Clearspace – wordmark

Allow space for half the height of the wordmark on the top and sides.

Allow space for 5/8th the height of the wordmark on the bottom.
Clearspace – wordmark lockups

Allow space for half the height of the lockup on the top.

Allow space for half the height of the lockup on the bottom.

Allow space for the full height of the lockup on either side.

Allow space for 5/8ths of the lockup on the bottom.

Anonymous phone numbers that work like your real one.
Clearspace – logo

Allow space for half the height of the logo.
Clearspace – logo lockups

Allow space for half the height of the “B” on the top.

Allow space for 5/8ths of the “B” on the bottom.

Allow space for the full height of the “B” on either side.

Allow space for half the height of the lockup.
Scaling

Use the Small version of the wordmark at sizes below 1mm.

Small – for use no larger than 1mm

Regular – for regular use, no smaller than 1mm
Wordmark & logo guidelines

**DO**

- Use the wordmark in white
- Place the wordmark on brand palette colors
- Place the wordmark over image, legibility permitting
- Use the logo to punctuate a tagline
- Observe clearspace
- Place workmark or logo over blur
Wordmark & logo guidelines

DON'T

- Stretch, skew, tilt or crop the wordmark or logo
- Use colors outside of the primary brand palette
- Outline the wordmark or logo
- Use the app tile in a wordmark/logo lockup
- Place the wordmark or logo in white on other colors besides black
Wordmark & logo guidelines

DON'T

Use the regular wordmark in small contexts, or vice versa.

Use the registered mark at small scales where it reads as a period.

Stack the workmark.

Make the logo or wordmark into a pattern.
Primary brand palette

Hex #88F1C7  
PANTONE 13-6030 TSX

Hex #FFFFFF  
PANTONE P 1-2 U

Hex #000000  
Black

Hex #ffffff  
White
Color guidelines

**DO**

**Burner.**
Life simplified.

- Use the green and cream colors as primary backgrounds.
- Use color to break up space.

Imagine a world where only people you cared about had your phone number.

**Burner.**
Life simplified.

- Use black backgrounds sparingly.
Color guidelines

DON'T

- Use colors other than black for text
- Overuse colors
- Lower the opacity of text below 50%
- Use gradients
- Use the secondary palette outside of app UI