the bird band

HAVE FUN.

brandbook.

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To download a copy of this brandbook or other digital products of the brand, visit ***thebirdband.com/brand***

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Girona

thebirdband.com
hello@thebirdband.com

welcome.

henlo!

We are pleased to present you The Bird Band, a personal brand dedicated to entertain and educate bird owners around the world. Our brand is built on the principles of enjoyment, community, and education. This brandbook is a guide to our identity, values, and verbal and visual language.

The Bird Band's mission is to promote love for birds through content via social media. In this brandbook, you will find detailed information on our narrative and visual identity. We invite you to explore this guide and understand how we establish our relationships with the audience. By following these guidelines, we guarantee consistency and clarity in all our communications. We appreciate your participation in being part of our journey to celebrate birds.

manual use.

This manual is our essential guide to understanding and applying our brand identity in a consistent way. Begin with the table of contents to quickly locate sections on visual identity, tone of voice, and applications. For visual identity, adhere strictly to guidelines on logo usage, color palettes, and typography to maintain brand integrity. The tone of voice section provides instructions on keeping our communications playful, friendly, and positive, with specific examples.

In the applications section, follow layout guidelines to ensure all materials reflect our brand accurately. Whether designing brochures, social media posts, or merchandise, use the specified elements correctly to build a recognizable and trustworthy brand image. Consistency is key—ensure all brand elements are applied uniformly across all platforms. Stay updated with any revisions to the brandbook and provide feedback to help maintain the quality of our brand identity. If you have any doubts don't hesitate to contact us!

manifest.

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Our story

2021

WHEN IT ALL STARTED

Pink and Floyd were rescued from a bird shelter in Barcelona and got adopted. An Instagram account was created to share their daily adventures adapting in their forever home.

2022

OH NO!

BeGee was found lost on the street, her family was nowhere to be found, so she got adopted. The account started building a little community of bird owners.

2023

WHAT JUST HAPPENED?

The flock had a sudden grow! Daphne, Stella, Luti and Mildred became part of the family. These four stole many hearts through the internet.

2024

HEY THERE!

The Instagram account started to gain popularity. The content is now original and funny. Taking care of so many birds needs a lot of research and dedication, the knowledge is shared with the community. A personal brand is established to define the verbal and visual communication.

mission

entertain and educate bird owners.

To create a community on social media where bird enthusiasts can connect, learn, and have fun while enhancing the lives of their feathered friends.

purpose

amuse and inspire bird owners through fun and accessible content.

Bring joy and excitement, making bird care a fun and engaging experience for everyone.

personality

we are.

We are playful, caring, and passionate about birds. Our personality shines through in everything we do, from our social media presence to our educational content.

Our community is built on inclusivity, and a shared love for our feathered friends. We believe in the power of joy and knowledge to connect and enhance the lives of birds and their owners.

FUN, FRIENDLY, EDUCATIONAL, RELATABLE, TRUSTWORTHY

values

we believe in.

Our values shape everything we do. We believe in the power of humor to bring joy and laughter to our community. Our passion for birds drives us to create engaging content. We stand by honesty and integrity in all our interactions, ensuring transparency and trust. Respect for our feathered friends and their owners guides our actions, assuring a supportive and inclusive environment. Lastly, our commitment to reliability means we aim to be a dependable source of knowledge and entertainment for bird enthusiasts everywhere.

HUMOR, PASSION, HONESTY, RESPECT, INTEGRITY, RELIABILITY

verbal identity.

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Our voice

informal

For entertainment purposes

1.

VOICE

Our voice is positive and clear, with a playful touch. And yes, it's occasionally a bit dramatic, just like the flock's personality.

2.

TONE

We use a playful and friendly tone with our audience to reflect the brand's values.

3.

Our language is simple, to communicate our messsage clearly. With a dynamic rhythm, we use playful terminology like "seebs" or "henlo".

POSITIVE, FUNNY, FRIENDLY

formal

For educational, serious or formal purposes

1.

VOICE

In this case, our voice becomes professional while remaining as positive as the situation allows.

2.

TONE

We communicate our message with a scientific tone, keeping it as simple as possible, so it is understood by all types of audiences.

3.

LANGUAGE

Our language is informative and straightforward to educate and inform through clear messages. This approach makes our message more understandable.

POSITIVE, INFORMATIVE, STRAIGHTFORWARD

Verbal system

chirp your way around.

The tagline is short and easy to remember, which describes our essence. It can be used in promotional content or merchandise.

whether you are looking to have a good time or learn a thing or two, we are here for you.

Our claim is an affirmation that gives a clear vision of the brand. It can be used in the same applications of the tagline.

have fun.

Our slogan is a simple but effective message that usually goes with the logotype.

caring for birds, creating better lives.

This sentence describes the educational content of our brand. It's intended to be used in a more formal environment.

Verbal strategy

phonology and syntax

Because our voice transmits a positive and simple message, we use clear pronunciation with a friendly tone. The entonation is cheerful and has to reflect enthusiasm and happiness; we want to transmit positive emotions to our audience. A fluid and dynamic rhythm helps evoke these sensations. Finally, we use the onomatopoeias, like “chirp” or “boop.”.

All these features apply to both informal and formal language, with the exception of the onomatopoeias, which only apply to the informal one.

Our syntax is formed by creative and spontaneous sentences in the informal language. Words are modified to sound more playful and childish, just like the birds’ personalities; for example, instead of “hello,” we say “henlo.” The sentence structure for the educational and formal language is informative and has a clear structure, so the message is easy to understand.

lexicon and semantics

Depending on the context, formal or informal, we use a lexicon with colloquial or technical expressions.

For semantics in the informal context, we use language that evokes emotions of tenderness or sarcasm. The goal is to give the birds a voice. Regarding the formal content, we use an objective language that conveys the knowledge clearly.

These are just guides for you to understand how we relate and speak. After all, human communication is very variable and ultimately depends on each individual. It is important to follow this guide for communication through digital platforms; direct communication is open to common sense.

Storytelling

We use the following storytelling techniques to communicate our stories through all broadcast channels. Use this technique as much as the situation allows it.

Stella can't fly properly; she has never learned to fly, although she's still quite young. But the other day, she did something incredible! After completely destroying her Sola toy, she flew all the way back to the cage on her own!

1.
Immerse the audience directly in the story.

2.
Tell a personal story.

3.
Use suspense.

4.
Give the story life and use the personality of the characters.

5.
End with a positive message.

Guide

This guide will help you understand how to use our voice consistently across all communications.

informal

We caught Mildred sneaking out to get some seebs!

- Playful and friendly tone.
- Dynamic and colloquial language.
- Positive, funny and friendly.

formal

In the wild, birds spend around six to eight hours per day looking for food. This natural behavior, known as foraging, is essential for their physical and mental well-being.

- Positive and clear, tone. Professional when needed.
- Simple and direct language.
- When providing information or educational content, keep it informative yet simple. Ensure it is accessible to all audiences.
- Positive, informative, straightforward.

graphic brand.

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Logotype

primary logo

The geometric composition ensures readability and visual impact. This design communicates a combination of professionalism and amusement, making the logo memorable and versatile for different applications.

The primary version includes the symbol and slogan on the brand.

Symbol

A simplified, happy yellow face of a cockatiel is our main symbol. It's the essence of our brand that represents our values and personality. This one is the version that will accompany the logo, but we made two other versions to include the rest of the flock.

When applied individually, they will maintain this form and colors.

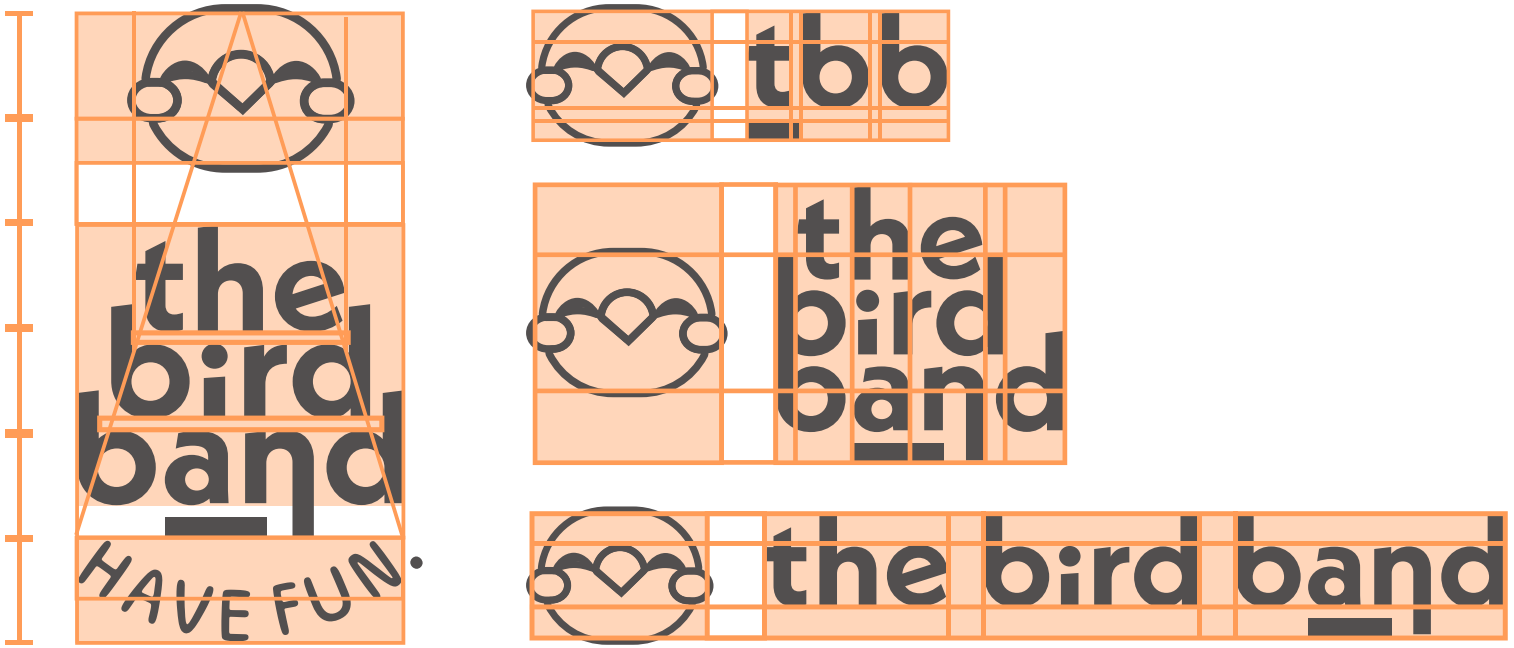
Variations

These are all the possible versions of the logotype with the mascot and the slogan. As you can see, we are very flexible and the versions can be adapted to the structure you need.

Graphic construction

The typography is modified for the logo, this means it cannot be reproduced using just the font.

The logotype and its versions are built by these reticles, and they all maintain a similar proportional relationship by giving importance to the text.



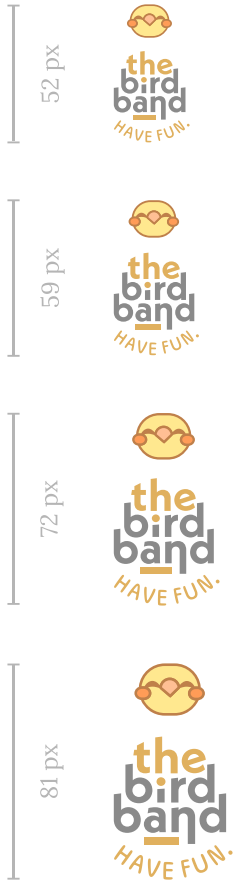
Respect area

It is important to keep the margin of the logo in order to keep it readable and visible on any support. We use the symbol to establish the respect area.

Sizes

It is necessary to set a minimum size for the logo. By doing so, we ensure that it can be viewed and read well in small sizes. Always try to use the largest possible size.

For the logotype versions use the elements on this chart to mesure the size.



Color range

primary color

earth yellow

This color brings warmth and comfort. It can also have a direct association with wood and nature, which are characteristic elements of the brand.

PANTONE 7509 C
R225 G175 B95
C12 M33 Y69 K2
hex #e1af5f
RAL 1002

primary color

medium gray.

This gray tone is formal and contrasts with the earth yellow's warmth. The flock itself is filled with grey tones, this color is a representation of them.

PANTONE 877C
R138 R138 R138
C46 M36 Y36 K16
hex #8a8a8a
RAL 9022

peach

PANTONE 713 C
RGB 255, 191, 148
CMYK 0, 25, 42, 0
hex #ffbf94
RAL 1017

silver

PANTONE 5305 C
RGB 196, 196, 196
CMYK 0, 0, 0, 23
hex #b7b77e
RAL 7047

fawn

PANTONE 156 C
RGB 237, 174, 116
CMYK 0, 27, 51, 7
hex #edae74
RAL 1034

white

RGB 255, 255, 255
CMYK 0, 0, 0, 0
hex #ffffff
RAL 9016

complementary colors

These colors are used as support in the creation of the mascot and different graphic shapes of the brand. They are mainly warm, and communicate a welcoming, friendly, and trustworthy image.

Davy's gray

PANTONE 7540 C
RGB 81, 80, 79
CMYK 0, 1, 2, 68
hex #51504f
RAL 7043

sandy orange

PANTONE 714 C
RGB 255, 156, 87
CMYK 0, 39, 66, 0
hex #ff9c57
RAL 1048

copper

PANTONE 729 C
RGB 191, 128, 74
CMYK 0, 33, 61, 25
hex #bf804a
RAL 1011

jasmine

PANTONE 1205 C
RGB 255, 232, 142
CMYK 0, 9, 44, 0
hex #ffe88e
RAL 1016

color guide

In this document you can see how we apply some of the colors. But to ensure how it works, this is a basic guide on how to use the colors:

1. WHITE BACKGROUND

For titles, subheadings, and numbers that are not in the text (dates, page numbers, etc.), we use the primary color earth yellow. For shapes and icons, we use the same one, or the jasmine color.

2. EARTH YELLOW AND MEDIUM GRAY BACKGROUND

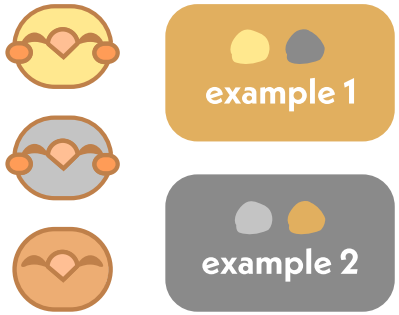
To provide high readability and contrast, all the information in these scenarios will be applied in white. Although shapes can be applied in medium gray and jasmine for earth yellow background, or silver and earth yellow for medium gray background. If the design needs to be monochromatic, it is better to always choose a composition that emphasizes the color eath yellow.

3. TEXT

For text and their headings in a white background we use the color Davy's gray. Thanks to this, we increase readability and contrast.

4. MASCOT

The rest of the colors are used for the mascot and its variations to represent de different birds in the flock. And they are only used in these cases.



Monochromatic

Monochromatic versions

Negative version

Typography

logo typography

Neue Kabel

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789?/!%;,.

This sans-serif typeface communicates our values and personality. It is formal enough for sharing educational content, but the geometric composition in lowercase helps evoke friendliness and proximity. We use the bold font for the logo and titles, while the italic version, both regular and bold, is used for subheadings. This structure ensures a good hierarchy of information. For primary headings, we add a horizontal line below the first letter; the word starts in lowercase (except for proper nouns), and it always ends with a dot ".". This structure helps differentiate our design, adds dynamism, and maintains consistency with the logotype.

slogan typography

Ohno Softie Variable

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789?/!%;,.

This typeface is used for the slogan and titles in the text. Its geometric, sans-serif, and carefree shape brings a more fun look to the composition.

It is always used in bold capitals for a well-structured composition.

text typography

Lora

Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789?/!%;,.

Finally, the Lora typeface is used for text and numbers outside the text, such as page numbers, like you've seen so far.

The reason for using a typeface with serifs is to improve the readability of the text, making it more fluid.

typography guide

This composition assures a good visual hierarchy and helps assimilate the content more easily. You can use these typefaces for any kind of support, online and offline.

Neue Kabel bold (modified), 66pt.

heading 1.

Neue Kabel bold, 45pt.

heading 2

Neue Kabel bold italic, 24pt.

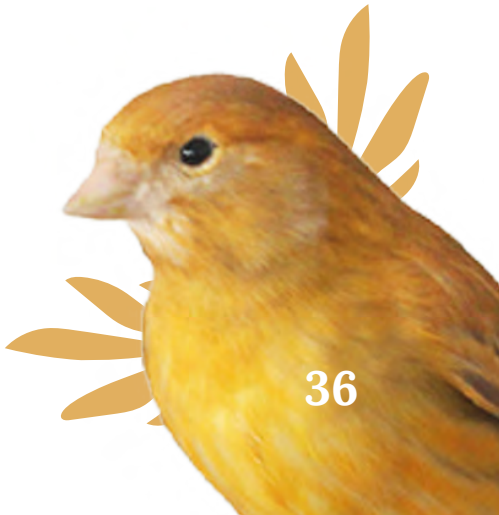
heading 3

Ohno Softie Variable, 12pt.

HEADING 4

Lora Regular, 10pt.

text



Graphic resources

icons

Because we want to make our message clear and easy to understand it's very important to use visual elements that help assimilate the information. The horizontal bar is used as a visual resource to connect informationl

The icons are always monochromatic, use the first version (earth yellow or white) when the background is dark. Use the second version in negative when the background is clear or if a background for the icons is needed.

shapes

The icons above help complement the information being shared. So, we use the following shapes to maintain a visual brand. In this case, these shapes are organic and contrast with the previous geometric forms. These shapes are used to complement the images. They are always monochromatic and the negative version doesn't affect the design.

Background applications

Logotype with the brand's colors background

Dark background image

dark and light background with non-brand colors

Light background image

Earth yellow background with jasmine color

Medium gray background with silver color

Medium gray background with earth yellow color

Earth yellow background with medium gray color

Incorrect uses

Avoid these msitakes:

Negative version in the wrong background

Don't add filters, shadows or strokes

Don't change the colors in any version

Don't change the color disposition

Don't modify the logo's proportions

Don't apply this version in a clear background

Don't apply this version of the logo in a dark background

Don't use the color jasmine on the medium-gray background

Respect the logo's area

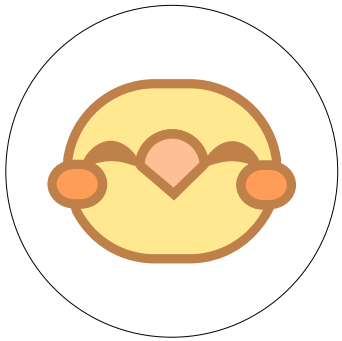
Photography style

Our images are a big part of our identity, they are always edited with the same presets to ensure a cohesive style. Highlights and whites will need to be adjusted depending on the images' light.

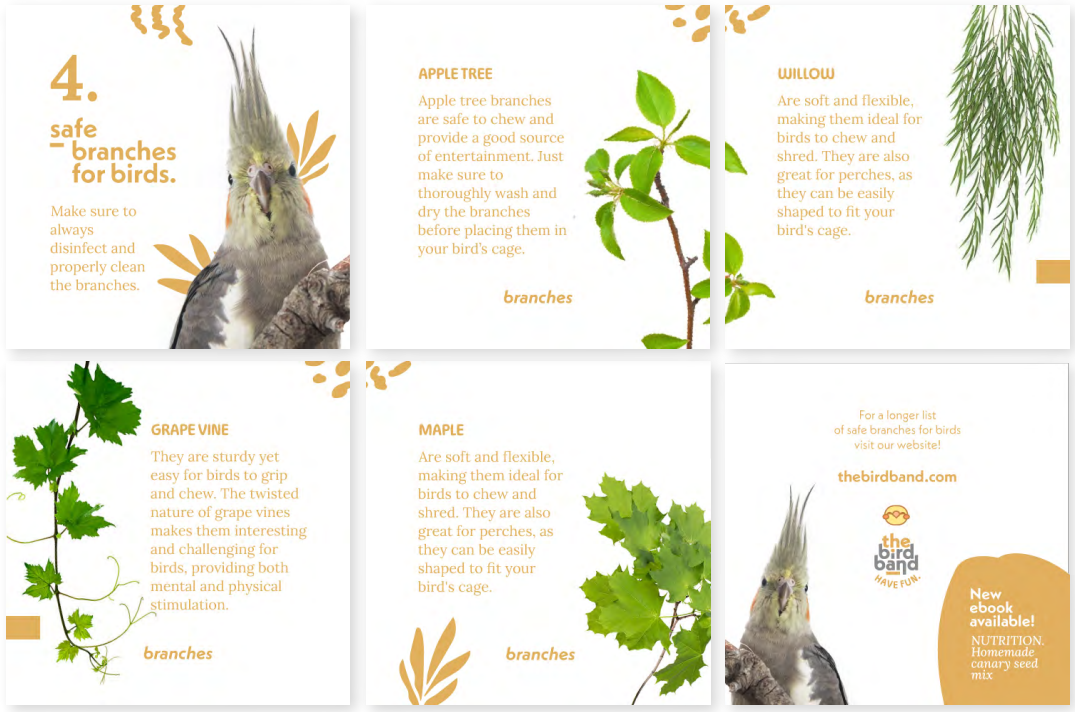
no background

The images with no background are used to enhance the look of the design. You can apply them to a white background and the primary colors of the brand. Unlike the previous ones, these images are not edited with the same parameters, only the brightness and saturation are improved if necessary.

Social media



This is our social media profile picture, across all platforms. It is easy to identify and recognize us. Also used as favicon.



This is an example on how we apply the verbal and visual identity of the brand on an Instagram carroussell for educational content.

These are more examples of educational content as Instagram carroussell using the primary colors as background.

Icons for Instagram's stories and their meanings:

freebies *training* *our menus* *toys* *foraging* *spa* *cage decor*

The cover for the reels of educational content is marked by the round brown shape. This position ensures that it's visible in both normal and reels' feeds. This helps our audience navigate through our content more easily.

Facebook and Youtube cover.

We always display the captions in our videos using earth yellow color and the Neue Kabel typography.

Captions are always displayed like this.

applications.

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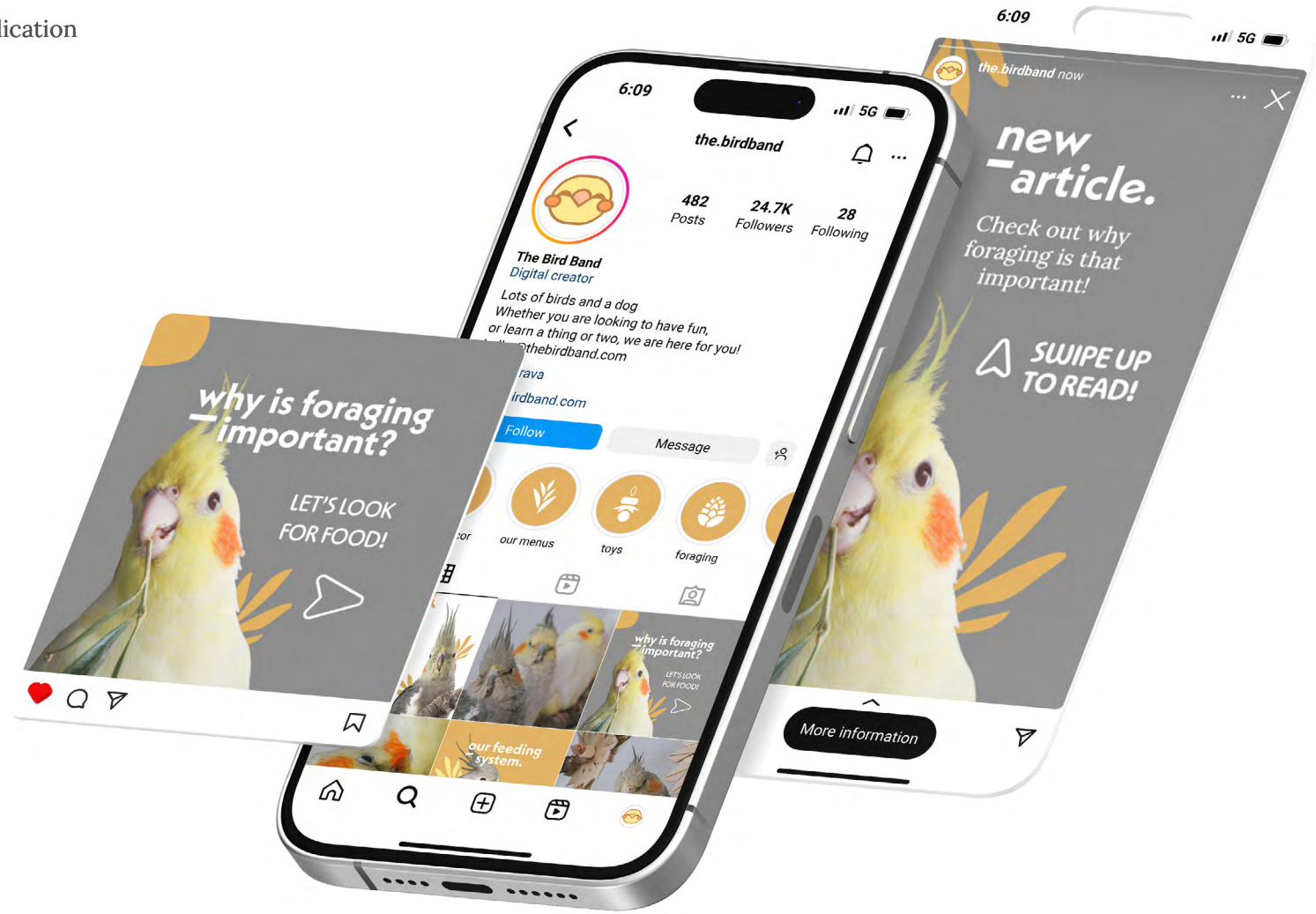
Online

Instagram application

Instagram application



Website landing page application

Offline

Promo square flyer application

Bird care guide application
Design also appplies for
the ebook.

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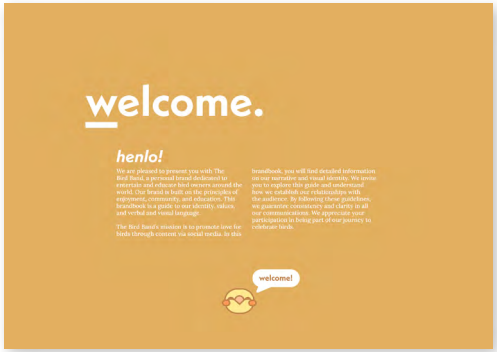
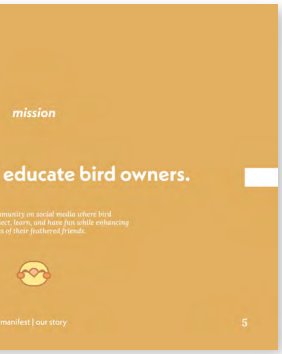

welcome.
henlo!
welcome!

manifest.
01. Our Story
02. Mission
03. Purpose
04. Personality
05. Values

Our story
2021
WHEN IT ALL STARTED
2022
OH NO!
2023
WHAT JUST HAPPENED?
2024
HEY THERE!
manifest | our story


mission
educate bird owners.
manifest | our story
5

purpose
amuse and inspire bird owners
through fun and accessible content.
Bring joy and excitement, making bird care
a fun and engaging experience for everyone.
tbb
manifest | our story
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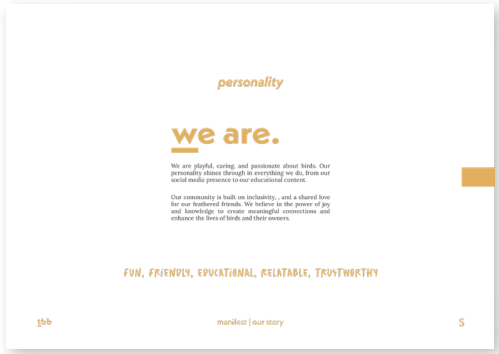
personality
we are.
FUN, FRIENDLY, EDUCATIONAL, RELATABLE, TRUSTWORTHY
tbb
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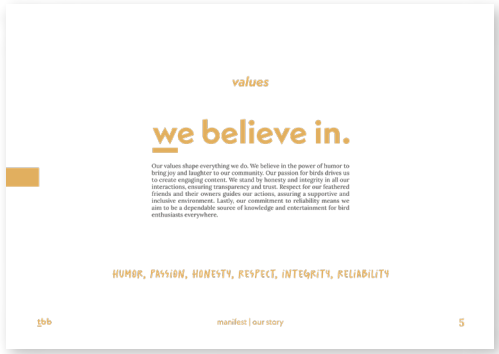
values
we believe in.
HUMOR, PASSION, HONESTY, RESPECT, INTEGRITY, RELIABILITY
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verbal
identity.
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Verbal strategy
phonology and syntax
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lexicon and semantics
you now know
us very well!
tbb
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graphic bran
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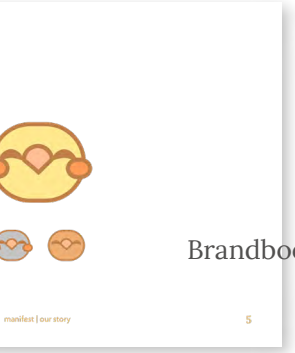
07. Color range


Brandbook
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Logotype
primary logo
the bird band
HAVE FUN.
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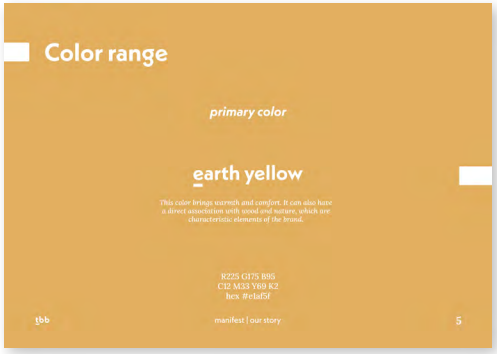
Color range
primary color
earth yellow
R225 G175 B95
C12 M33 Y69 K2
hex #e1af5f
tbb
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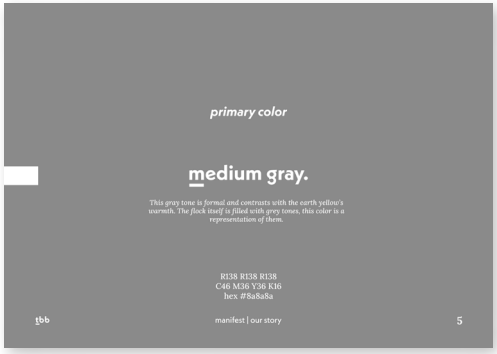
primary color
medium gray.
R138 R138 R138
C46 M36 Y36 K16
hex #8a8a8a
tbb
manifest | our story
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closure.

Thank you for taking the time to explore The Bird Band's brandbook. This guide is to make sure that every aspect of our brand, from our visual identity to our tone of voice, reflects our values and mission. By following these guidelines, we can maintain a cohesive presence across all platforms.

Our brand is more than just a logo or a tagline; it's a promise to bring entertainment and knowledge to bird owners around the world.

This manual also helps maintain our brand's integrity and ensuring that our message remains clear and impactful.

If you have any questions don't hesitate to contact us at *hello@thebirdband.com* so we can help you!

Have fun and keep chirping!

the bird band
HAVE FUN.