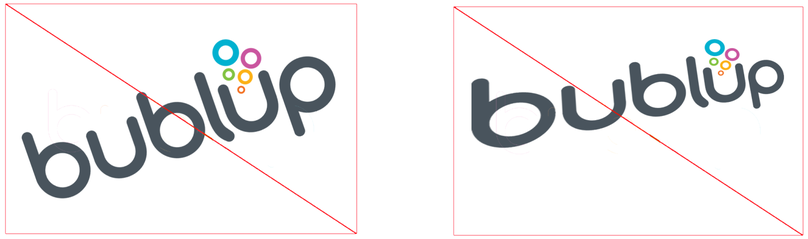
Bublup Logo

Bublup Wordmark Usage

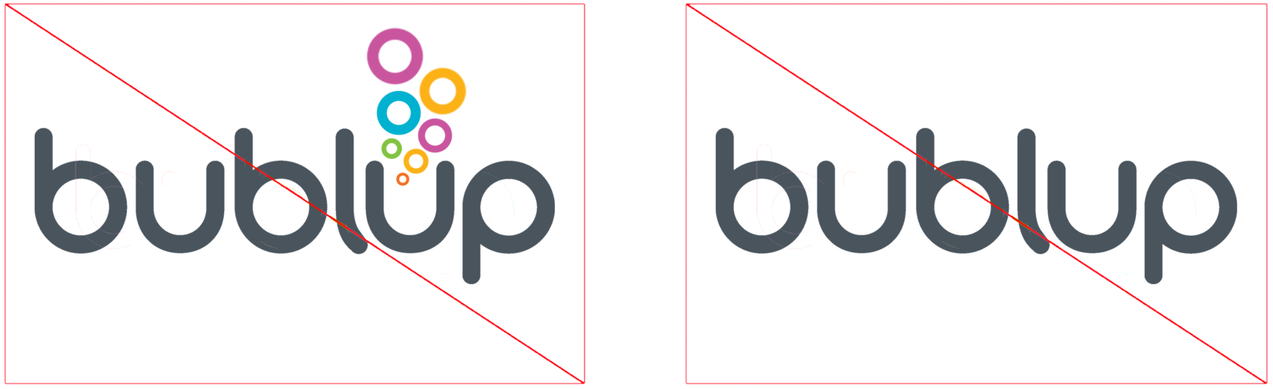
Always use the provided artwork for the Bublup wordmark. Do not modify the structure or the colors

DO NOT

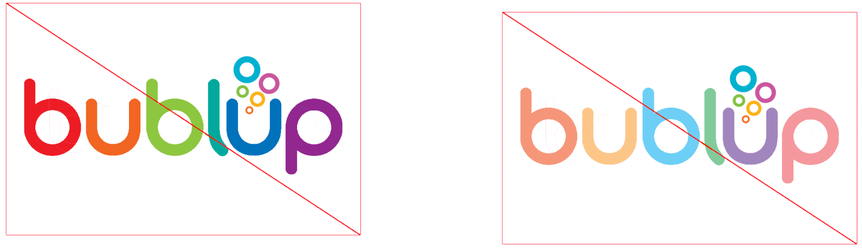
Rotate, skew, distort or otherwise change the logo in any way.



Add to or subtract from the logo in any way.



Change the color of the logo in any way whatsoever.



Brand Colors

Primary Colors

#1B4DFF	#268cf5	#132644	#000000
#4B75FB	#55A5F4	#425169	#323232
#7897FC	#7FBBF7	#717c8e	#7F7F7F
#BBCAFD	#BEDDFB	#CFD3D9	#CFCFC6
#E8EDFC	#E0EEFF	#F2F2F2	#F3F3E9

Brand Colors

Background Colors

FFFFFF

#F2F2F2

#F3F3E9

#E0EEFF

#E8EDFC

Accent Colors

#E1FF68

#00CCFF

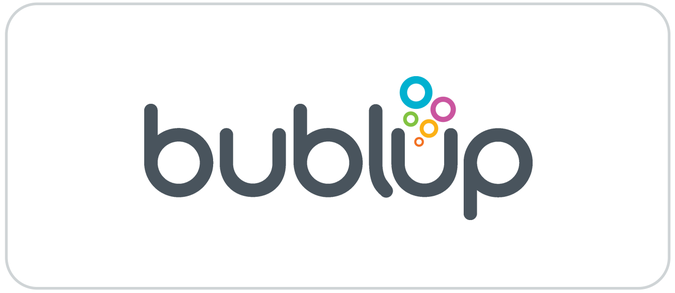
#5b1bff

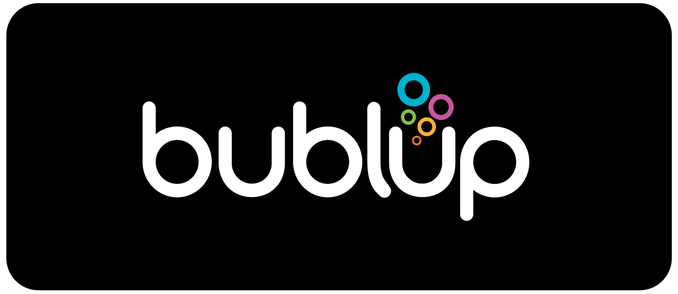
#D417DD

Usage Guidelines

White Backgrounds

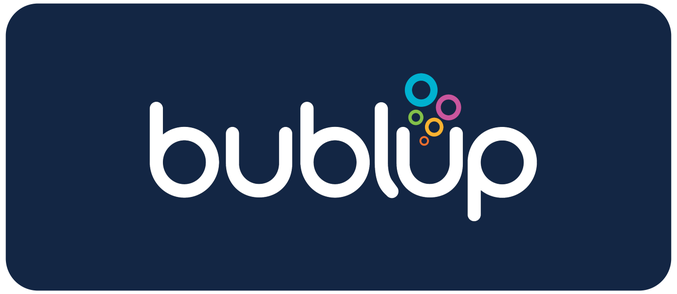
In general, the Bublup wordmark, when displayed on a white background should always utilize the full color wordmark.

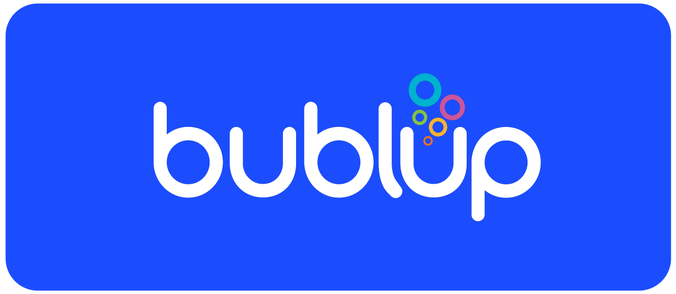


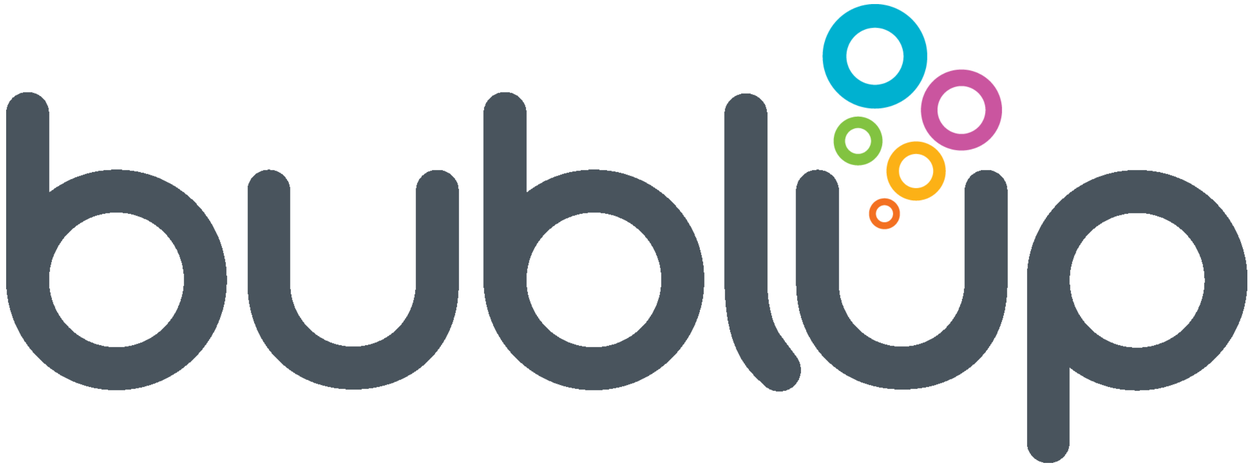


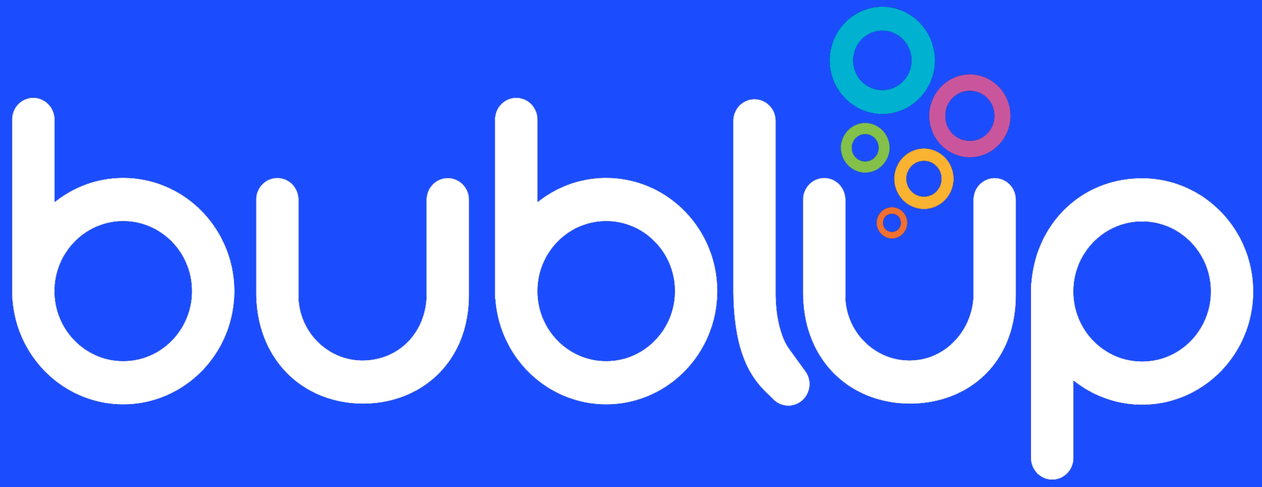
Colored Backgrounds

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






bublup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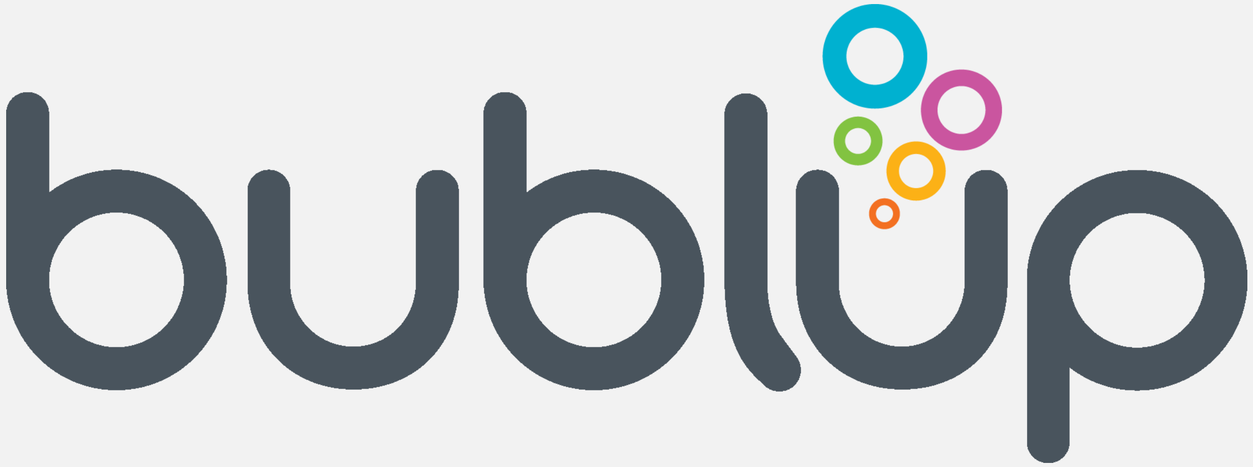
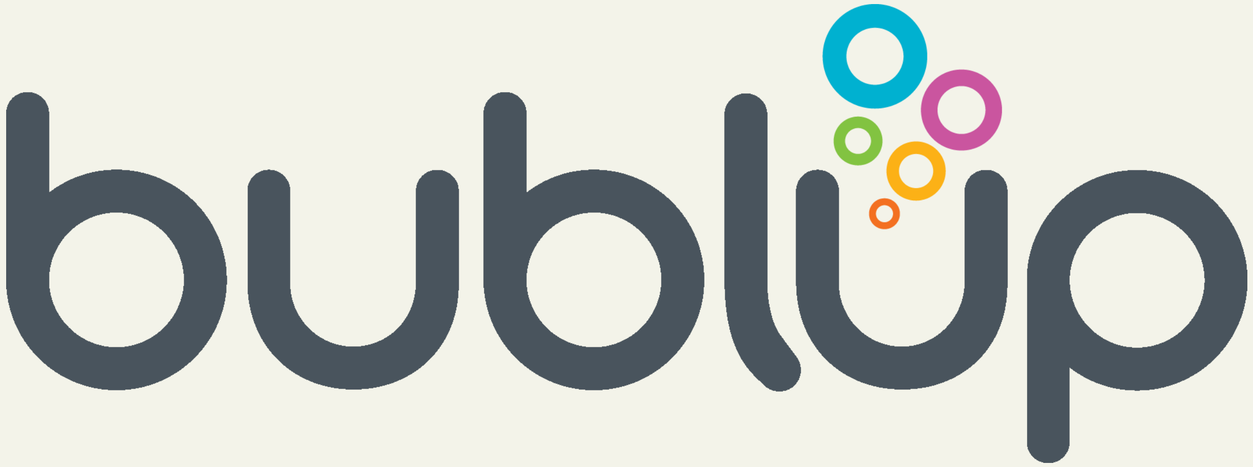
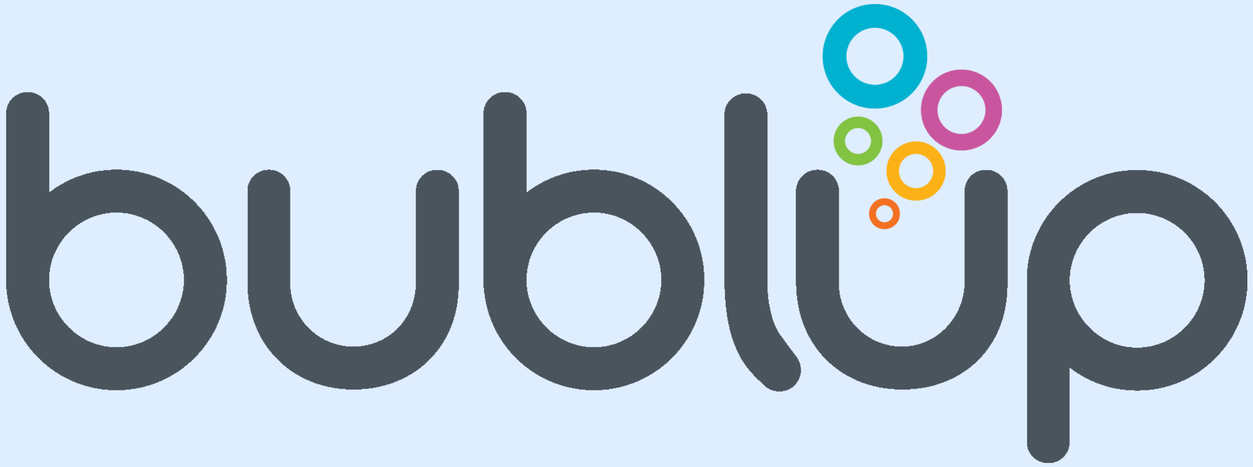
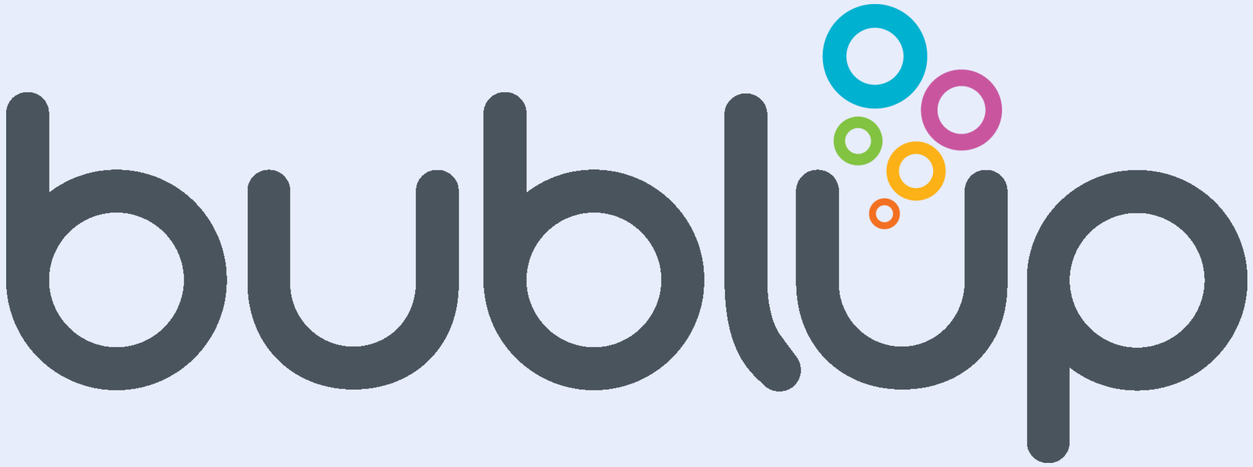

bublup


bublup


bublup


bublup

Section 4:
Typography

Typography

Inter

INTER REGULAR

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqurstuvwxy
z

INTER MEDIUM

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqurstuvwx
yz

INTER BOLD

**ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqurstuv
wxyz**

INTER EXTRABOLD

**ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqurstuv
wxyz**

Primary Typography

Headlines

INTER BOLD

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqurstuvwx
yz

Subheadlines

INTER MEDIUM

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqurs
tuvwxyz

Here’s an Example

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

Brand Colors

bublup

HEX #132644
R:19, G:38, B:68

HEX #268CF5
R:38, G:140, B:245

HEX #DFEEFF
R:223, G:238, B:255

HEX #E1FE68
R:225, G:254, B:104

HEX #1B4DFF
R:22, G:77, B:255

HEX #E1FE68
R:225, G:254, B:104

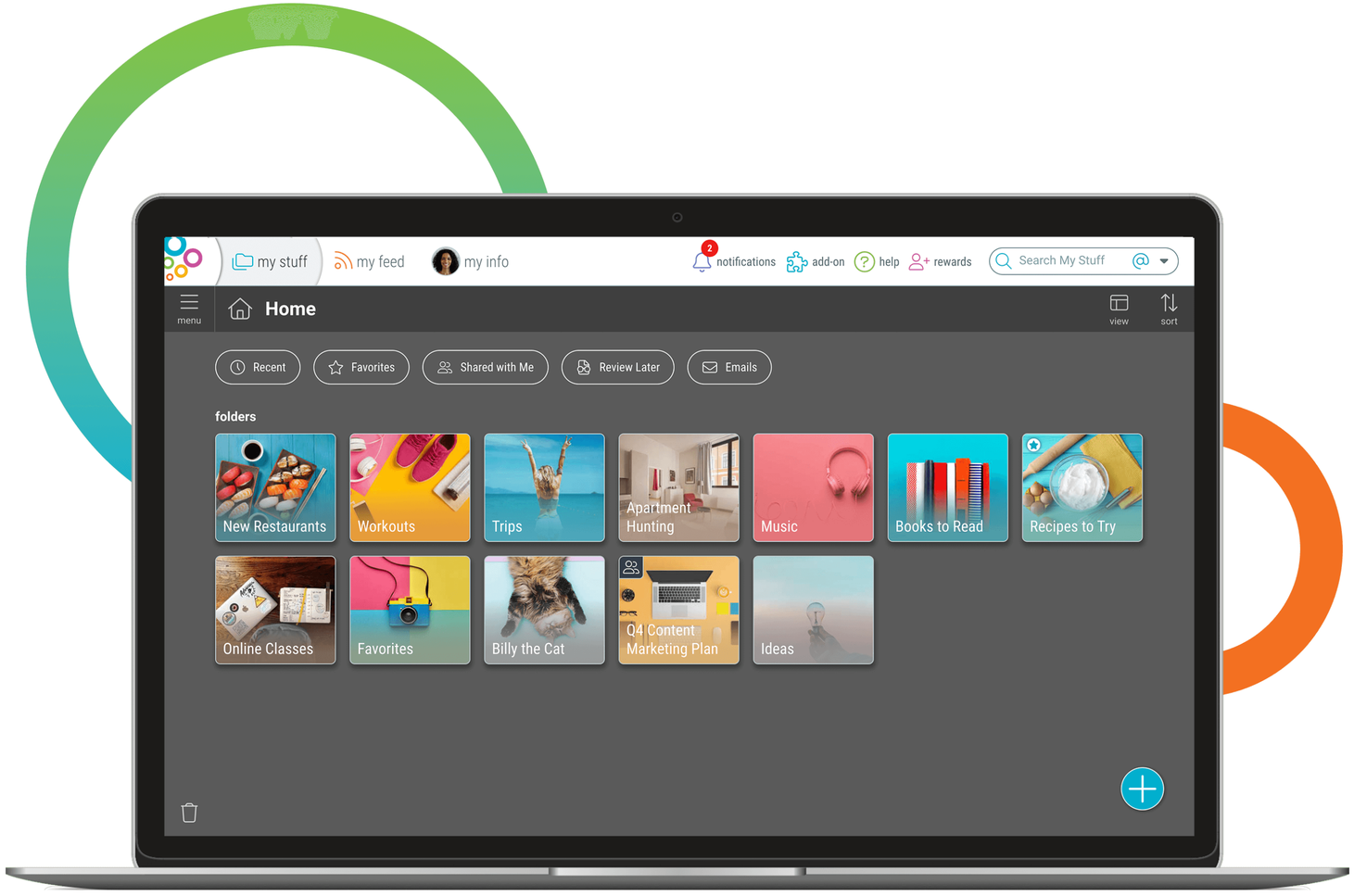
HEX #1B4DFF
R:22, G:77, B:255

Section 5:
Art Direction

Screenshots

When to Use

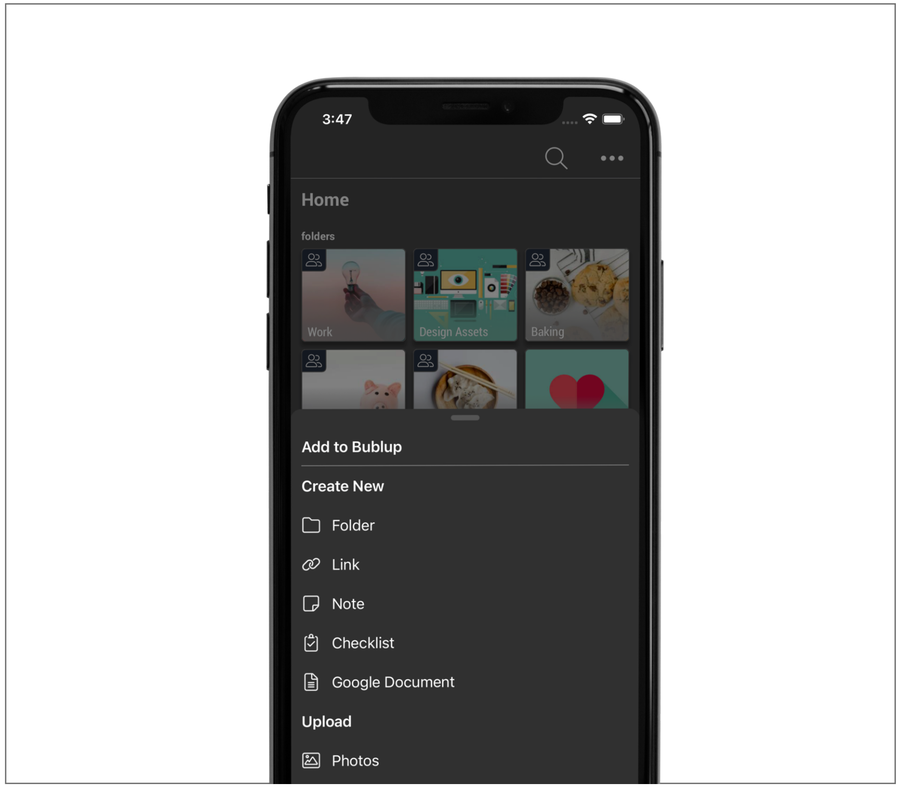
Use real screenshots of the Bublup UI in user retention/ nurture environments. This includes tutorials, applicable emails, and more.

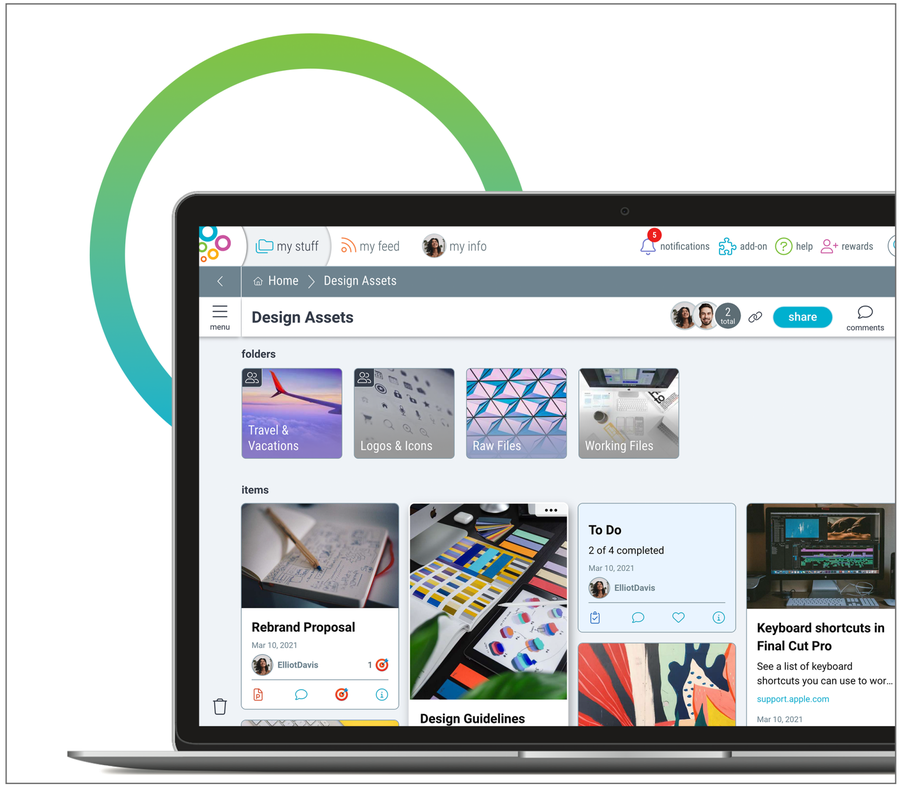


Cropping Imagery

When to Crop

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

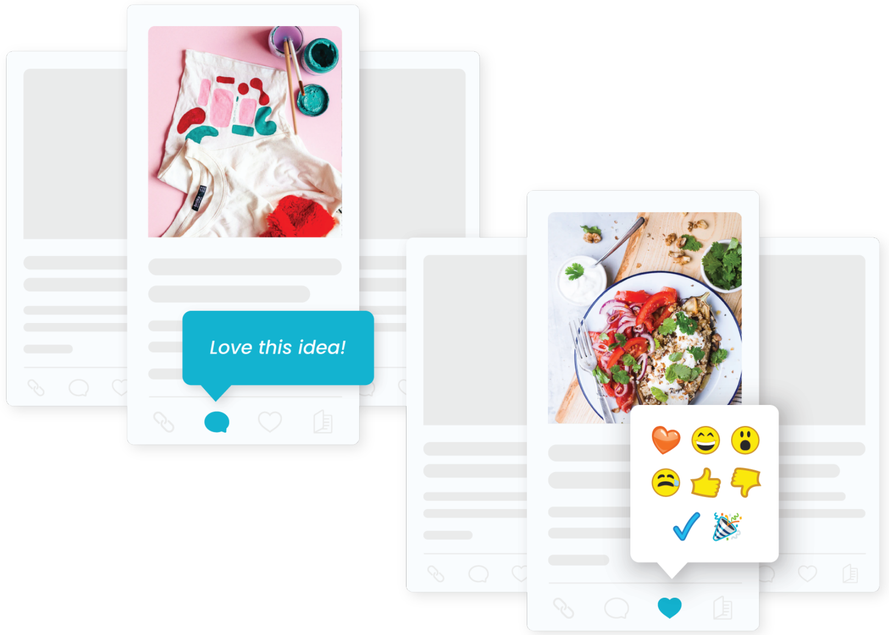




Conceptual Imagery

When to Use

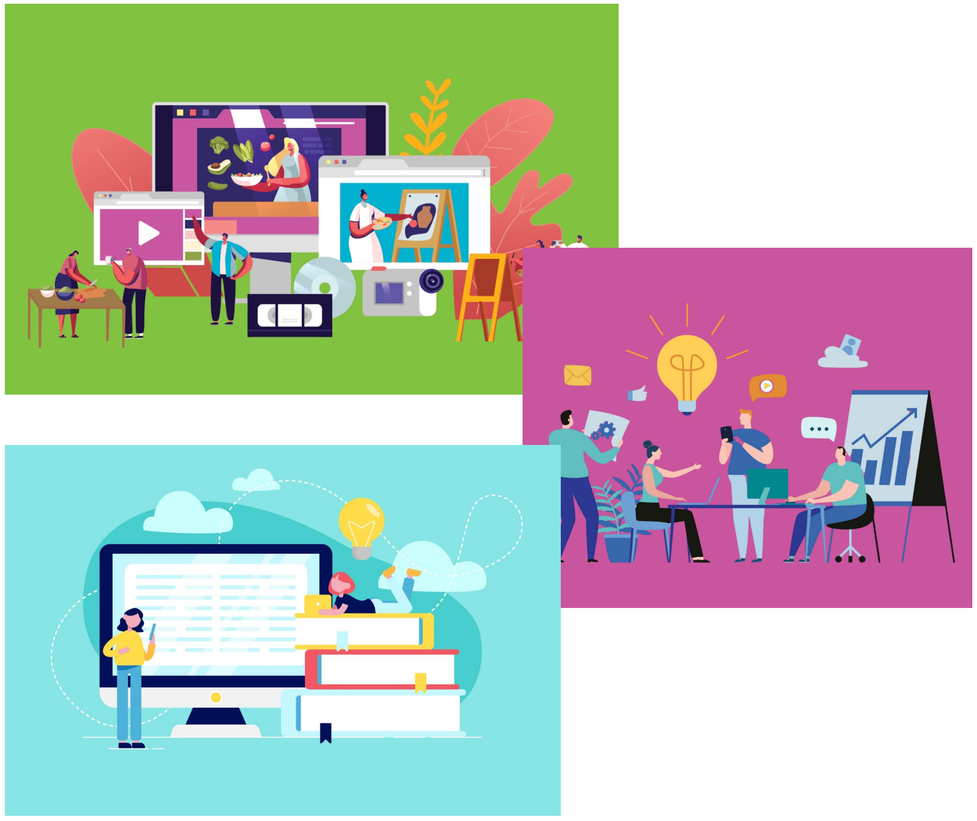
Use conceptual/stripped down imagery of the Bublup UI in user acquisition environments. This includes Bublup's site, landing pages, and social media.



Stock Imagery

Illustrations

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



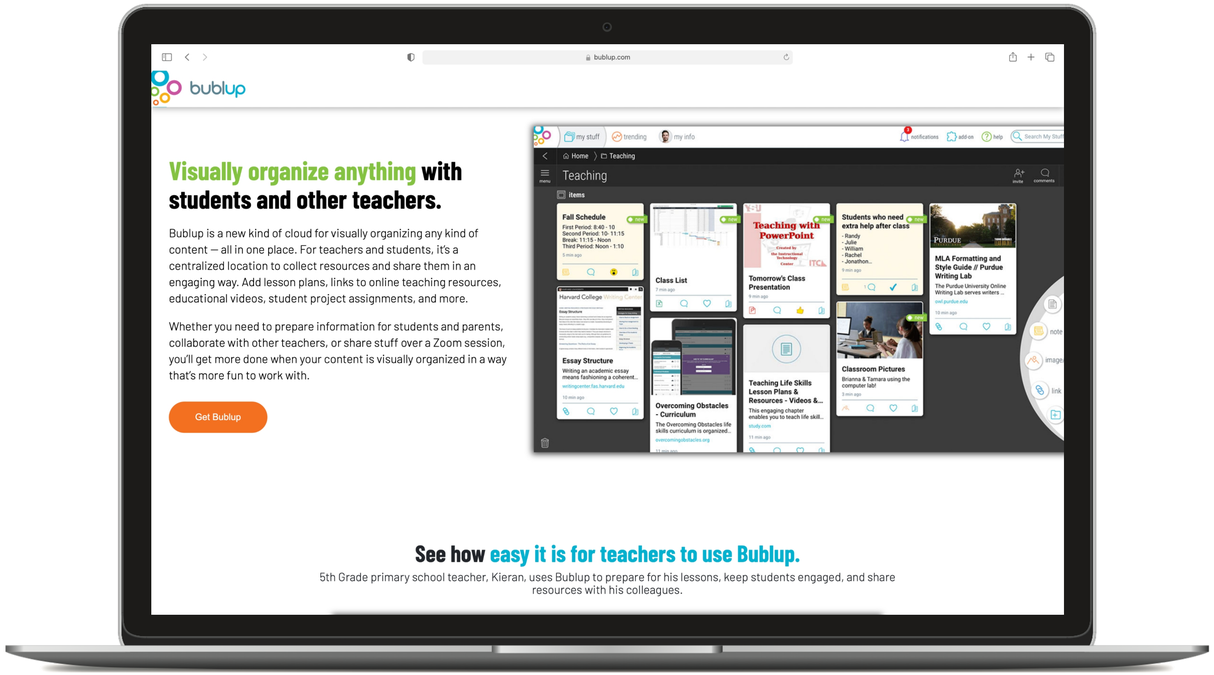
Photography

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

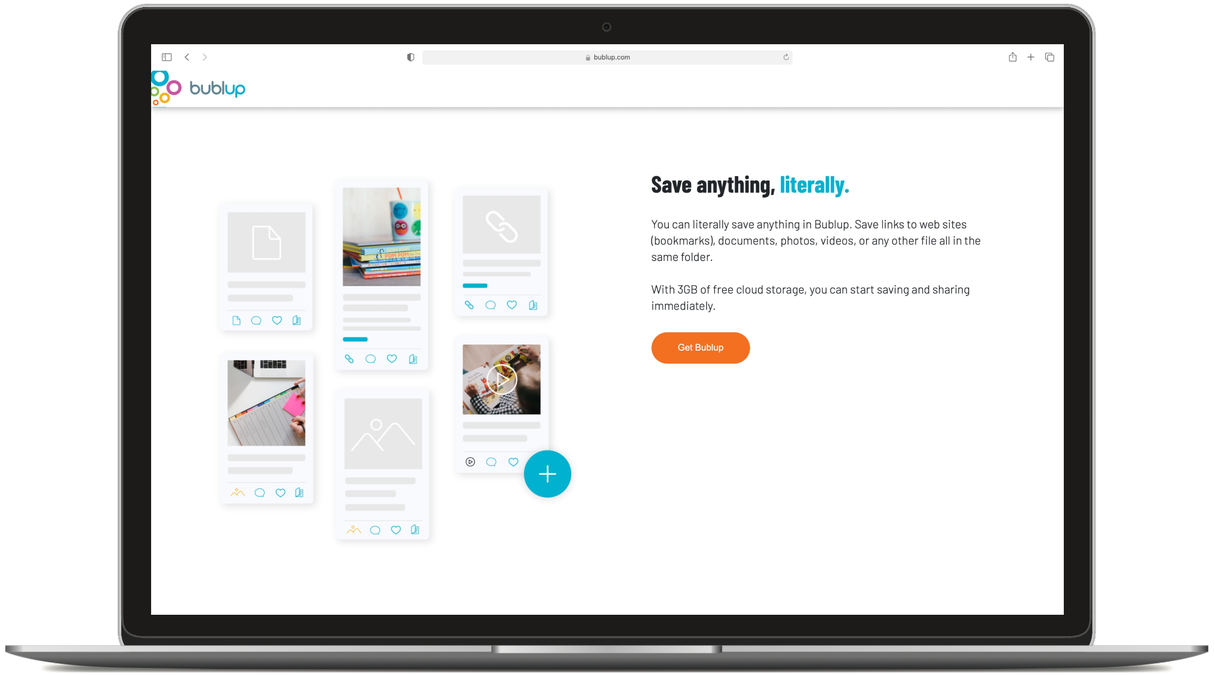
Mixing Imagery Styles

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.

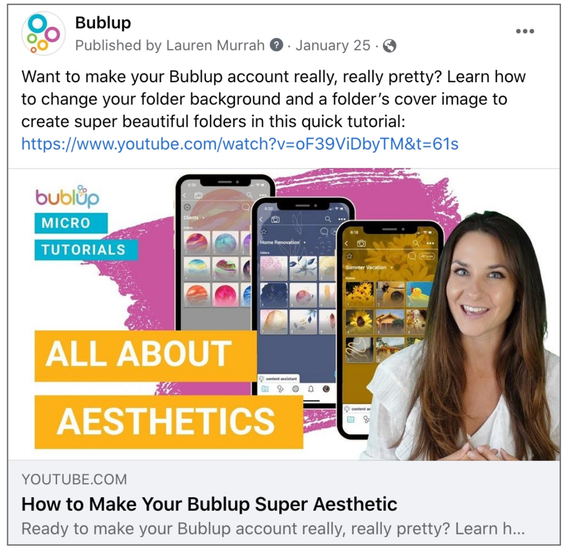
Above the Fold



Below the Fold

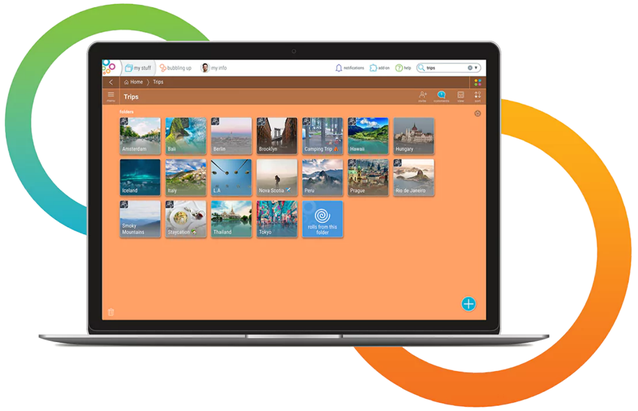


Examples

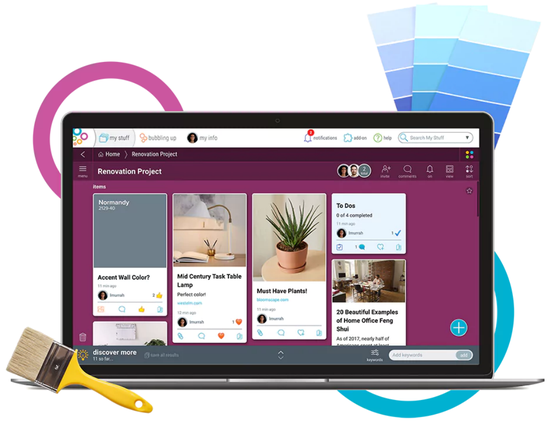

Bublup
Published by Lauren Murrah · January 25 ·
Want to make your Bublup account really, really pretty? Learn how to change your folder background and a folder's cover image to create super beautiful folders in this quick tutorial:
https://www.youtube.com/watch?v=oF39ViDbyTM&t=61s
bublup
MICRO
TUTORIALS
ALL ABOUT
AESTHETICS
YOUTUBE.COM
How to Make Your Bublup Super Aesthetic
Ready to make your Bublup account really, really pretty? Learn h...

Bublup
Published by Emilia Navarro · February 23 at 5:59 PM ·
Looking for ways to be more creative at work? There are a few things you can try to get your creative juices flowing.
https://www.bublup.com/.../4-ways-to-promote-creativity.../
BUBLUP.COM
4 Ways To Promote Creativity in the Workplace
Let's take a look at four ways to express and nurture a creative m...

bublup
ROLLS
MASTER CLASS
PART 2
THEME & COLOR PALETTES

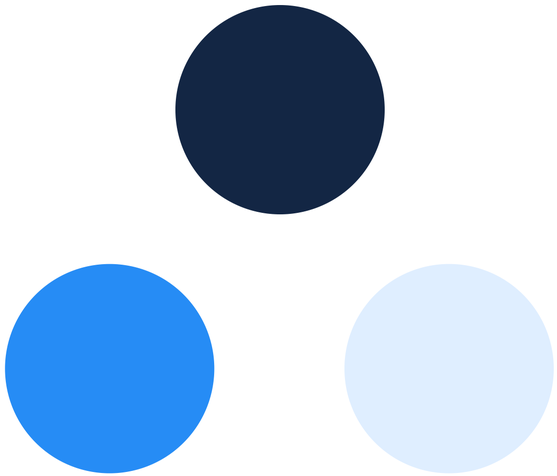


AMAZING LIBRARIES AROUND THE WORLD
Amazing Libraries Around the World

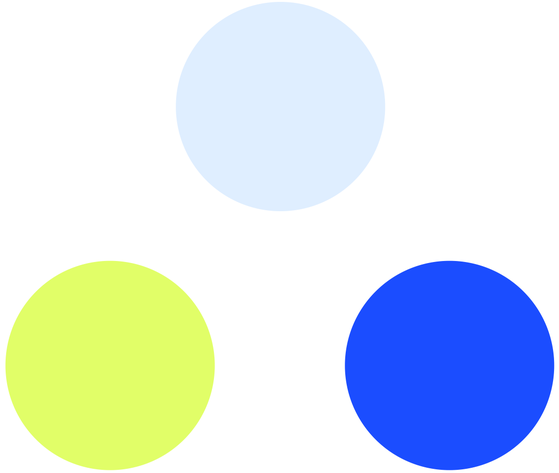

Renovation Project
Normandy
Accent Wall Color?
Mid Century Task Table Lamp
Must Have Plants!
To Dos
20 Beautiful Examples of Home Office Feng Shui

Color Palettes

Primary Palette



Accent Colors



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