

Brand Guidelines

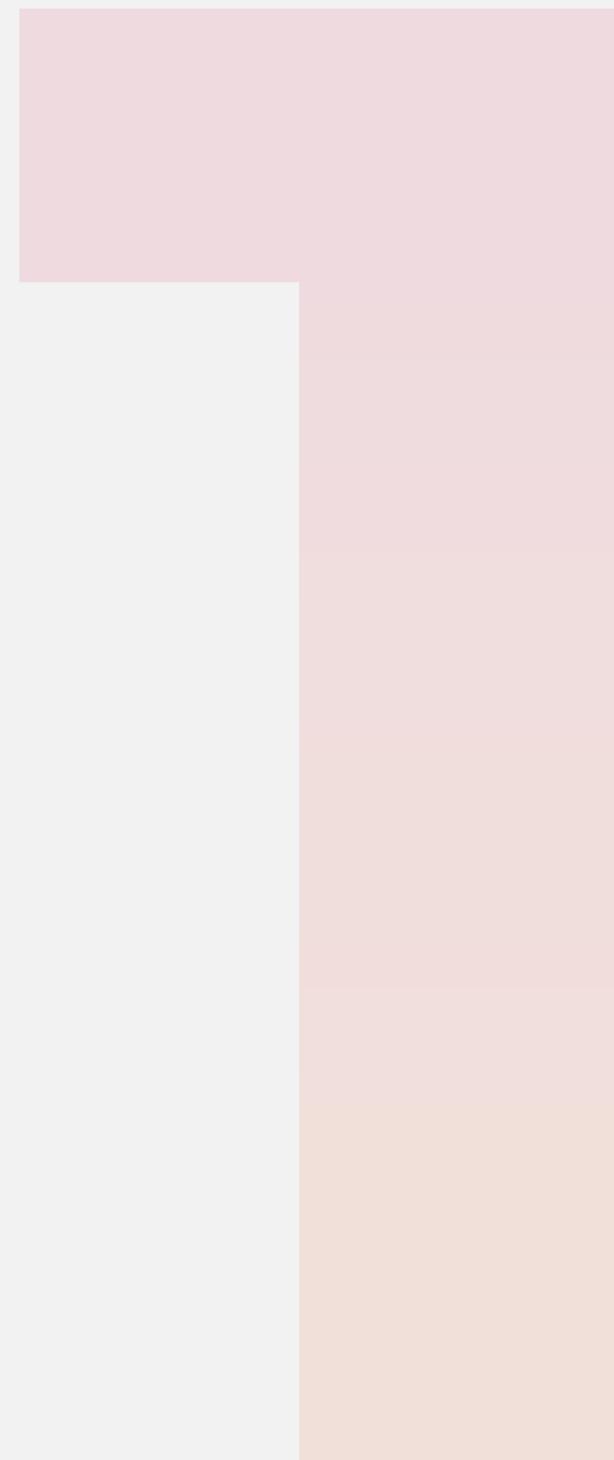




Contents

- 03** Brand Ideology
- 08** Technical Part
- 15** Communication
- 23** WEB guidelines
- 25** Creatives
- 29** Presentation

Welcome!



COLIBRIX was designed as an all-in-one smart solution solving the exciting challenges of business of any size and type. We are a brand that aims to deliver exclusive experience through genuine and relatable partnership, as well as to build momentum and generate results whatever the idea is sky-high.



**We are devoted to fulfilling
your huge ideas, making
them happen quickly.**

**Is your business challenging,
fast-moving, adventurous?**

**So, we are.
COLIBRIX doesn't mind
taking risks.**



It all started with the idea which lies in the substantial changes accrued in recent years in the fast-paced payment industry. Just a few of high-energy, ambitious, brilliant and skillful minds started the company in 2020.

Trying to get COLIBRIX off the ground, it was full of small successes and rewarding experiences. Identifying potential growth areas, recruiting a great team, planning for risks and diving deep into numbers, devoting ourselves to the company and working at a gruelling pace... we became a true family. And, of course, our partners are treated the same way.

COLIBRIX grew up from 5 enthusiasts to 45 professionals just two years ahead.

Our mission

We are a company that empowers and helps businesses to grow consciously in respect with social, commercial and governance criteria.

Our values

Trust, flexibility and courage to take risks. When every business is a unique puzzle to solve, we are bringing all our creativity to the table.

Our goals

We make promises – we keep them – we exceed them. It is not only about tailor-made payment solutions and customized service. We are like your reliable best friend that keeps secrets, stays always on your side and helps whenever you need.

Slogan



ONBOARDING NO ORDINARY.



**Bringing authentic, trustworthy,
transparent and effective
perspectives to our partners and
their business, our tone of voice
stays friendly and motivating,
respectful and enthusiastic.
Our messages are always clear
and balanced.**



Technical Part



Logo | Main logo

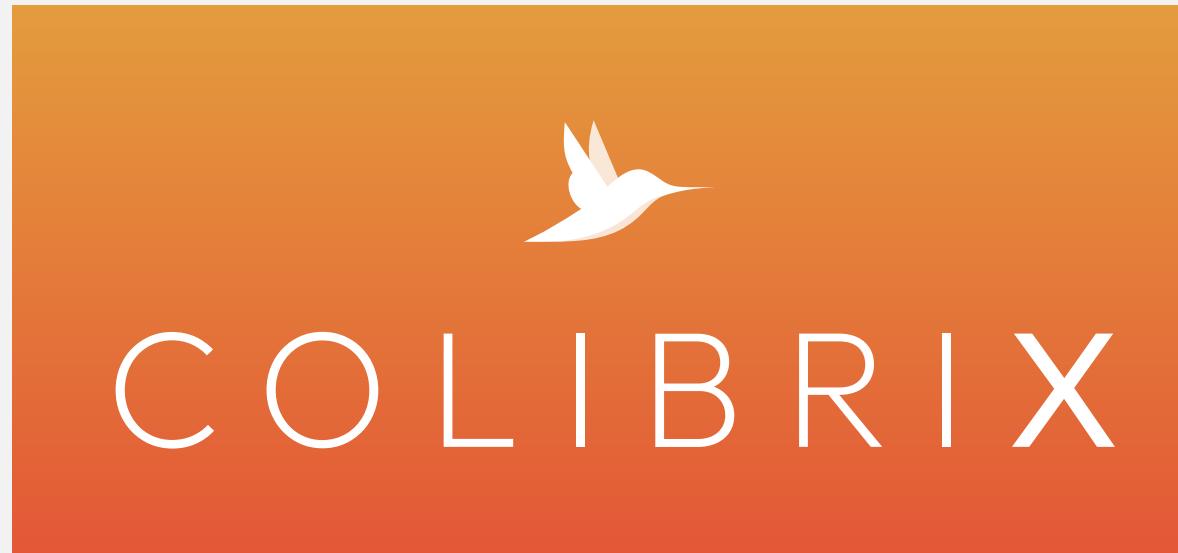
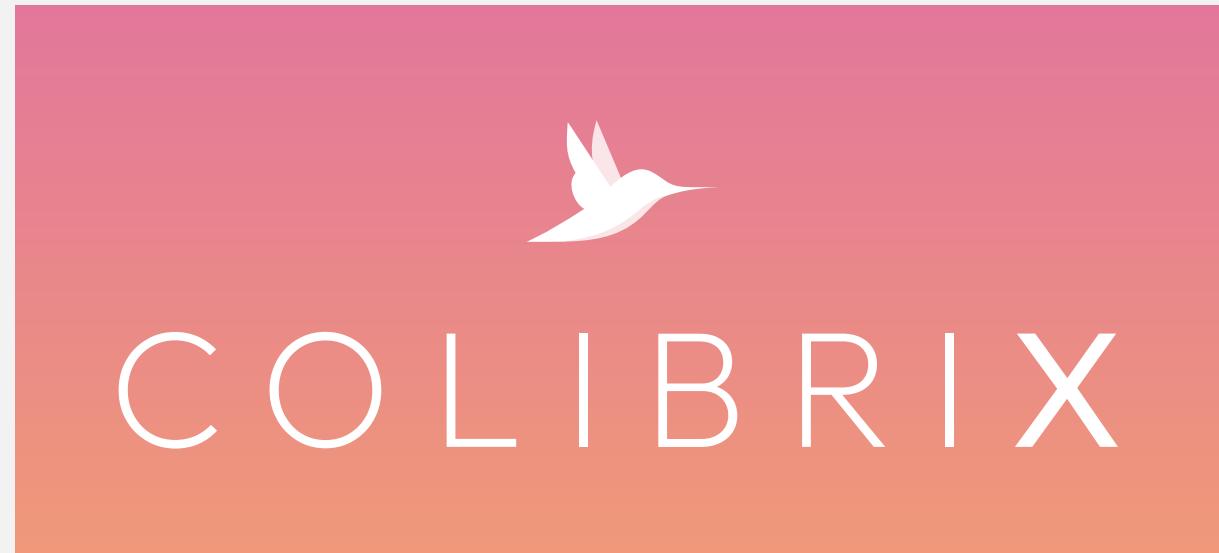


COLIBRIX



The “X” refers to the safe area around the Colibrix logo, which must never be encroached upon by other visual elements or text. It ensures that the logo is never placed too close to the edge of a document. The “X” is measured using the height of the uppercase X in the colibrix logotype and must be applied to all four sides of the logo as illustrated above.

Logo | On various backgrounds



Logo | Monochrome versions

The monochrome logo versions should only be used in situations where you cannot print in full color.



Colour Palette



Primary colour palette

Summer

R 226, G 119, B 155
C 0, M 47, Y 31, K 11
#FA6494

R 240, G 153, B 120
C 0, M 36, Y 50, K 6
#FF8669

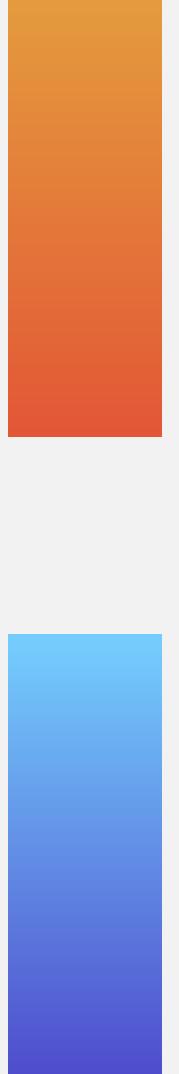


Secondary colour palette

Autumn

R 228, G 156, B 61
C 0, M 32, Y 73, K 11
#E49C3D

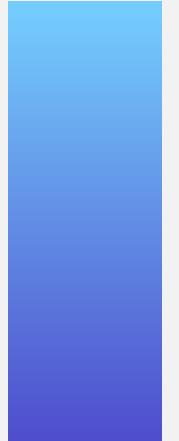
R 227, G 86, B 54
C 0, M 62, Y 76, K 11
#E35636



Winter

R 116, G 204, B 253
C 54, M 19, Y 0, K 1
#74CCFD

R 78, G 76, B 204
C 62, M 63, Y 0, K 20
#4E4CCC



For text

R 27, G 27, B 27
C 0, M 0, Y 0, K 89
#1B1B1B

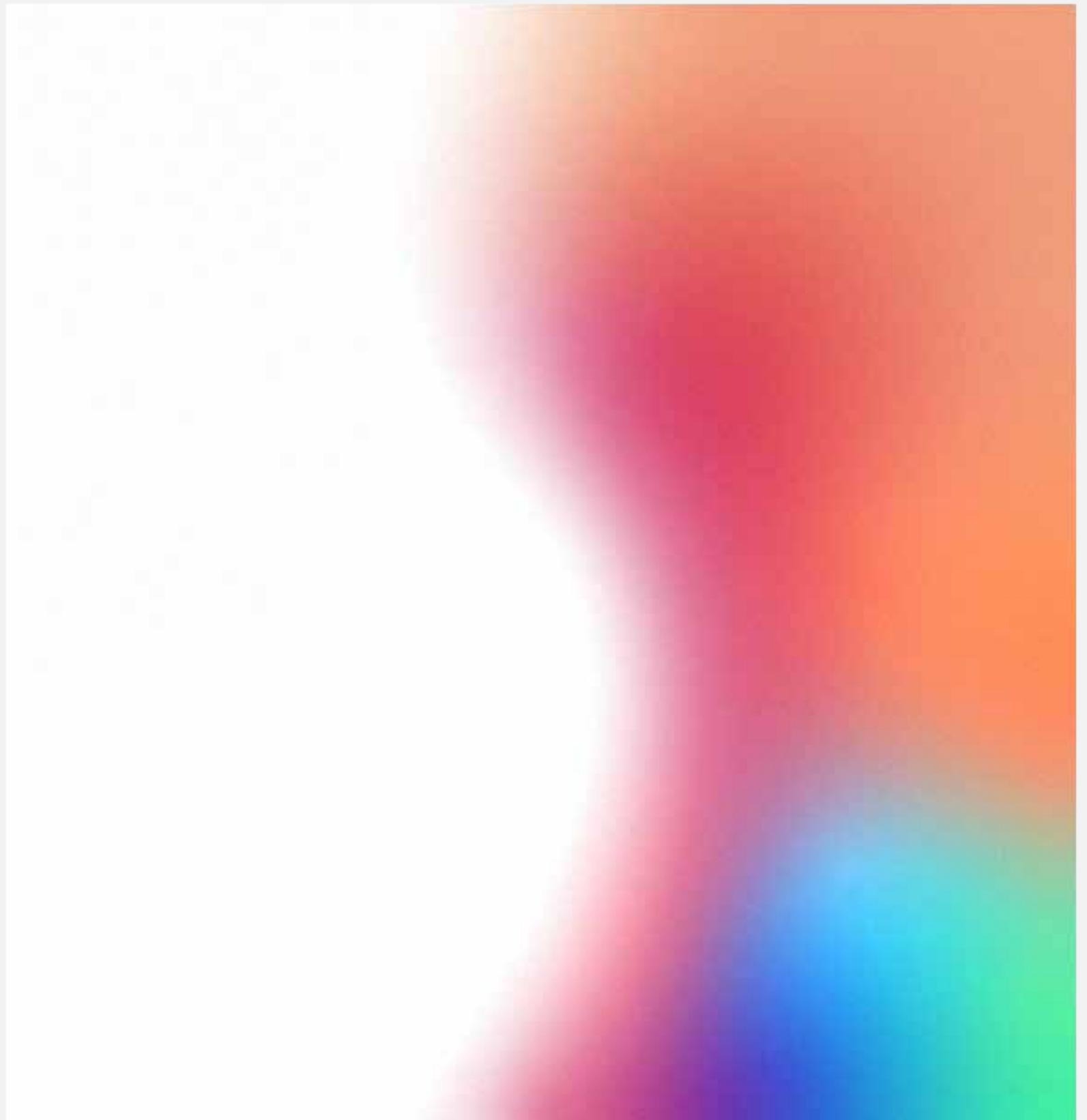
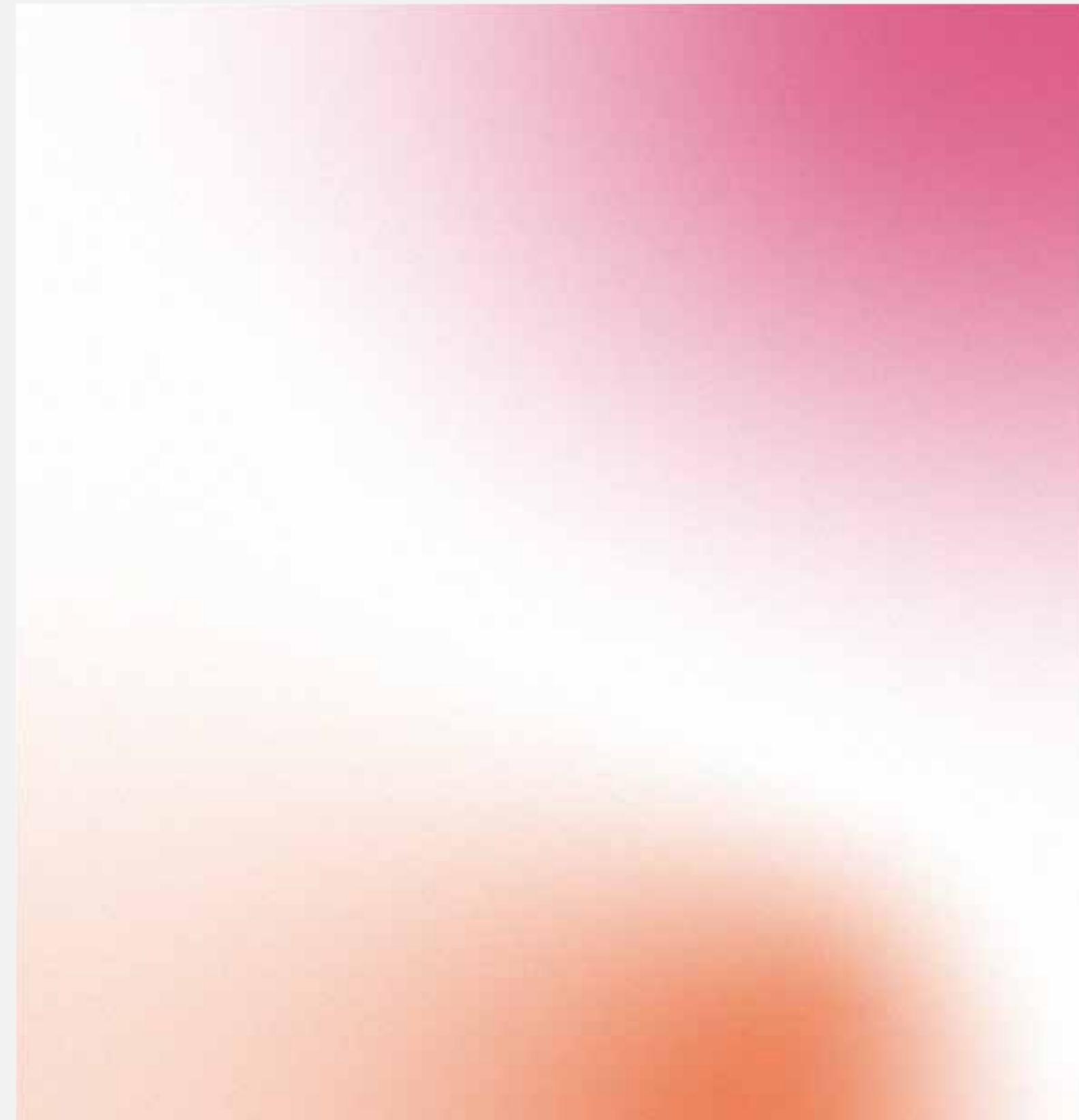
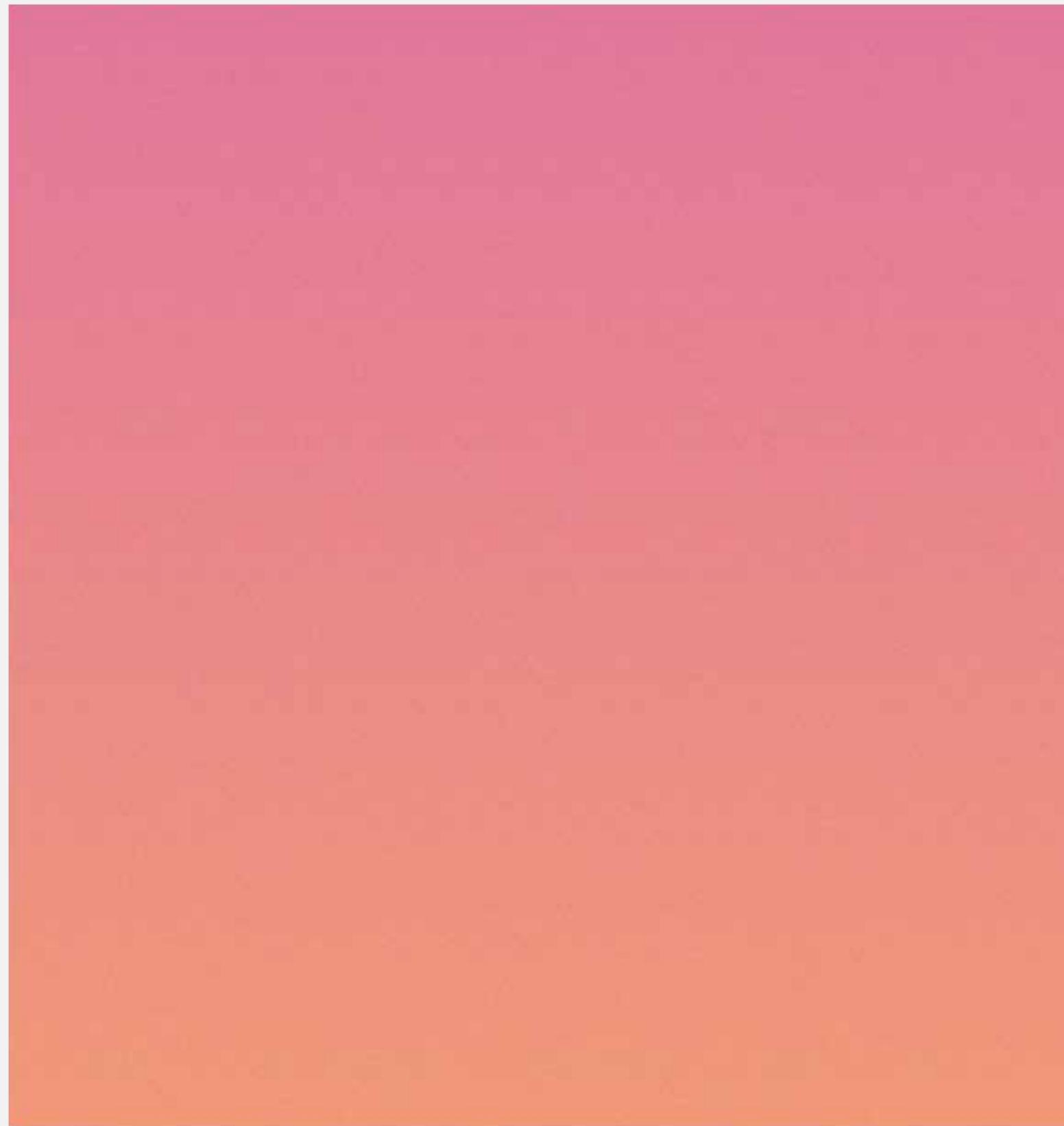
Spring

R 85, G 235, B 172
C 64, M 0, Y 27, K 8
#55EBAC

R 32, G 132, B 188
C 83, M 30, Y 0, K 26
#2084BC



Backgrounds



Typography



Outfit typeface

download font →



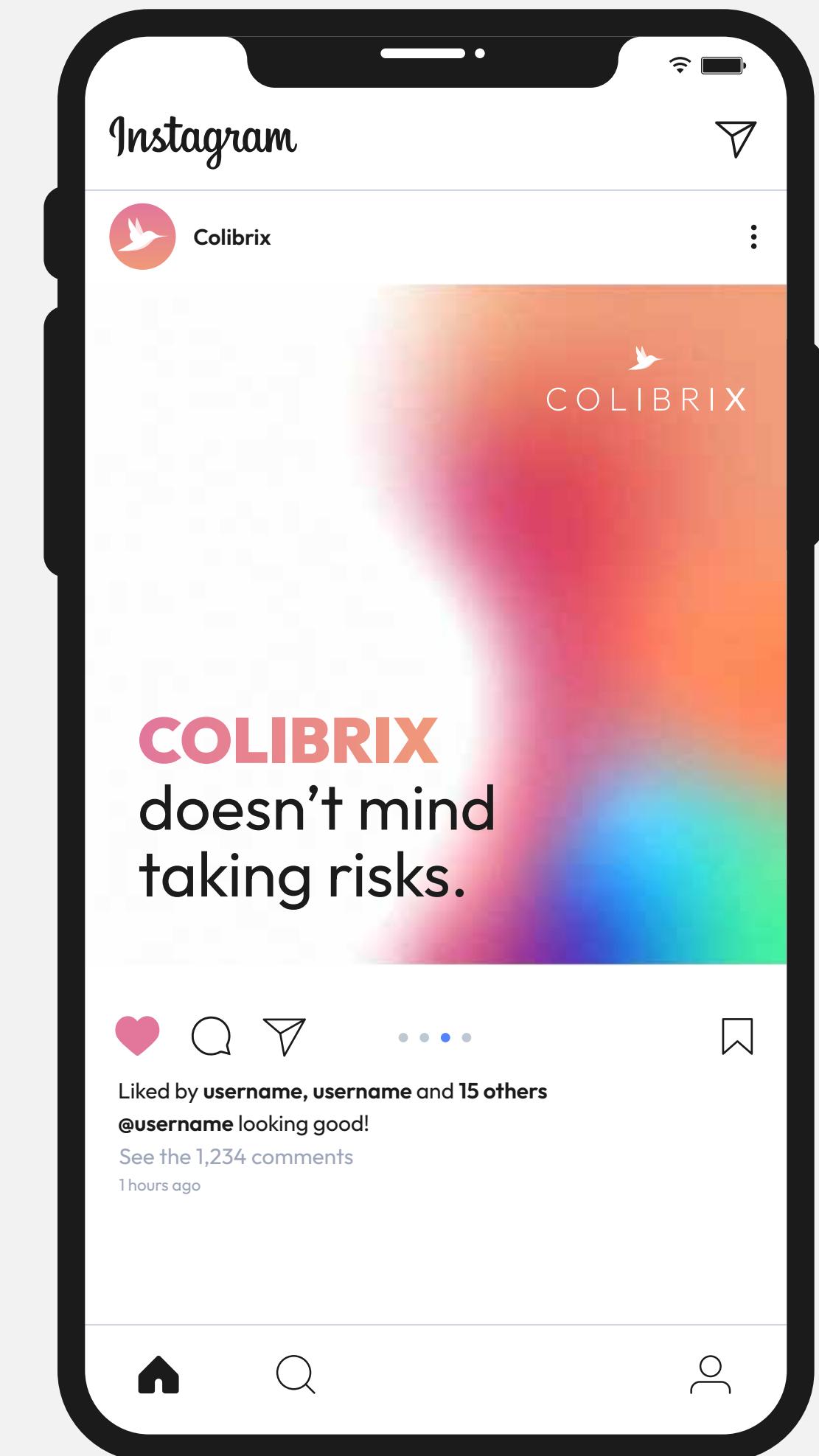


Communication

76

A large, semi-transparent graphic element on the left side of the slide. It features three overlapping circles: a light red circle at the top, a light orange circle in the middle, and a white circle at the bottom. The number '76' is overlaid on the graphic in a large, bold, black font.

Imagery | Social media





Trust.

A 3D rendering of two hands, one blue and one white, shaking hands firmly against a background that transitions from light blue at the top to dark blue at the bottom.

We are devoted to fulfilling your huge ideas, making them happen quickly.

COLIBRIX

Courage to take risks.

A 3D rendering of a red bullseye target with concentric circles. A single red arrow with a white feather hits the exact center of the target. The background is a gradient from light orange at the top to light red at the bottom.

We are devoted to fulfilling your huge ideas, making them happen quickly.

COLIBRIX

Flexibility.

A 3D rendering of a coiled blue slinky toy against a background that transitions from light green at the top to dark blue at the bottom.

We are devoted to fulfilling your huge ideas, making them happen quickly.

COLIBRIX

Courage to take risks.



We are devoted to
fulfilling your huge
ideas, making them
happen quickly.

 COLIBRIX



Imagery | Exhibition signature

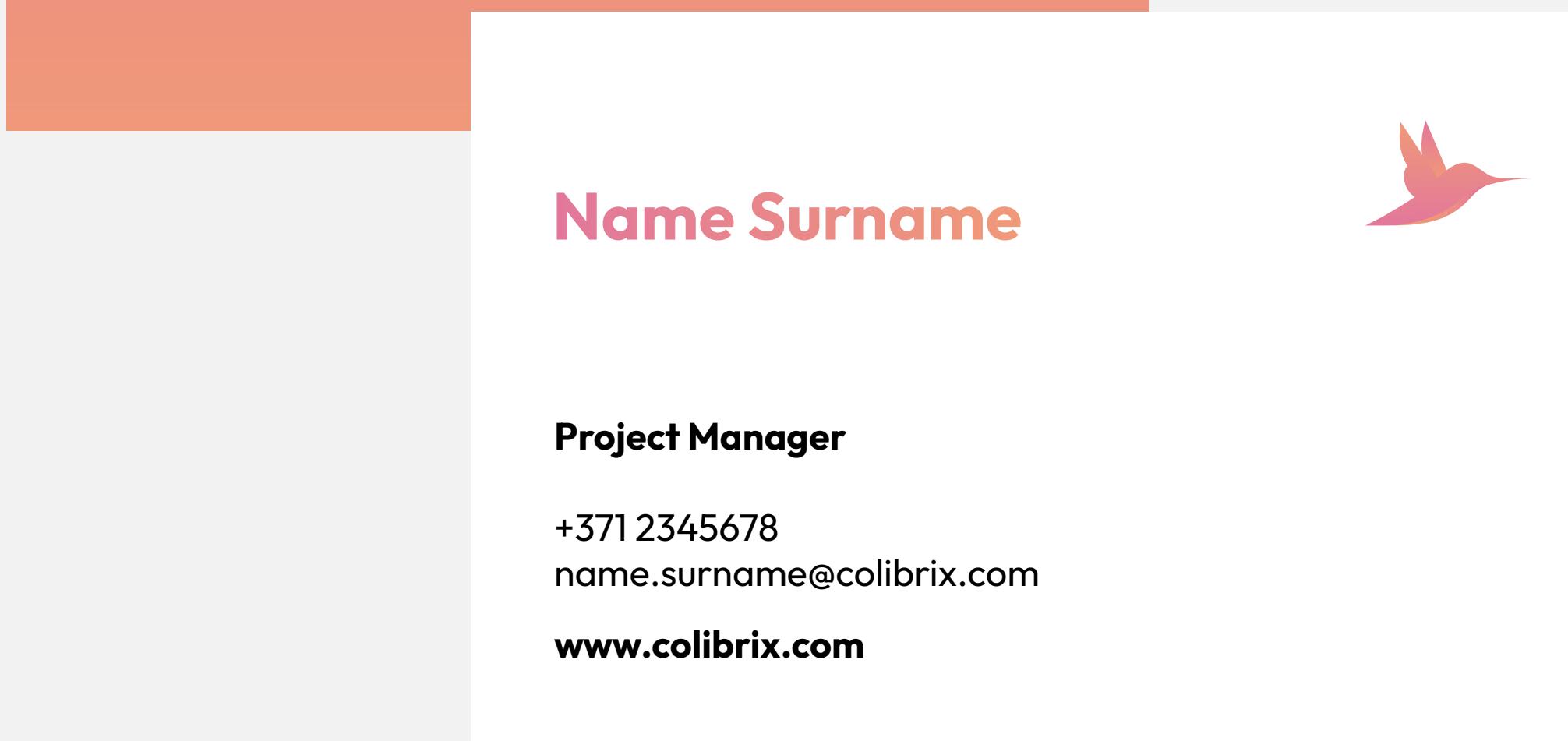


Business Card

Business Card size: 85x55 mm

Name Surname: Montserrat Black, 12pt

Contact info: Montserrat Bold, Regular, 8 pt



Newsletter Frame



A newsletter frame template for ColibriX. It features a red-to-orange gradient header with the ColibriX logo and a tagline: "We are a company that empowers and helps businesses to grow consciously in respect with social, commercial and governance criteria." Below the header is a white section with the text "We are devoted to fulfilling your huge ideas, making them happen quickly." To the right is a large illustration of a lightbulb containing a small green plant. Below this are four icons representing company values: "Trust" (two hands clasped), "Flexibility" (a sunburst), "Creativity" (light rays), and "Courage to take risks" (a hand pointing). At the bottom is a call-to-action button labeled "Contact us" and links for "Follow @COLIBRIX", "Visit colibrix.com", and "Unsubscribe".

Email signature

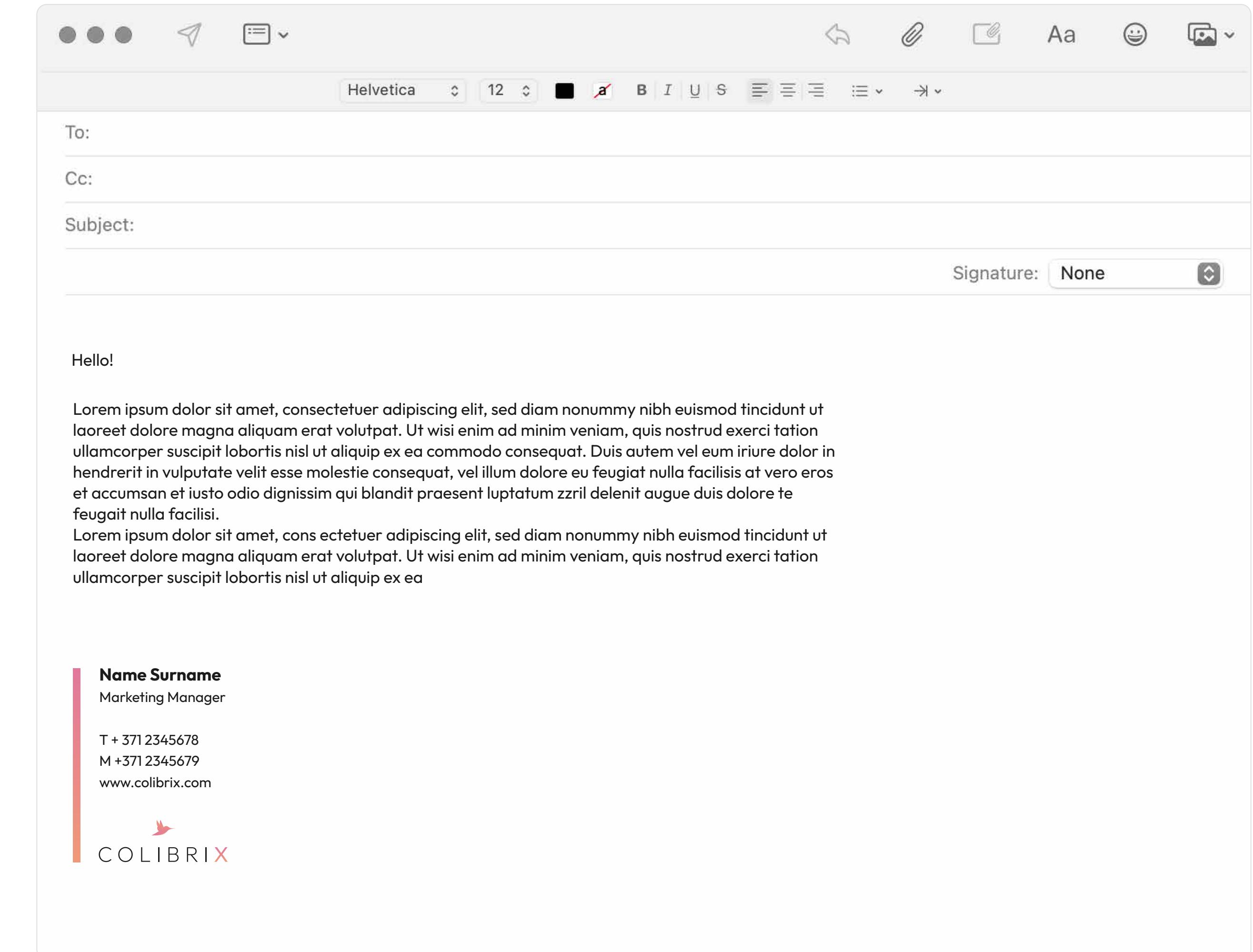
Name Surname
Marketing Manager

T + 371 2345678
M +371 2345679
www.colibrix.com


COLIBRIX

5px 90px

12pt
10pt
10pt



LinkedIn / CV.lv posts



We're Hiring!

Want to be a part of COLIBRIX team?
Join us!

APPLY NOW

COLIBRIX

The LinkedIn post features a large orange megaphone graphic on a white background. The text 'We're Hiring!' is displayed in a large, bold, white font. Below it, a smaller text block reads 'Want to be a part of COLIBRIX team? Join us!'. At the bottom, a red button contains the text 'APPLY NOW' in white. The COLIBRIX logo, consisting of a stylized bird icon above the word 'COLIBRIX' in a sans-serif font, is positioned at the top right.

We are looking for:

Project Manager

Contact us if you are:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed diam nonummy nibh euismod tincidunt ut laoreet.
- Aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exercitation.
- Sed diam nonummy nibh euismod tincidunt ut laoreet.
- Aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exercitation.

In addition, you will:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed diam nonummy nibh euismod tincidunt ut laoreet.
- Aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exercitation.

What we offer:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed diam nonummy nibh euismod tincidunt ut laoreet.
- Aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exercitation.
- Sed diam nonummy nibh euismod tincidunt ut laoreet.
- Aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exercitation.

If you want to join our team, this is your opportunity, send your CV with reference **PROJECT MANAGER** till 01.01.2023

ColibriX

ColibriX is a company that provides software development services. We specialize in building custom software solutions for various industries. Our team of experienced developers and project managers work closely with clients to understand their needs and deliver high-quality software products. We believe in a collaborative approach to development, and we strive to exceed our clients' expectations. If you are interested in joining our team, please apply now!

ColibriX

ColibriX is a company that provides software development services. We specialize in building custom software solutions for various industries. Our team of experienced developers and project managers work closely with clients to understand their needs and deliver high-quality software products. We believe in a collaborative approach to development, and we strive to exceed our clients' expectations. If you are interested in joining our team, please apply now!



The image shows a smartphone displaying the Colibrix website. The website has a white header with the Colibrix logo (a small red bird icon above the word 'COLIBRIX' in red) and a navigation menu with links for 'About us', 'Products', 'Pricing', and 'Contact us'. The main content area features a large red and orange gradient background with a large red target icon. The text 'Is your business challenging, fast-moving, adventurous?' is displayed in bold black font, followed by 'So, we are.' in a larger red font. Below this, there is a section titled 'Why Colibrix?' with three items, each with an icon and text: 1. A hand icon with the text 'We are a brand that aims to deliver exclusive experience through genuine.' and a placeholder text block. 2. A hands clapping icon with the text 'We are devoted to fulfilling your huge ideas, making them happen quickly.' and a placeholder text block. 3. A handshake icon with the text 'We are a company that empowers and helps businesses to grow consciously.' and a placeholder text block. At the bottom of the phone, it says 'MacBook Pro'.

COLIBRIX

About us Products Pricing Contact us

Is your business challenging, fast-moving, adventurous?

So, we are.

Why Colibrix?

We are a brand that aims to deliver exclusive experience through genuine.

We are devoted to fulfilling your huge ideas, making them happen quickly.

We are a company that empowers and helps businesses to grow consciously.



Creatives





Corporate gifts



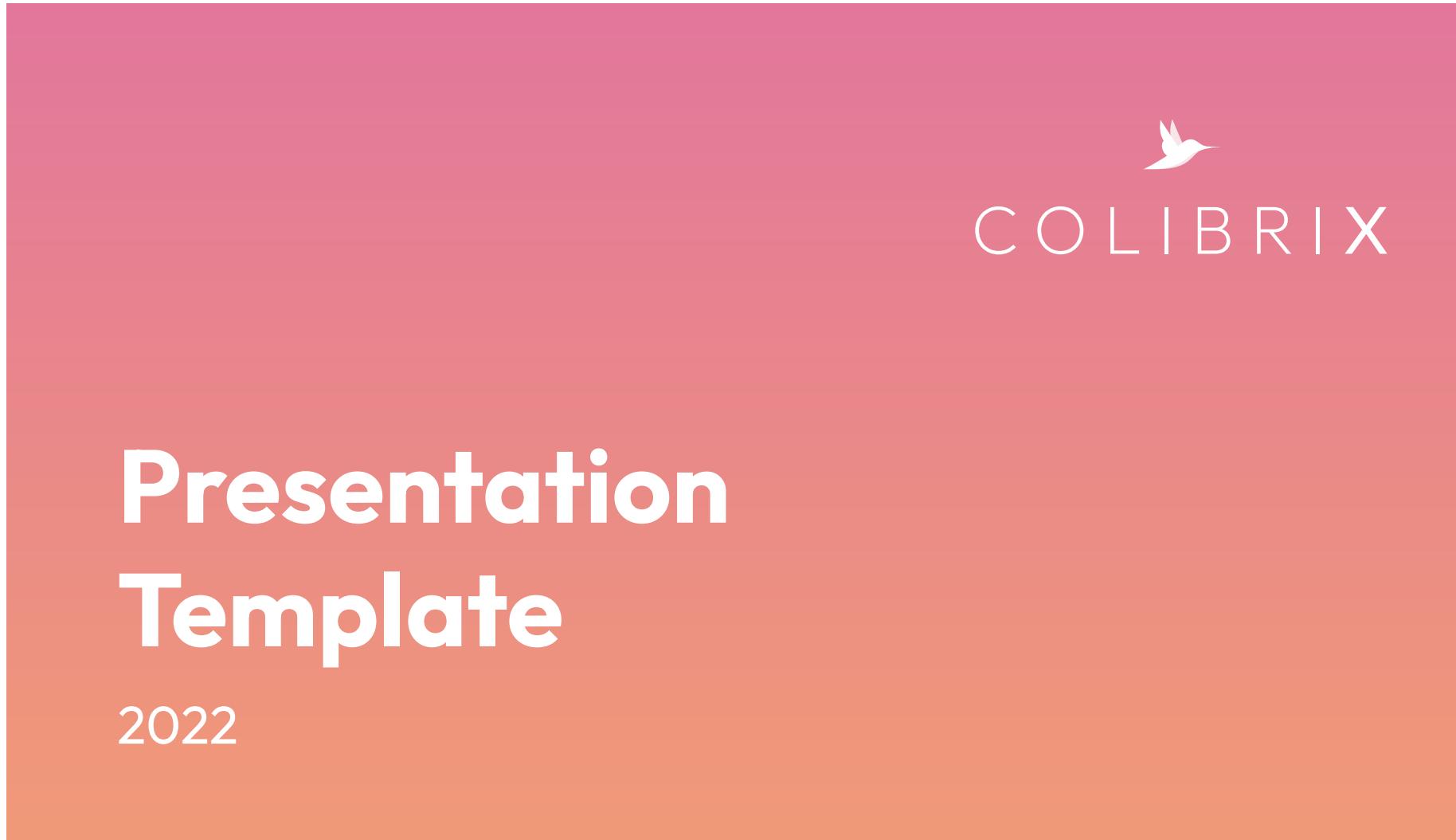
Merch



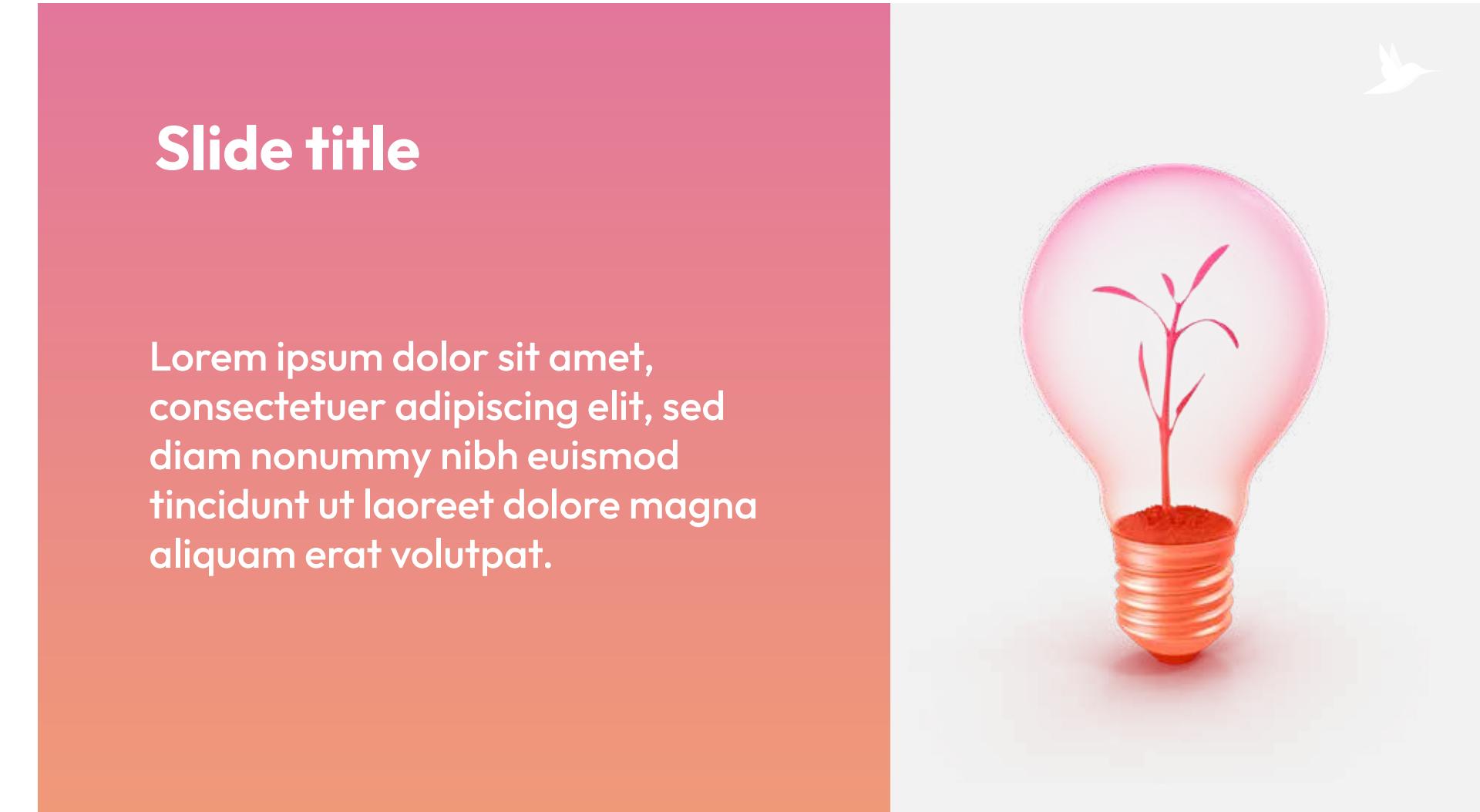
Merch



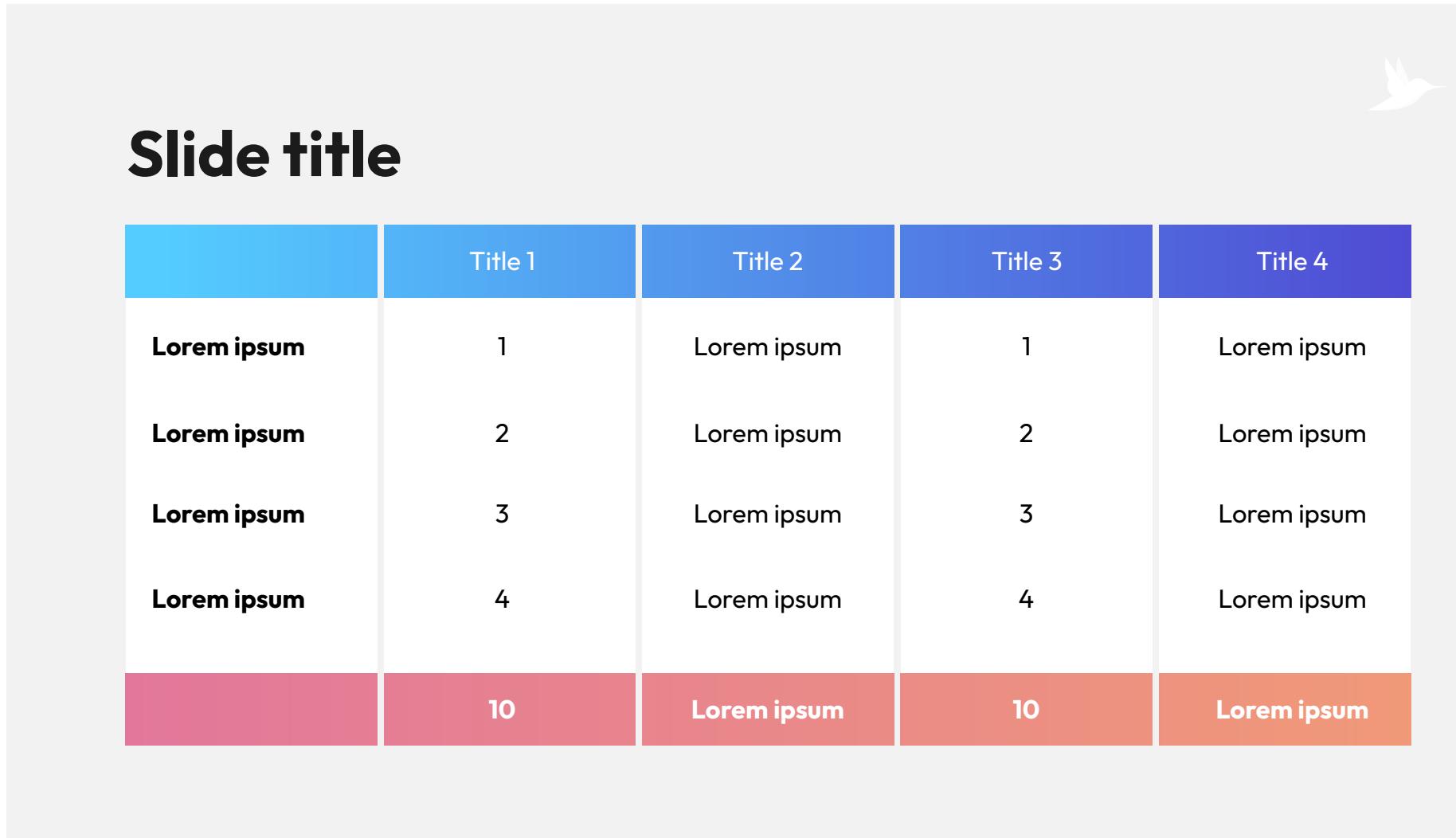
Presentation template



A presentation slide with a red-to-orange gradient background. At the top right is the ColibriX logo, featuring a small white bird icon above the word "COLIBRIX". The main title "Presentation Template" is centered in large white font, with the year "2022" below it in a smaller white font.

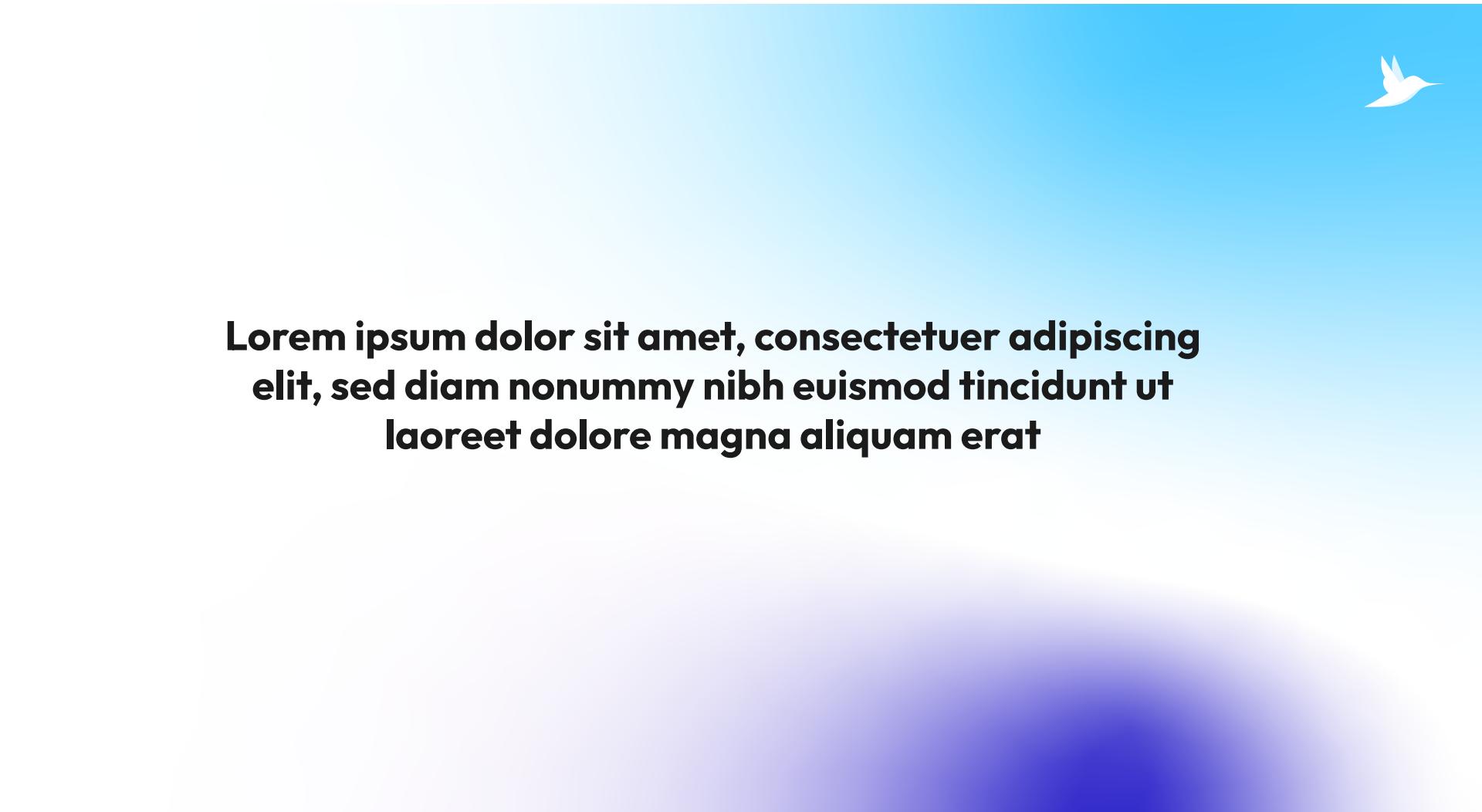


A slide titled "Slide title" with placeholder text: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat." To the right is a graphic of a lightbulb containing a small green plant.



A slide titled "Slide title" featuring a table with five columns and four rows. The first column is a header row with the text "Lorem ipsum". The other four columns are labeled "Title 1", "Title 2", "Title 3", and "Title 4". The table has a blue header bar and alternating row colors (light gray, white, light gray, white).

	Title 1	Title 2	Title 3	Title 4
Lorem ipsum	1		1	
Lorem ipsum	2		2	
Lorem ipsum	3		3	
Lorem ipsum	4		4	
	10	 	10	
		 		



A slide with a blue-to-white gradient background. It features a large bold text block: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat." There is also a small white bird icon in the top right corner.

Presentation template

