Brand Guidelines

bower

If you're reading this you get to be a part of bringing the Bower brand to life together with your brand. Congratulations! You probably already know what we do, so this guide is more to give you direction in how we look, talk and behave as a brand. It includes things like how we use our logotype, colors, illustrations, tone of voice, our mission and more. But let's just start by saying this: forget everything you know about waste sorting. Say hi to Bower.

Contents

Our logo

bower

We don't want to be in the same box as the more traditional... when we have an... ba... from the go... ...d to carve out a... way for ourselves... a new way for... world... look at r... ing. ...ree ...elves... old boring connotations to recycling. Out with the old, in with the new. Let's start the recycling revolution.

bower

Recycle everything, reward yourself.

Our logo

The most important point of our brand is our logo. Its distinctive expression breeds recognisability and brand love. It consists of two main elements: the wordmark and the symbol. It stands for a couple of things. First, of course, it has the connection to the bowerbird from where we've taken our name, but it also connotes ideas of recycling, plurality and sustainability.

The logo hierarchy is as follows: When possible, both wordmark and symbol are to be used. For applications where this is not possible only the symbol is used. As a rule of thumb we never use the wordmark by itself.

On the following pages we outline how to use and treat the logo. We're quite fond of it so please read thoroughly.

Logo

Symbol

Wordmark

Logo variations & clear space

To the right you can see the different variations of our logo and below we explain how and when to use them.

Clear space: The clear space ensures the legibilityand visual clearance by isolating it fromother elements such as text or graphical elements.It should be viewed as theminimum safe distance, in most cases the logoshould be given even more space.
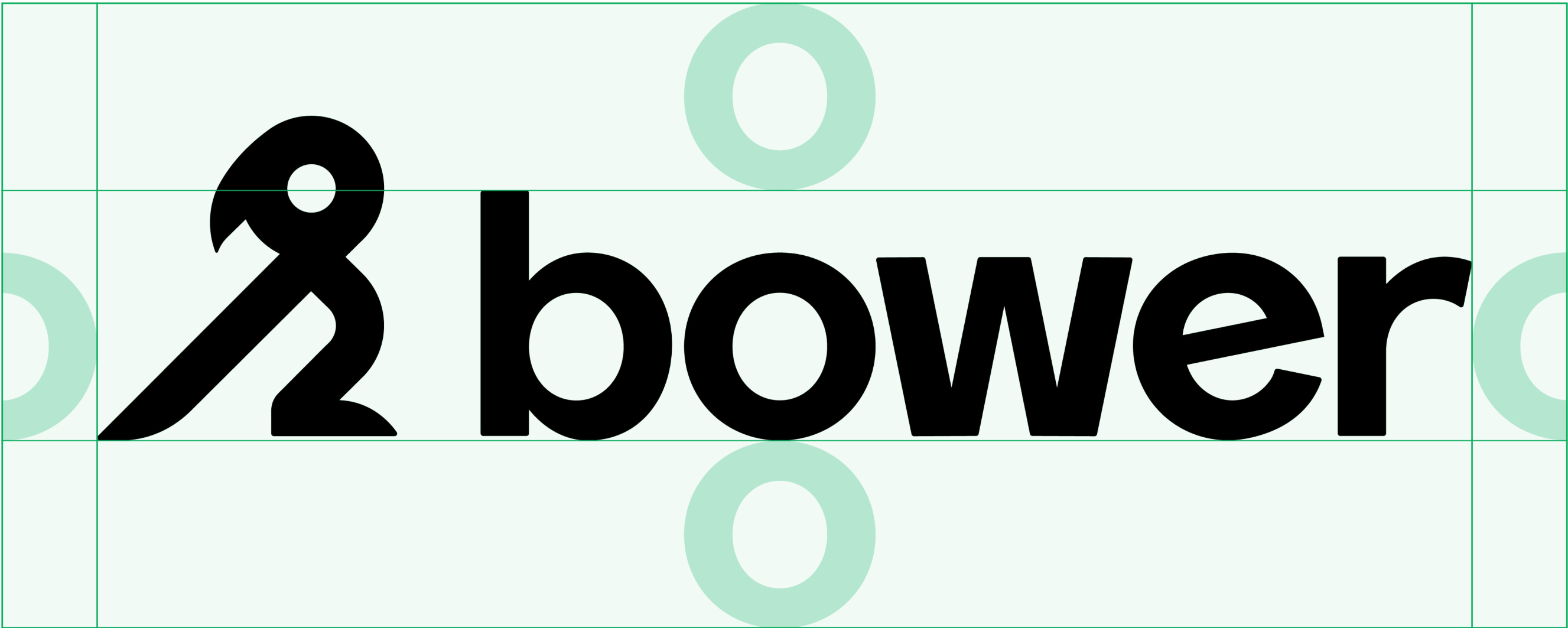
Horizontal lockup: The horizontal lockup is to be viewed as the main lockup. Wherever possible this is the preferred variation.

Vertical lockup: For applications where the horizontal lockup isn't optimal because for format, size or structure the vertical lockup is used.
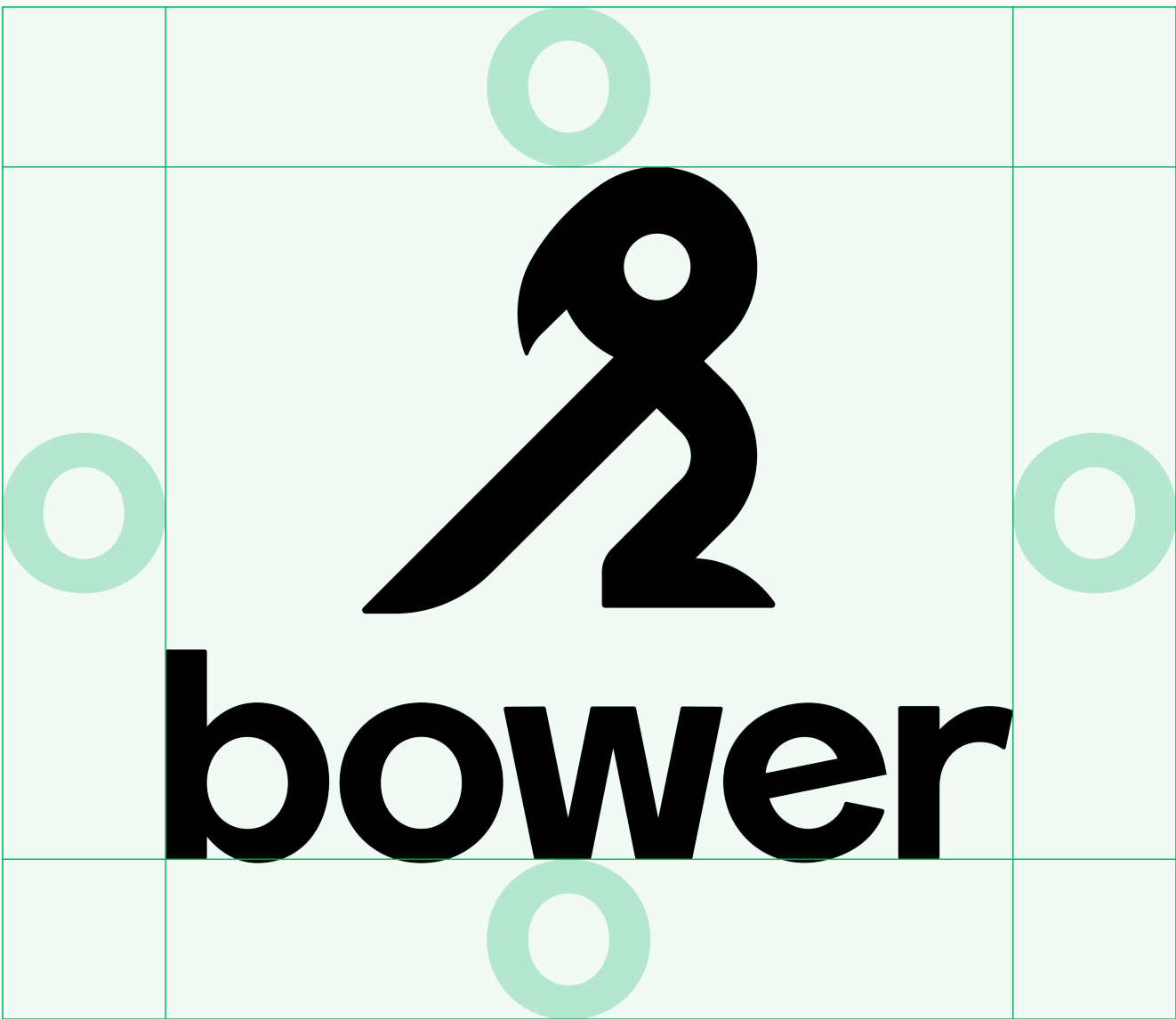
Symbol: The symbol is a strong visual element and can be used un a multitude of applications. Whenever it is used it is preferred that it is accompanied by some other element that communicates the name Bower, an example of this could be as text in the Apple AppStore.

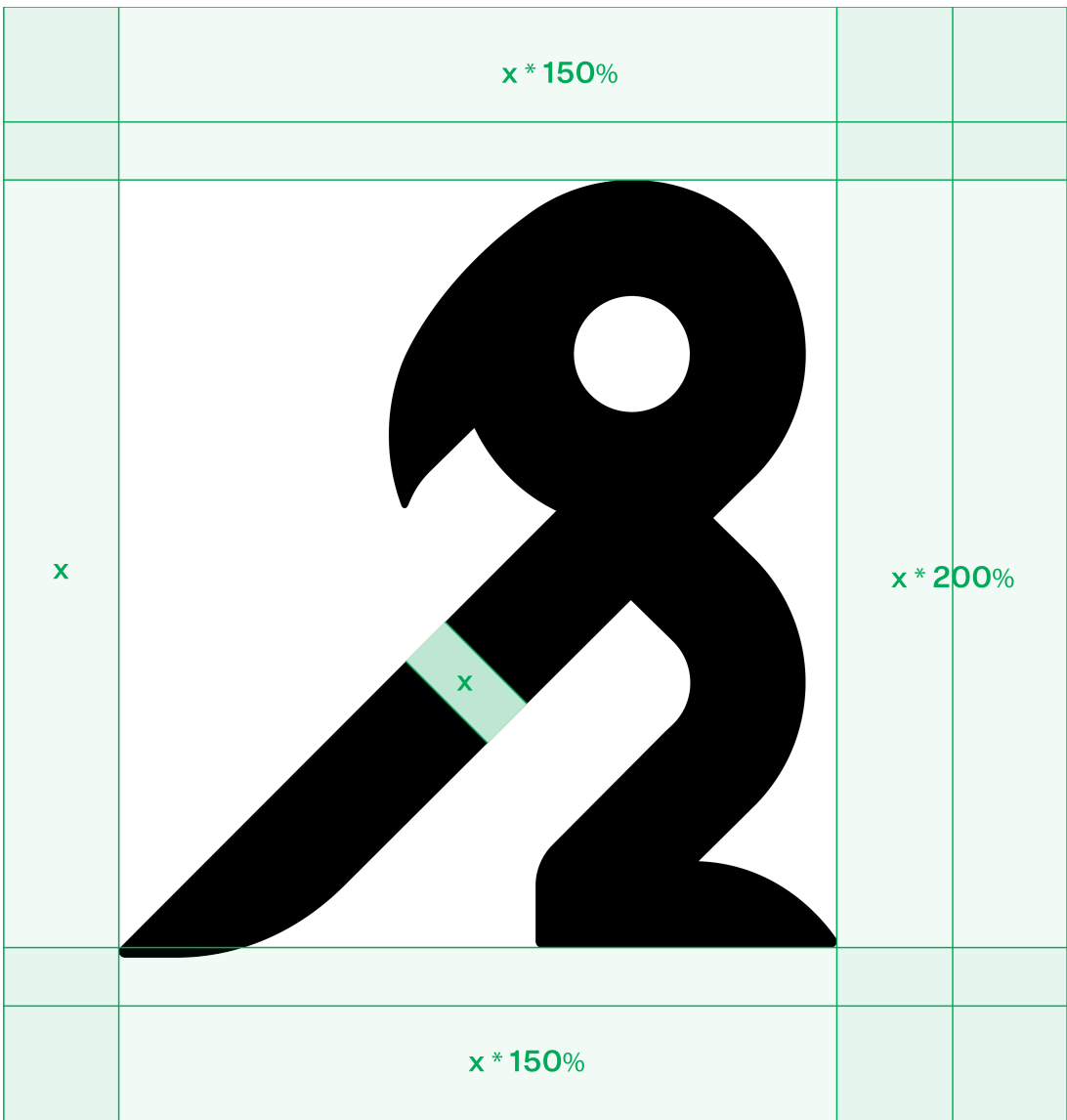**Note:** Make sure to not confuse the symbol with the Ecolabel that can be found on page 8.

Horizontal lockup

Vertical lockup

Symbol

x * 150%

x

x * 200%

x

x * 150%

Color variations

The logo itself has a very distinct expression, this allows a great variety in how it is displayed.

We have two main ways to colorize the logo, a monochrome and a duotone setup. As a rule of thumb we only use the monochrome variation for applications that is not an owned space. Such as the packaging of a product or for a collaboration. The duotone on the other hand is used in our owned channels and media.

Monochrome: For applications on mediums that's not our own the monochrome variant is preferred. This could be on the packaging for one of our partners. When it comes to what color you should choose it depends on possibilities and layout of the application. In most cases a green logo or background is a good idea. But sometimes that's not a possibility, or simply doesn't look as good. Trust your gut!

Duotone: In all our owned mediums such as app, advertising or website the duotone setup is great, it allows us to freely use our brand colors for an expressive and bold look. Make sure to follow the color pairing guide when picking colors.

Monochrome

Duotone
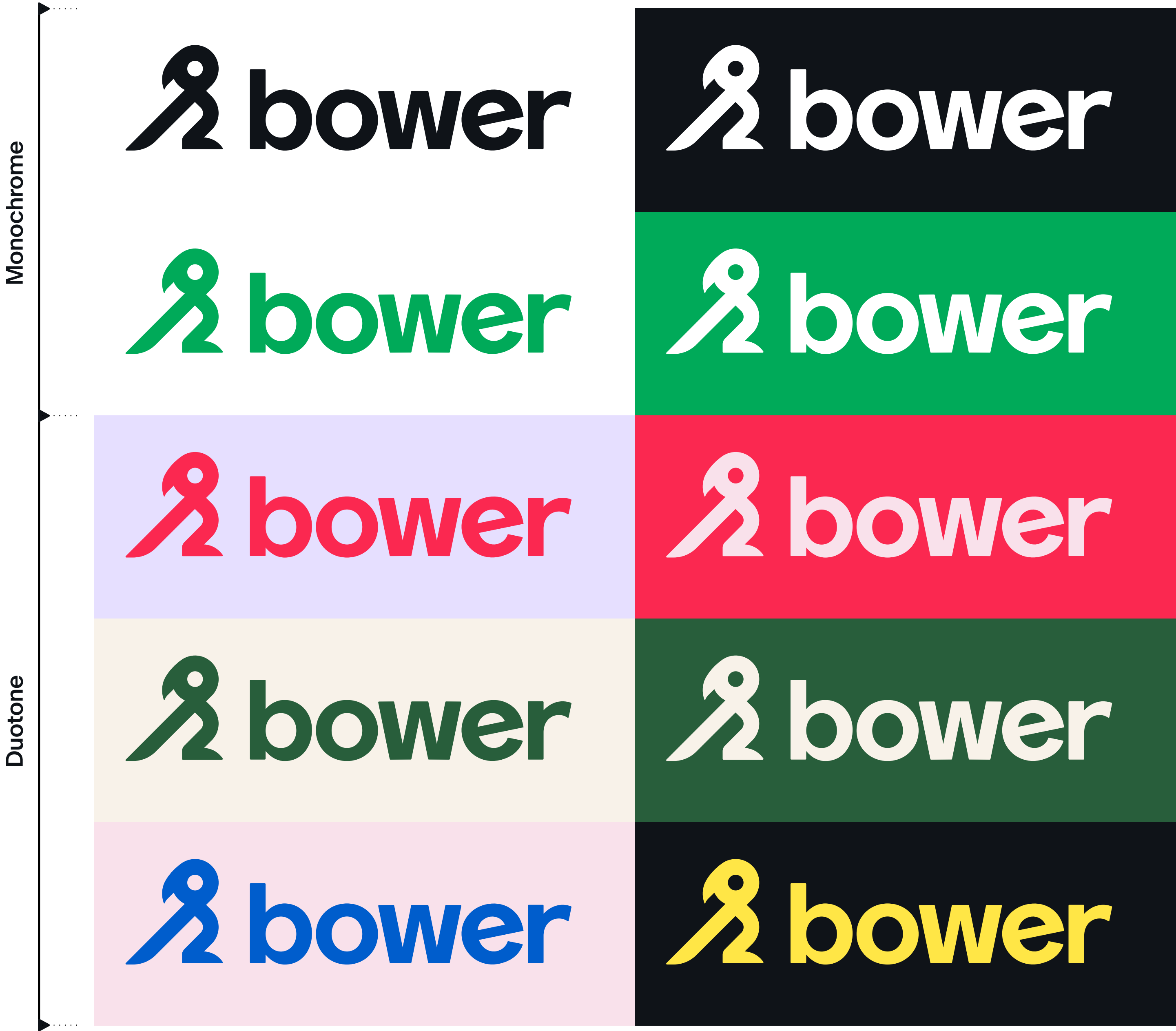
Bower badge

Our badge is reserved for use on products or assets belonging to brands connected to Bower. It is composed of the symbol together with three arrows that serves to further explain to someone who might not be familiar with Bower what we do.

Note: Colors can be adopted to your brand and a trackable QR code is generated upon request.

When helping a partner to incorporate the Bower badge on your products/assets it is always preferred that the label is accompanied with some sort of explantation of the service. This explanation should if possible use our colors and typeface but can of course use the partners branding if necessary. An example of this could be the badge followed by "Sort me and get rewarded. Download Bower."
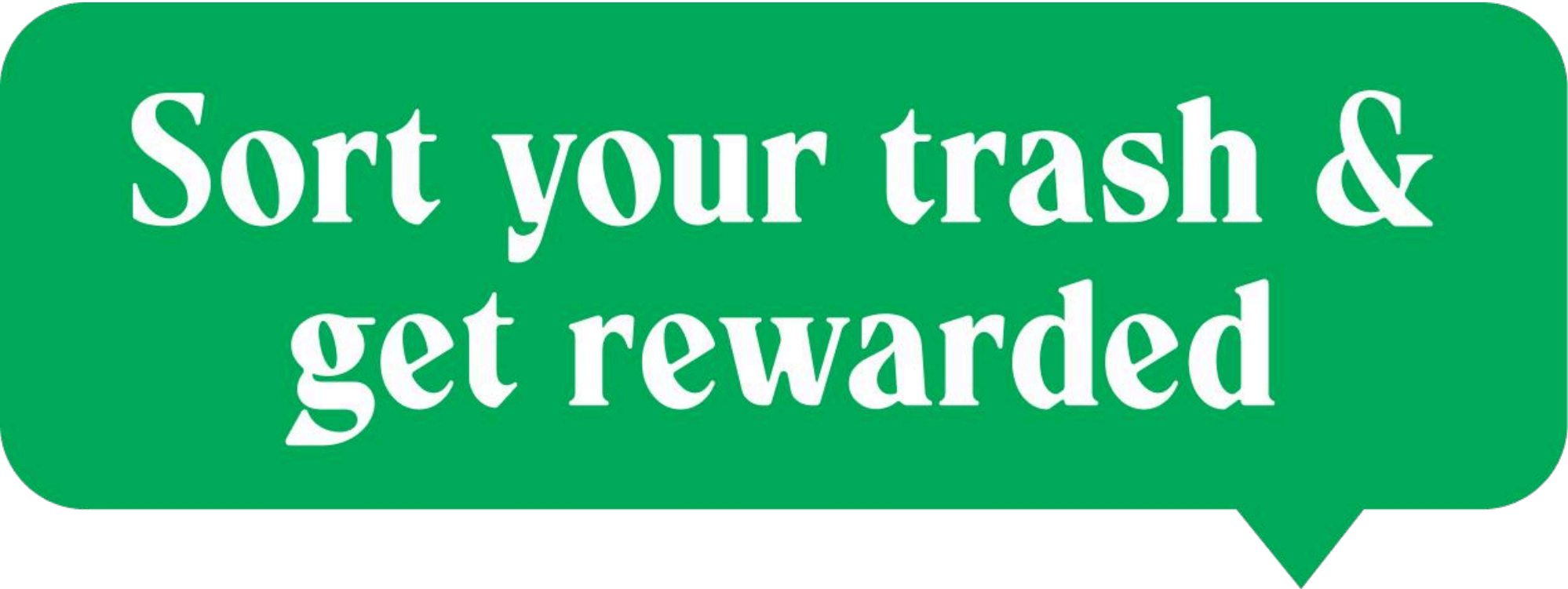
Colors

Brand colors

We want to turn traditional recycling to a modern global recycling movement. Our color palette is flexible with a modern feel. It allows for an expressive system that provides liveliness.

The following pages shows how to use each color and how to combine them.

Usage:
When designing for digital, use RGB.
When designing for print, PMS is preferred.
CMYK is to be considered as a last resort.

White

N/A
N/A
R255 G255 B255
HEX FFFFFF

Lavender Purple

Pantone 2705 C/U
C27 M24 Y0 K0
R231 G223 B255
HEX E7DFFF

Peach Pink

Pantone 7436 C/U
C0 M14 Y0 K0
R250 G225 B235
HEX FAE1EB

Parchment Beige

N/A
C6 M7 Y15 K0
R248 G242 B234
HEX F8F2EA

Bower Green

Pantone 2252 C/U
C85 M0 Y91 K0
R0 G171 B91
HEX 00AB5A

Very Blue

Pantone 2175 C/U
C93 M54 Y0 K0
R0 G94 B204
HEX 005ECC

Rasberry Red

Pantone 185 C/U
C0 M94 Y75 K0
R0 G94 B204
HEX FB2850

Canary Yellow

Pantone 107 C/U
C0 M0 Y89 K0
R0 G94 B204
HEX FFE646

Kale Green

Pantone 7733 C/U
C81 M10 Y71 K30
R40 G95 B60
HEX 285F3C

Black

Black 6 C/U
C80 M60 Y40 K95
R16 G19 B24
HEX 101318

Color hierarchy

Our vivid color palette needs to be handled with care. We want to be perceived as a vibrant and colorful brand. But we use a core palette of green, white and black to ensure that touchpoints disconnected from the rest of our service is consistent and simple. The expanded palette is used to bring another level to our expression.

Core palette: Use these colors as a base. For any applications that's only using single colors and not combines or uses backgrouds this should be your palette.

Expanded palette: These colors can be used to add the extra expressiveness and can be used for backgrounds, texts or graphical elements.

UI colors: For our product design we use a series of shades of gray, they can be used for UI elements. Anything from modals to dividers and backgrounds. This colors are derrived from our black color with different opacities.

Core palette

Expanded palette

UI Colors

| 2% | 5% | 10% | 20% | 50% | 80% | 90% |
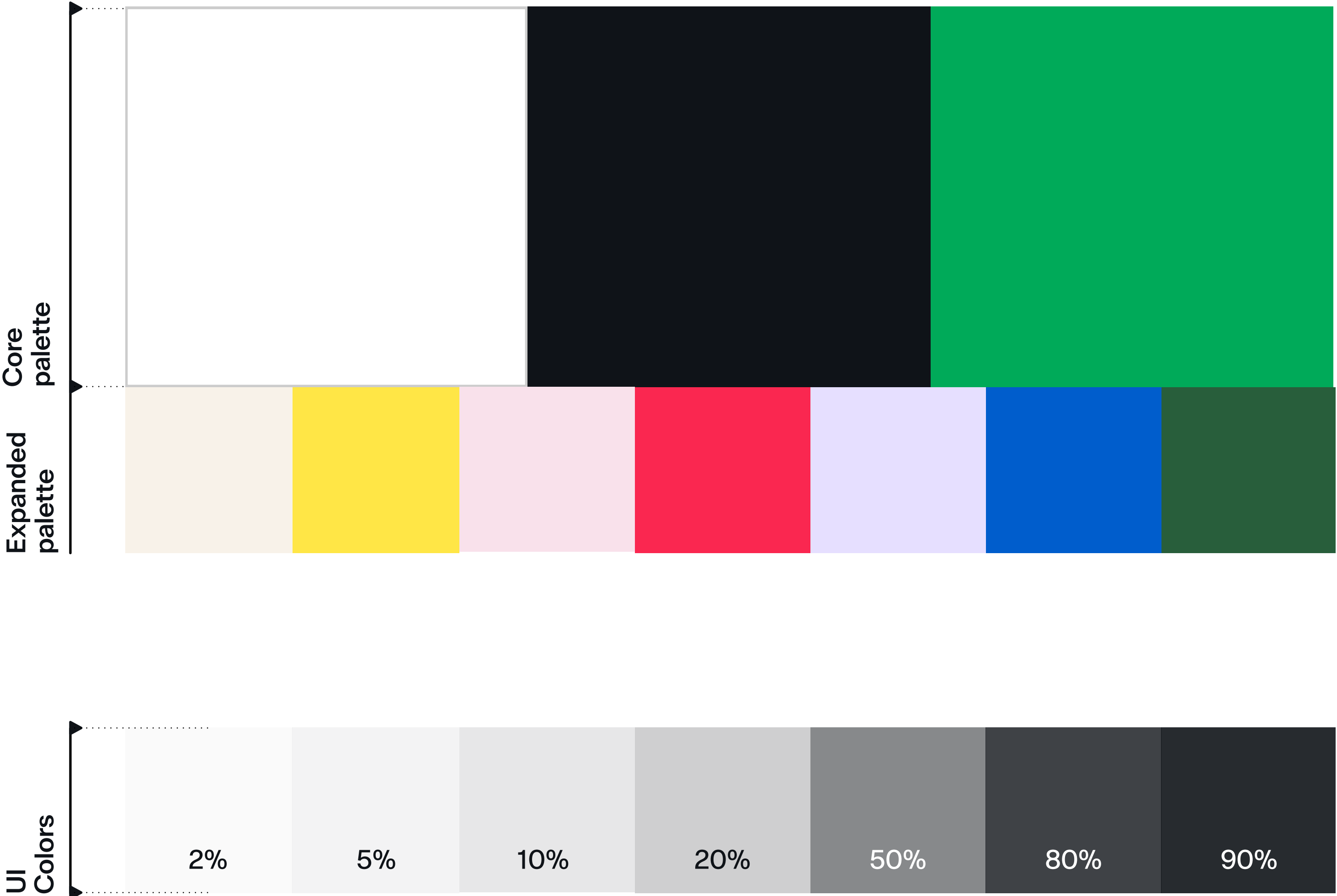
Colors

Combining colors

When combining colors we have a quite simple base formula. On the right we've divided our colors into two main sections, light and dark colors. Simply pick one dark and one light color. Depending on which you choose you can create different feelings and expressions. Use common sense and your creativity when combining colors.

It's good to stick with two colors (plus white or black if needed) per view. What's a view? Well that could be one poster, or one section of a website, or a graphical element in the app.

For some applications it might also be fun to combine accent colors together. These are very powerful in their expressiveness and need to be carefully crafted, but when done right it can be very striking. Use with caution! And be very careful mixing green and red.
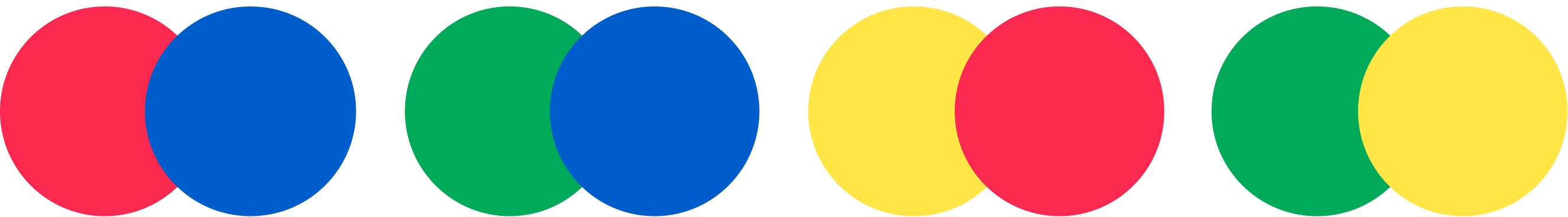
Accent colors

Light colors

Dark colors
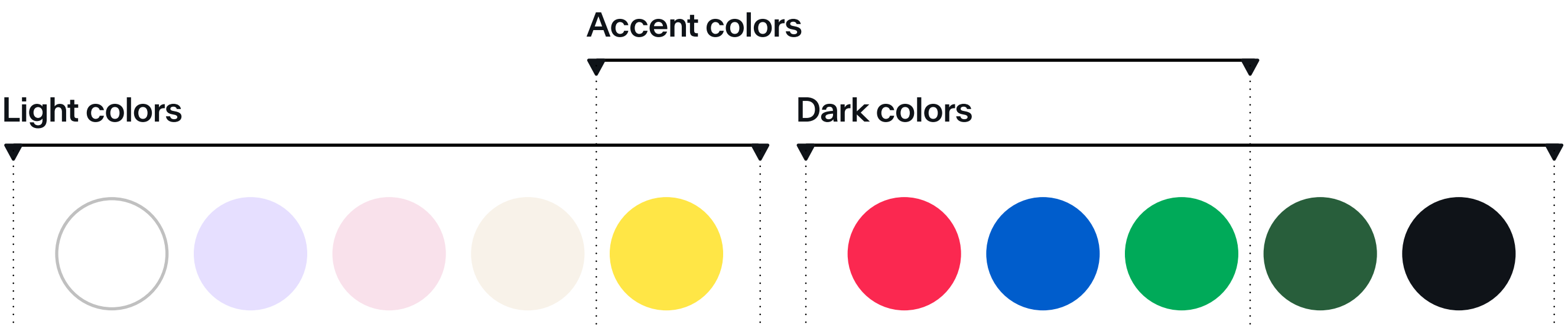
Light and dark
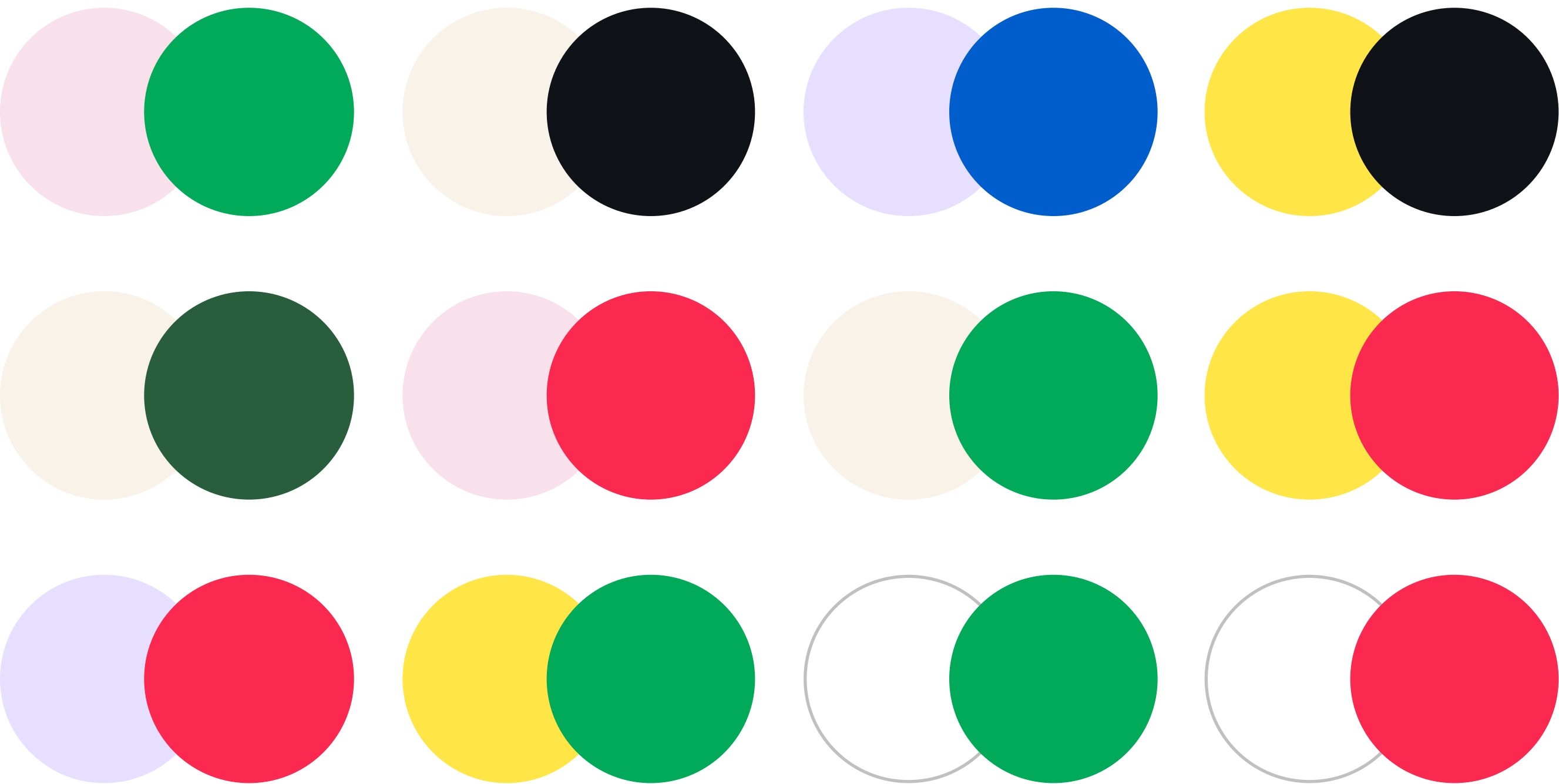
Accent combinations

Typography

Typefaces

Our typefaces are key in bringing personality to our brand. Our distinct and quirky headline typeface bring a sense of playfulness and warmth to our expression. This is carefully balanced by our supportive typeface that has a clean and modern look. Together they are two of the most important pieces to the puzzle.

It's obviously right.

Let's make it obviously enjoyable.

Recycling is a tough subject, and pretty boring, to be frank. Important, yes, but not something most people spend their days thinking about. And many have gone before us. The people who have been enlightened about the importance of recycling will do it anyway, given that our product is good (and that it's the right thing to do). But for everyone else, let's reward them by putting love, charm and amusement into the whole experience.

**Recycle everything, reward yourself.
Download Bower.**

Headline

Our headline typeface is expressive with personal quirks and a friendly appeal. It comes in a regular and an outlined version. It is used for all kinds of headlines and larger type in our products.

Bower Headline Abc123

Uppercase

ABCDEFGHIJKLMNOP
QRSTUVWXYZÅÄÖ

Lowercase

abcdefghijklmnop
qrstuvwxyzåäö

Numerals & special characters
0123456789&?!.,:;

Body & Subheadings

Antarctica

For all our subheadings and body copy we use Antarctica. It's a modern and flexible sans serif that gives balance and stability to our identity.

It comes in a multitude of weights, in general it's a good idea to keep bolded and regular type within two weights so if you use "Light" for body copy, "Medium" would be a great option for headings. Or "Regular" and "Semibold" if that is what you're into.

Uppercase

ABCDEFGHIJKLMNOP
QRSTUVWXYZÅÄÖ

Lowercase

abcdefghijklmnop
qrstuvwxyzåäö

Numerals & special characters

0123456789&?!.,:;

Extra light

Let's put the fun in recycling. Wait a minute! There's no fun in recycling, you say? Well, there will be when we are done.

Aa

Medium

Let's put the fun in recycling. Wait a minute! There's no fun in recycling, you say? Well, there will be when we are done.

Aa

Light

Let's put the fun in recycling. Wait a minute! There's no fun in recycling, you say? Well, there will be when we are done.

Aa

Semibold

Let's put the fun in recycling. Wait a minute! There's no fun in recycling, you say? Well, there will be when we are done.

Aa

Regular

Let's put the fun in recycling. Wait a minute! There's no fun in recycling, you say? Well, there will be when we are done.

Aa

Bold

Let's put the fun in recycling. Wait a minute! There's no fun in recycling, you say? Well, there will be when we are done.

Aa

Leading

When setting type it is important to be consistent in the leading (or line height/spacing if that's the term you prefer). We've defined all our leading in percentage.

You can find the specific values to the right. These are meant to guide you in the way you design and sometimes another value would work better. Use commons sense and your eye for design when making decisions.

For example: a headline that stretches over multiple lines but has no letter that hangs below or sticks up, a smaller value might work way better.

Large

Sort everything, reward yourself.

105%

Medium

We love recycling. You love rewards. We should get along.

110%

Small

Waste sorting isn't fun. Neither is commuting. And yet, here we are...

115%

Waste sorting isn't fun.
Neither is commuting.
And yet, here we are...

115%

Body

We don't want to be in the same box as the more traditional actors, then we have an uphill battle, from the get-go. We need to carve out a new way for ourselves to be, and a new way for the world to look at recycling. Let's free ourselves from the old boring connotations to waste sorting..

135 %
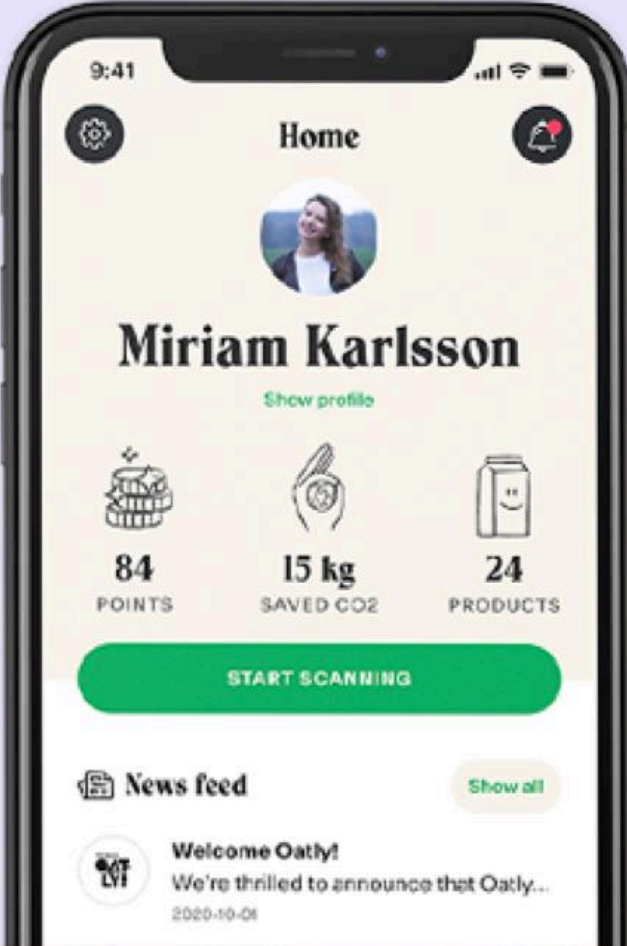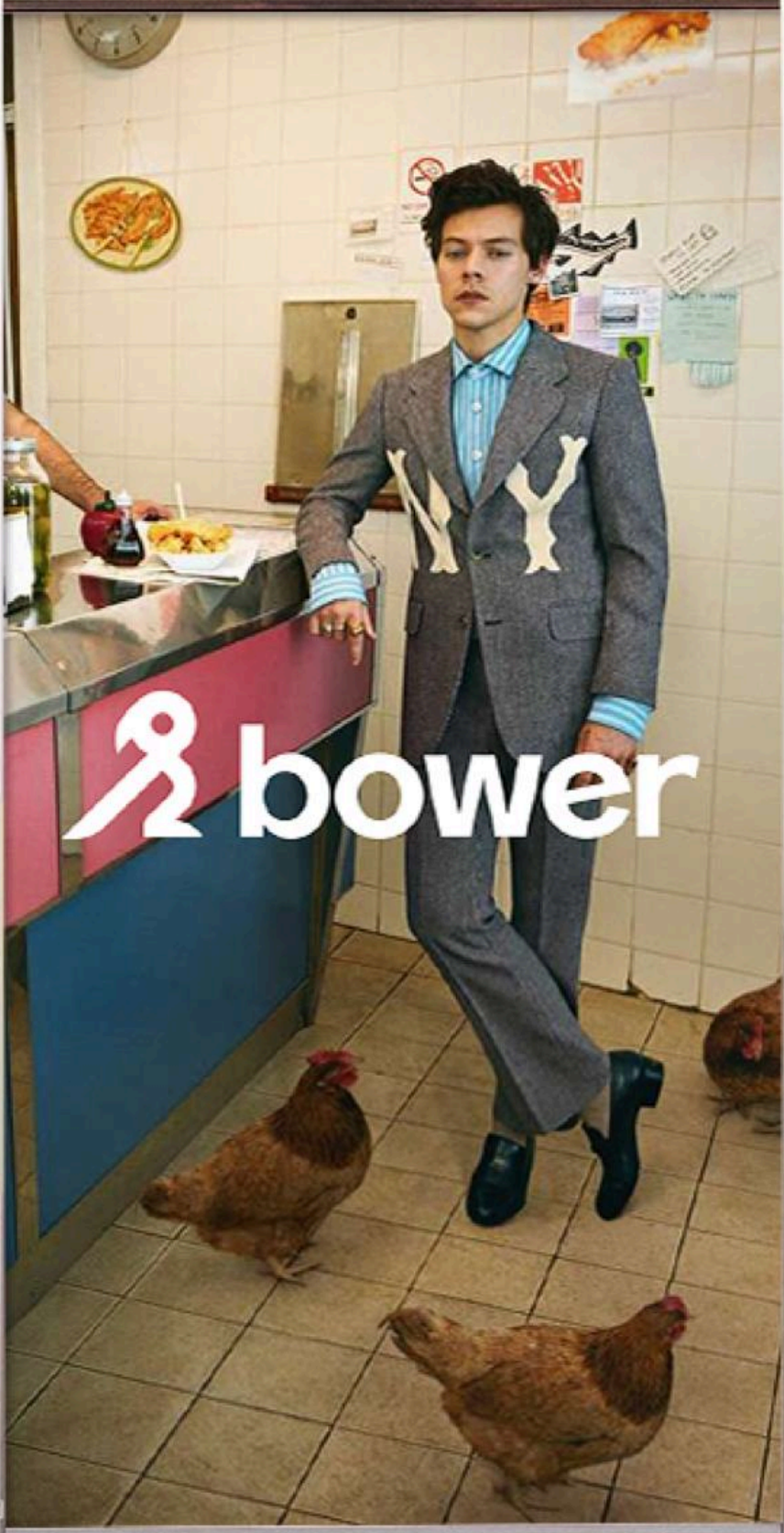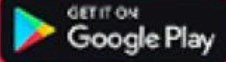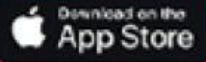
Writing for Bower
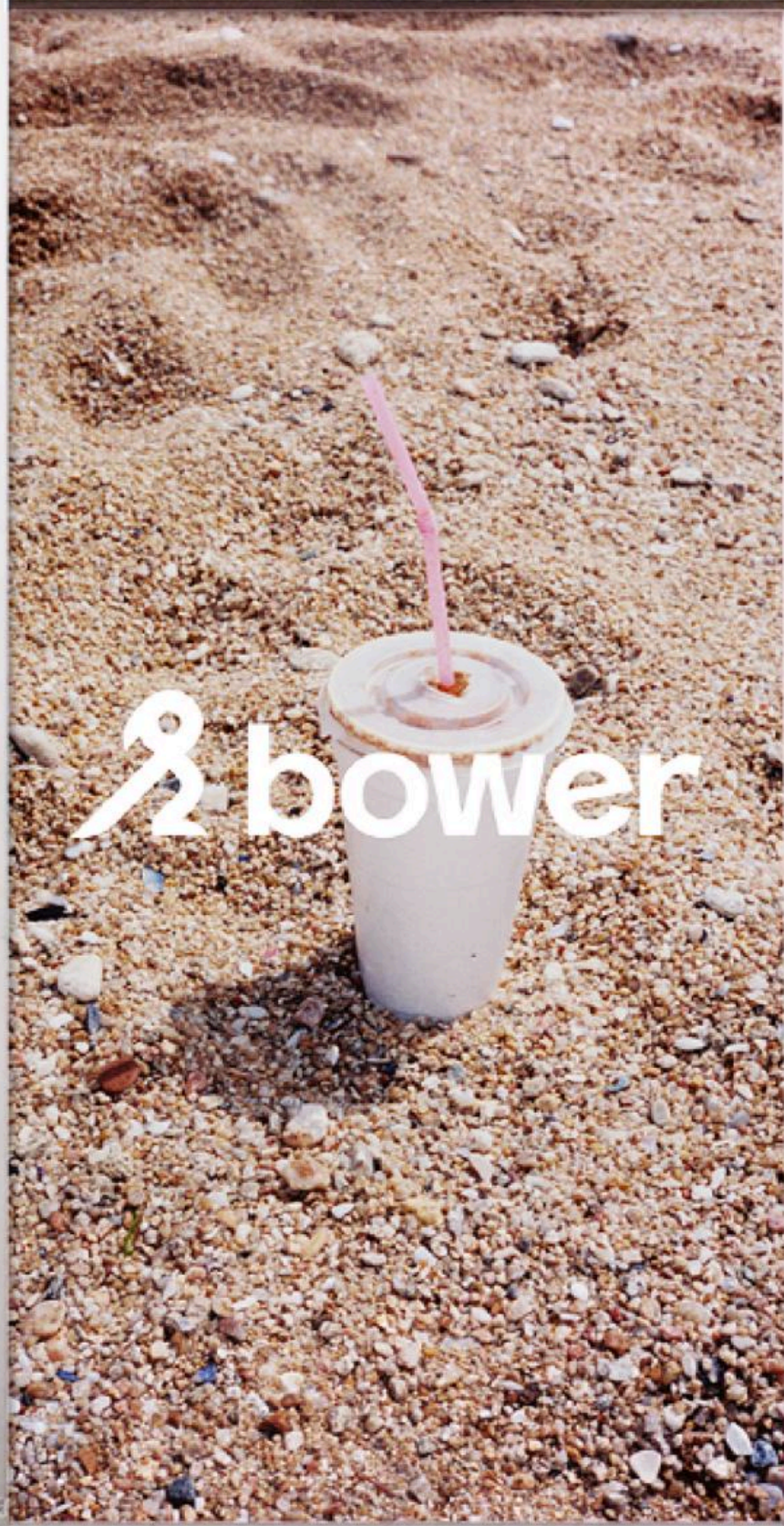
It's obviously right. Let's make it obviously enjoyable.

Recycling and waste sorting are tough subjects, and pretty boring, to be frank. Important, yes, but not something most people spend their days thinking about. And many have gone before us. The people who have been enlightened about the importance of recycling will do it anyway, given that our product is good (and that it's the right thing to do). But for everyone else, let's reward them by putting love, charm and amusement into the whole experience.

A quick note before we get into it.

If someone were to draw a map over all the complexities of a person like yourself, it probably wouldn't fit on one page. So this is only the beginning of what Bower can be. A starting point, a guide to which direction to take the voice of Bower. It's really up to you to bring it to life.

With that said, let's get on with it.

Our three pillars of having a real voice in a corporate world.

Be confidently bold.

We are a challenger. Not only in the category of recycling businesses, but for as long as people don't recycle, we need to challenge the conventional way of thinking and doing things. We are trying to change the mindset of people, companies and the establishment. We are the next generation product in recycling, let's not be shy about that.

Be naively optimistic.

We believe we can transform the way the world works. It's all we think about. So everything needs to be possible. Of course we can make it happen, why wouldn't we? We need to be naively optimistic about that.

Be unperfectly human.

You are a human, talking to other humans. And humans are emotional. They like things that make them feel good. They do unexpected and irrational things, like buying a houseboat or moving to India. Or going to the movies alone. So write what you feel, not what's necessarily right, grammatically or any other -ally. Be human. It doesn't have to be more complicated than that.

Some do's

And the don'ts

→ **Break out of the lingo.** Just say what you want to say, like talking to a friend.

→ **Be unexpected.** Write something long, write something short. Even shorter. Followed by many other words in a sentence that makes the mind of the reader go "hmm, that's interesting." Mix it up.

→ **Be encouraging.** Everyone needs a pat on the back sometimes.

→ **Put love into everything.** Even the smallest sticker can have impact.

→ **Be clear on information but free on our personality.** (Another way of saying that we take our job seriously but not ourselves.)

→ **Be honest with yourself.** Would someone, besides your mom, like what you just wrote? (Of course, if we can get your mom to recycle, it's a win.)

→ **Put a period on it.** There are two camps here. We are in the one that puts a period on headlines. It makes it more definitive.

→ **Don't confuse they're with their.** Or there. Not to mention all the 's and s'. Checkyour apostrophes once and twice.

→ **Don't overuse exclamation points.** Unless you mean to, of course. It might be cool.But generally, if you feel like the headline needs to be stronger, there's probablyanother way of writing it.

→ **Don't use a complex word if there is an easier one.** Or a long word if there's ashorter one.

→ **Don't take all this as the perfect unbending truth.** Ultimately, we want people torecycle more, and if you can write in a way that makes them do that, then props toyou!

Lets get practical

Here is some examples we've put together to get you started with your writing.

We love recycling. You love rewards. We should get along.

Being clear on information, free on personality and at the same time human.

To all of you who have sorted your trash all these years without collecting rewards: Kudos. To the rest of you: This is your time to shine.

Adding a human touch to a product launch.

Does this bottle have a life? Because it definitely has a second life.

Comes at recycling from an unexpected angle.

You think recycling is boring? It still is. But now at least it pays.

Being transparent and self-aware.

We use cookies to make this site work better for you. When we're done we'll make sure to sort their packaging. Obviously.

→ Works for me!

→ Cookies aren't my thing.

Putting love into everything to make a boring thing less boring.

Adding a human touch to a product launch.

Waste sorting isn't fun. Neither is commuting. And yet, here we are...

Human and relatable, recognizing the hardships in life.

A message about recycling probably wasn't what you wanted while scrolling through your feed.
How about some money then?

Honest and bold. Relatable in that nobody likes ads or recycling.
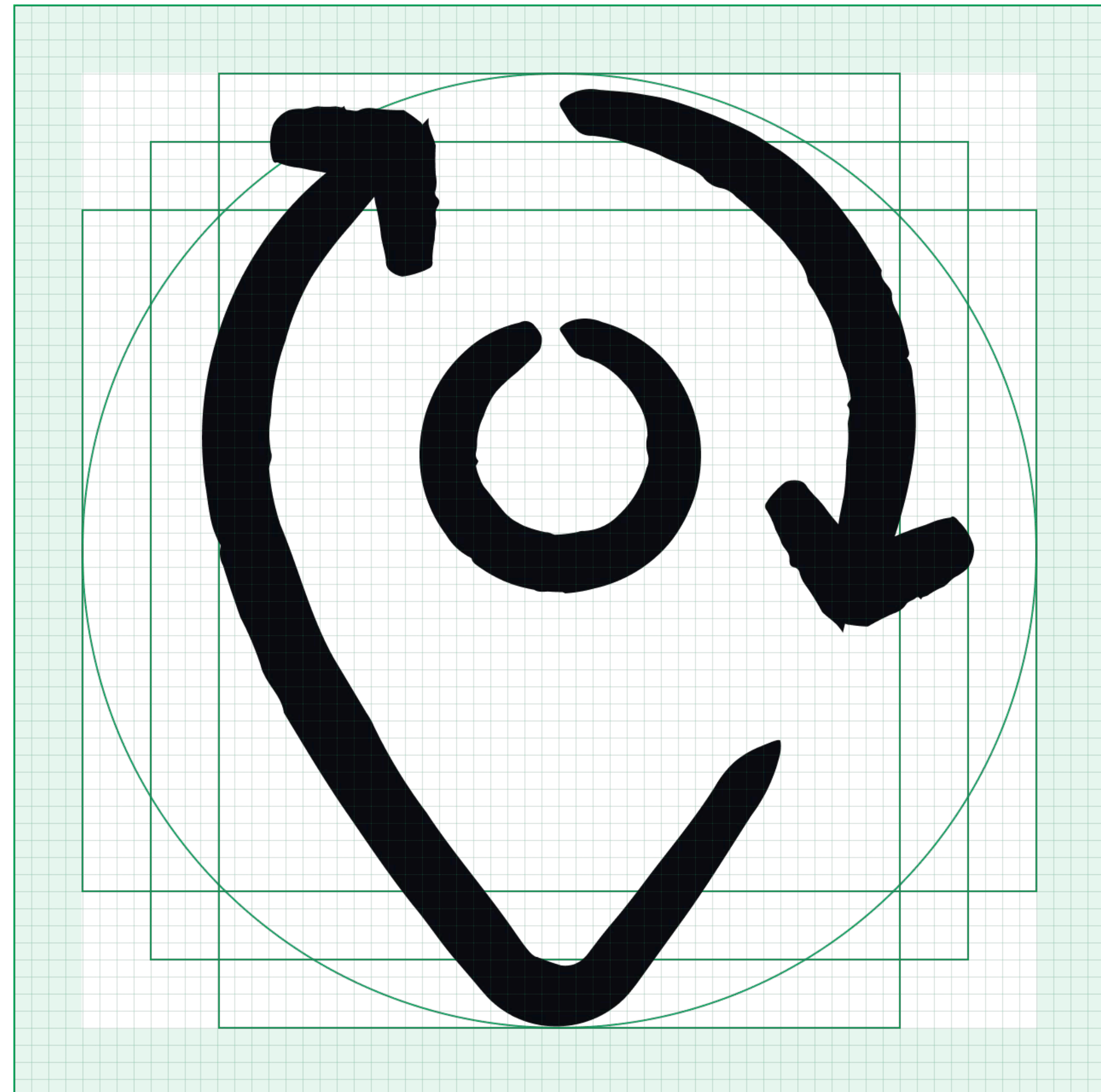
Iconography

Iconography

A square grid is the base of all Bower icons. It is used as a guiding tool to determine sizes, proportions, line thickness and alignment of an icon. The grid helps you make design decisions that guarantees a unified look and feel.

Base grid: The base grid is 64x64 pixel, and icons are scaled down linearly to the appropriate sizes.

Padding: 4px padding are added to each side. No part of an icon may be inside the padding area.

Basic shapes: The grid demonstration on the right has a number of basic shapes (circle, square, vertical and horizontal rectangle) these are to be used as a guide for the size of the icon. Eg. a wider icon would follow the horizontal icon and so on. Visual balance is always of most importance.

Line thickness: An average line thickness of 4 pixels is used, see next chapter how to achieve this using the template document.

Icon template

In order to achieve the hand-drawn look of our icons we use an Adobe Illustrator template with several custom settings. Icons must use these settings to ensure consistency throughout our iconography.

1 **Width profile:** In stroke settings in the properties panel there is a width profile preset, this ensures a slightly random thickness of strokes and makes sure they taper out at the ends.

2 **Brush:** In the brushes panel there is a brush preset that gives the strokes the correct texture.

   Stroke width: In order to achieve a visual stroke with of 4px the actual stroke width should be set to **1.5px**
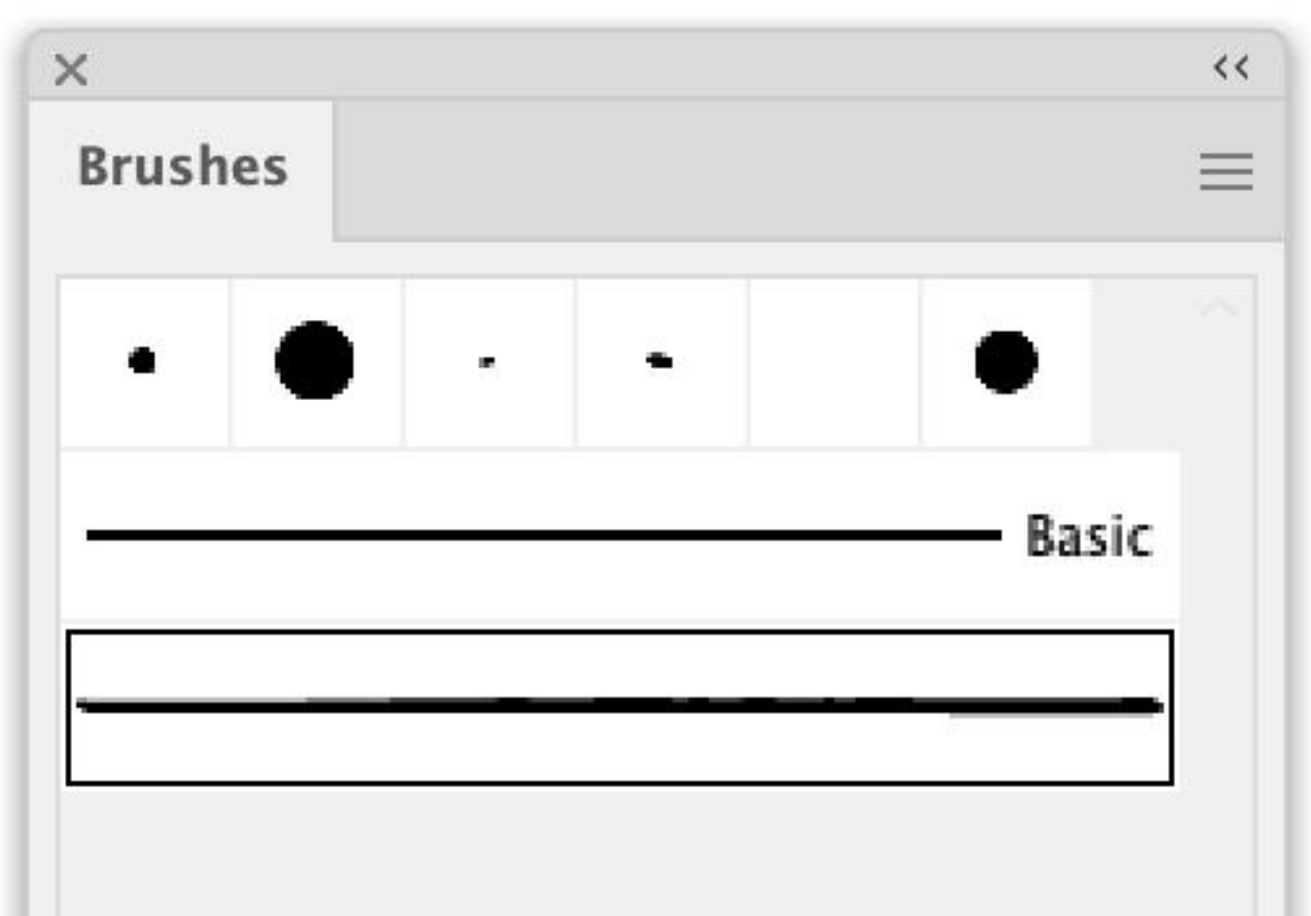
   Troubleshooting:
3 In some cases sharp angles may create a stroke in sharp, unnatural angles, this can often be fixed by setting a small rounding to the affected anchor point.

4 There's also times when a very thin line appears parallel to a stroke. Resolve this by slightly adjusting the one of the handles on the anchor point.
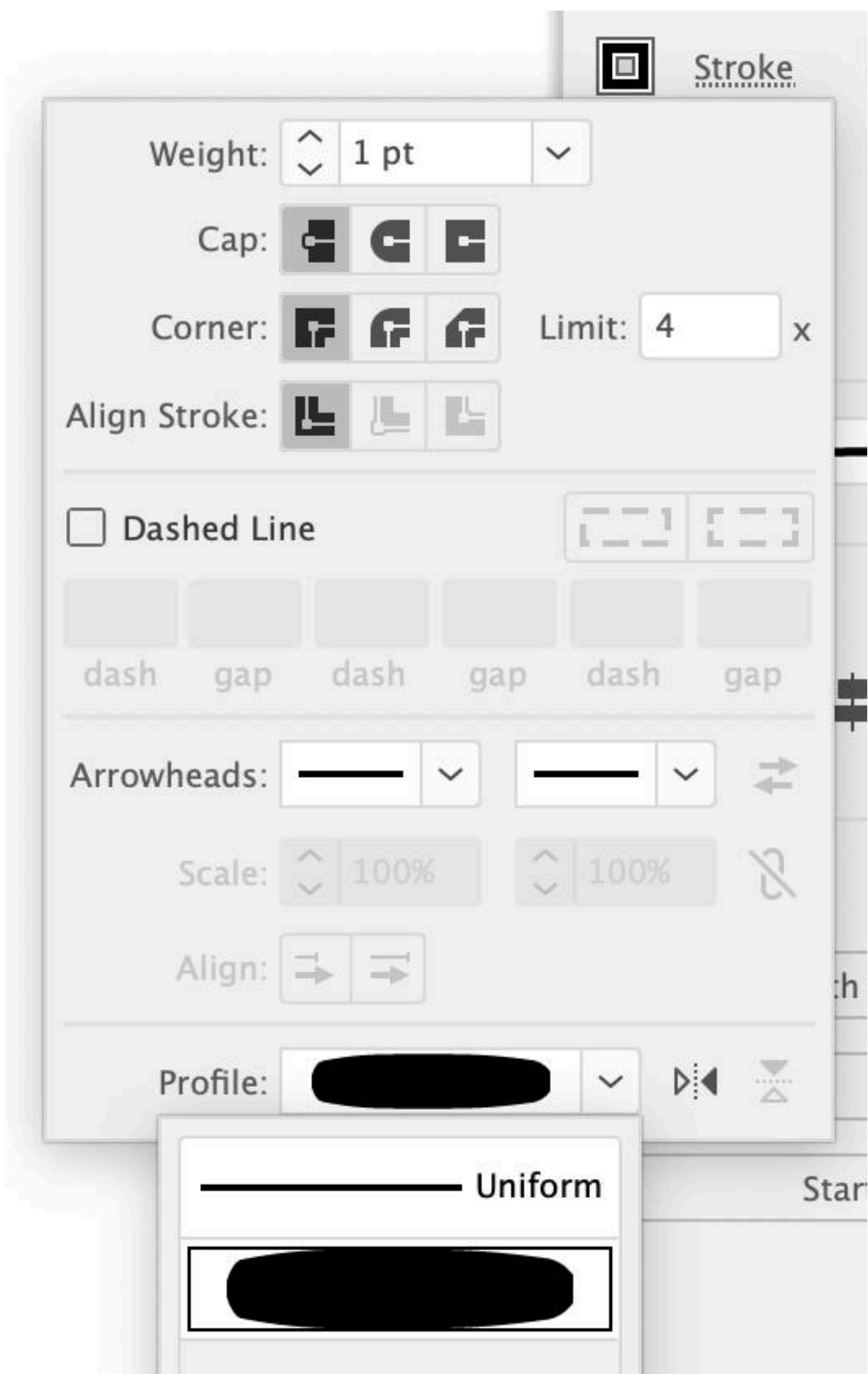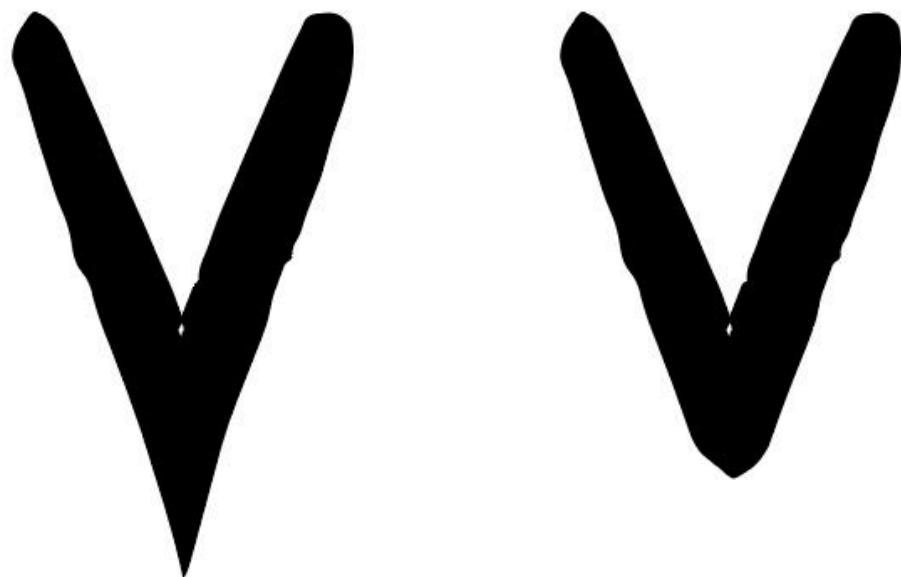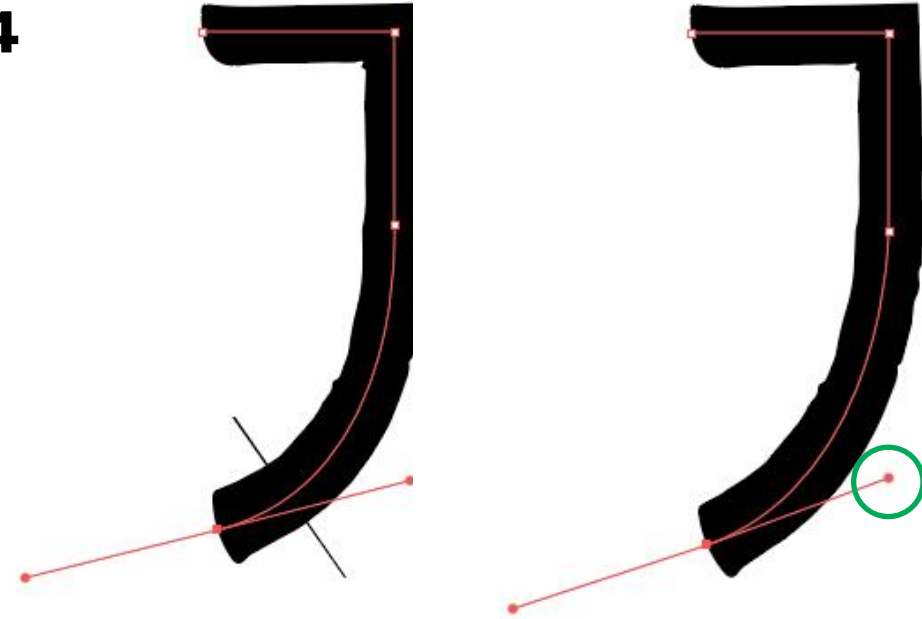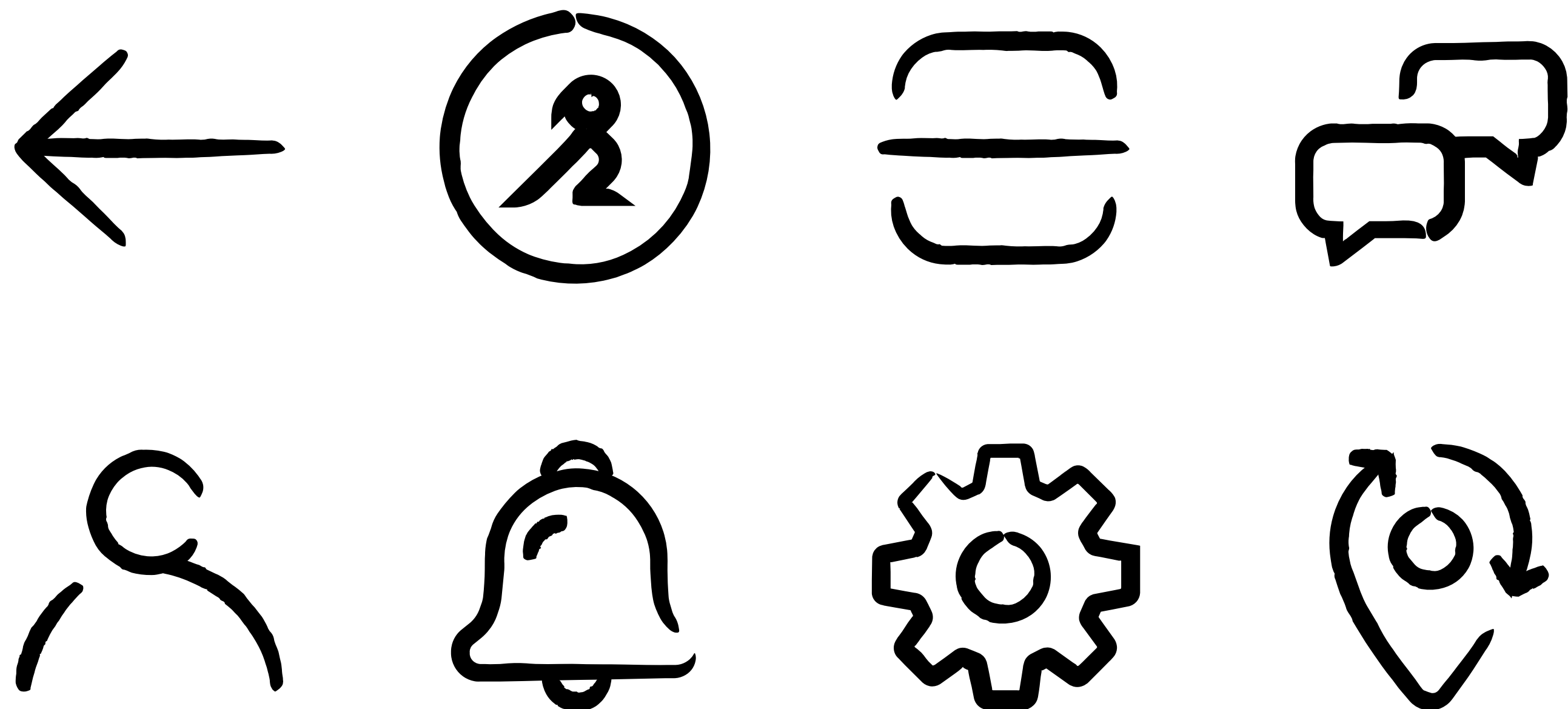
Examples

To the right are some examples of how you can execute icons. How you make them is up to your own imagination.

Photography

An introduction

The world of recycling is a dull affair. Recycling is not fun, neither is the way it's portrayed. It is boring. We don't want boring. We want fun, interesting, quirky with a human touch. We want to create an elevated world of recycling with a real touch.

Portrait photography

We want our portraits to be as personal as possible, you should be able to tell what kind of person it is by only this one image. That's not something you get in a studio. We propose real portraits of intriguing people, in all ages, in settings as personal as the subjects themselves.

An analogue feel with flash or good lighting makes every environment interesting and elegant.

Note: The images on the right are to exemplify the photographic style and are not licensed or avilable to be used in any external communcation.

Still life photography

One person's trash is another person's treasure. We propose still life images of when trash is not really trash, but has a second life. They should always feel interesting, not off-putting, and leave you wondering "what went down here?".

In a sense, the images should open up to the possibility of a longer story and the thought that trash has an afterlife.

Note: The images on the right are to exemplify the photographic style and are not licensed or avilable to be used in any external comminucation.

Illustrations

Happy waste sorting!

bower

Illustration concept

We want to enhance our brand voice through illustrations. Make an amusing version of the otherwise quite boring world of recycling. A friendly and naive style that makes you warm and fuzzy inside, and at same time engages you and makes you think.

Note: Illustrations will be included in this document once the first batch has been completed.