Communications to unlock
your new business potential.

BRAND BOOK

VERSION 1_2026

INTRODUCTION

This brand book is a practical guide to expressing our identity clearly and consistently across products, platforms, and every interaction with our audience.

As an IT company, we operate in a fast-moving, complex landscape where trust, clarity, and innovation matter. Our brand is more than a logo or a visual system; it reflects our mindset, our expertise, and our commitment to solving real problems through technology. Every decision we make shapes how we are perceived.

The guidelines in this book are designed to align teams and partners around a shared vision. By following them, we ensure that our brand remains recognizable, credible, and true to our values, no matter where or how it is experienced.

This document is not meant to limit creativity, but to provide a foundation. Think of it as a shared reference, not a set of strict rules. It’s here to help everyone speak the same language, make confident decisions, and represent the brand in a way that feels consistent and genuine.

Use this guide whenever you’re creating something on behalf of the company - a presentation, a product interface, a website update, a sales deck, a social post, or a client email. It outlines the principles, visuals, and voice that help our brand feel familiar and trustworthy.

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01

MESSAGING FRAMEWORK

COMMUNICATIONS TO UNLOCK YOUR NEW BUSINESS POTENTIAL.

We help companies unlock new opportunities,
optimize time and resources by changing how they talk to customers.

OUR MISSION: “TIME IS MISSION CRITICAL.”

Bind helps companies optimize time, resources and unlock new revenue streams by transforming the way they collaborate and engage customers. At the heart of our approach is time - the most valuable asset in business. Bind designs and implements communication solutions that result in new uses cases, less hours wasted on low-value tasks, and more time invested in strategic, high-impact work that drives results. To achieve this, we went beyond existing tech to build the most value-driven platform on the market - one designed to address real enterprise challenges that no one else is solving properly.

Good isn’t good enough. Our goal isn’t to help you send more messages - it’s to understand your business to help you sell more goods, book more services, and build stronger customer relationships in ways that make sense for you and your customers. Bind is a haven for industry-leading telco experts with a clear business focus - people who take pride in finding solutions others miss. 15 years of telco experience taught us that communications can be leveraged to solve broader business challenges for companies so we set to close their blind spots - the ones that come from not realizing their full potential and implement communications with a purpose - so your business can move faster, smarter, and further.

ELEVATOR PITCH

Bind makes communications work harder for your business - saving time, uncovering hidden value, and solving what others can’t see. Go beyond traditional customer messaging - use SMS, RCS, Voice, WhatsApp, Viber and Number Intelligence data to find and close blind spots, automate recurring communications to improve efficiency and drive measurable growth. Our in-house research teams uncover new use cases solved through customized, fit-for-purpose communications that impact your bottom line and make sense for customers.

TONE OF VOICE

Bind's tone should mirror the way it works: efficient, intelligent, decisive and human.

It's the voice of someone who's been in the trenches, who understands both technology and business - and knows how to make them communicate.

Brand Persona:
Smart but approachable, Pragmatic optimist, Explorer and fixer, Time-saver, solver of hidden problems.

Expertly human:
The voice is that of a trusted advisor - collaborative, clear, and grounded. Time is mission critical - Time is the backbone of Bind's purpose. The language should value time - quick, purposeful, efficient.

Challenger mindset:
Bind questions conventions - it's not afraid to say "there's a better way." It should sound confident but never cocky.

Dependably Bold:
Bind's tone balances warmth with precision - confident enough to lead, humble enough to collaborate.

Clarity with depth
Explain complex ideas simply, without oversimplifying. Prioritize outcome over jargon.
Builds trust and understanding.

Pragmatic Optimism
Always solution-oriented - acknowledge challenges, but focus on "how it can be done better."
Creates confidence and forward momentum.

Authentic & Human
Speak like a real person. No corporate fluff or sales clichés. A calm, dependable expert.
Builds connection and reliability.

Flowy & Confident
Communicate with precision and energy - not rushed, but never stagnant.
Conveys momentum and expertise.

MESSAGING GUIDELINES

Use everyday language, even when discussing complex tech.
Be straightforward about benefits and results. Keep a conversational tone.
DON'T: Overuse buzzwords ("omnichannel synergies", "revolutionizing engagement"). Sound robotic or overly formal. Use verbs that express speed, clarity, and simplicity ("unlock", "optimize", "streamline").

Frame outcomes in time terms ("cut response time in half", "save hours every week").
DON'T: Overpromise automation ("instantly transforms your business overnight").

Focus on technicalities over impact. Ask provocative but constructive questions. Emphasize partnership. Sound like a problem solver, not a disruptor for disruption's sake.
DON'T: Criticize competitors directly. Overuse superlatives ("the best", "unbeatable").

Use confident, short sentences. Acknowledge complexity, but close with a clear solution. Let your expertise show through results, not big words.
DON'T: Use filler language or vague claims. Sound salesy or exaggerated.

Expertly Human
✅ "We help your teams spend less time chasing information and more time creating value."
❌ "Our platform revolutionizes internal communication workflows through next-gen integrations."

Time is mission critical
✅ "We make every second your team spends on communication count."
❌ "We automate 80% of workflows using AI-driven processes.

Challenger mindset
✅ "If your communication tools aren't saving you time, they're costing you money."
❌ "No one else can do what we do."

Dependably bold
✅ "Complexity is an opportunity to find hidden revenue for your business.
❌ "We thrive on complexity to deliver unparalleled communication excellence."

BRAND PROMISE

Our communications will work harder for your business - saving time, uncovering hidden value, and solving what others can’t see.

01

Time is mission critical Time is the most valuable commodity your business has. We free up your time, enabling you to be more efficient and less stressed as an organization.

02

Let’s Bind Binding means deeply understanding your business to deliver fit-for-purpose communications, adapt quickly to your needs and uncover hidden revenue streams.

03

Messaging with purpose We go beyond sending and delivering - using communications to find and close blind spots, improve efficiency, and drive measurable growth.

02

LOGO

CORE CONCEPT

“Bind” = connection.

The logo visually reinforces the company name by showing connection, not just spelling it.

The letters flow into each other with soft curves, which feels modern and friendly, but more importantly suggests ongoing communication, data flow, and reliability rather than rigid, static tech.



LOGO VARIANTS

The logo is available in two approved variants to accommodate different layouts and use cases.

These variants are designed to maintain visual consistency while allowing flexibility across print and digital applications.

Only the official logo variants should be used, and they should not be altered, rearranged, or recreated in any way.





LOGO IN NEGATIVE

The logo may be used in negative space when necessary to ensure visibility and contrast.

In these cases, the logo should appear in white color against a dark or busy background.

Always ensure sufficient contrast so the logo remains legible and visually consistent with the brand.

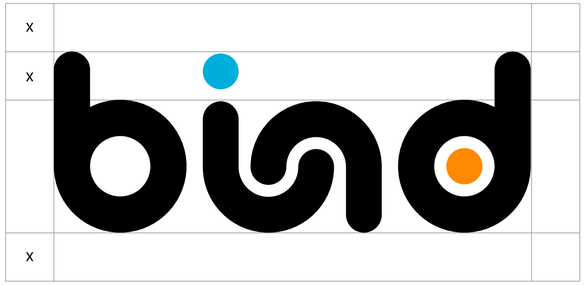


SAFE ZONE

To ensure the logo is always displayed with optimal clarity and prominence, a safe area surrounding the logo is necessary.

This safe area, which helps to maintain visual integrity and avoid clutter, should be equal to the X height defined from the logo.

In the case of very small applications, such as icons, the free space can be determined optically.



MINIMAL SIZE

To maintain legibility and brand consistency, the logo should never be reproduced below its minimum size.

When scaled smaller than this limit, details may become unclear and impact recognition.

Always ensure the logo meets or exceeds the specified minimum size across all applications, both digital and print.

Minimal logo size is 10 mm.





Main logo, always on the light backgrounds.



Never stretch, rotate, deform or change the logo in any kind of way.



When possible, logo is preferably used on dark backgrounds.



Never use dark variation of the logo on dark backgrounds.



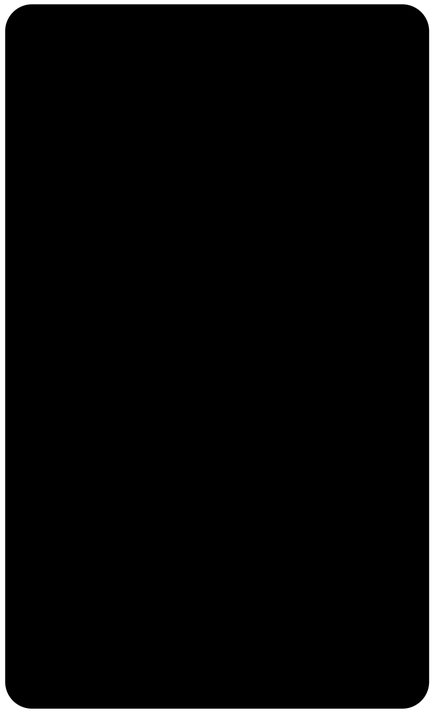
On surfaces that are not simple, the logo is always in negative.



Never use color variations of the logo on backgrounds that cause poor visibility.

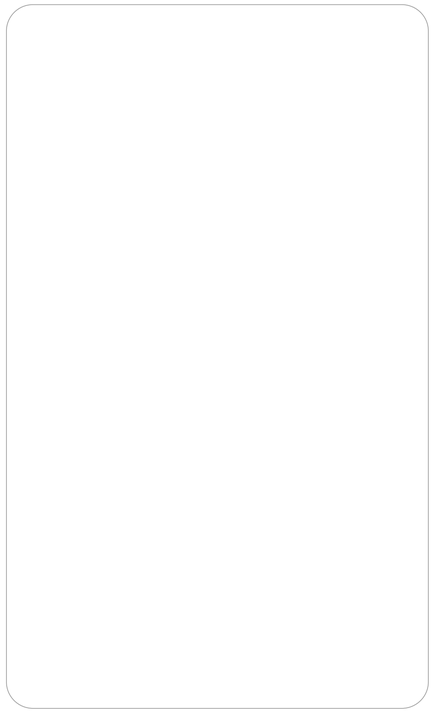
03

COLORS



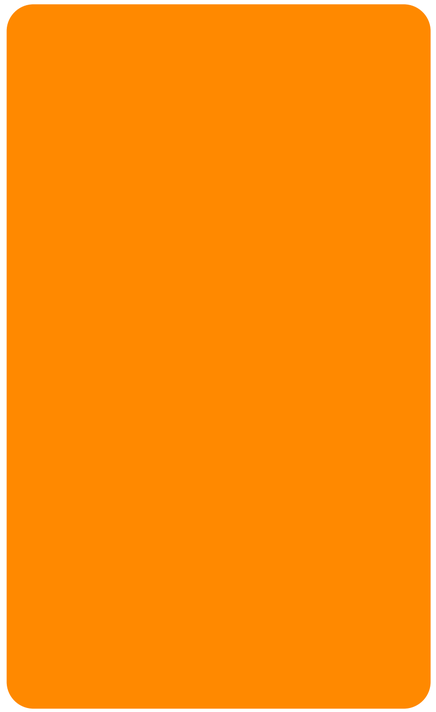
BLACK

HEX 000000
RGB 0/0/0
CMYK 0/0/0/100



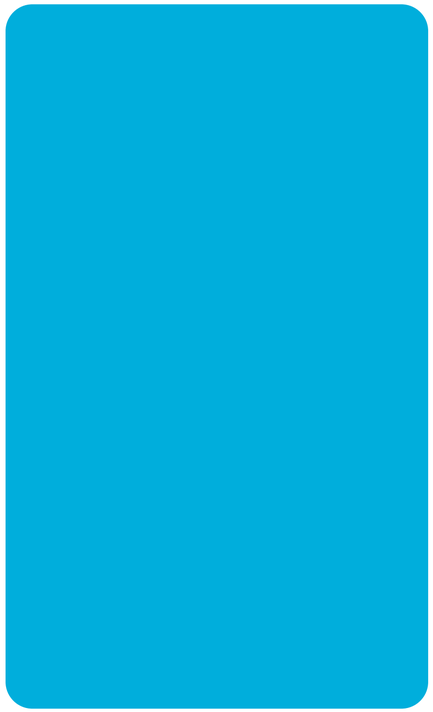
WHITE

HEX FFFFFF
RGB 255/255/255
CMYK 0/0/0/0



ACCENT ORANGE

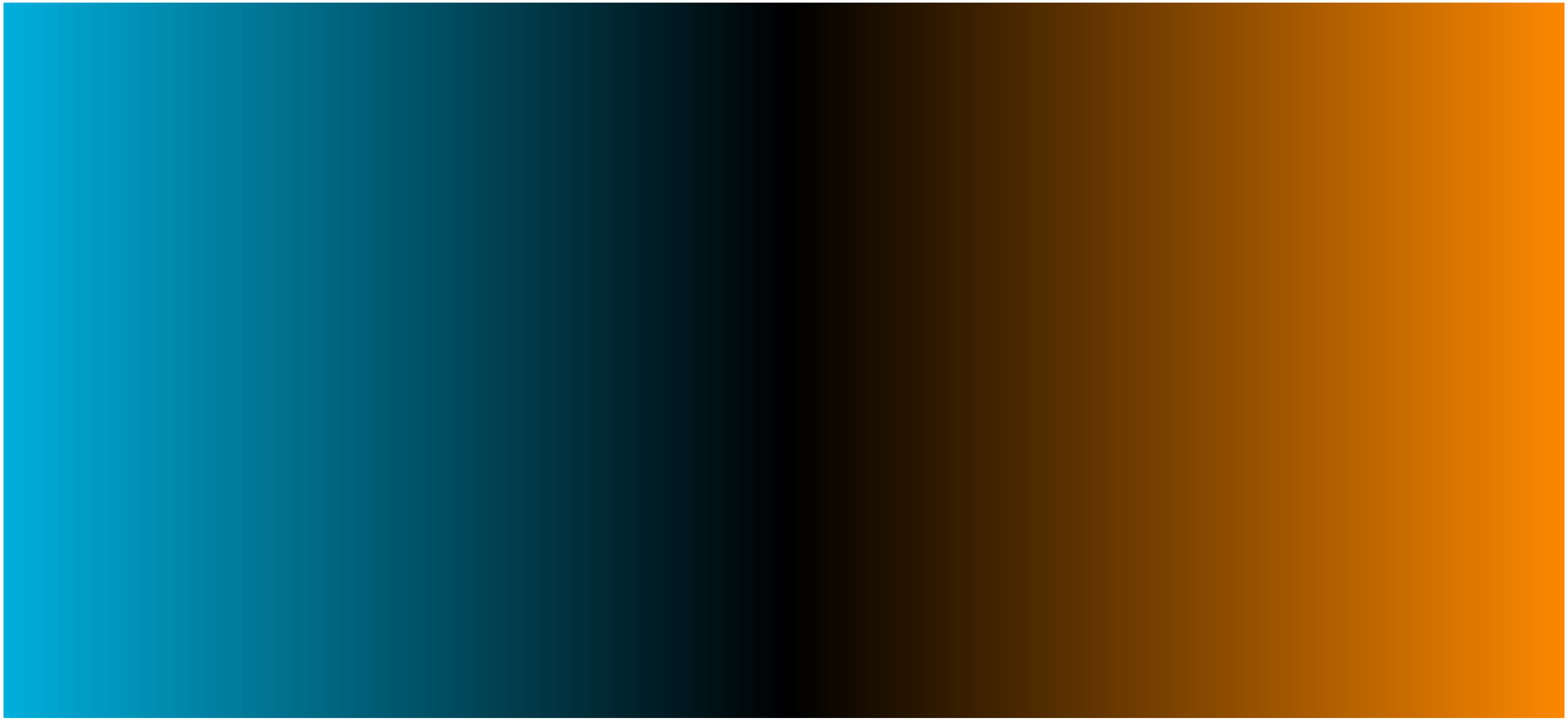
HEX FF8A00
RGB 255/138/0
CMYK 0/55/94/0



BLUE

HEX 00AFDC
RGB 0/175/220
CMYK 73/7/7/0


60%
20%
15%
5%

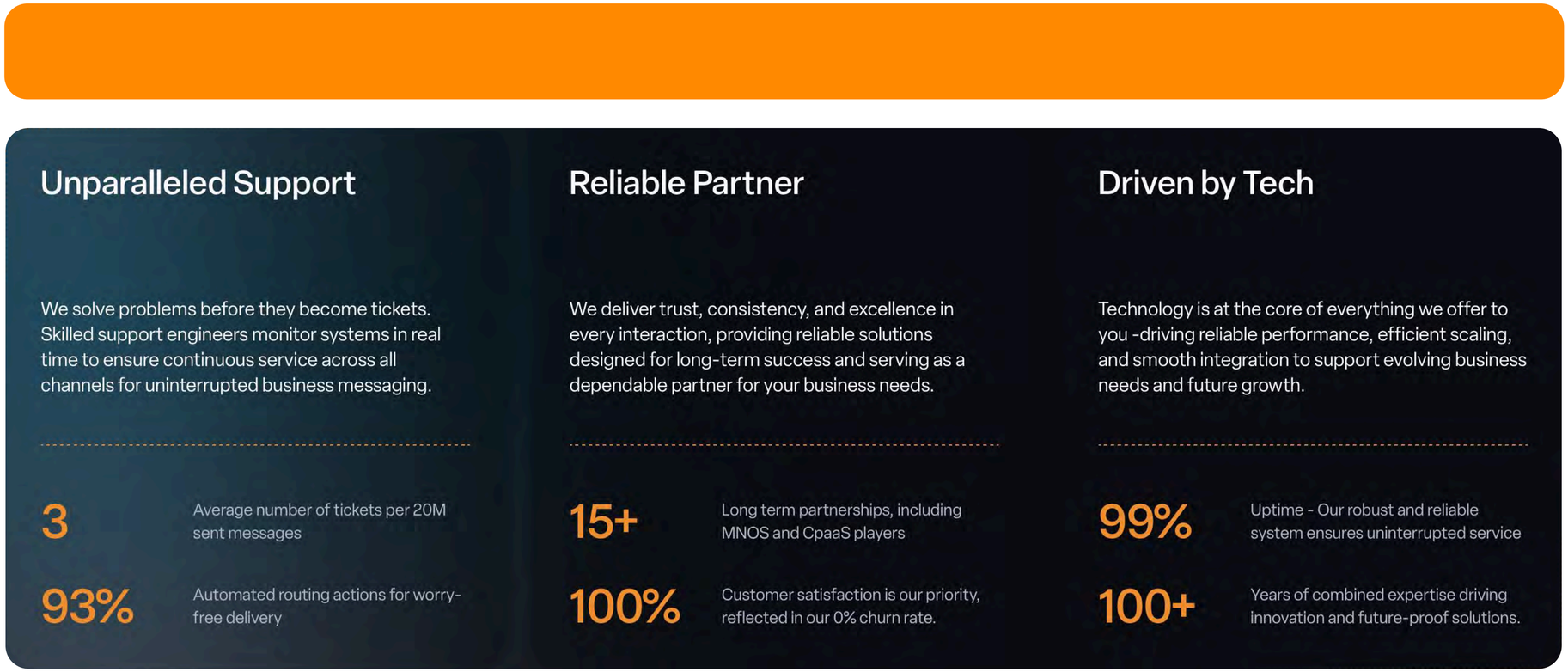


ACCENT COLOR

For the accent color we use our Orange color.

The accent color acts as a visual spark across the brand system.

It draws attention to important elements, guides the eye, and adds contrast, all while supporting a cohesive and balanced look.



BIND | Brand Guidelines

04

TYPOGRAPHY

INTER FAMILY FONT

Inter is our primary typeface. Designed for clarity and performance, it ensures excellent readability across digital interfaces and technical environments.

Its neutral, modern character supports clear communication while staying unobtrusive - allowing content, data, and interactions to take center stage.

Inter reflects our values of precision, accessibility, and seamless connection.

ABCDEFGHIJKLMNOPRSTUVWXYZabcdefghijklmnoprstuvwxyz0123456789!?*&%

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ABCDEFGHIJKLMNOPRSTUVWXYZabcdefghijklmnoprstuvwxyz0123456789!?*&%

Headlines
Inter Extra Bold, 120% line height

INTER FONT

Body text
Inter light, 140% line height

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05

GRAPHIC ELEMENTS

THE ICON

As an additional we use the middle icon from the logo that represents binding.

This element is used to extend the brand beyond typography and color.

It brings personality, movement, and structure to layouts while reinforcing a cohesive and recognizable visual language.

The use should be intentional, subtle, and consistent across all applications.




COMMUNICATIONS
TO UNLOCK
BUSINESS
POTENTIAL.
bind
www.bind.hr
bind
NAME SURNAME
Name of the position
+385 98 1234 567
name.surname@bind.hr
www.bind.hr

06

PHOTOGRAPHY

PHOTOGRAPHY STYLE

Photography is an essential part of our visual identity and plays a key role in how the brand is experienced.

Images should feel authentic, intentional, and emotionally engaging, capturing real moments rather than staged scenes.

Lighting should be natural and balanced, with a focus on clarity, texture, and composition.

Photography should support the brand's tone and values, creating a cohesive look across all platforms while building trust, connection, and recognition.







07

BRANDING MATERIAL


bind
NAME SURNAME
Name of the position
+385 98 1234 567
name.surname@bind.hr
www.bind.hr


bind
www.bind.hr


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BUSINESS
POTENTIAL.
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08

APPAREL


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LET'S BIND!


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09

CORPORATE GIFTS


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BUSINESS POTENTIAL.

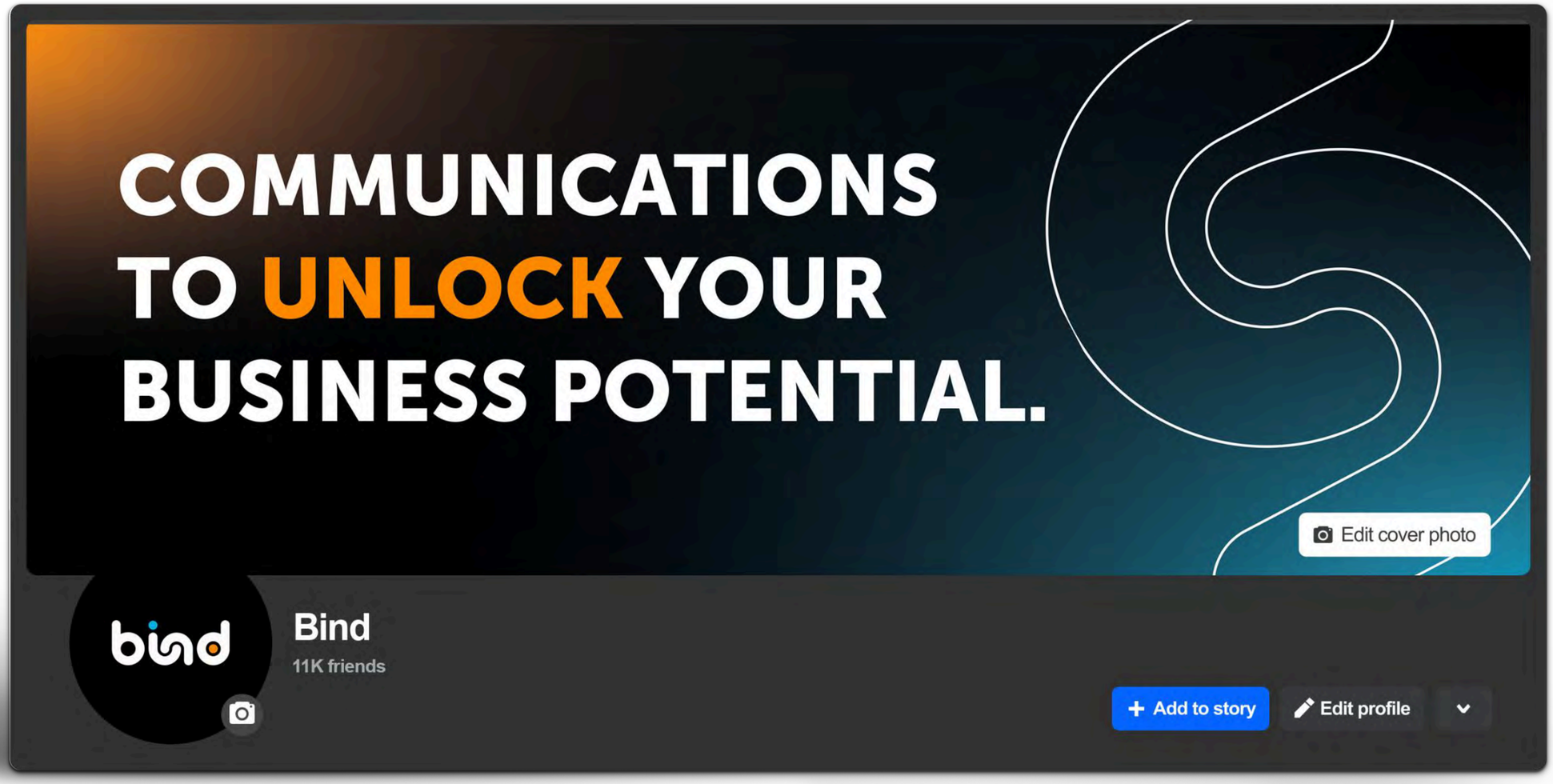

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LET'S BIND!


bind

10

SOCIAL MEDIA


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BUSINESS POTENTIAL.
Edit cover photo
bind
Bind
11K friends
Add to story
Edit profile


bind