

**FREEBIRD**

Brand Style guide 2019

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[Logo files available here](#)

## INTRODUCTION

Within this guide are the elements needed to articulate the Freebird Brand. Because consistency is very important, you will find all the tools needed to deliver a range of visual expression, while following the brand's rules of design. You can rely on the components of this style guide to empower inspiration.

# THE BRAND

## WHO WE ARE

We are the premier destination for rewarded ride hailing. We transform the mobility experience by making it easy for you to earn cash back and points on your rides to restaurants, bars, and everywhere else you would go via the Uber and Lyft ride hailing platforms. We partner with your favorite establishments to offer rewards so you can make your rideshare experience easier on your wallet. We also partner with your favorite brands to get you back home safely after a night of drinking with cash back bonuses.

## MEDIA MEETS MOBILITY

Our mission is to save consumers millions of dollars and create sustained value to businesses and consumers alike by offering rewards for everyday mobility. Freebird works to provide a positive feedback loop for businesses seeking loyal customers by offering a variety of valuable rewards to consumers who choose Freebird as their means of transportation to those businesses. Freebird continues to utilize technology intersected with modernization of the transportation infrastructure to cultivate consumer loyalty and drive revenue.

## HOW IT WORKS

- Download and install the Freebird app from the Apple App Store or Google Play Store – it's free to download and use!
- Connect your Uber and/or Lyft account to activate your Freebird account.
- Link your credit card to your Freebird account and start searching for cash rewards at your favorite restaurants and bars.
- Use your linked credit card at a participating establishment to earn cash-back rewards.
- You'll also earn points anywhere you go including your home, business, airport, etc.
- Points are accrued and redeemed for cash.
- You can transfer cash from your Freebird account to your bank account at any time.

## VOICE

Freebird reflects the voice of the young, fun, confident and authentic millennial demographic. It inspires people to explore and discover new places and to create new experiences while enjoying eventful nightlife with friends.

# LOGO CONCEPT

## LOGO



freebird™

Stacked

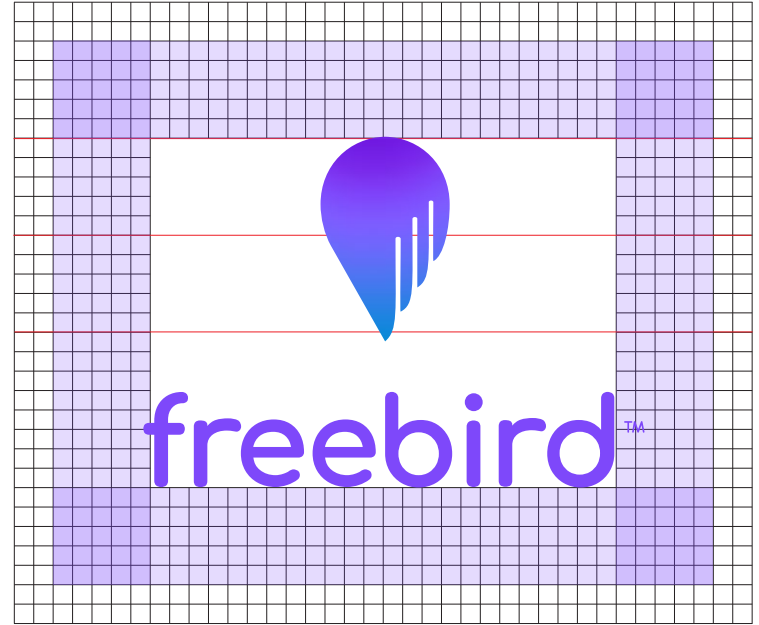
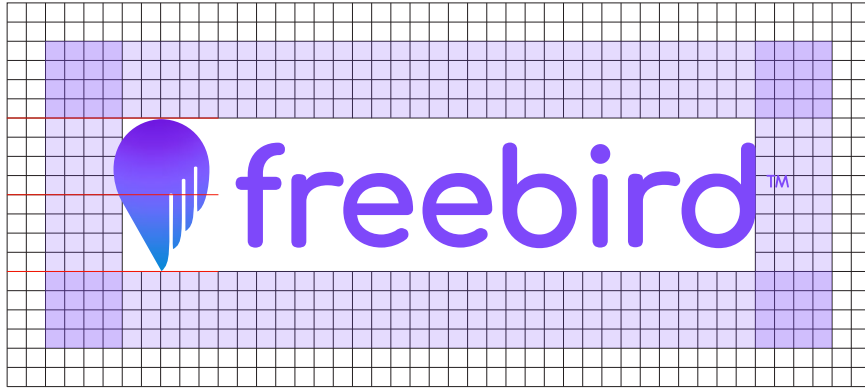


freebird™

Horizontal

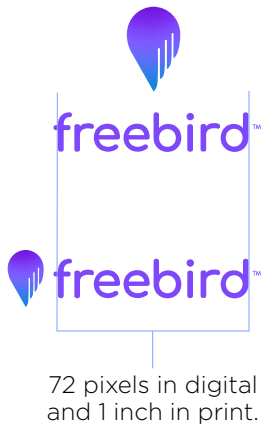
## CLEAR SPACE

Please always allow 'x' space between the logo and any other element. ( $x = 1/2$  height size of the wing mark). This applies to all logo structures.



## MINIMUM SIZE

The minimum size for the word freebird in the logo should be no smaller than 72 pixels in digital and 1 inch in print.



## BEST PRACTICES

Do NOT Stretch logo in any direction



Do NOT Resize or change layout or omit elements



Do NOT Use different colors than those specified here



# COLOR

## LOGOTYPE COLOR



### Purple

HEX 7e48fa


RGB 126 | 72 | 250

CMYK 67 | 73 | 0 | 0




SCHEME


Primary




**Purple**  
HEX 7e48fa  
RGB 126 | 72 | 250  
CMYK 67 | 73 | 0 | 0



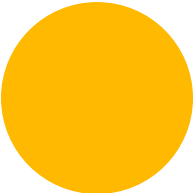
Secondary




**Blue**  
HEX 3b7beb  
RGB 59 | 123 | 235  
CMYK 74 | 53 | 0 | 0

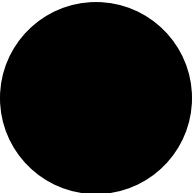


Accent




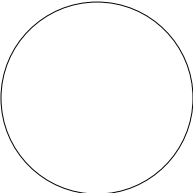
**Yellow-Orange**  
HEX ffba00  
RGB 255 | 185 | 0  
CMYK 0 | 30 | 100 | 0






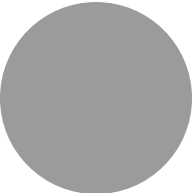
**Black**  
HEX 000000  
RGB 0 | 0 | 0  
CMYK 0 | 0 | 0 | 100







**White**  
HEX ffffff  
RGB 255 | 255 | 255  
CMYK 0 | 0 | 0 | 0







**Gray**  
HEX 9b9b9b  
RGB 155 | 155 | 155  
CMYK 67 | 73 | 0 | 0






**Light Purple**  
HEX b49aff  
RGB 180 | 154 | 255  
CMYK 34 | 40 | 0 | 0





**Light Blue**  
HEX 78a4ff  
RGB 120 | 164 | 255  
CMYK 49 | 31 | 0 | 0



GRADIENT



**Darker Purple** HEX 7320e5  
RGB 115 | 32 | 229

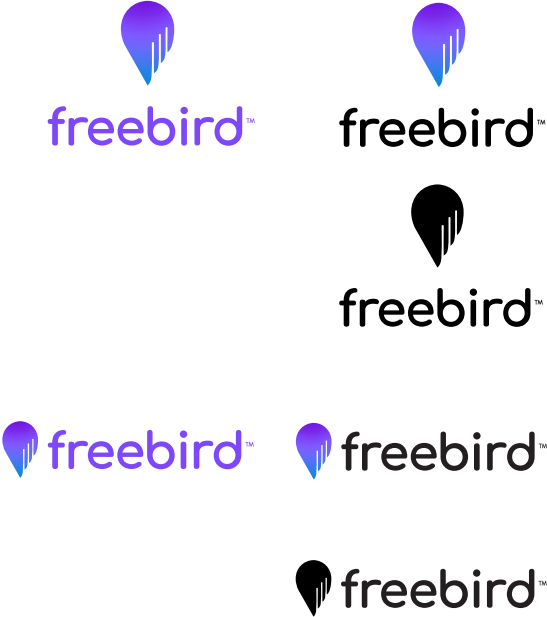


**Purple** HEX 7e48fa  
RGB 126 | 72 | 250



**Blue** HEX 3b7beb  
RGB 59 | 123 | 235

COLOR VARIATION



# TYPOGRAPHY

## TYPEFACE

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,;:&?()!**

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,;:&?()!**

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,;:&?()!

## TEXT HIERARCHY

# HEADER 1 TITLE

Gotham Black - ALL CAPS

## Header 2 Subtitle

Gotham Medium - Title Case

This is body text

Gotham Light - Sentence Case

Gotham

The main typeface is Gotham. It's used in print and digital material.

SF UI Text and Display

For all app interfaces, please use SF UI TEXT and **SF UI DISPLAY (Text over 20pt).**

Arial Regular

For presentations in Powerpoint and Keynote, use Arial system fonts as an alternative, as they are accessible from all computers.

## TEXT TREATMENT

# LOREM IPSUM

## Dolor Sit Amet

Ommod quodita epratio. Officitium id qui unt omnis  
eossimp orentur modi bearissin eos nim quam volorro  
dolum nectis re explate mporrum inimpos eium quat  
untium iumende nihillab int maximet id magnatur, qui  
quia as voluptae nit molorest anit dere odicipsantio  
volent. Duntisim alis nonsed mo corem di omnim re  
venient iberum facero volorepre cum ut moloreici re  
nis inctem maximet id magnatur.

Use Gotham Black for title headers 1 color is 100% black. In ALL CAPS

For Subtitle Headers 2, use Gotham Medium in Title Case. The font size here should be 2 points smaller than Header 1. Color is 60% black.

The body text uses Gotham light, Color is 100% Black

## THE APP



UNDER CONSTRUCTION