BODYGUARD

Brand Guidelines

Brand Guidelines

Welcome to our brand

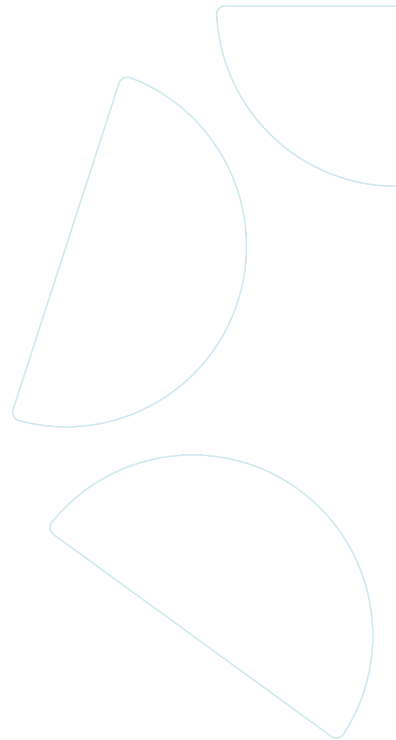# Welcome to our brand

We have created this document as a guide for anyone who is commissioning, writing, designing or producing Bodyguard branded communications.

This document summarises the thinking which drives **our new brand**. There is an overview of our style, an explanation of the basic elements of our new identity and lots of examples of how we bring all these things together.

At the end of the document, you'll also find some examples of things you shouldn't do.

Our brand identity is crucial to the success of our vision, so please take a few minutes to have a look through.
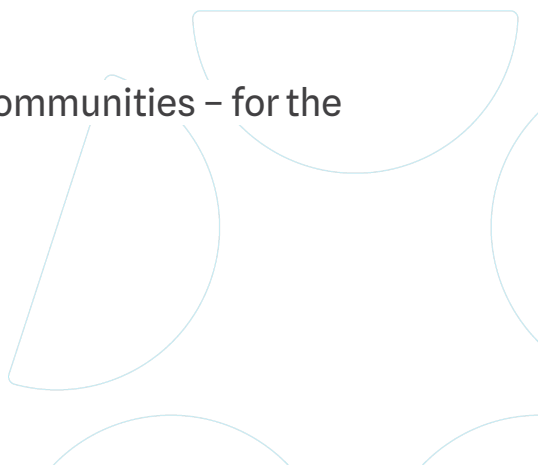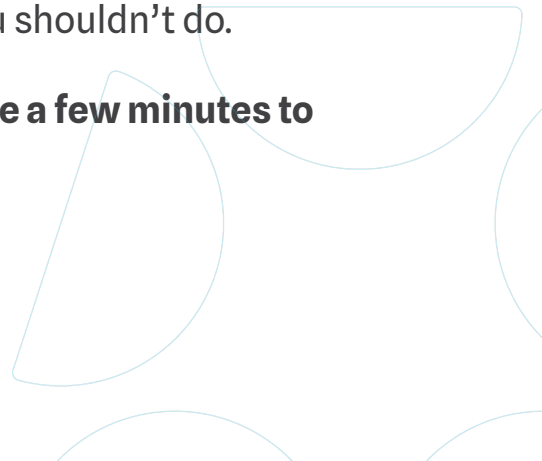
Our mission

▶ Shorter

We create a safer, more inclusive place for online communities.

▶ Expanded

We're determined to create a safer and more inclusive place for online communities – for the people who use them and for the brands who rely on them.
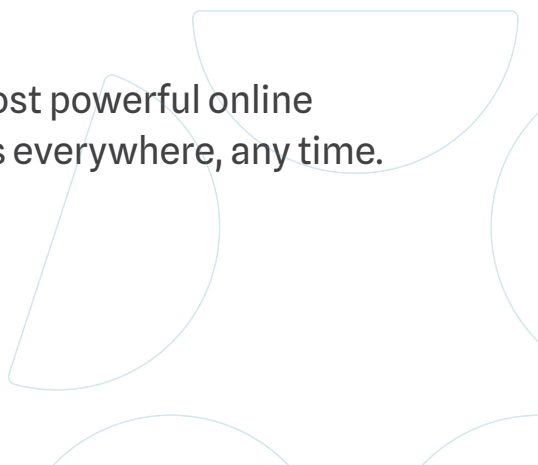
Our vision

Every post, every comment, every interaction online is a potential catalyst for crisis.
The Internet has become a ticking time bomb.

This is the reality in the digital era – brands, businesses and individuals are constantly exposed, perpetually vulnerable.

Regardless of their size, shape or activity, they deserve a strong and effective Bodyguard at their side to moderate conversations in their online universe.

Our vision is to embrace this shift to digital protection by building the most powerful online Bodyguard, powered by AI, to protect brands, businesses and individuals everywhere, any time.

Our manifesto

The Internet should be a positive place. A digital haven **where every voice is heard and respected**. Where information is transparent and conversations flow freely and fairly. Where customers delight in engaging with your world and exploring your products.

We believe that every brand, business, and individual deserves the right to a **safe and constructive online experience**. But sometimes this ideal digital space is compromised. And it can happen when you least expect it.

Spammers, trolls, and misinformation can hijack your conversations, creating a hostile environment. And the consequences can be severe.

Brand reputation becomes compromised. Customers withdraw. And all the investment to build relationships with them disappears in an instant.

We are determined to make a change. We are your Bodyguard. Guardians of reputation. Protectors of brand image. **At your service**.

By leveraging a powerful blend of cutting-edge **AI** and human expertise, we're able to analyze, alert, and eliminate toxic and illegal content from your social networks, quickly and efficiently.

Through a simple **plug-and-play solution**, we streamline moderation, protect your image, and create a more positive experience for your visitors – **24/7 on all your sites**.

So take back control and steer your conversations the right way.

Our tagline

We've got your back

Our core values

▶ Empowering trust

At Bodyguard, trust is a powerful force that propels us to greater heights. It binds us together, forging unity within our teams and clients. Our company's culture nurtures trust, empowering everyone to reach their potential.

We have faith in each other's capacity to make sound decisions. Trust enables us to overcome our clients' challenges – whether businesses or individuals: fighting against online toxicity, better understanding their communities and creating a brighter future together.

Our core values

◗ Fostering positive impact

At Bodyguard, we navigate the complexities of the internet, reflecting the realities of our modern society. As champions of freedom of speech, we are dedicated to building technology that creates a safer online universe.

To construct our fair, safe and unbiased technology, we believe in placing people at the core. We celebrate diversity and uniqueness, ensuring that every employee's voice, views, feelings and skills are taken into account. This commitment allows each one of our employees to have a tangible impact on their scope, on the company's technology, and its direction.

Our core values

▶ **Cultivating excellence**

At Bodyguard, we strive for excellence and value continuous improvement, both on an individual and collective level. We direct our energy towards achieving ambitious objectives.

We challenge the status quo and actively seek out solutions, all while adhering to best practices and our established processes. We foster a culture of knowledge sharing and ensure information is efficiently communicated.

Our tone of voice

How Bodyguard speaks and writes

Guidelines

Bright

Be clear, optimistic and light.

Unwavering

Be confident, trustworthy and dedicated.

Human

Be sincere, friendly and humble.

Tips

Respect

Always keep the same distance as your hairdresser would have with you.

Short

Keep your sentences as short as possible.

Use everyday life words

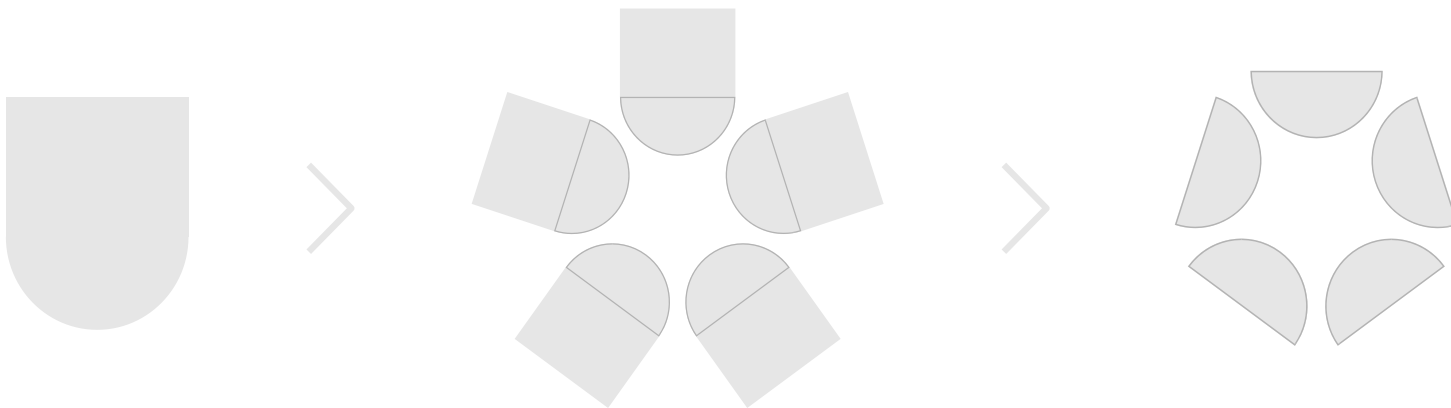Don't use technical jargon that readers might not know.

Our brand elements

The following pages will introduce you to the core elements of our new brand identity. It is essential for the impact and success of the brand that these are used correctly.

Our symbol

Our symbol

At the heart of our brand is our symbol. Inspired by the iconic form of the shield, it conveys the idea of your online smart forcefield, intercepting hateful, toxic content and providing a barrier to harmful ideas.

It appears locked up with our logo type but also can be used independently as a powerful graphic element in our communications.

Our logo

Our logo is bold, confident and distinctive. We combine the graphic quality of the symbol alongside a highly legible logo type.
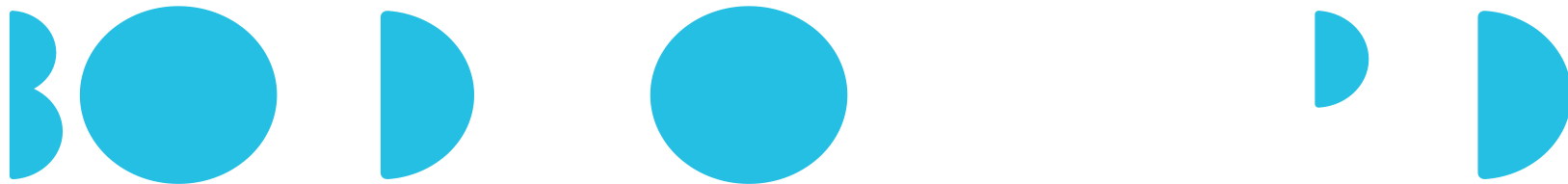
The rounded forms of the symbol are also present in the character of the type creating a unified and memorable logo.

BODYGUARD

Our logo

Approachable
rounded corners

Our logo variations

There are two main versions of our logo. The horizontal logo is simple and clear. We also have a vertical arrangement for use when there is less space available. We use it with scale and confidence.

When using the symbol as a graphic element only ever use the logotype and not the full logo. We never repeat the symbol.
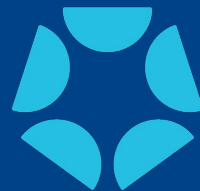
Horizontal logo
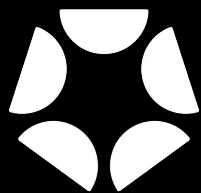

Vertical logo

Avatar

Our logo colors

Our logo can appear in our two tones of blue, dark blue as a single colour, black or white depending on the background or the image it is positioned on. Care should always be taken to ensure that it is always legible.
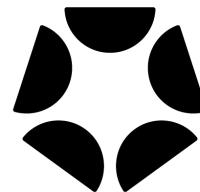

BODYGUARD

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Logo

Clear space & minimum size

Vertical logo clear area

Horizontal logo clear area

To ensure the logo stands out and has the impact it deserves there is a minimum clear space around it. The clear space is defined by the height of one of the segments from our symbol.

To make sure the logo always reproduces clearly. Please do reproduce the horizontal logo any smaller than 26mm wide in print or 80 pixels wide on-screen. The vertical version should not appear any smaller than 16mm wide in print or 60 pixels wide on-screen.
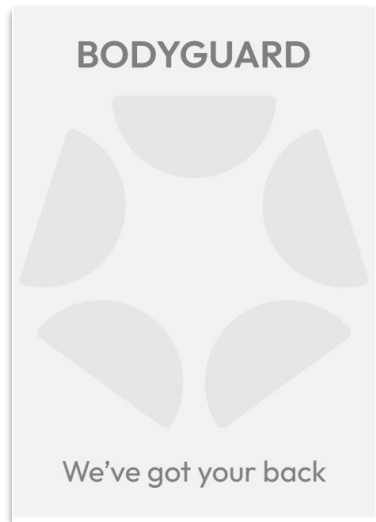

26mm
80px

16mm
60px

Using the symbol

Our symbol is a core part of our visual language. It can be used in a number of ways, from simple and graphic to a more integrated element.
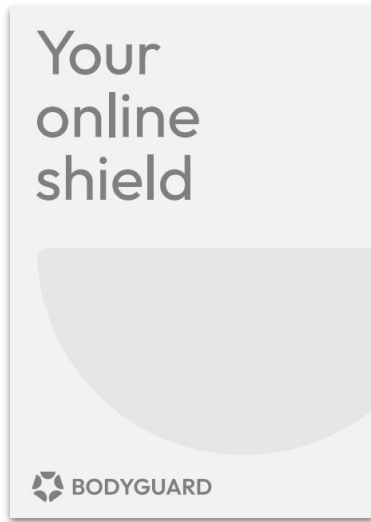Below we outline the three main ways in which we use the symbol:

Symbol

BODYGUARD

We've got your back

We use our symbol in a bold graphic way, on it's own or combined with imagery.
It can also appear in the individual brand colours and as a key line.

Segment

Your online shield

◆ BODYGUARD

By taking an individual segment from the symbol we can create powerful, highly graphic layouts. The segment can be combined with imagery and colour to provide variety and breadth in our communications.
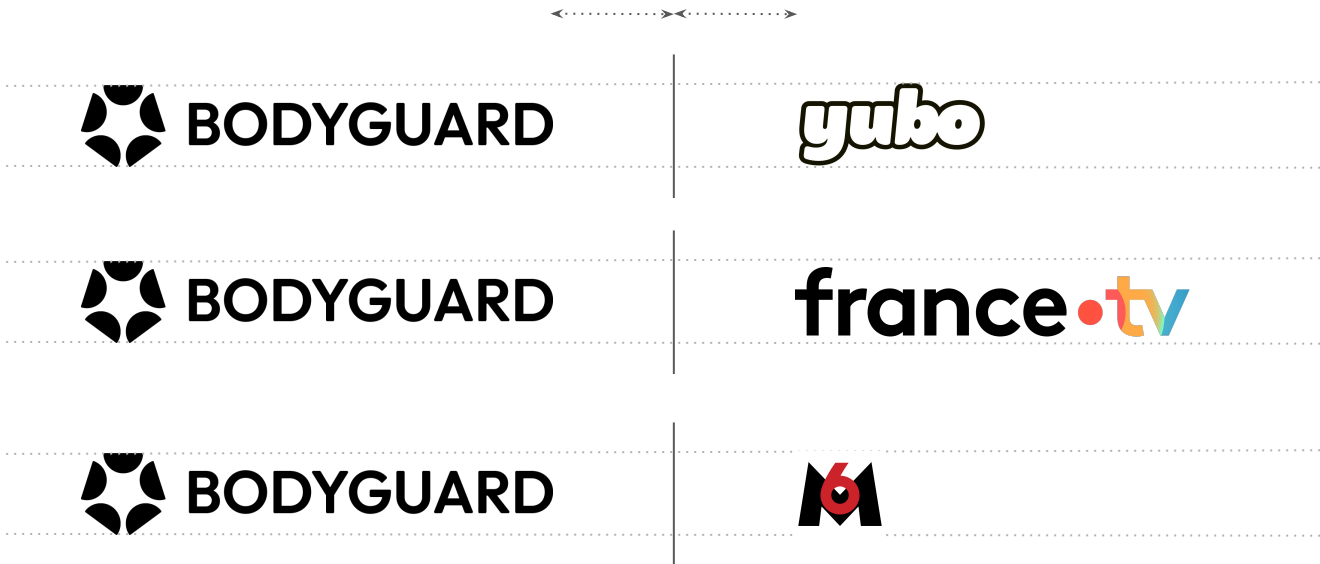
Repeat

BODYGUARD

We've got your back

We can use the symbol in a repeat pattern to create a texture that can be used on it's own or with imagery.

Partnerships

Aligning partner or client logos should follow clear space rules.
Center logotype relative to height to others.
The spacing between the Bodyguard logo and the co-brand partner logos should be equal.

Colour **palette**

Our colour palette is fresh, vibrant and digital first. It reflects our unique character and helps us stand out from the crowd.

The colour palette consists of a family of distinctive tones that can be used in our communications whether on screen, for internal presentations or our dashboard. These colours should be used in a harmonious, complementary way.

Pantone 311 C
RGB 36 191 226
HEX 24bfe2
CMYK 68 0 10 0

Pantone 7686 C
RGB 0 66 136
HEX 004288
CMYK 100 78 17 3

Pantone 136 C
RGB 251 188 64
HEX fbbc40
CMYK 0 30 81 0

Pantone 1635 C
RGB 255 144 109
HEX ff8d6d
CMYK 0 56 54 0

Pantone 7625 C
RGB 239 84 72
HEX ef5448
CMYK 0 78 68 0

Pantone Cool Grey 1 C
RGB 242 242 242
HEX f2f2f2
CMYK 6 4 5 0

Pantone Cool Grey 4 C
RGB 188 190 192
HEX bcbec0
CMYK 30 21 21 3

Pantone 2726 C
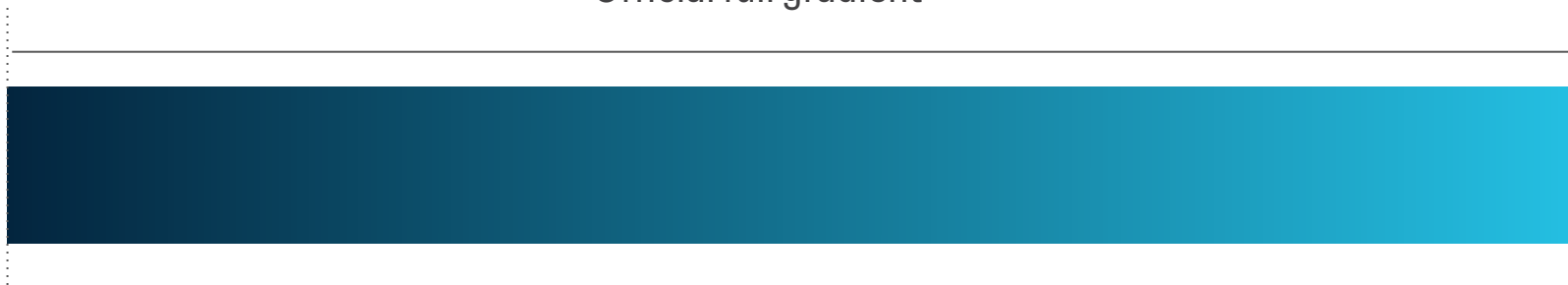**RGB** 0 140 140
HEX 008c8c
CMYK 82 22 45 6

Pantone Black 7 C
RGB 65 64 66
HEX 414042
CMYK 66 57 52 55

Pantone 7463 C
RGB 3 36 61
HEX 03243d
CMYK 100 82 47 55

Colour **gradient**

Official full gradient

#03243d

#24bfe2

Using the **typeface**

Outfit Bold

The main font of our brand. it is used for titles and headers.

Outfit Semi-Bold

**"Quotes, captions and sub-headings within body copy"**

Spline Sans Normal

This font should be used for text and body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas bibendum faucibus laoreet. Nulla aliquet id augue ut consequat. Vivamus faucibus ornare quam.

Imagery

Our imagery serves as a tool to convey key messages and evoke emotions. It revolves around three main universes, reflecting our advanced technology, our commitment to protecting our clients, and the individuals they serve.

Tech & Product

Corporate

Community
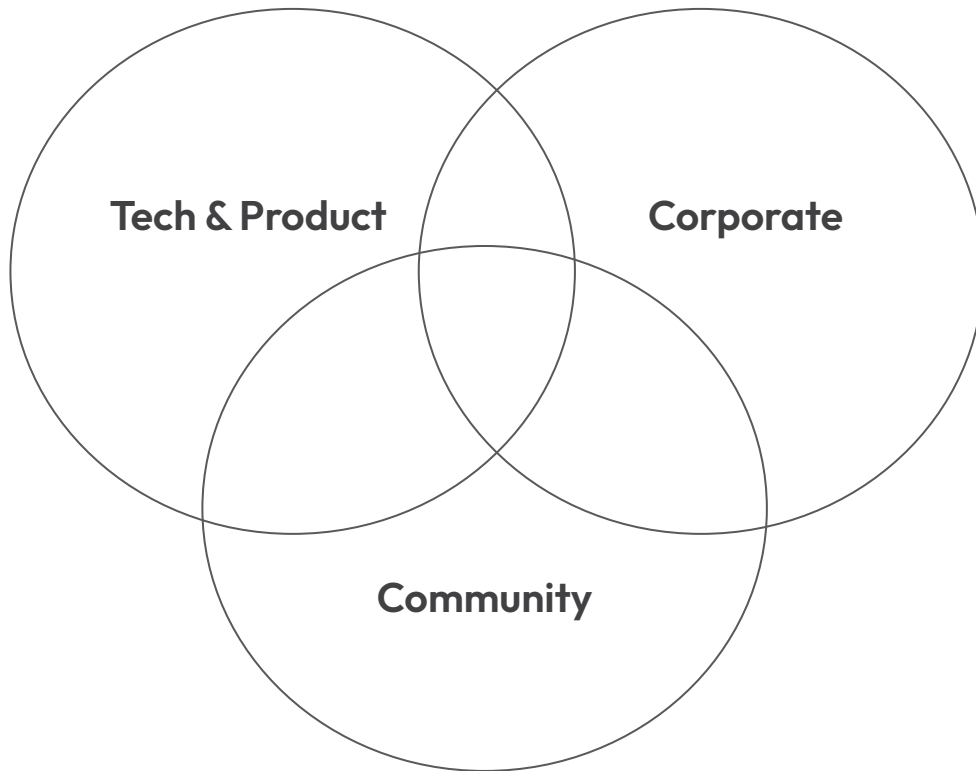
Imagery

Tech & Product

Imagery that showcases our technology and products in action. This could include visuals of our product interface, cutting-edge technology, or innovative product features. The imagery should highlight the technical aspects of our solution and convey a sense of innovation and advancement.

Imagery
Corporate

Whether working with big brands and organisations, or supporting the individuals who manage them, we show the dedication and passion that goes into making sure brands and companies are as safe and positive as possible. We show those unexpected, spontaneous and observational moments.

Imagery
Community

At the heart of our mission are people, thus our images should capture the breadth and diversity of those we safeguard and the communities we serve. Whether depicting individuals interacting with technology, engaging in activities and events, or simply living their everyday lives, we aim to capture genuine, unscripted moments. Through these images, we convey the human side of our brand and underscore the significance of protecting and empowering individuals within these communities.
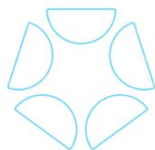
What **not to do**

If our brand is going to have impact, it's important that it's applied in a strong and consistent way. We don't want its impact weakened by simple mistakes that could easily be avoided.

Logo - What not to do

Never use colours that are not part of the brand colour palette.

Never outline the logo - it always appears as a solid colour.

Never place imagery inside the symbol - only combine imagery when using an individual segment.

Never lock-up the symbol with the logo - they're two separate elements/

Never change the typeface of the logo - only ever use the artwork provided.

Be careful to never distort or stretch our logo.

Layout – What not to do

- Never use colours that are not part of the brand colour palette - Only use the brand colours specified.
- Make sure that you use the correct version of our typeface.
- Avoid cliché or cluttered imagery and ensure that the logo and text are legible.
- When using an individual segment as a graphic shape or window never combine it with the symbol.
- Take care when positioning the symbol not to obscure the image.
- Never repeat our symbol in full in an application - use the logotype version of the logo only.

Thank you

For more information on using the
Bodyguard brand identity, please contact
team-marketing@bodyguard.com