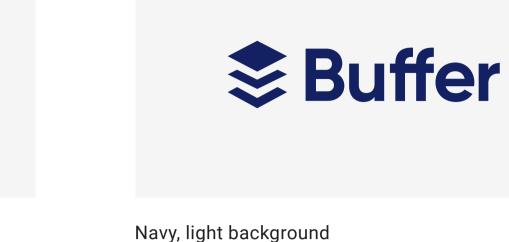
and brand assets always look their best

This is our primary logo. Use the full logo whenever possible.

Buffer logo



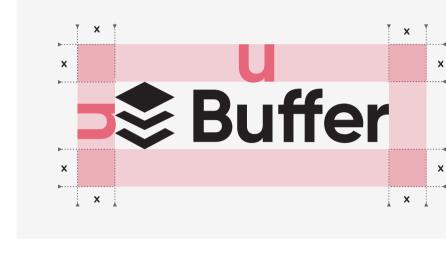


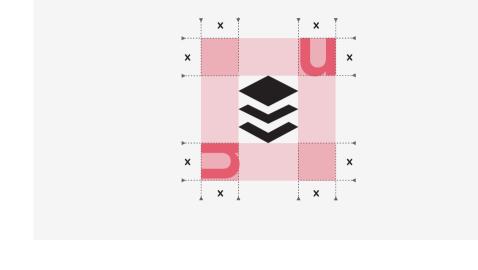


Whitespace

Black, light background

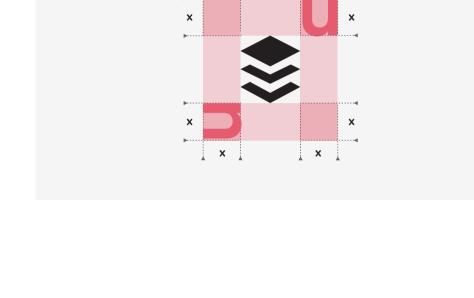
Please leave space for our logo to breath.

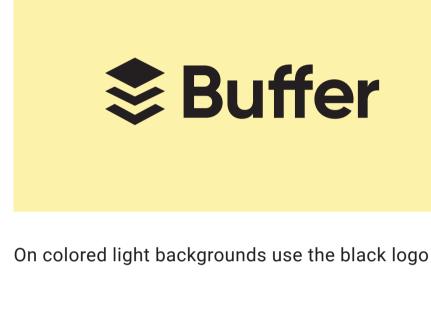


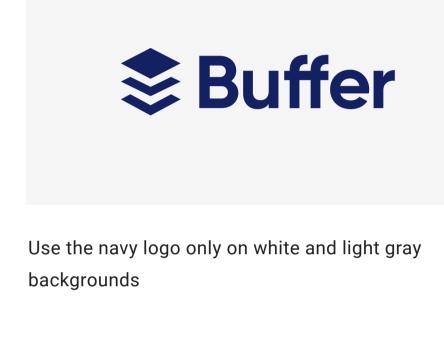


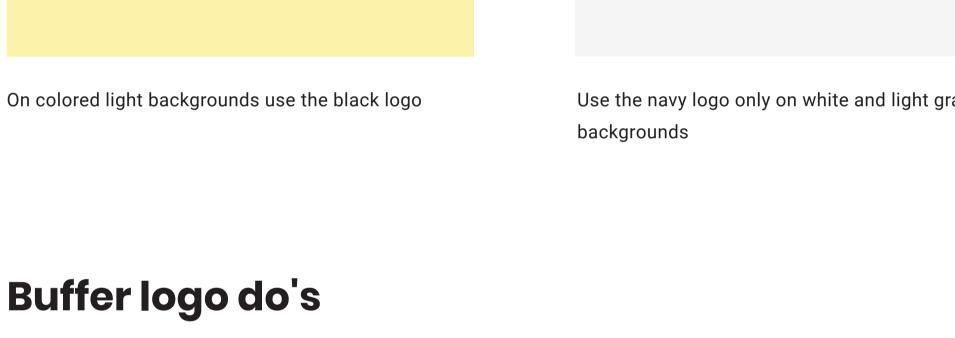


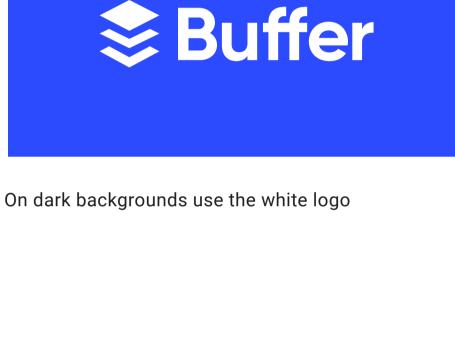
White, dark background

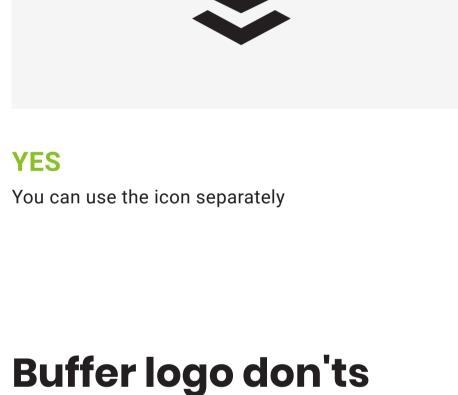


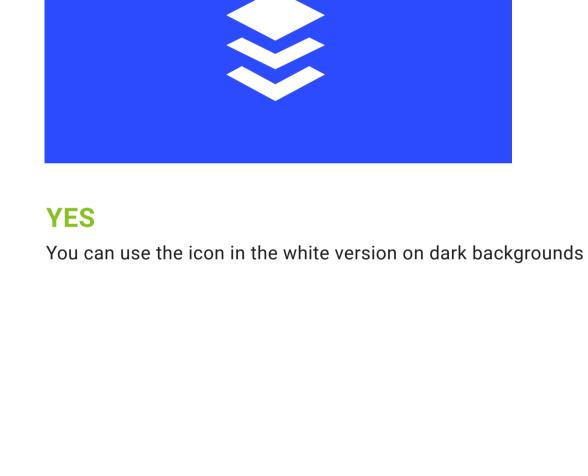


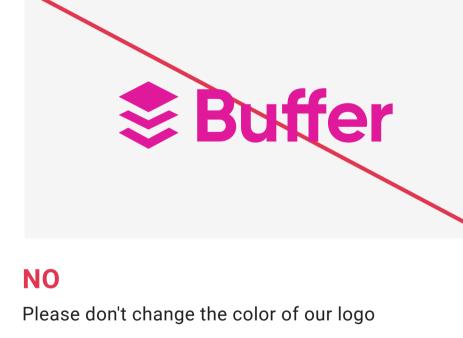


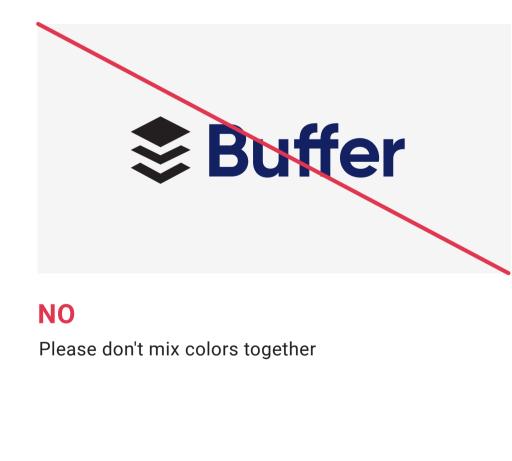


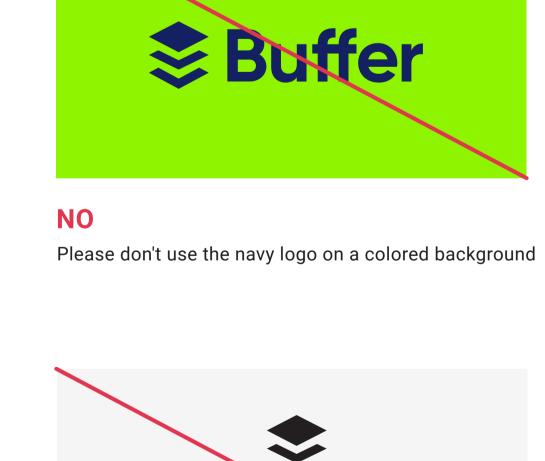




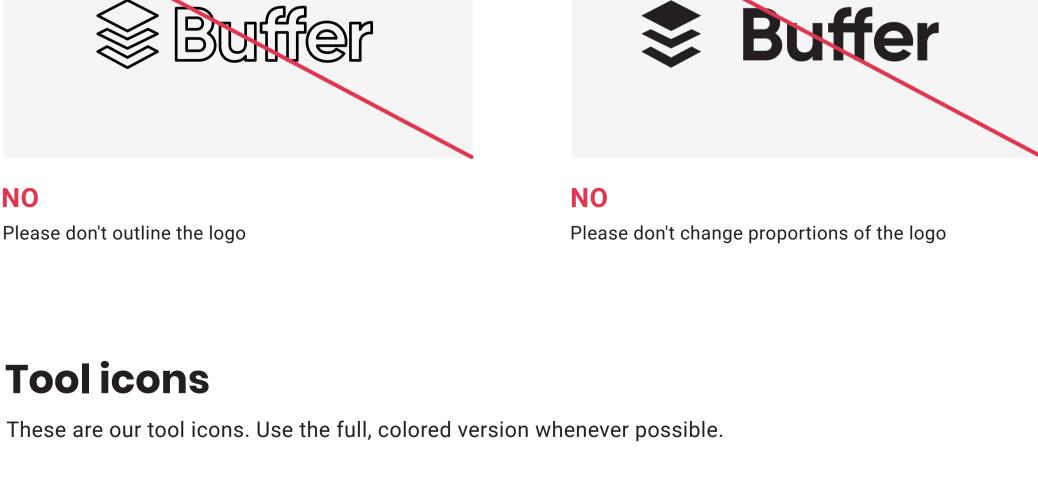


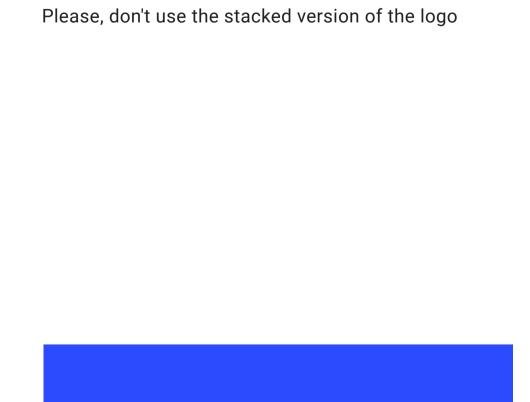












White, dark background

NO

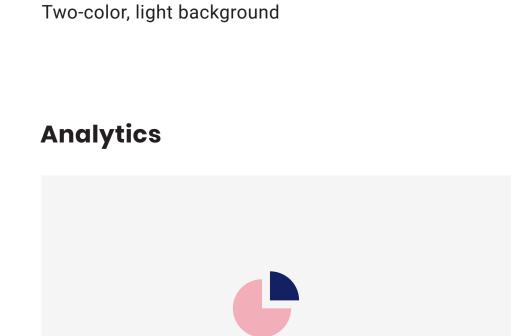
Publishing

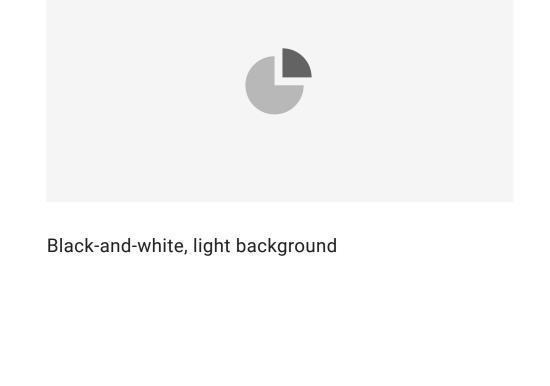
Tool icons

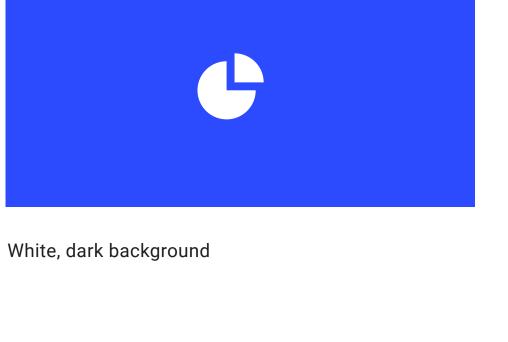
Please don't outline the logo

NO

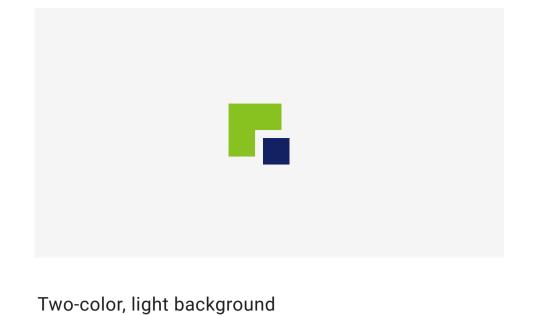
Black-and-white, light background

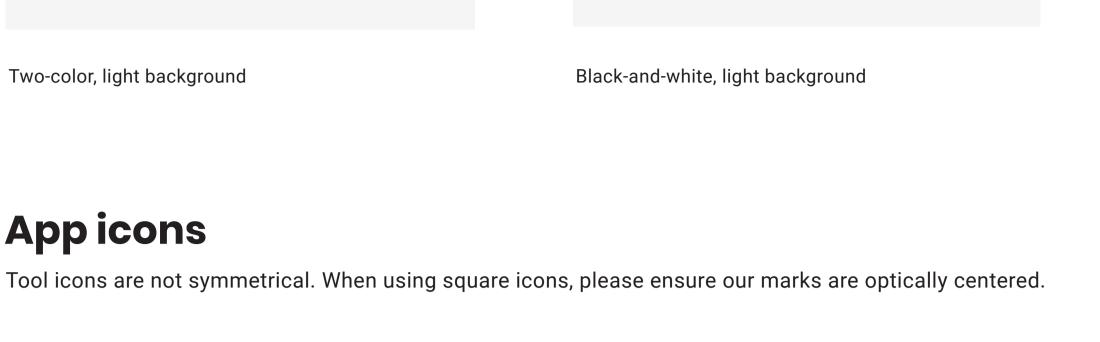


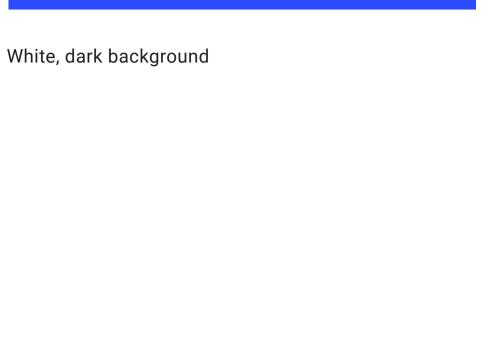




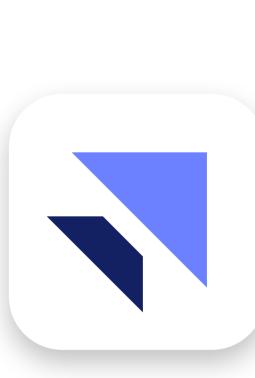




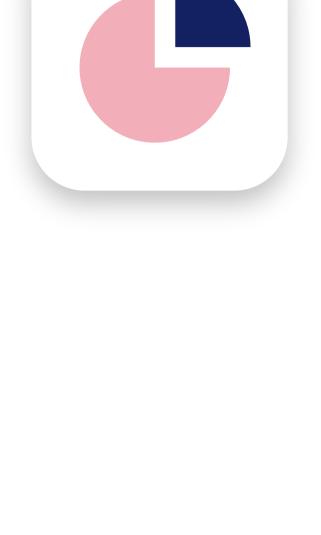




App icons











Primary colors

Colors used in texts, primary buttons and hovers.



Light Blue

#6B81FF



Yellow

#FADE2A



Yellow

#FADE2A

White

#FFFFFF



Primary color pairs

Lighter Red

#F3AFB9

Full-color palette

#E97284

#E0364F

#9D2637

#5A1620

#CFE7A6

#ABD464

#87C221

#5F8817

#364E0D

Light

Orange

Dark

Darker

Lighter

Light

Teal

Dark

Darker

Light

Pink

Dark

Darker

#FF702C

#B34E1F

#662D12

#99E9EC

#4DD9DD

#00C8CF

#008C91

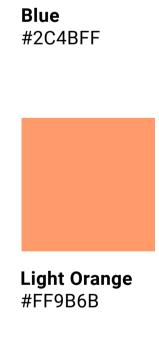
#005053

#E466C5

#D925AC

#981A78

#570F45



Light

Red

Dark

Darker

Lighter

Light

Green

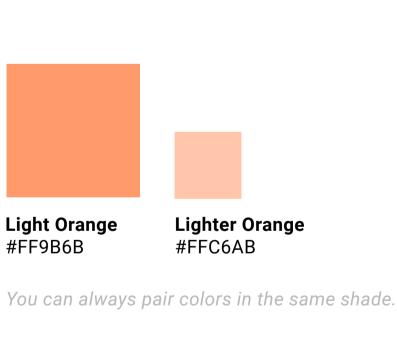
Dark

Darker

Fonts

Dark Blue

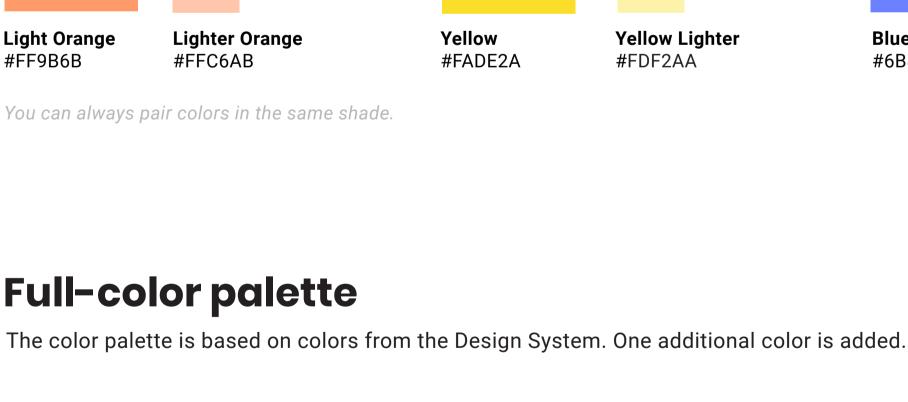
#121E66





Lighter Red

#F3AFB9



Lighter

Light

Yellow

Dark

Darker

Lighter

Light

Blue

Dark

Darker

Lighter

Light

Dark

Darker

Black



#FCE86A

#FADE2A

#A8961D

#645911

#6B81FF

#2C4BFF

#1F35B3

#121E66

#F5F5F5

#E0E0E0

#636363

#3D3D3D

#231F20

Lighter Orange

#FFC6AB

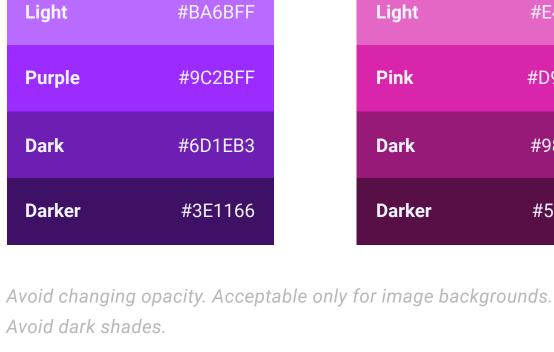
Blue

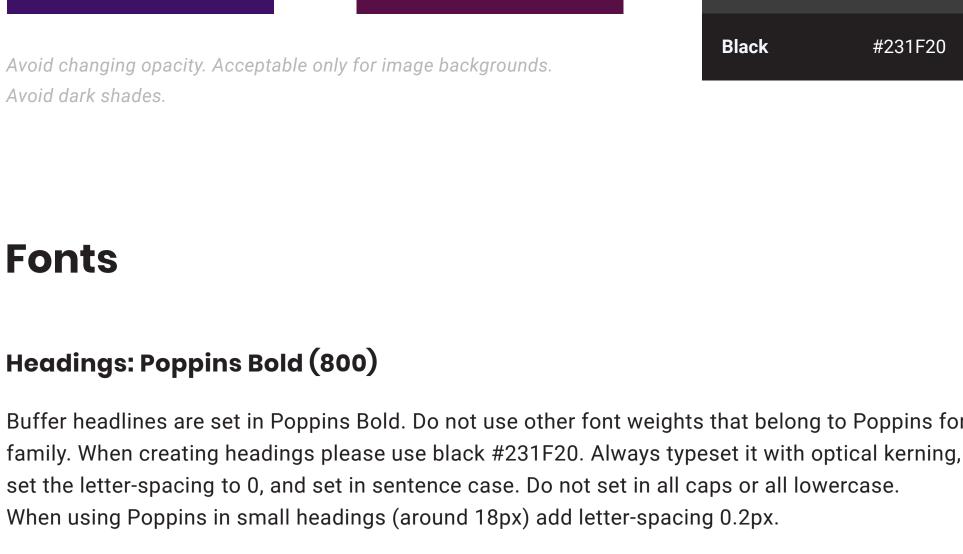
#2C4BFF

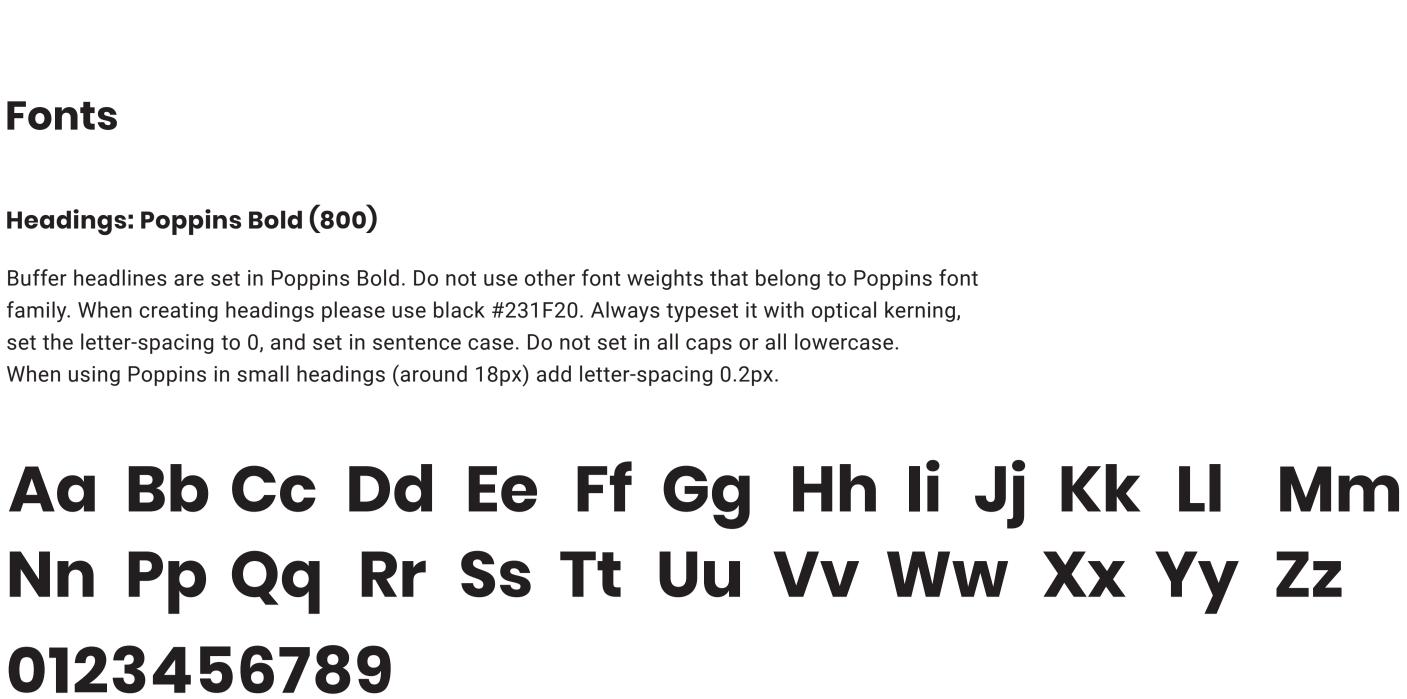
Lighter Blue

#ABB7FF









0123456789 **Body text: Roboto family**

0123456789

Light Italic

Regular

Medium

Medium Italic

Ideal font stack

Poppins Bold, 48px

Poppins Bold, 34px

Poppins Bold, 26px

Poppins Bold, 16px

Paragraph

Letter-spacing: 0.2px

Roboto Regular, 18px

Letter-spacing: 0.2px

H1

H2

H3

H4

Italic

Light Buffer helps innovative brands leave their mark on the world.

Typeset all text and paragraph text in Roboto. Always typeset Roboto with optical kerning,

Set in all caps or all lowercase only in case of short labels.

set the letter-spacing to 0.2px, and set in title case or sentence case (as determined by the content).

Bold Buffer helps innovative brands leave their mark on the world. Buffer helps innovative brands leave their mark on the world. **Bold Italic** Buffer helps innovative brands leave their mark on the world. **Black Black Italic** Buffer helps innovative brands leave their mark on the world.

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm

Nn Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Label Roboto Bold, 16px All Caps Letter-spacing: 0.5px

Remarkable brands built here Craft the perfect post for social network Compassion and empathy

INSTAGRAM

Tailored posts

brings respect. Love and care build bonds (we hope!).

We create pixel-perfect experiences for our customers because we

value their time and attention. Quality breeds trust. Attention to detail

Attribution

All Caps

Roboto Bold, 16px

Letter-spacing: 0.5px

KEVAN LEE, Marketing Director

Roboto Regular, 18px Letter-spacing: 0.3px

Log in Roboto Regular, 18px Letter-spacing: 0.3px

Start a free 14-day trial

Roboto Regular, 16px Letter-spacing: 0.2px **CTA** text

Quote mark 38x40px **Pull quote**

Our mission is to make it easier to build a remarkable brand on social media and connect with your customers.

Sign up now Roboto Medium, 18px Letter-spacing: 0.3px

Buffer helps innovative brands leave their mark on the world.

Buffer helps innovative brands leave their mark on the world.

Buffer helps innovative brands leave their mark on the world.

Buffer helps innovative brands leave their mark on the world.

Buffer helps innovative brands leave their mark on the world.

Master brand variations

Master brand variations are any external-facing programs and apps created by Buffer. They consist of a Buffer logo and a name of the variation written in Roboto Light with an optical kerning.

Buffer Community



Buffer icons are used across the marketing website. They help clarify the message by improving visual interest.

Icons

Icons are built from simple lines with round caps.

= 111

Social media assets

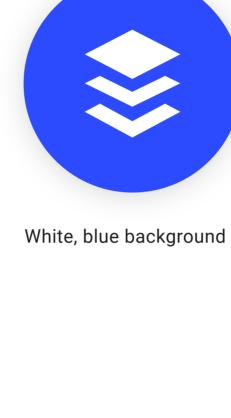


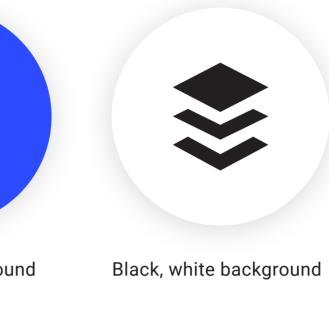
Profile picture

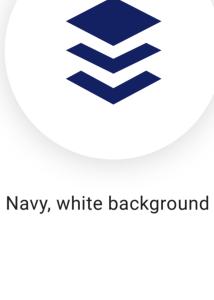
in three following versions.

Profile picture is based on Buffer logo mark. It can be used

We use patterns as a primary cover photo. We allow using promo banners as secondary covers.





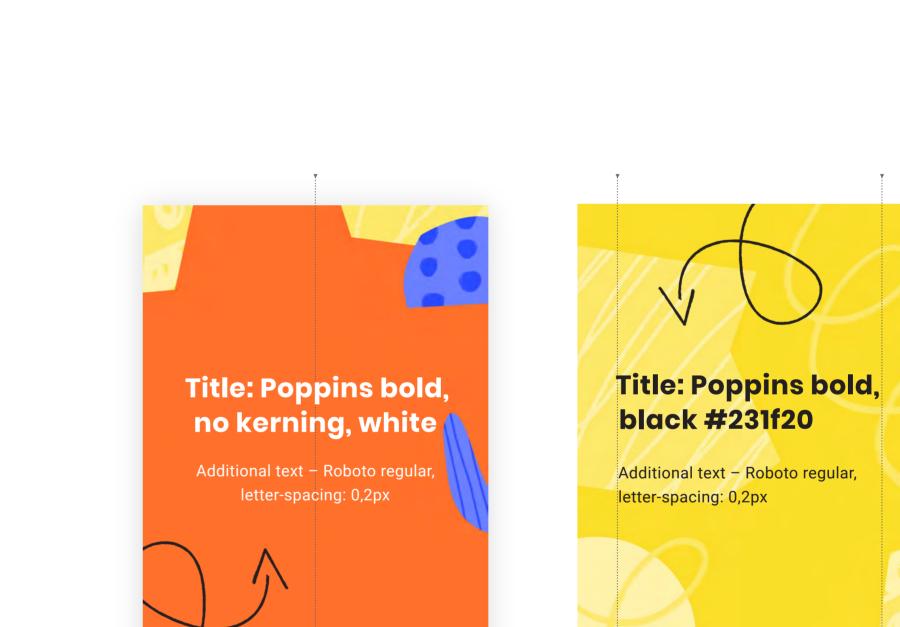


Cover photo



Stories We use patterns as the main background for the tiles. The main fonts used are Poppins bold and Roboto

regular. We keep a simple composition of the tiles. The text is left-aligned or centered. The text sizes can vary depending on text lengths. Text proportions must be preserved. We allow stickers to be placed in various places around the tiles.



In contrast to standardized brand elements, Buffer illustrations are more organic and playful.

Illustration

We believe that illustration is a medium that shouldn't be strictly standardized. Every illustration carries a piece of the artist's soul, and the main goal of Buffer illustrations is communicating a message that reflects Buffer

personality of humanity, friendships, and diversity.

The general visual style is symbolic. Flat geometric

shapes meet lines. We love metaphors. The illustrations

are minimalistic and flat. We avoid using perspective.

Photography Photography is a powerful way to communicate Buffer brand identity. Imagery is key to showing real human

emotions. We treat photography as a key tool to show our

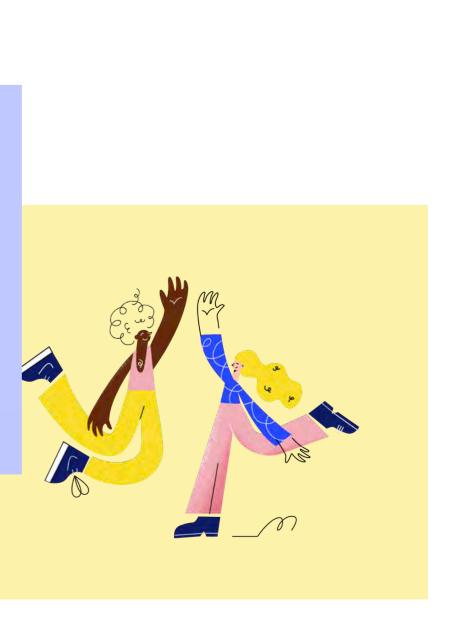
reflect the Buffer brand values. The colors are bright and

diverse community. The photos we choose accurately

match the established color palette. We go for

contrasting, minimalistic style with flat color areas.





Lifestyle

that. Simple and human images are the best way to express who we are. Use cases: blog photos, • various photos on website,

We stand for authenticity. We want our photos to reflect

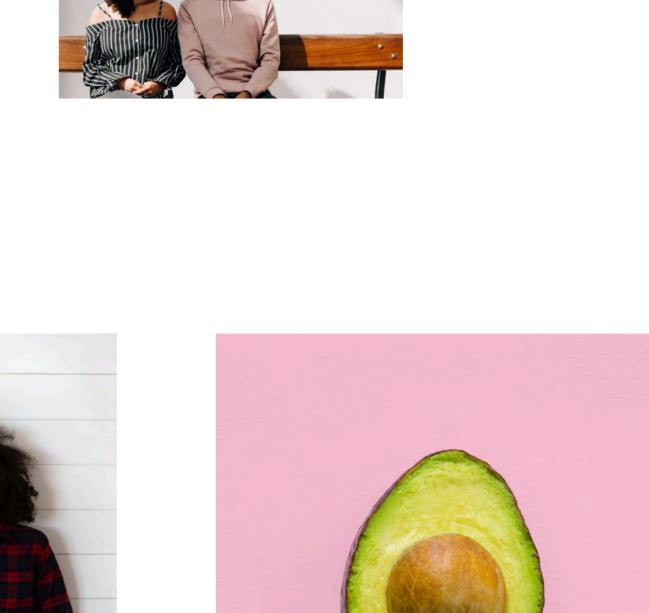
• social media assets,

• photos used in products as examples for posts and stories.



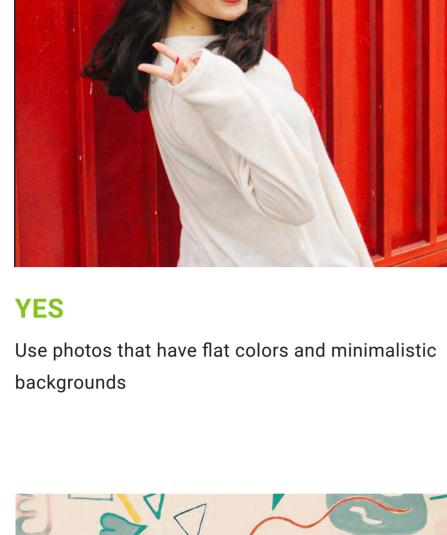
Pick bright photos that show emotions

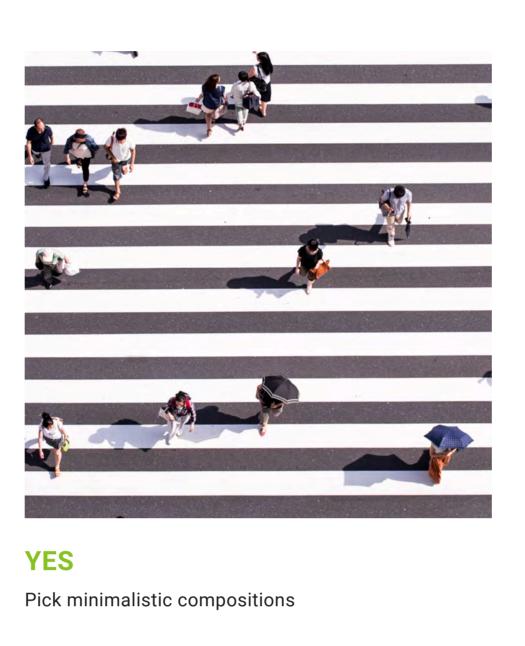
YES

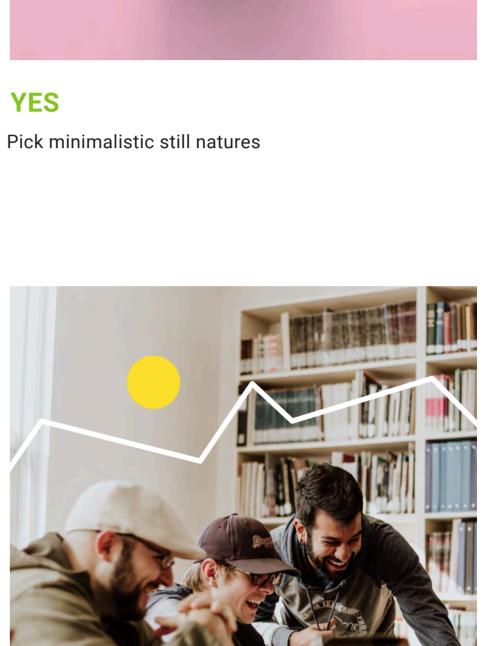




Lifestyle photos dos



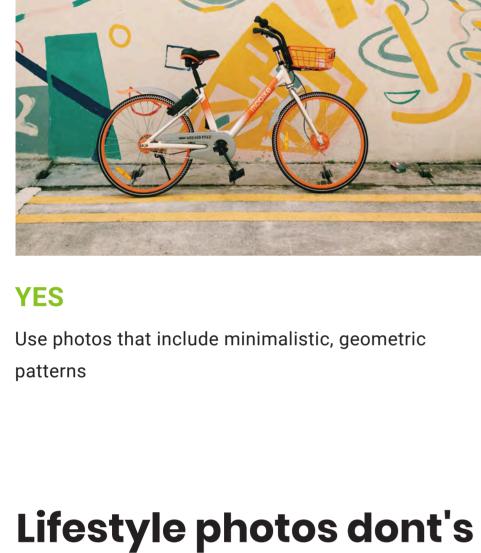




on-brand

Apply brand stickers on photos to make them even more

YES

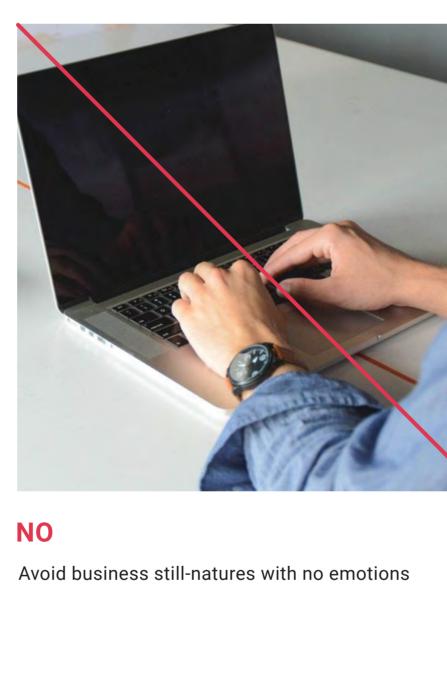


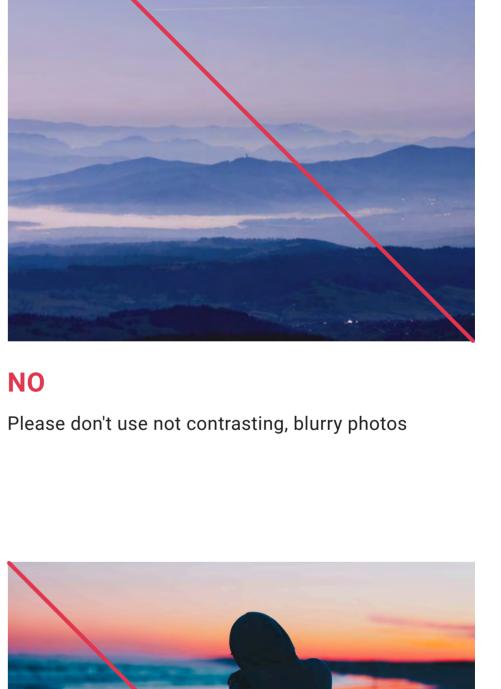
Please don't use dark and dull colors with artificial

NO

NO

color-balance

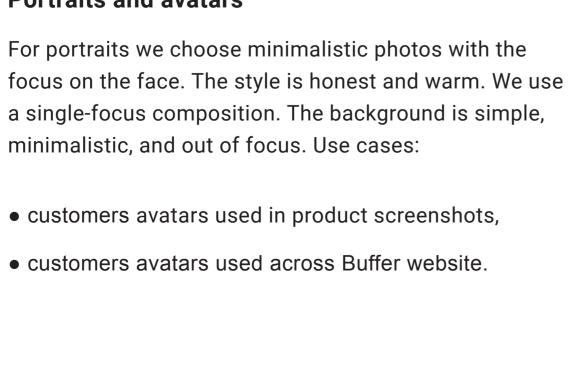


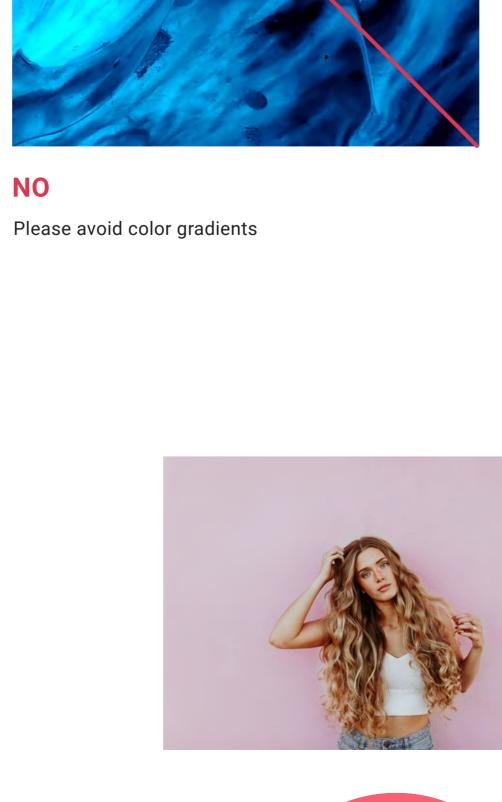


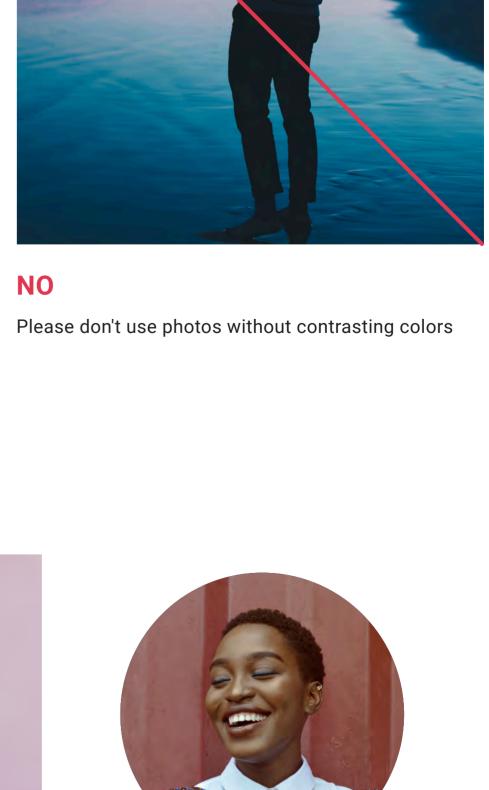
Portraits and avatars For portraits we choose minimalistic photos with the

minimalistic, and out of focus. Use cases:

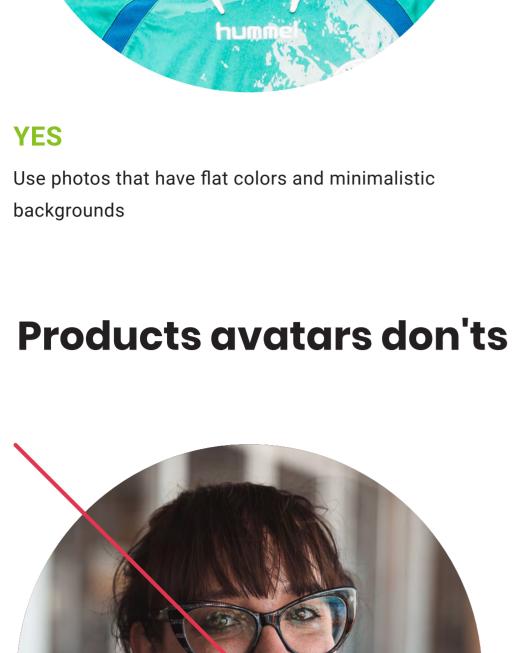
Please don't use monochromatic photos

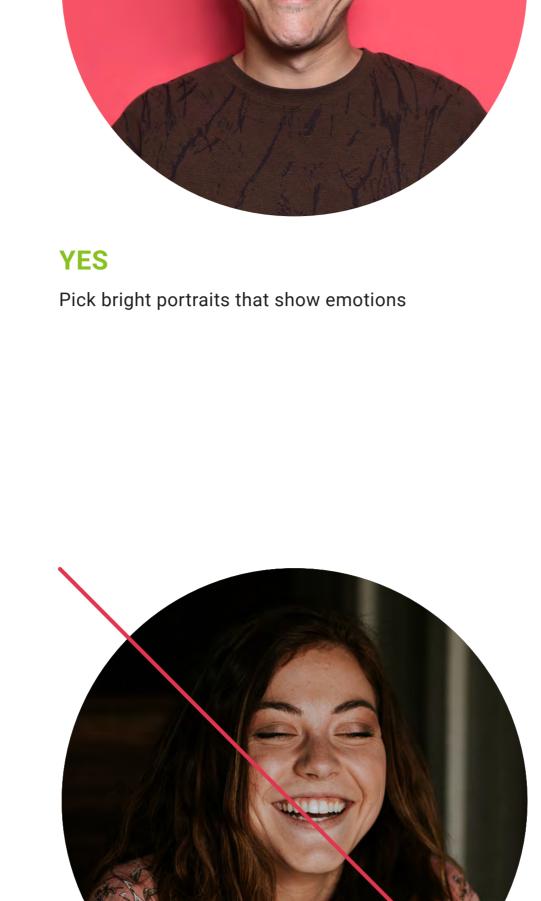




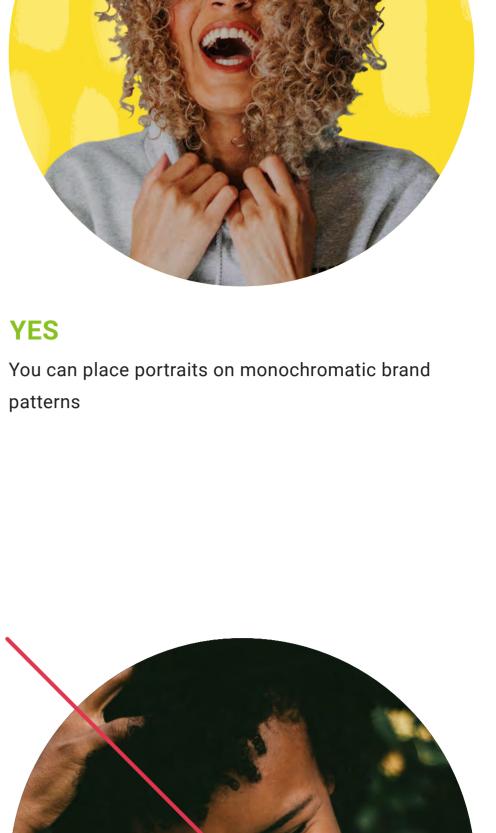


Product avatars dos





NO Please avoid dark shadows



Please don't use portraits not captured from a front

NO

perspective

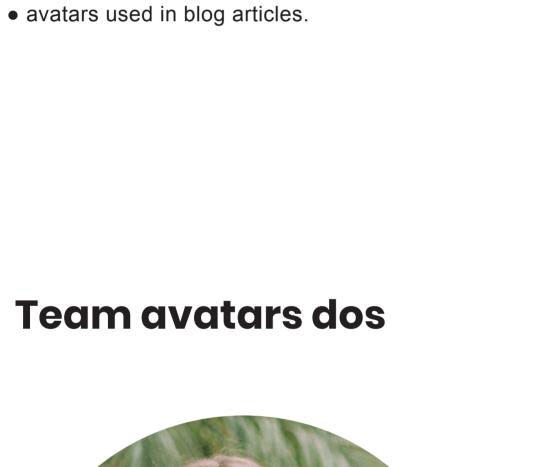
NO Please don't use portraits captured on complicated backgrounds

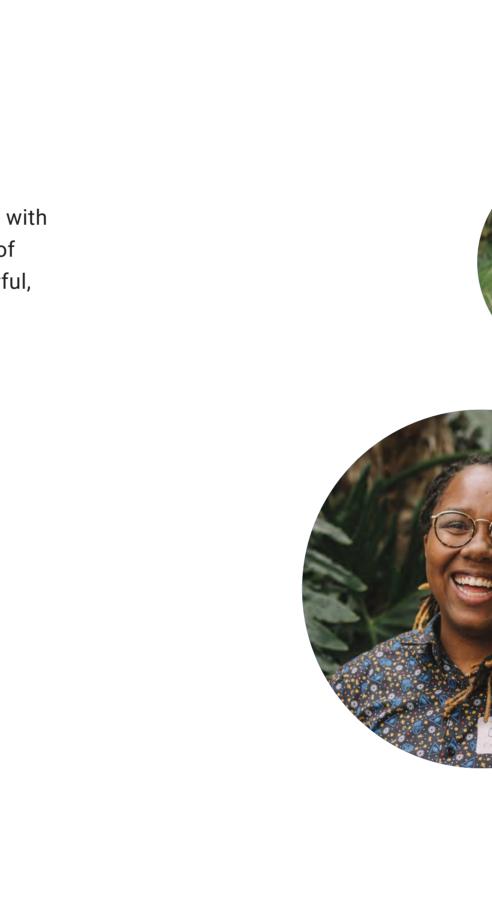
Internal photography and teammates avatars All avatars we use at Buffer are cohesive and aligned with established photography guide. We allow two styles of the avatars – on a greenery background or on a colorful, plain background. Use cases:

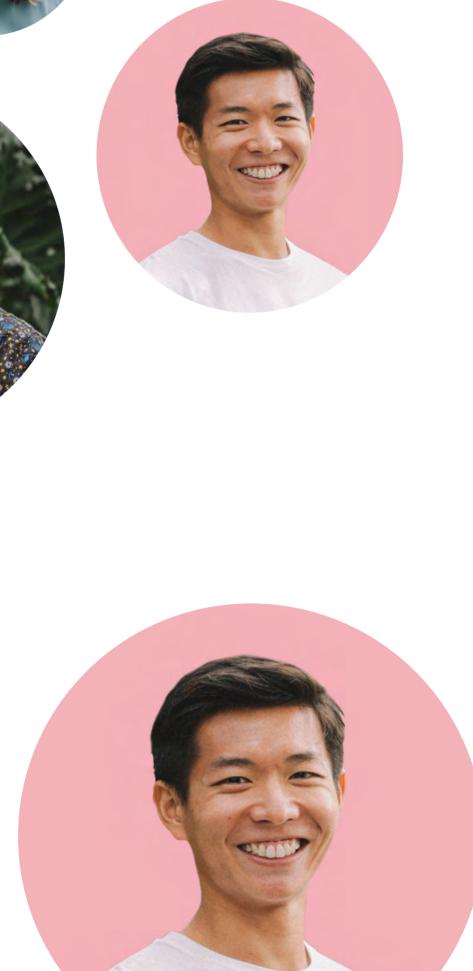
• avatars used in external communications,

• avatars used in newsletters,

• avatars used across website,







YES

You can place portraits on solid colors

YES

backgrounds

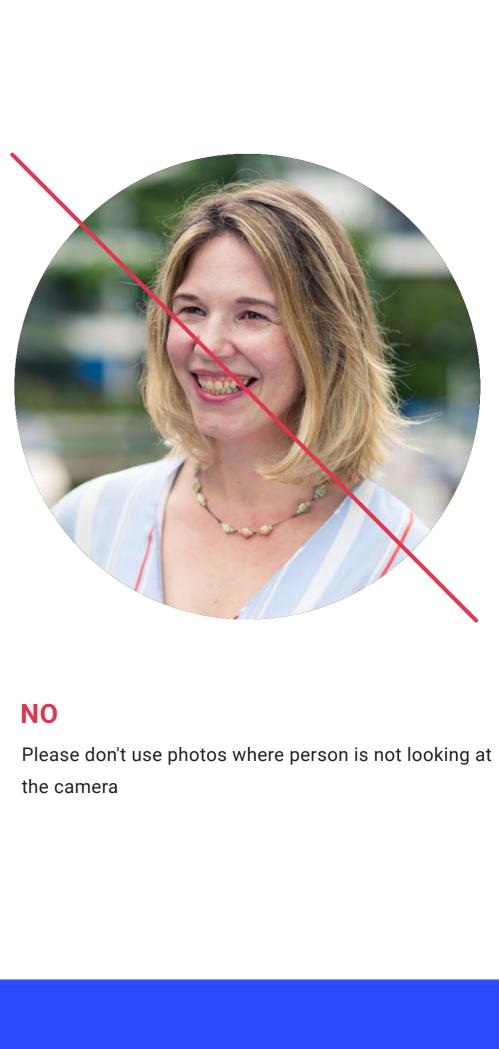
Use photos that have flat colors and minimalistic



NO Please avoid unnecessary accessories covering your face

You can place portraits on minimalistic patterns

YES



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