Please follow these guidelines to ensure our logo and brand assets always look their best:

- Please don’t change proportions of the logo.
- Please don’t use the stacked version of the logo.
- Please don’t mix colors together.
- Please don’t use the navy logo on a colored background.
- You can use the icon in the white version on dark backgrounds.
- Use the navy logo only on white and light gray backgrounds.

We create pixel-perfect experiences for our customers because we bring respect, love, and care to build bonds (we hope!).

Remarkable brands build their
customer relationships on
time and attention. Quality breeds trust. Attention to detail.
NO NO NO

are minimalistic and flat. We avoid using perspective.

shapes meet lines. We love metaphors. The illustrations

general visual style is symbolic. Flat geometric

is communicating a message that reflects Buffer

the artist’s soul, and the main goal of Buffer illustrations

strictly standardized. Every illustration carries a piece of

illustrations are more organic and playful.

In contrast to standardized brand elements, Buffer

bepreserved.

vary depending on text lengths. Text proportions must

regular. We keep a simple composition of the tiles.

We use patterns as a main background for the tiles.

Profile picture is based on Buffer logo mark. It can be used

as a single-focus composition. The background is simple,

focus on the face. The style is honest and warm. We use

For portraits we choose minimalistic photos with the

software assets

icons

masterbrand variations

cover photo

product avatar

profile picture

social media assets

photography

lifestyle photos

internal photography and teammates avatars

Product avatars do's

Product avatars don't's