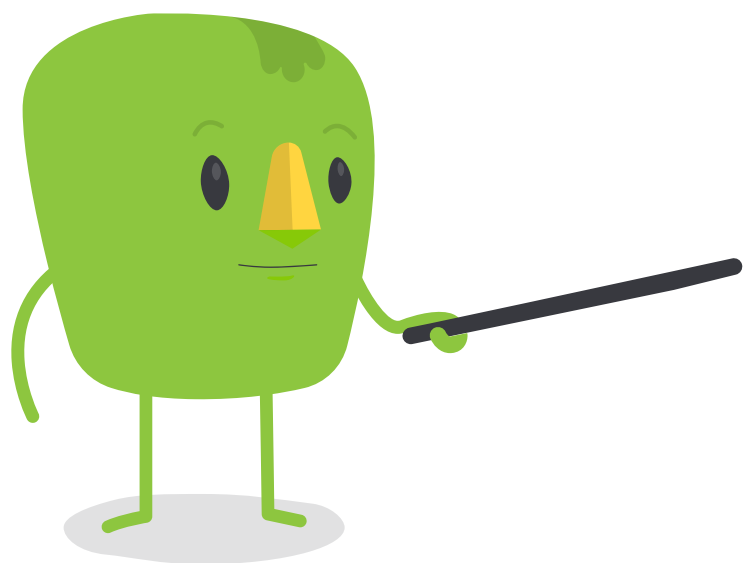


# Stickybeak Brand Guidelines

Version 1.0  
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# Introduction

One day David Brain, a marketing and communications person, was watching a research presentation given by David Talbot (a researcher). In it David T presented a rough prototype of a chatbot that could ask users questions and record their answers.

Later that night, over a curry (butter chicken!), they discussed some of the challenges of existing forms of research and how something like this engaging little bot might be the answer. “If only we knew some people who could help”, they might have said.

Happily, as it turned out, David B knew Brody Nelson and Kyle Hickey (both digital business builders). As is often the way, one thing led to another and a business plan was hatched.

This plan (all eight pages of PowerPoint) was then presented to David T’s colleagues at UMR research (New Zealand’s leading market research company). They jumped in with their expertise and resources, we all dipped into our pockets, and StickyBeak was hatched!

# Logo Marque

## From small talk comes big ideas

The Stickybeak logo is a representation of how we want our business to make you feel. To us, the logo is a friendly face, it's somebody you'd be genuinely happy to bump into in the street.



# Alternatives and Mono

## Variety

When we were creating the masterpiece that is our logo, we didn't want to be stuck with only one variation. Below are a few other ones we are happy to use if the context is right.

Stickybeak

Stickybeak





# Logo Anatomy



# Clearance and size



# From small talk comes big ideas.



## Typography

### Avenir

Avenir is a sans-serif typeface designed by Adrian Frutiger and released in 1988 by Linotype GmbH.

The word avenir is French for "future". As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the

1920s that took the circle as a basis, such as Erbar and Futura. Frutiger intended Avenir to be a more organic interpretation of the geometric style, more even in colour and suitable for extended text, with details recalling more traditional typefaces such as the two-storey 'a' and 't' with a curl at the bottom, and letters such as the 'o' that are not exact, perfect circles but optically corrected.

### Avenir Black

Avenir Black is used for all main headings and subheadings.

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z a b c d e f g  
h i j k l m n o p q r s t u v w x y z

### Avenir Book

Avenir Book is used for subheadings directly under the main headline as seen above.

A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z a b c d e f g h i j  
k l m n o p q r s t u v w x y z

# Colour

R255	R0	R239	R0	R141
G213	G161	G64	G146	G198
B64	B228	B86	B70	B63
CMYK C0 M15 Y85 K0	CMYK C100 M10 Y0 K0	CMYK C0 M90 Y60 K0	CMYK C90 M10 Y100 K0	CMYK C50 M0 Y100 K0
HEX #FFD540	HEX #00A1E4	HEX #EF4056	HEX #009246	HEX #8DC63F

# Colour

R69	R131	R202	R226	R239
G69	G137	G213	G231	G236
B70	B147	B218	B234	B234
CMYK C67 M60 Y58 K43	CMYK C10 M5 Y0 K50	CMYK C20 M10 Y10 K0	CMYK C10 M5 Y5 K0	CMYK C5 M5 Y5 K0
HEX #454546	HEX #838993	HEX #CAD5DA	HEX #E2E7EA	HEX #EFECEA