

bitly

BRAND GUIDELINES

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# OVERVIEW

**BITLY ESTABLISHED**  
2008



**BITLY LAUNCHED  
BITLY BRAND TOOLS**  
2010

**CHAUNCEY MCPUFFERSON  
WAS BORN**  
2012

**BITLY BECAME PROFITABLE**  
2015

## BITLY

Since 2008, we have been committed to optimizing the link so marketers can own the customer experience. Bitly Enterprise—branded links, mobile deep linking, omnichannel campaign tracking, audience intelligence—gives the world’s leading brands a holistic, unbiased view into an increasingly complex digital landscape, and a powerful way to see, control and own their customer experience across the internet.

We are headquartered in New York City, with offices in San Francisco and Denver, and is trusted by leading brands like IBM, eBay, Nike, GE, BuzzFeed and thousands more.

# VISION & MISSION

WORDS WE LIVE BY

## WE BELIEVE IN AN INTERNET *you* CAN SEE ACROSS

We optimize the link so marketers can  
own their customer experience.

### WORDS WE LIVE BY

#### >(!=)

We strive for excellence in all we do. We care.

#### KNOWLEDGE IS POWER

We are curious. We strive to discover new things and share them with the world.

#### DO OR DO NOT, THERE IS NO TRY

We will do great things. We will take risks. We will make it happen.

#### THIS LAND IS OUR LAND

We are in this together and we are all owners.

#### R.E.S.P.E.C.T.

We treat our teammates, customers and partners with integrity and value relationships that we build.

# PERSONALITY

COPY & TONE OF VOICE

While created as a utility, we have grown to be an enormous source of valuable data. This brilliance does not come with ego. Rather, the brand is clearly modest while focused on passion and integrity to provide the best tools and data to our customers. However, like any geek born in New York, we still have a lot of fun. It's more than work hard, play hard that makes us who we are.

**DISARMINGLY HELPFUL, REFRESHINGLY HUMAN,  
SLIGHTLY IRREVERENT, ALWAYS “SHORT AND SMART”**

Our voice reflects who we are. Like Bitlinks, we value brevity. As a company impassioned by insight and intelligence, our materials reflect our commitment to empowering others. To exemplify the Bitly persona, write actively and passionately, but never superfluous.

# PRODUCT TOUR

BITLY BRAND TOOLS

Bitly's link management platform helps the world's leading brands deliver and measure their marketing efforts across all marketing channels. Through the power of the link, Bitly connects customers to the best digital experience possible, harnessing functionality like branded bitlinks, mobile deep linking and omnichannel campaign tracking to provide a complete marketing solution that drives customer experience.

## BITLY ENTERPRISE

Bitly Enterprise is the must-have for marketers to fuel branding, engagement and understanding in the connected world.



**Branding:** Boost CTR by 34% with branded links. Gain key insights by tapping into the Bitly Network and understand how your audience interacts with your content—even when you're not involved.



**Mobile:** Direct the links you share across all channels to the right content based on the device, ensuring your customers have the best experience every time.



**Campaigns:** Build cross-channel campaigns and understand the customer journey through one report that tracks every customer touchpoint.



THE POWER *of* THE LINK.

# VISUAL IDENTITY

## OVERVIEW

We’ve created some guidelines to help you use our brand and assets. To make any use of our marks in a way not covered by these guidelines or for any commercial reasons, please contact us at [onbrand@bitly.com](mailto:onbrand@bitly.com) and include a visual mockup of intended use.

Please don’t use our name, logos, or screenshots (“brand materials”) in ways that may be confusing, misleading or suggest our sponsorship, endorsement or affiliation. For example, your name and logo should be more prominent than the Bitly logo.

You can use our brand materials for educational and instructional purposes, but please remember that it shouldn’t be confusing or misleading, or suggest our sponsorship. We generally don’t allow use of our logos or screenshots on book covers, for example.



### ALWAYS MAINTAIN PROPORTIONS

The proportions and spacing of the Bitly logotype should never be altered for any reason. Hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Please don’t edit or change the Bitly logo — we like it how it is!



### HAVE QUESTIONS?

Feel free to email us at [onbrand@bitly.com](mailto:onbrand@bitly.com)



### IN WRITING

Bitly is one word with a capital B with the rest of the word lowercase. The name is always one word and bit.ly should only be used when referencing bit.ly links, although those are technically Bitlinks ;-)

Bitly

bitly

Bit.ly

bit.ly

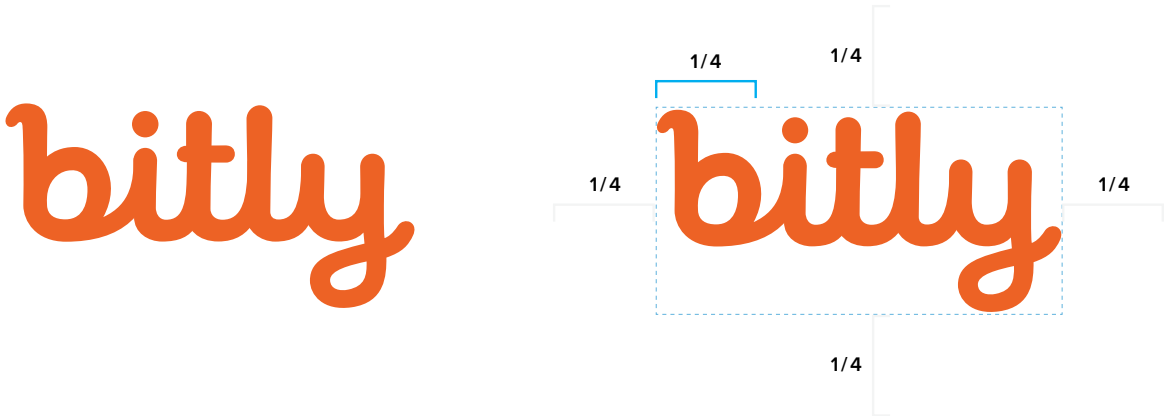
Write Bitly in plain text rather than embedding the logo into text.

### THANK YOU FOR NOT:

-  using any Bitly artwork contrary to our guidelines
-  editing, changing, distorting or recoloring Bitly logos or Chauncey
-  embellishing Bitly logos with shadows, patterns or complex backgrounds
-  integrating the Bitly logo or Chauncey into your logo
-  selling any Bitly artwork without permission

# VISUAL IDENTITY

PRIMARY LOGOTYPE



Minimum print size 0.5 inch (12.7 mm) wide.  
Minimum digital size 80 pixels wide.

## THE BITLY LOGOTYPE

This is our primary logo. It is the first way we signify the presense of our brand. All communications should be signed off with the logotype.

## PRESERVE CLEAR SPACE

To preserve the integrity of the Bitly logotype, always maintain a minimum clear space around the logo. This clear space helps avoid distraction of visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo. See left for suggested minimal white space around the logo.






## MINIMUM SIZE

The primary logotype that may be used for print applications is .5in (12.7mm) wide. For digital applications, the minimum size is 80 pixels wide.

## COLOR

The logo should primarily be in our Bitly Orange (as seen to the left) and used on a white background for maximum impact and clarity. Other colors are allowed, but please follow the requested usage as displayed on the following page.

## THANK YOU FOR NOT:

-  using any Bitly artwork contrary to our guidelines
-  editing, changing, distorting or recoloring Bitly logos or Chauncey
-  embellishing Bitly logos with shadows, patterns or complex backgrounds
-  integrating the Bitly logo or Chauncey into your logo
-  selling any Bitly artwork without permission



bitly

**PRIMARY ORANGE**  
is our primary color and used most often

bitly

**PRIMARY ORANGE ON NAVY**  
is our primary color and used most often for marketing materials

bitly

**WHITE ON BITLY ORANGE**  
is used sparingly for dark backgrounds (other than Bitly Navy), but our preferred use is on Bitly Orange



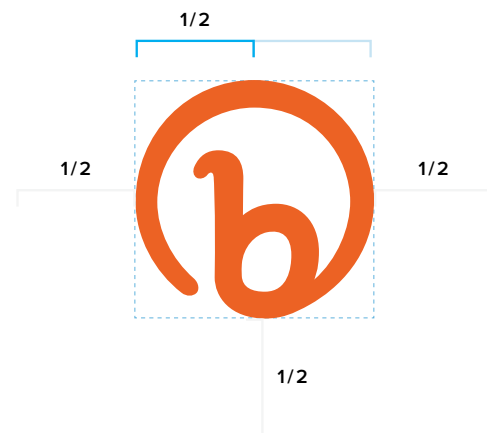
**WHITE ON BITLY BLUE PHOTOGRAPHY**  
is used only on photography approved by Bitly

bitly

**WHITE**  
is used sparingly for dark backgrounds (other than Bitly Navy), but our preferred use is on Bitly Orange

# VISUAL IDENTITY

LOGOMARK



Minimum print size 0.25 inch (10 mm) wide.  
Minimum digital size 18 pixels wide.

## THE BITLY LOGOMARK

The Bitly logomark is our secondary brand mark. It is reserved when space is limited or for special marketing initiatives.

## PRESERVE CLEAR SPACE

To preserve the integrity of the Bitly logomark, always maintain a minimum clear space around the logo. This clear space helps avoid distraction of visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo. See left for suggested minimal white space around the logomark.

## MINIMUM SIZE

The minimum size for logomark that may be used for print applications is .25in (10mm) wide. For digital applications, the minimum size is 18 pixels wide.

## COLOR

The logomark should primarily be in our Bitly Orange (as seen to the left) and used on a white background for maximum impact and clarity. Other colors are allowed, but please follow the requested usage as displayed on the next page.

## THANK YOU FOR NOT:

-  using any Bitly artwork contrary to our guidelines
-  editing, changing, distorting or recoloring Bitly logos or Chauncey
-  embellishing Bitly logos with shadows, patterns or complex backgrounds
-  Integrating the Bitly logo or Chauncey into your logo
-  Selling any Bitly artwork without permission



**PRIMARY ORANGE**  
is our primary color and used most often



**PRIMARY ORANGE ON NAVY**  
is our primary color and used most often for marketing materials



**WHITE ON BITLY ORANGE**  
is used sparingly for dark backgrounds (other than Bitly Navy), but our preferred use is on Bitly Orange



**WHITE ON BITLY BLUE PHOTOGRAPHY**  
is used only on photography approved by Bitly



**WHITE**  
is used sparingly for dark backgrounds (other than Bitly Navy), but our preferred use is on Bitly Orange

# VISUAL IDENTITY

## TAGLINES

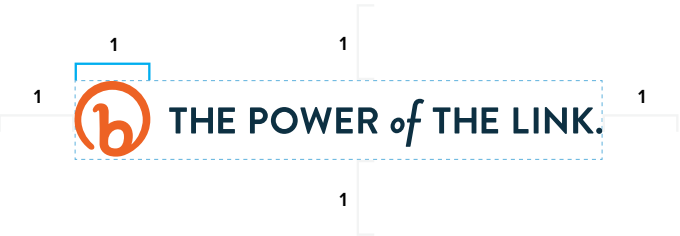
**bitly** THE POWER *of* THE LINK.

Minimum print size 2 inches (50 mm) wide.  
Minimum digital size 200 pixels wide.



**b** THE POWER *of* THE LINK.

Minimum print size 2 inches (50 mm) wide.  
Minimum digital size 200 pixels wide.



## THE BITLY TAGLINE

The Bitly tagline is primarily used for marketing materials.

## PRESERVE CLEAR SPACE

To preserve the integrity of the Bitly tagline, always maintain a minimum clear space around the tagline. This clear space helps avoid distraction of visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo. See left for suggested minimal white space around the tagline.




## MINIMUM SIZE

The Primary Logotype minimum size that may be used for print applications is 2inches (50mm) wide. For digital applications, the minimum size is 200 pixels wide.

## COLOR

Bitly taglines are comprised of two colors when not shown in all white. The primary logo/ tagline lockup should be in our Bitly Orange (logo) and Bitly Navy (text). Other colors are allowed, but please follow the requested usage as displayed on the two next pages.

## THANK YOU FOR NOT:

-  using any Bitly artwork contrary to our guidelines
-  editing, changing, distorting or recoloring Bitly logos or Chauncey
-  embellishing Bitly logos with shadows, patterns or complex backgrounds
-  Integrating the Bitly logo or Chauncey into your logo
-  Selling any Bitly artwork without permission

bitly THE POWER of THE LINK.

PRIMARY ORANGE  
is our primary color and used most often

bitly THE POWER of THE LINK.

PRIMARY ORANGE ON NAVY  
is our primary color and used most often for  
marketing materials

bitly THE POWER of THE LINK.

WHITE ON BITLY ORANGE  
is used sparingly for dark backgrounds (other than  
Bitly Navy), but our preferred use is on Bitly Orange

bitly THE POWER of THE LINK.

WHITE ON BITLY BLUE PHOTOGRAPHY  
is used only on photography approved by Bitly

bitly THE POWER of THE LINK.

WHITE  
is used sparingly for dark backgrounds (other than  
Bitly Navy), but our preferred use is on Bitly Orange





PRIMARY ORANGE  
is our primary color and used most often



PRIMARY ORANGE ON NAVY  
is our primary color and used most often for  
marketing materials



WHITE ON BITLY ORANGE  
is used sparingly for dark backgrounds (other than  
Bitly Navy), but our preferred use is on Bitly Orange



WHITE ON BITLY BLUE PHOTOGRAPHY  
is used only on photography approved by Bitly

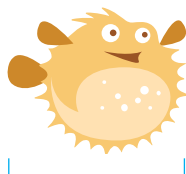
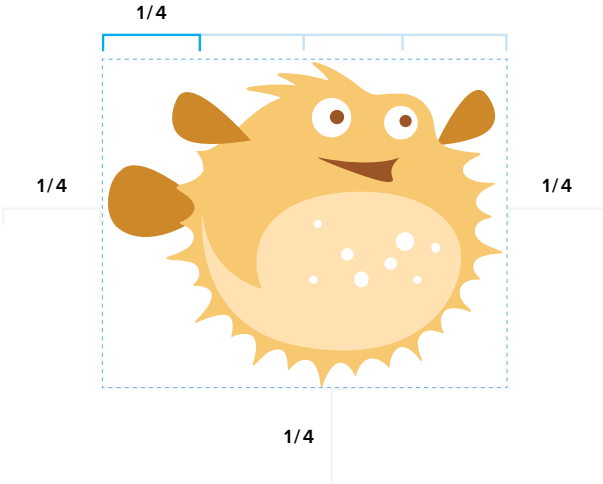
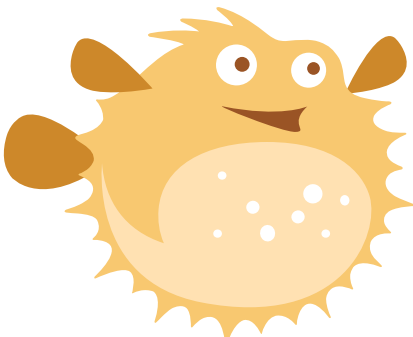


WHITE  
is used sparingly for dark backgrounds (other than  
Bitly Navy), but our preferred use is on Bitly Orange



# VISUAL IDENTITY

CHAUNCEY MCPUFFERSON



Minimum print size 1 inch (25 mm) wide.  
Minimum digital size 70 pixels wide.

## CHAUNCEY MCPUFFERSON

Chauncey McPufferson is our mascot. Chauncey is reflective of our brand personality, and our users and employees rally behind him. We don't use him in combination with our logo and he should never be used in place of our logo. We use him sparingly across marketing materials, as he represents the personality of the brand but not the business. Chauncey always faces right, no matter the situation, ensemble or emotion. We use different Chauncey personalities for moments in which we want our users to be surprised, or we want to draw attention to something.

## PRESERVE CLEAR SPACE

To preserve the integrity of Chauncey, always maintain a minimum clear space around him. This clear space helps avoid distraction of visual elements. Always maintain this minimum clear space, even when proportionally scaling. See left for suggested minimal white space.






## MINIMUM SIZE

Chauncey's minimum size that may be used for print applications is .4inches (10mm) wide. For digital applications, the minimum size is 45 pixels wide.

## COLOR

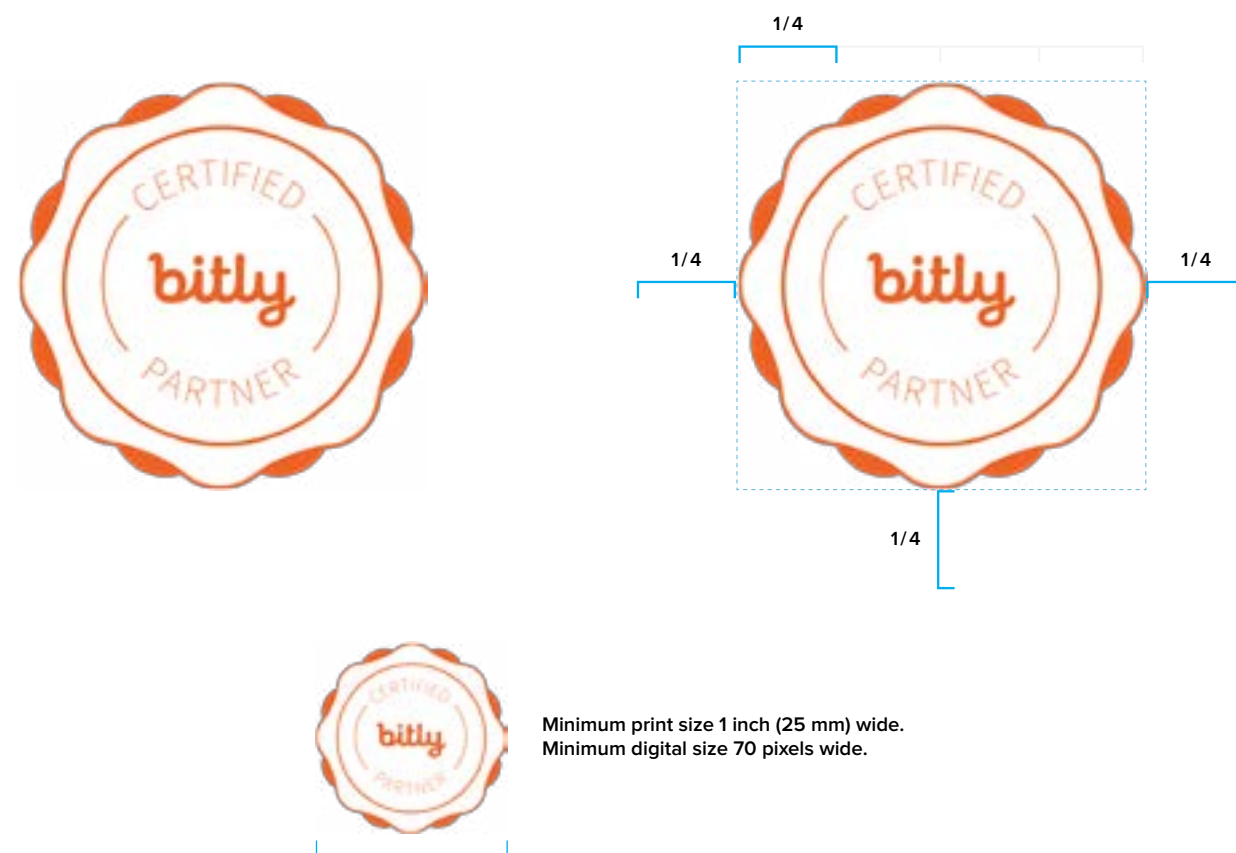
Chauncey's colors should not be altered.

## THANK YOU FOR NOT:

-  using any Bitly artwork contrary to our guidelines
-  editing, changing, distorting or recoloring Bitly logos or Chauncey
-  embellishing Bitly logos with shadows, patterns or complex backgrounds
-  integrating the Bitly logo or Chauncey into your logo
-  selling any Bitly artwork without permission

# VISUAL IDENTITY

## PARTNERSHIPS



### THE BITLY CERTIFIED PARTNER BADGE

The Bitly Certified Partner Badge should only be used for official certified partners. To inquire about becoming a Certified Partner, please email [partners@bitly.com](mailto:partners@bitly.com) or visit <https://bitly.com/pages/partners>.

### PRESERVE CLEAR SPACE

To preserve the integrity of the Bitly Certified Partner Badge, always maintain a minimum clear space, as indicated, around the badge. This clear space helps avoid distraction of visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the badge. See left for suggested minimal white space.

### MINIMUM SIZE

The Bitly Certified Partner Badge minimum size that may be used for print applications is .4inches (10mm) wide. For digital applications, the minimum size is 45 pixels wide.

### COLOR

The Bitly Certified Partner Badge colors should not be altered.

### THANK YOU FOR NOT:

- ✗ using any Bitly artwork contrary to our guidelines
- ✗ editing, changing, distorting or recoloring Bitly logos or Chauncey
- ✗ embellishing Bitly logos with shadows, patterns or complex backgrounds
- ✗ integrating the Bitly logo or Chauncey into your logo
- ✗ selling any Bitly artwork without permission



# VISUAL IDENTITY

## COLOR PALETTE

### BRAND COLORS

Bitly Orange is our primary color. We use Bitly Orange to clearly signify the presence of Bitly in people’s lives, and to help our users immediately identify us. We also rely heavily on Bitly Navy, Bitly Blue, and Bitly Light Blue. We have a select set of secondary grays that help the primary Bitly colors stand out.

<div>BITLY ORANGE</div> <div>HEX: EE6123</div> <div>RGB: 238 / 97 / 35</div> <div>CMYK: 0 / 75 / 100 / 0</div> <div>PMS: 021C</div>	<div>BITLY NAVY</div> <div>HEX: 0E3042</div> <div>RGB: 14 / 48 / 66</div> <div>CMYK: 95 / 70 / 50 / 50</div> <div>PMS: 2380 C</div>	<div>BITLY BLUE</div> <div>HEX: 61B3DE</div> <div>RGB: 97 / 179 / 222</div> <div>CMYK: 60 / 10 / 0 / 0</div> <div>PMS: 2190 C</div>	<div>BITLY LIGHT BLUE</div> <div>HEX: EFF7FC</div> <div>RGB: 239 / 247 / 252</div> <div>CMYK: 5 / 0 / 0 / 0</div> <div>PMS: 545 C</div>	<div>BLACK</div> <div>HEX: 464C50</div> <div>RGB: 70 / 76 / 80</div> <div>CMYK: 70 / 60 / 54 / 36</div> <div>PMS: 426 C</div>	<div>DARK GRAY</div> <div>HEX: 8F989D</div> <div>RGB: 143 / 152 / 157</div> <div>CMYK: 47 / 34 / 33 / 0</div> <div>PMS: 2333 C</div>	<div>MEDIUM GRAY</div> <div>HEX: DDE0E2</div> <div>RGB: 221 / 224 / 226</div> <div>CMYK: 12 / 8 / 8 / 0</div> <div>PMS: 2330 C</div>
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# VISUAL IDENTITY

## TYPOGRAPHY

### BRAND FONTS

Our brand fonts are Brandon Grotesque (used for headlines) and Proxima Nova (used for body copy).

Brandon Grotesque was designed by Hannes von Döhren of HVD Fonts and is used to evoke a friendly yet authoritative tone. Proxima Nova was designed by Mark Simonson Studio and is known to be a hybrid combining humanistic proportions with a slightly geometric appearance, used to communicate reliability and authenticity.

### BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### HEADLINES

HEADLINE GOES HERE. ALWAYS IN ALL  
CAPS AND PRIMARILY IN BITLY BLUE.

### BODY COPY

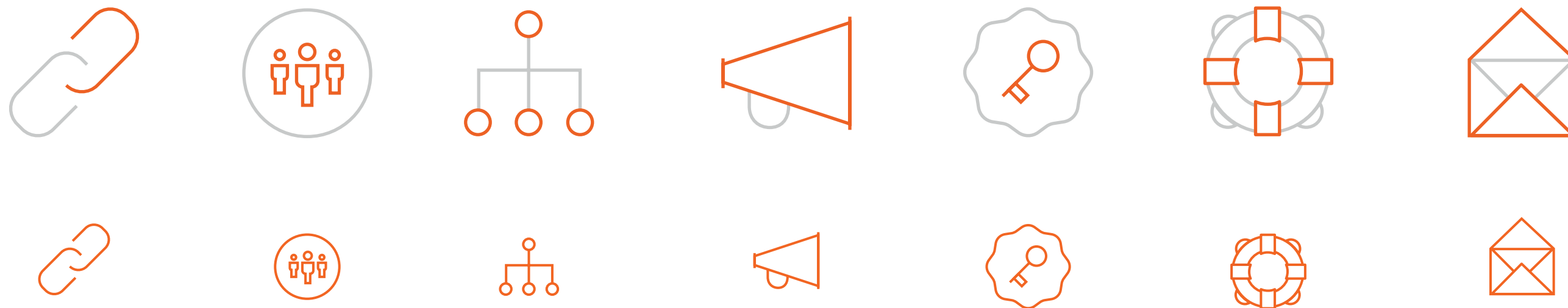
Body copy goes here. Always initial caps and  
primarily in medium grey.

# VISUAL IDENTITY

## VISUAL LANGUAGE

### LINE DRAWINGS

Our primary visual language is centered around vector line drawings. The most common illustrations represent various things such as links, branding, mobile deep linking, social media, campaigns, engineering and omnichannel marketing. These are typically represented in two-color: grey and orange. When the icons are used less than 1 inch or 80px, they drop to single-color icons.



# VISUAL IDENTITY

## PRODUCT REPRESENTATION

### PRODUCT IMAGES

The Bitly Product should always be represented on Bitly Light Blue within the appropriate device and browser illustration. These images can be used for blog posts, press releases, or any other story featuring Bitly.

#### GENERAL PRODUCT IMAGE

This image is our primary product image.

#### BRANDING IMAGE

This image represents how brands use custom Bitlinks to enhance CTR by 34%.

#### ONEVIEW IMAGE

This image represents our campaign product.

#### MOBILE OPTIMIZER IMAGE

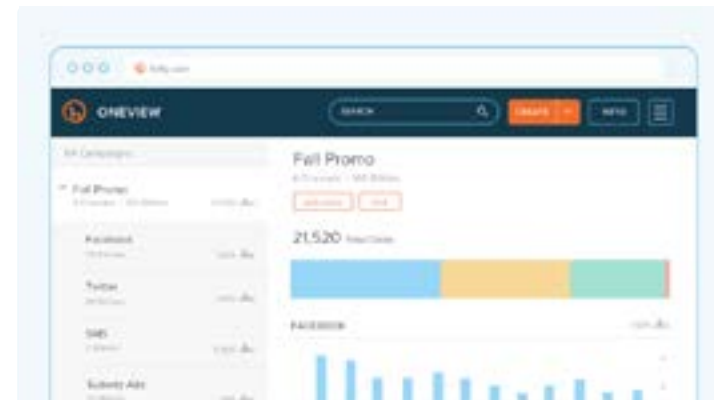
This image represents our mobile-focused deeplinks solution.



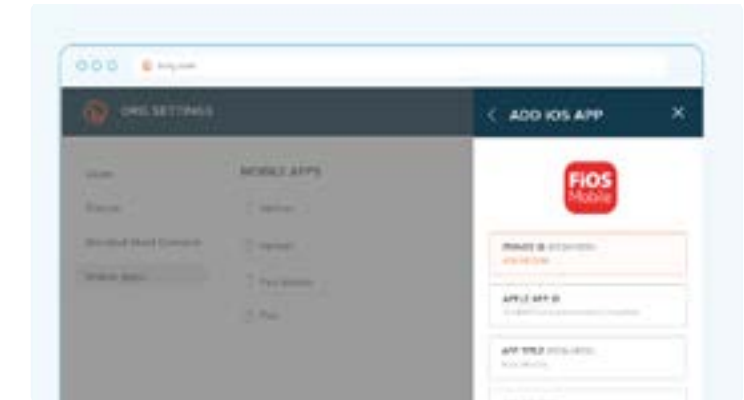
GENERAL PRODUCT IMAGE



BRANDING



ONEVIEW



MOBILE OPTIMIZER