



BRAND GUIDELINES

Swipe. Match. Build.

The complete identity toolkit for BNDER — the matching platform where founders, builders, operators and investors find each other and start something worth building.



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Stewardship and assets

A single source of truth for the brand.

These guidelines exist so that everyone — designers, engineers, marketers and partners — can represent BNDER consistently. Consistency is what turns a logo into a brand: it builds the recognition and trust that a two-sided marketplace lives on.



Use it as a system

Every element — logo, colour, type and voice — is designed to work together. Treat them as one system, not parts.

Protect the basics

The logo, the palette and the typeface are fixed. Clear space, colourways and sizing rules keep them recognisable everywhere.

Move fast within it

Within these rules there is room to be bold. The system is a launchpad, not a cage — ship confidently.

BRAND STORY

Tinder met LinkedIn, and they decided to **build a company.**

Great companies start with the right people in the room. But finding a co-founder, an early operator or the investor who actually gets your vision is still left to luck, warm intros and crowded inboxes.

BNDER fixes that.

On one side, founders post their ventures and the roles they need to fill. On the other, builders, operators and investors create profiles showing exactly what they bring. Two ways in: **swipe** to discover and match like a dating app, or **browse and filter** the full marketplace like Airbnb.

The result is a platform with the seriousness of a professional network and the energy of a consumer app — fast, visual and a little addictive, but built for one outcome that matters: the moment two people decide to build something together.

Mission, vision & values

Mission

Help every founder find the people who turn an idea into a company.

Vision

A world where the right partnership is a swipe away, not a stroke of luck.

OUR VALUES

Momentum

Signal over noise

Built in public

Human energy

Brand personality

BNDER should feel like a serious tech platform with the pulse of a consumer app. Confident and modern in the spirit of Linear, Vercel and Lemon Squeezy — never corporate, never boring.

WE ARE

Bold

Takes a confident point of view

Fast

Energetic, responsive, alive

Clear

Plain-spoken, never jargon-heavy

Playful

Personality where it fits

WE ARE NOT

Corporate

Stiff, formal, faceless

Cluttered

Busy, decorative, noisy

Loud

All buzzwords, no substance

Generic

Another forgettable SaaS

The logo

The BNDER logo pairs a geometric symbol with a clean, lowercase wordmark set in Poppins. The full-colour version on a light background is our primary, preferred expression.



SYMBOL

A geometric mark built from the brand grid — confident, app-ready, instantly ownable.

WORDMARK

Lowercase Poppins. The vowel-dropped name nods to Tumblr, Flickr and Grindr.

THE DOT

A mint accent dot closes the wordmark — a small spark of the brand colour.

The symbol

The symbol carries the brand on its own — app icons, avatars, favicons and social. It stays legible at the smallest sizes and is the most flexible piece of the identity.



App icon



Favicon



Avatar

Social profile

Loading states

Construction & clear space

Clear space keeps the logo legible and uncrowded. Use the height of the symbol — defined as **X** — as the minimum margin on every side.



Minimum clear space = X on all sides, where X is the full height of the symbol.



Symbol grid

Built on a unified geometric grid

Corner radius

Consistent across all forms

Wordmark

Poppins, optically spaced

Lockup ratio

Fixed — never re-space manually

Sizing & placement

Never reproduce the logo below its minimum size. Below these thresholds, switch to the standalone symbol, which stays legible at small scales.

MINIMUM SIZES



Digital — min. width 120 px



Print — min. width 25 mm

SYMBOL MINIMUMS



24 px



16 px (favicon)

Pixel and millimetre values are recommended starting points — confirm legibility on your real output before locking them in.

Logo colour variations

Five approved colourways cover every context. Always choose the version with the most contrast against its background.



Primary — full colour on light



Reversed — full colour on dark



Mono navy — on mint



Mono white — single colour, dark backgrounds & photography



Mono navy — single colour, light backgrounds & print

Logo misuse

The logo is fixed. These are the most common mistakes — each breaks recognition. When in doubt, use an approved master file.



Don't rotate or tilt the logo.



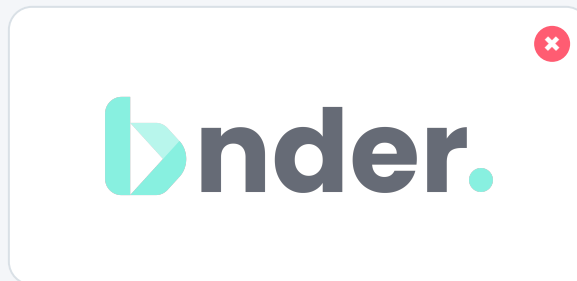
Don't stretch or distort proportions.



Don't place on clashing colours.



Don't recolour the wordmark.



Don't add effects, shadows or blur.



Don't rearrange or duplicate elements.

Primary palette

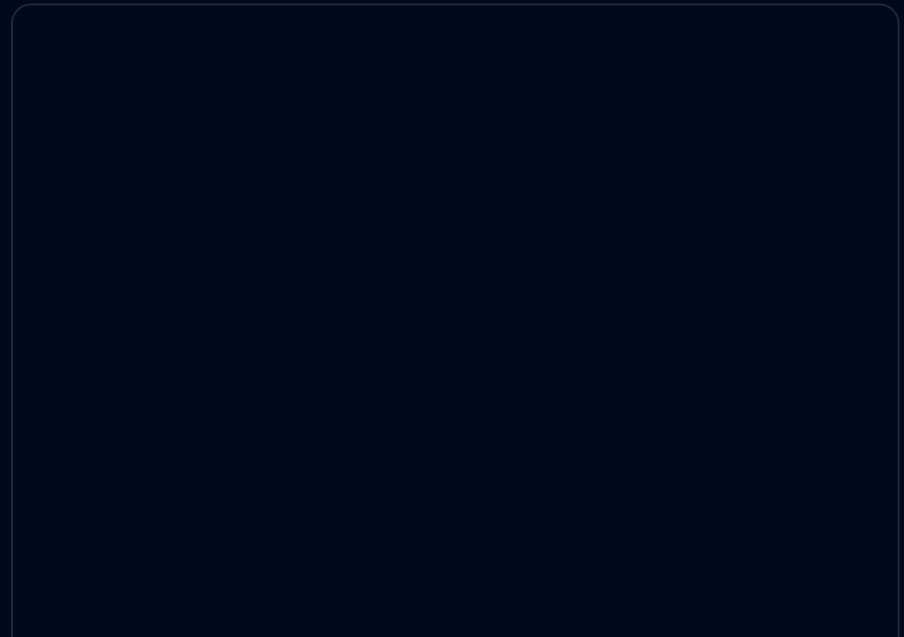
Two colours carry the brand. **Bnder Mint** is the signal — energy, action, the moment of a match. **Midnight** is the foundation — serious, deep, the canvas everything sits on.



Bnder Mint

HEX #39E6CC · RGB 57 230 204

CMYK 75 0 11 10* · Primary / accent / action



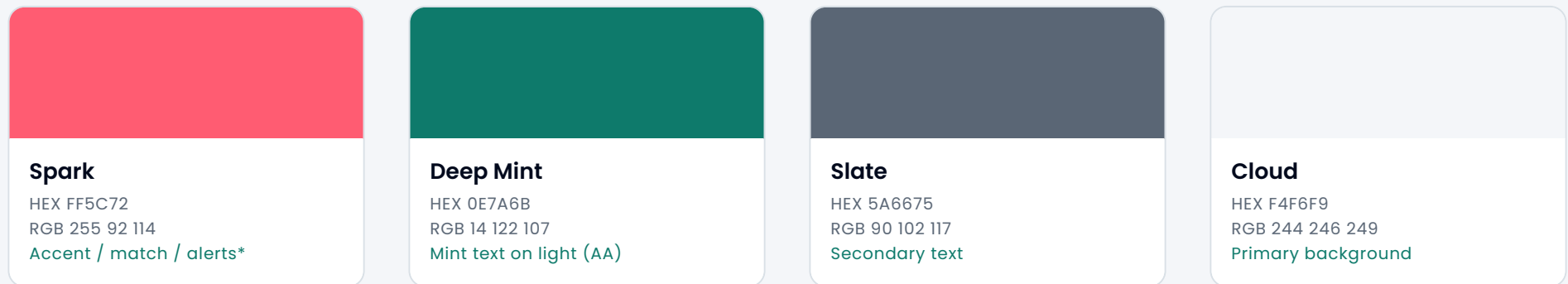
Midnight

HEX #00091C · RGB 0 9 28

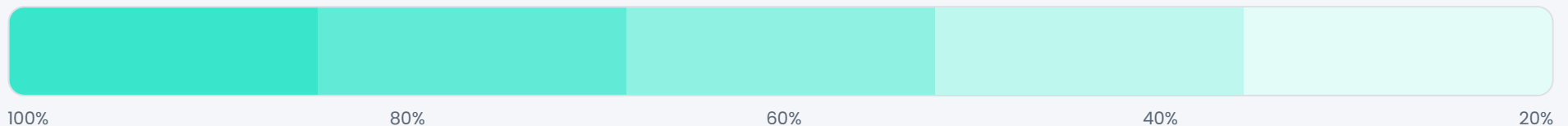
CMYK 100 68 0 89* · Foundation / ink / text

Secondary & tints

A small support cast extends the core two. **Spark** is a suggested accent for “match” and like moments — adjust the exact hue to taste.



MINT TINTS — FOR FILLS, CHARTS & SURFACES



ACCESSIBILITY

AA & AAA

Midnight on Cloud or White for all body copy.

High contrast

Bnder Mint on Midnight for buttons, links & highlights.

Small text

Use Deep Mint — not Bnder Mint — on white.

*Spark and the tint stops are derived creative additions, provided so you can sanity-check and adjust them.

Typography

Poppins is the single brand typeface — the same geometric sans used to build the wordmark. Its even, circular forms feel modern, friendly and unmistakably tech.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 & ! ? @ # . , :

Aa

Light — 300

Aa

Regular — 400

Aa

Medium — 500

Aa

SemiBold — 600

Type hierarchy

A tight scale keeps interfaces and documents clear. Lead with weight and size, keep line length comfortable, and let Midnight and Slate separate primary from secondary text.

Display

Poppins Bold 700 · 56–72pt
Tracking -3.5% · Headlines & heroes

Heading 1

Poppins SemiBold 600 · 32–40pt
Section titles

Heading 2

Poppins SemiBold 600 · 18–24pt
Sub-sections

Subhead / UI label

Poppins Medium 500 · 11–14pt
Buttons, labels, nav

Body copy — Poppins Regular at a relaxed line height of around 1.6 keeps longer reading comfortable and calm.

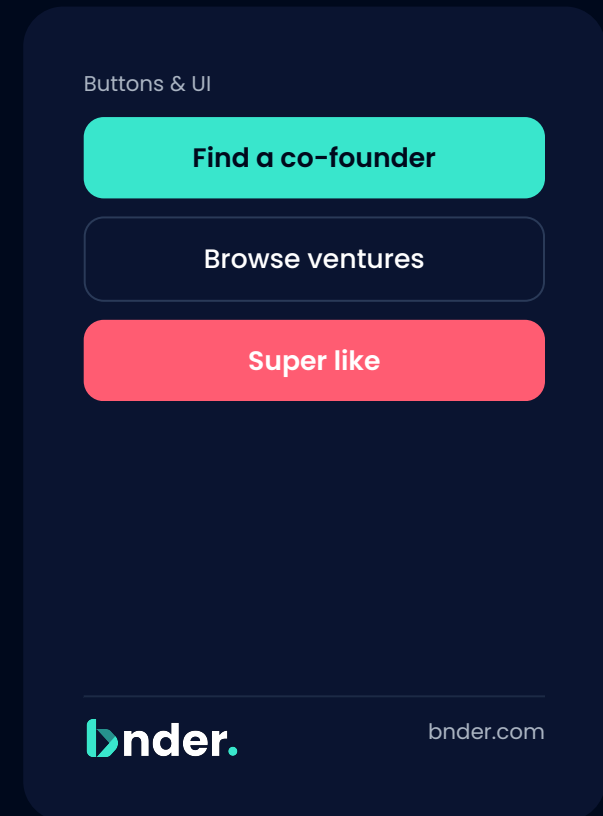
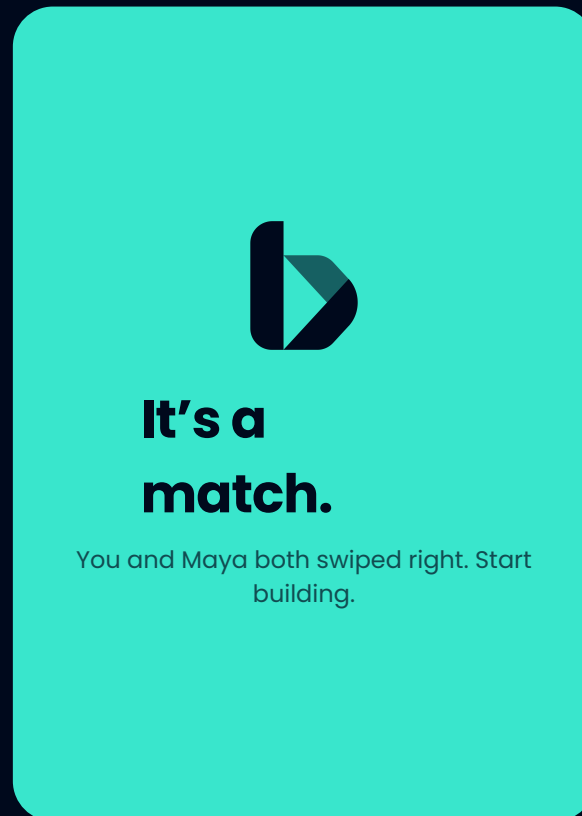
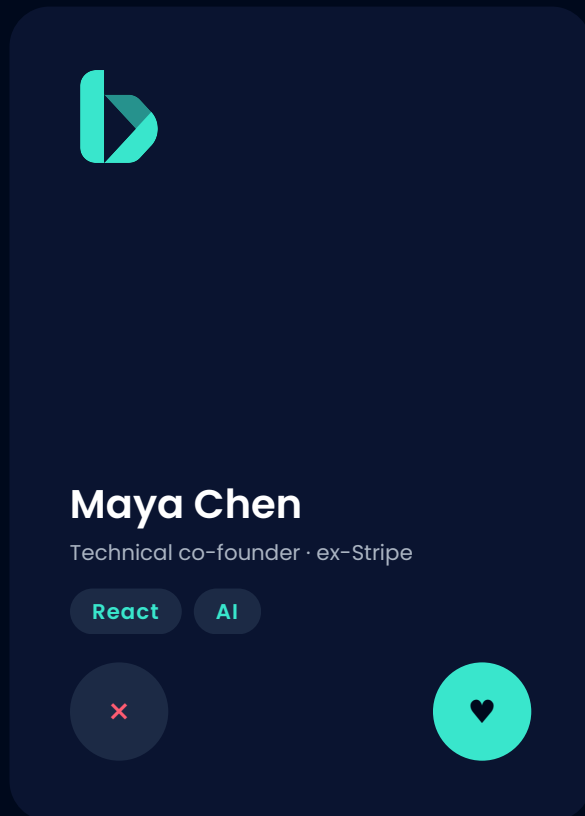
Poppins Regular 400 · 10–12pt
Paragraphs

OVERLINE / CAPTION

Poppins SemiBold 600 · 8pt
Tracking +12% uppercase

Brand in action

Dark surfaces, generous space, one decisive mint accent per view. The product should feel as considered as the identity.



Voice & tone

BNDER talks like a sharp founder friend — direct, warm and a little witty. Short sentences. Real words. Confidence without the corporate gloss.

WE SAY

“Find your person.”

Plain, human, outcome-first.

“Swipe. Match. Build.”

Rhythmic, energetic, three beats.

“Your next co-founder is one swipe away.”

Confident, concrete, a little bold.

WE DON'T SAY

“Leverage synergistic networking.”

Jargon. No one talks like this.

“The premier B2B partner discovery solution.”

Corporate, vague, forgettable.

“Sign up now!!! Don't miss out!!!”

Hype and pressure. Not our energy.

Direct

Warm

Witty

Confident

Concise

STEWARDSHIP

Keep it consistent. Keep it BNDER.

This system is a living document. For master logo files, colour tokens, the Poppins type kit, or anything not covered here — reach out before improvising.

BRAND ASSETS

Logo, symbol, colour & type files available on request.

QUESTIONS

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WEB

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