



# Brand & Identity **Guidelines**

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Brand Identity Manual

# Welcome

We're excited to welcome you to **Beber**, where staying organized is as effortless as listening. Life is busy—we get it. Between work, errands, meetings, and daily tasks, it's easy to forget important things. That's where **Beber** steps in.

At **Beber**, we believe productivity shouldn't be overwhelming. That's why we send you personalized voice reminders via **WhatsApp**, helping you manage your to-dos without even needing to look at your phone. Whether you're a busy professional, a multitasking parent, or just someone trying to stay on track, **Beber** is here to support you.

Studies show that around 80% of people forget important tasks due to overload, and 1 in 2 struggles with time management. With **Beber**, you no longer need to rely on sticky notes, alarms, or your memory alone.

From the moment you start using our service, you'll discover how much easier life feels when your reminders speak to you. Clear, timely, and personalized—**Beber** keeps you on track, hands-free.

So, welcome to a simpler, smarter way to manage your day. Welcome to **Beber**, where your time finally listens to you.

# Overview

**Beber** is a smart voice reminder service designed to help busy individuals stay organized and productive. By sending personalized voice reminders through WhatsApp, Beber ensures you never miss an important task, appointment, or deadline — even when your hands are full.

Whether you're managing work, errands, meetings, or personal goals, Beber brings peace of mind by transforming your to-do list into clear, timely voice messages. No need to open an app or check your phone constantly — your reminders come to you, effortlessly.

Our mission is simple: make task management feel human, personal, and stress-free. With Beber, productivity meets simplicity — perfect for multitaskers, professionals, students, and anyone striving to stay on track in a fast-paced world.

Welcome to Beber — where your voice leads the way.



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# 01

## Introduction



# Introduction

## About

At **Beber**, we believe that productivity should feel personal, intuitive, and stress-free. Our service was born from the desire to help people manage their daily responsibilities without feeling overwhelmed. We created **Beber** to simplify task management using the power of voice — delivered seamlessly through **WhatsApp**.

Our journey began with a simple yet powerful idea: to make reminders more human and less mechanical. Whether you're a busy professional, student, parent, or multitasker, **Beber** adapts to your lifestyle. By sending personalized voice reminders, we ensure that important tasks never slip through the cracks.

With a focus on usability, accessibility, and meaningful communication, **Beber** transforms your to-do list into a smooth, hands-free experience. It's not just about staying organized — it's about reclaiming your time and mental space with a tool that speaks your language.

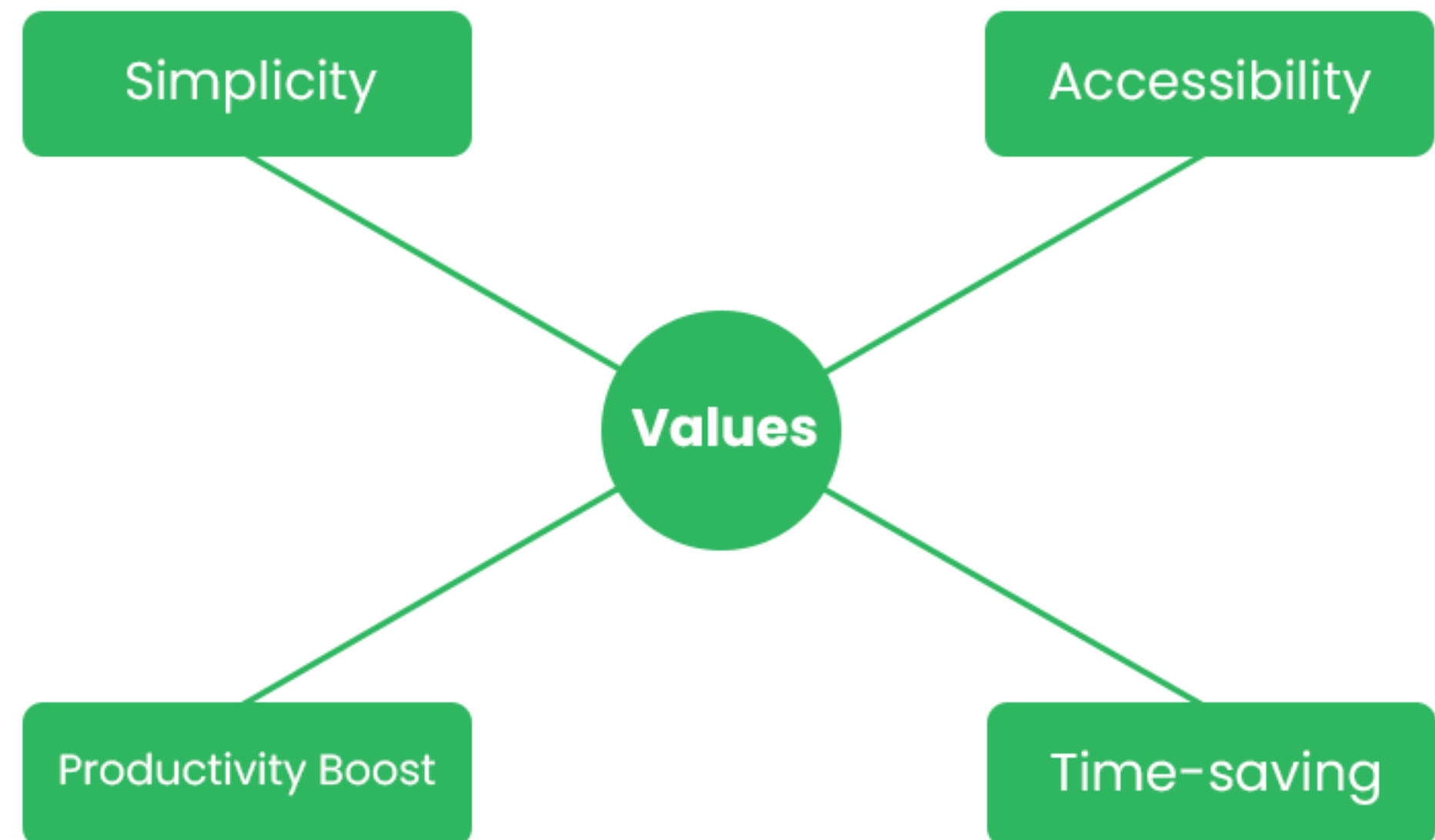


# Introduction

## Values

At **Beber**, we believe that productivity should be effortless and accessible to everyone. You shouldn't have to juggle multiple tools just to stay on track—your reminders should come to you naturally, right where you are.

That's why **Beber** delivers voice-activated reminders via **WhatsApp**, helping you stay focused without friction.



# Introduction

## Mission

To simplify daily organization by empowering people to set and receive reminders through natural voice conversations on WhatsApp—making time management as easy as sending a voice note.



# Introduction

## Vision

To become the go-to conversational assistant for everyday productivity in Europe and the Middle East, redefining how individuals and businesses manage their time through human-like, voice-first interactions—without ever leaving their favorite chat app.



# Introduction

## Tone of Voice

We communicate with clarity and precision—ensuring our message is direct, effective, and easy to understand. At **Beber**, we value our clients' time, so we prioritize streamlined communication that delivers key information with purpose. While our approach is modern and focused, we also ensure consistency and reliability in every interaction.

Above all, our tone is efficient and professional. Every person who engages with **Beber** should feel informed, respected, and assured that we are here to deliver solutions with expertise and speed.



Logo

02



# Logo

## Primary Logo

This is **Beber's** primary logo. The use of the primary logo should be emphasized in all cases.

The **Beber** logotype is a symbolic representation of the brand. It should not be altered in any way under any circumstances.



# Logo

## Meaning

The **Beber** logo is a visual embodiment of the brand's mission: making task management effortless through voice and time-based reminders.

**Speech Bubble Shape:** Represents communication and simplicity, indicating that all actions in Beber begin with a voice message—just like chatting with a friend.

**Microphone Icon:** Symbolizes voice input, highlighting Beber's core functionality: setting reminders through spoken instructions.

**Clock Icon:** Emphasizes time management and punctuality, reflecting Beber's promise to help users stay organized and never miss a task.



Speech Bubble Shape

+



Microphone Icon

+



Clock Icon

# Logo

## Exclusion Zone

The Exclusion Zone is a critical design element that ensures the **Beber** logo remains clear, legible, and impactful in all applications. This zone refers to the amount of space around the logo that must remain free of other graphic elements, text, or imagery to preserve its integrity and visibility.

Also, the exclusion zone means 4× spacing around the logo. Using any graphics within this 4× area is prohibited. Any element placed within this zone will break the **Beber** brand guidelines.



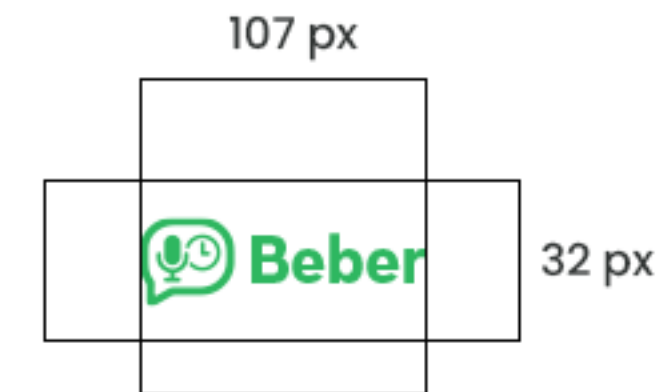
# Logo

## Minimum Size & Scaling

While there is no strict maximum size, ensure the **Beber** logo is scaled proportionally and fits well within the design context. Avoid disproportionate scaling or stretching that may distort the logo's appearance.

The logo should not be used anywhere (print or web) below 32 × 107 pixels to maintain legibility. Using it below this size will compromise its clarity and visual impact.

The **Beber** logo can safely be used at 32 × 107 pixels or larger, preserving its readability and brand consistency.



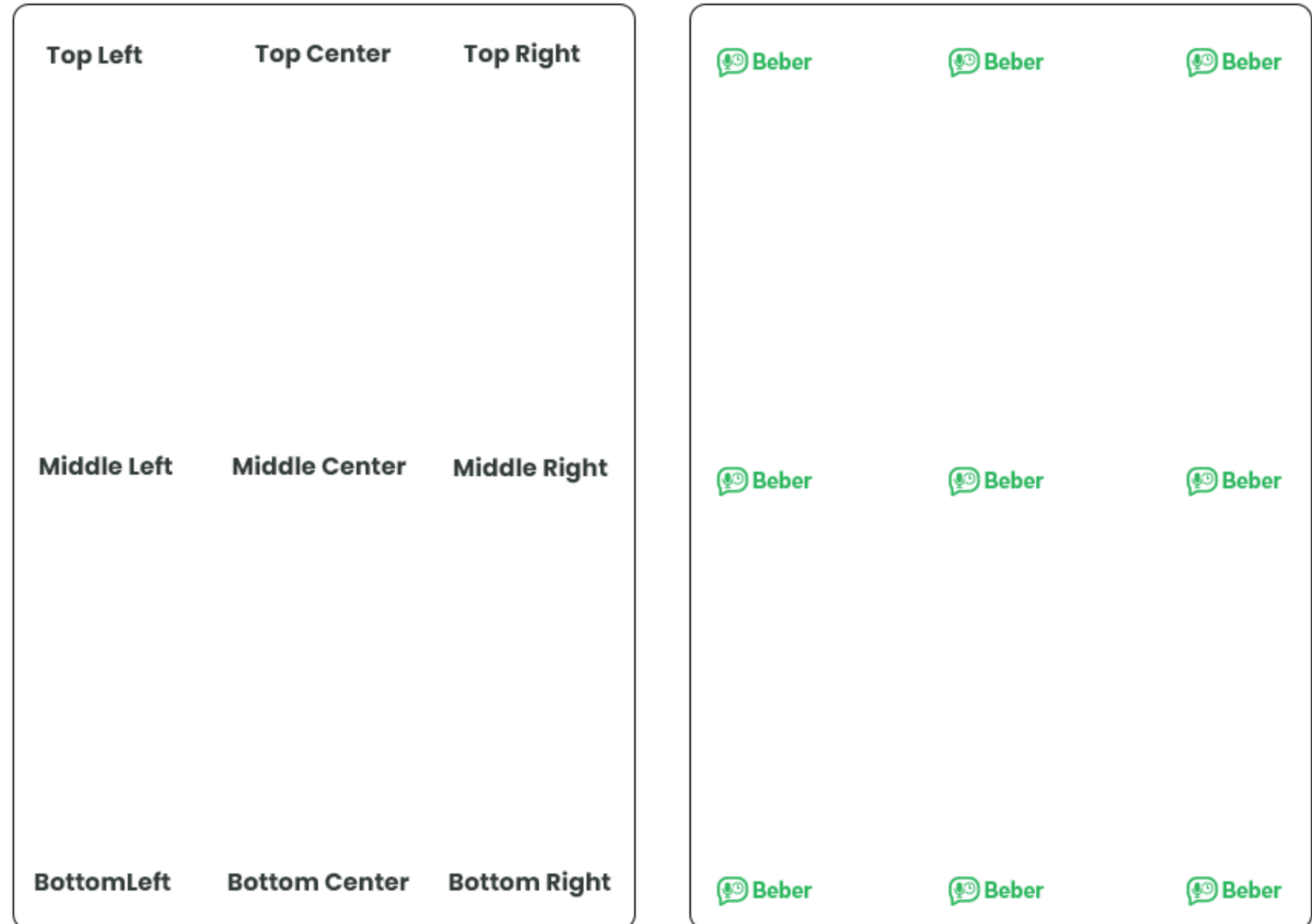
# Logo

## Placement

Logo placement refers to the strategic positioning of the **Beber** logo across various platforms and materials. The goal is to ensure maximum visibility and impact while maintaining brand consistency and aesthetics.

Effective logo placement is essential to preserving brand integrity and ensuring that the **Beber** logo is always both visible and impactful.

The logo should not be placed randomly on a page. Improper placement can disrupt the logo's structure and weaken its visual effectiveness.



# Logo

## Alternative

To maintain brand consistency while providing flexibility in different contexts, we have developed alternate versions of the **Beber** logo. These alternatives are designed to ensure visibility and recognition across various backgrounds and media types.

The **Beber** logo is designed to be used both vertically and horizontally, depending on the layout and space requirements of the medium.



Vertical Logo



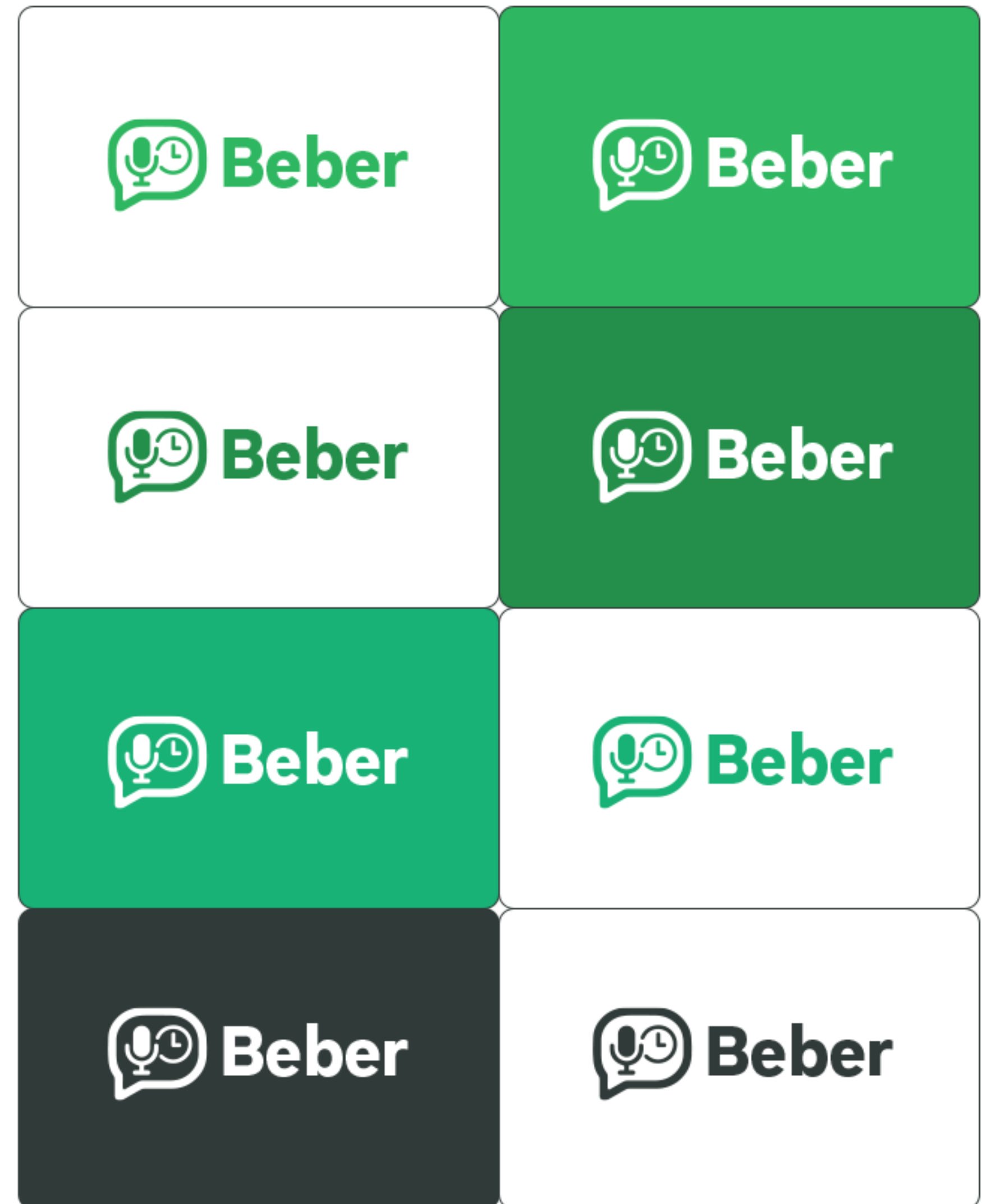
Horizontal Logo

# Logo

## Logo on Background

Placing the **Beber** logo on different backgrounds is essential for maintaining its visibility, impact, and overall integrity. This section provides guidelines for using the logo across various background colors and images, ensuring it always appears clear, professional, and aligned with the brand identity.

Here, the **Beber** logo is demonstrated using brand-approved color combinations on both light and dark backgrounds. These examples help guide proper usage to maintain strong visual contrast and brand consistency.

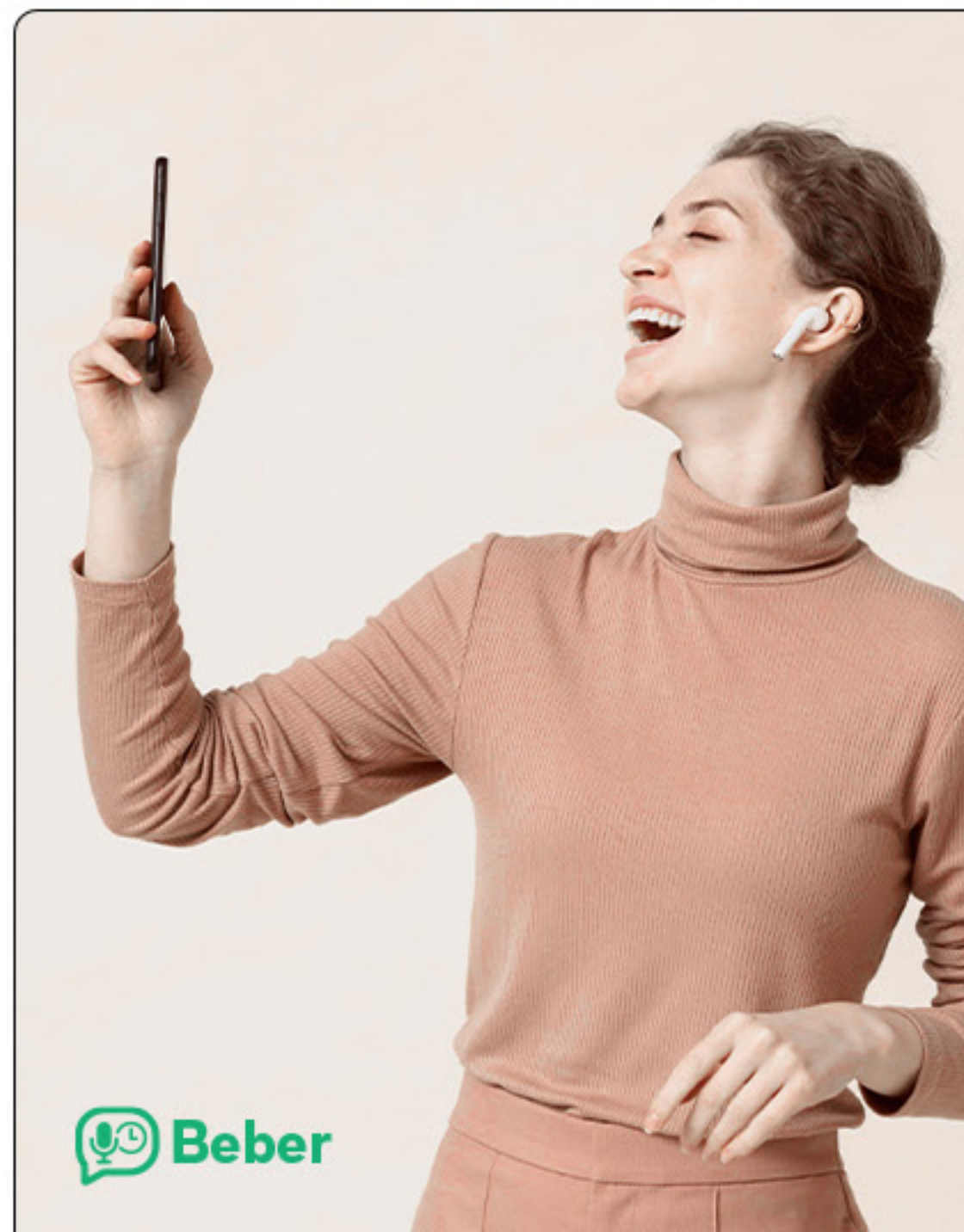
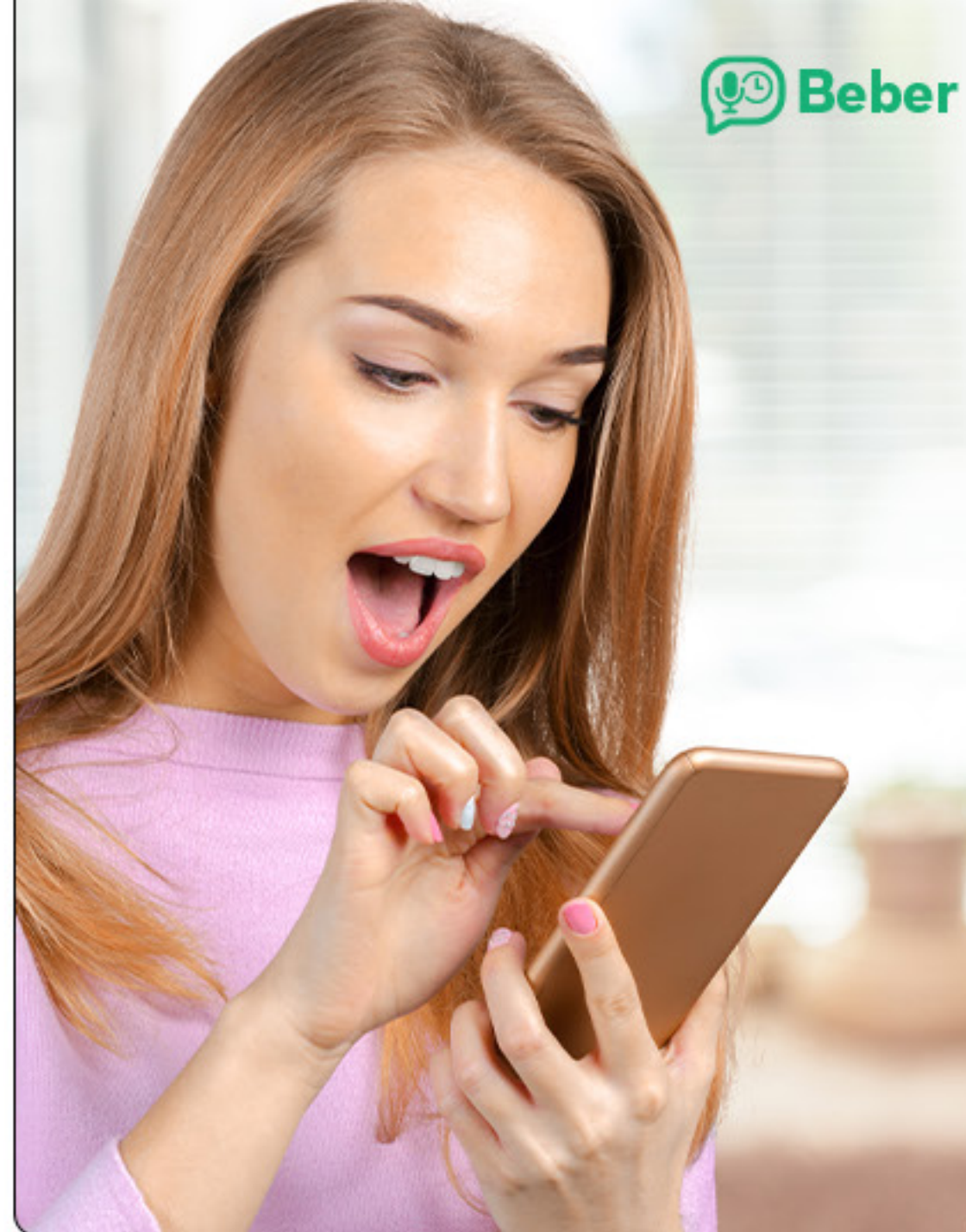


# Logo

## Logo on Photography

Incorporating the **Beber** logo into images is a key aspect of maintaining visual consistency and ensuring strong brand recognition. This guide outlines best practices for integrating the logo with visual content to preserve both clarity and impact.

When placing the logo on an image, always choose a clear and uncluttered area. Ensure there is sufficient contrast between the logo and the background by avoiding areas with similar colors to the logo. This ensures the **Beber** logo remains legible and visually effective across all media.



# Logo

## Do's and Don'ts

The logo is a crucial element of the **Beber** brand identity, and its consistent application is essential for maintaining a strong and recognizable presence. This section outlines key practices and common mistakes to avoid when using the logo, ensuring it is always presented accurately and effectively across all platforms.

You'll find clear guidance on how to use the logo—covering everything from positioning and scaling to color application and visual alignment. Following these rules helps maintain the logo as a powerful symbol of **Beber's** mission and values.

To protect the integrity of the **Beber** identity, please avoid misusing, altering, or trivializing the logo. Below are examples of what not to do.



Do not change brand colors.



Don't use gradient.



Do not change the typeface.



Do not change icon alignment.



Do not change space between icon and typeface.



Do not change the height/width.



Do not use drop shadow.



Do not use low resolution logo.

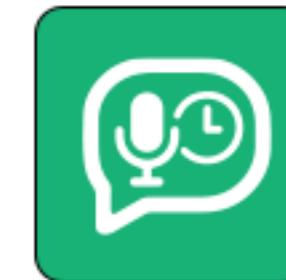
# Logo

## WhatsApp Business Beber Icon

The WhatsApp profile icon is the first visual point of contact between **Beber** and its users. As a central element of brand recognition, it must clearly represent **Beber's** identity and values within the WhatsApp Business environment.

This icon should remain consistent, legible, and recognizable, even at small sizes—across chat windows, contact previews, and profile views. The design should be clean, bold, and optimized to stand out in both light and dark themes used by WhatsApp.

Maintaining visual clarity and brand alignment in this profile image is crucial to reinforcing trust and professionalism with every interaction.



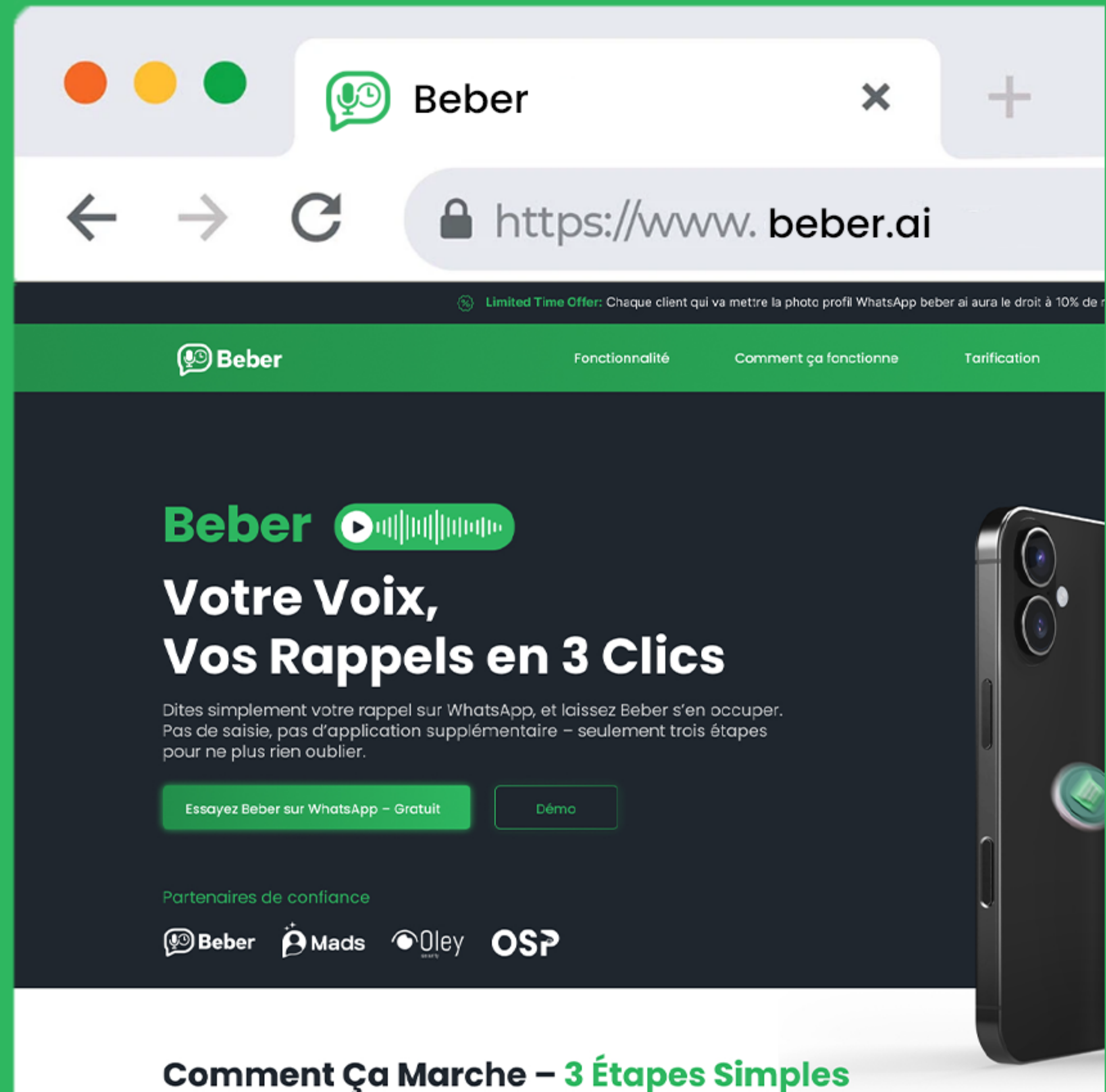
# Logo

## Favicon

The WhatsApp profile icon is the first visual point of contact between **Beber** and its users. As a central element of brand recognition, it must clearly represent **Beber's** identity and values within the WhatsApp Business environment.

This icon should remain consistent, legible, and recognizable, even at small sizes—across chat windows, contact previews, and profile views. The design should be clean, bold, and optimized to stand out in both light and dark themes used by WhatsApp.

Maintaining visual clarity and brand alignment in this profile image is crucial to reinforcing trust and professionalism with every interaction.



**Comment Ça Marche – 3 Étapes Simples**

**Color**

**03**



# Color

## Primary Color

Our primary colors are essential elements of the **Beber** visual identity. They provide consistency and recognition across all brand touchpoints, forming the foundation for digital interfaces, communication materials, and user experiences.

The **Beber** primary color palette is composed of three core tones:

**Green Gradient** – Symbolizing productivity, vitality, and clarity. This is the dominant brand color used in most interfaces and icons.

**White** – Used for clarity, contrast, and minimalism across backgrounds and icons.

**Dark Gray** – Used in dark mode settings and to provide visual balance and depth.

These colors are carefully selected to ensure flexibility across both light and dark backgrounds, as illustrated in the **Beber** logo icon examples.

### Green Gradient

CMYK: 83 20 94 5  
HEX: #248f4b

RGB: 36 143 75  
HEX: #248f4b

### Dark Gray

CMYK: 74 59 63 54  
HEX: #303a38

RGB: 48 58 56  
HEX: #248f4b

### White

CMYK: 0 0 0 0  
HEX: #ffffff

RGB: 255 255 255  
HEX: #ffffff

04

Typography



# Typography

## Primary Typeface

Our primary typeface is the cornerstone of **Beber's** visual identity. It should be used consistently across all brand communications, including headlines, subheadings, and body text. The right typography reinforces clarity, professionalism, and brand personality.

The fonts "**Poppins**" and "**Montserrat**" are **Beber's** official typefaces. Together, they offer a clean, modern look that aligns with our values of simplicity and accessibility.

**Poppins** is ideal for body text and app interfaces due to its high readability.

**Montserrat** is best used for titles, headings, and key emphasis in communications.

This combination ensures a cohesive, contemporary appearance across all platforms.

## Poppins

**Aa**

abcdefghijklmnopqrstuvwxyz (Light)  
abcdefghijklmnopqrstuvwxyz (Regular)  
abcdefghijklmnopqrstuvwxyz (Medium)  
**abcdefghijklmnopqrstuvwxyz (Bold)**

## Montserrat

**Aa**

abcdefghijklmnopqrstuvwxyz (Light)  
abcdefghijklmnopqrstuvwxyz (Regular)  
abcdefghijklmnopqrstuvwxyz (Medium)  
**abcdefghijklmnopqrstuvwxyz (Bold)**

# 05

## Brand Imagery



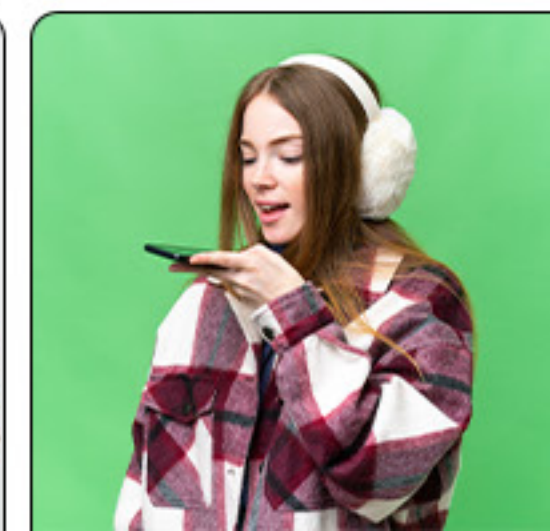
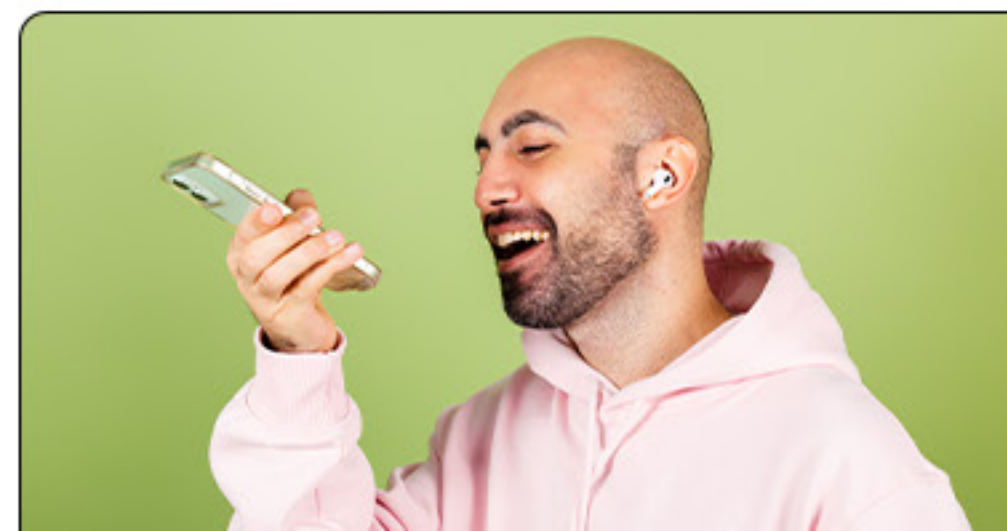
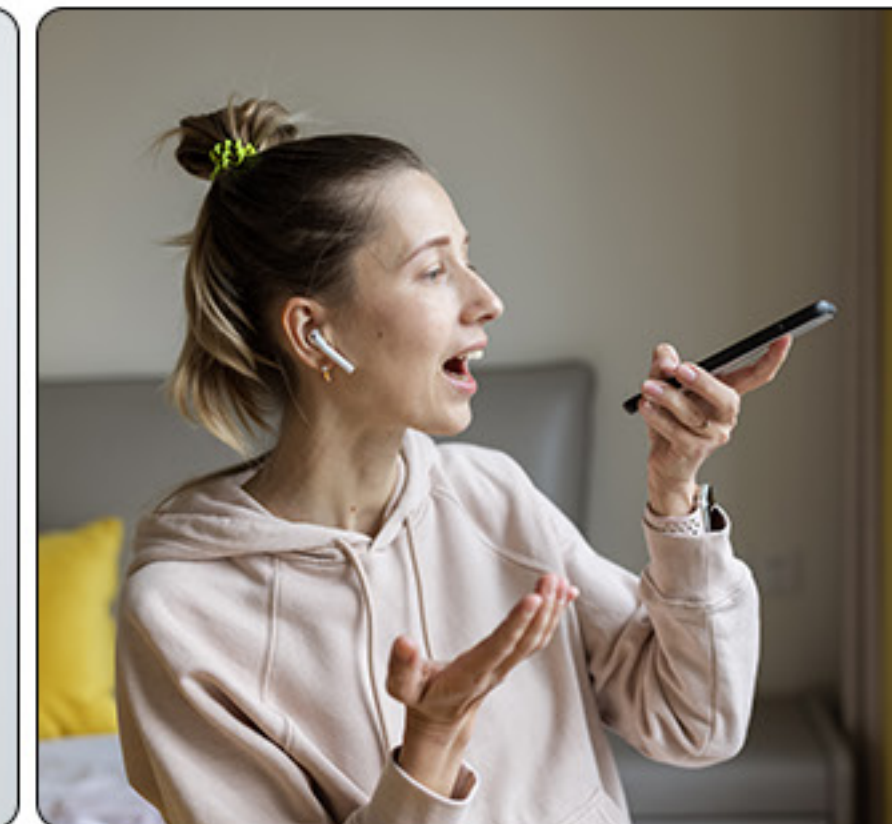
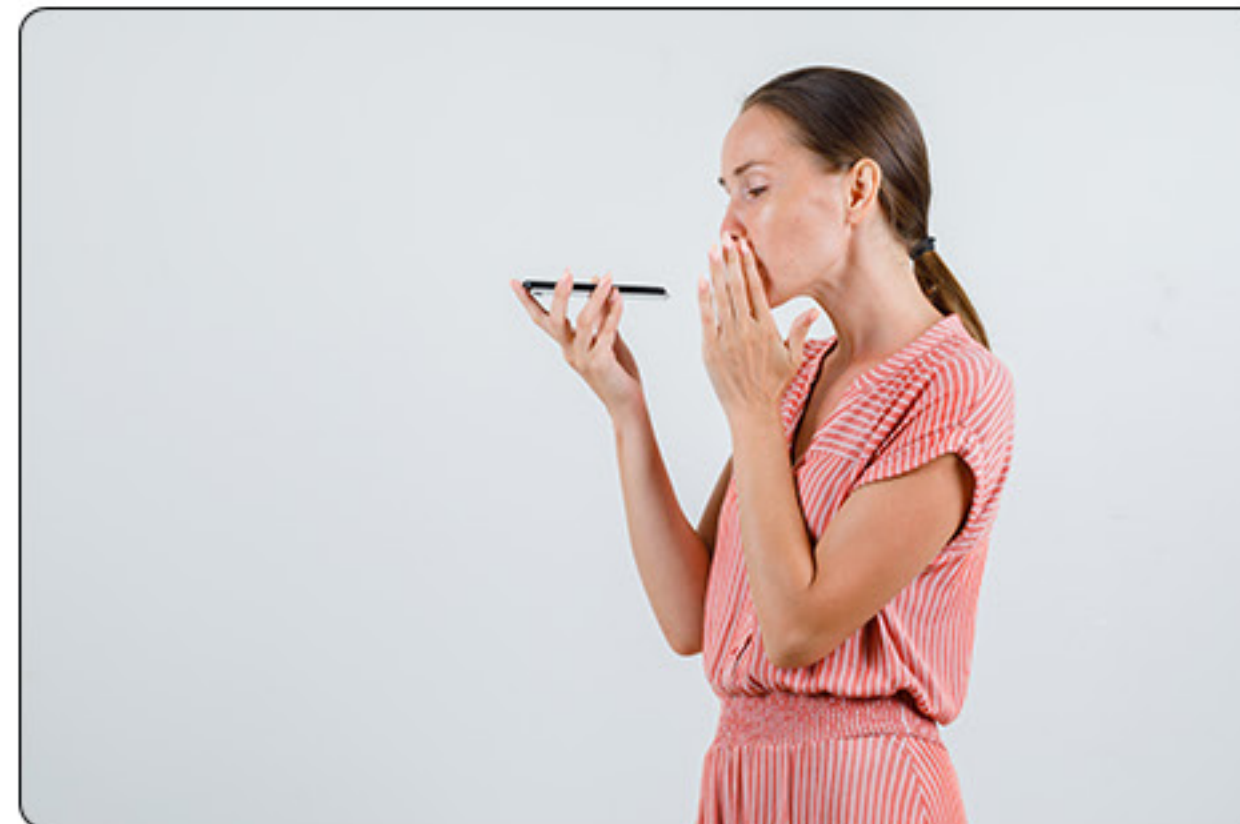
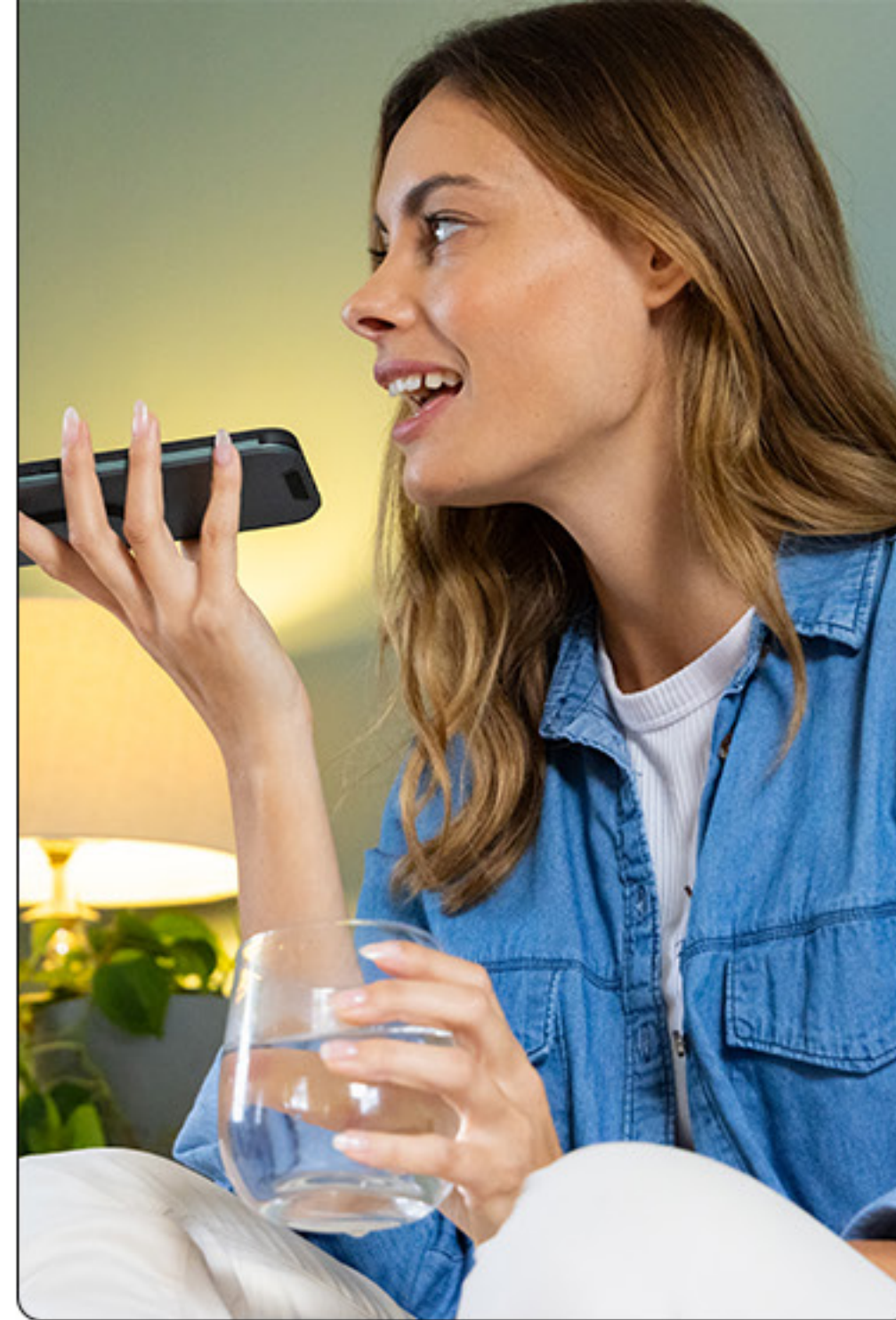
# Brand Imagery

## Imagery

Brand imagery encompasses all visual content that helps define and express the **Beber** brand identity. This includes photographic, illustrative, and graphic assets used across platforms to communicate **Beber's** purpose and tone.

Effective imagery for **Beber** should feel clear, approachable, and productivity-focused—resonating with entrepreneurs, busy professionals, and multitaskers. It should visually support our core values: simplicity, time-saving, and accessibility.

A consistent and thoughtful visual style strengthens recognition and builds trust with users, especially in environments like WhatsApp Business, websites, and landing pages.



# 06

## Social Media



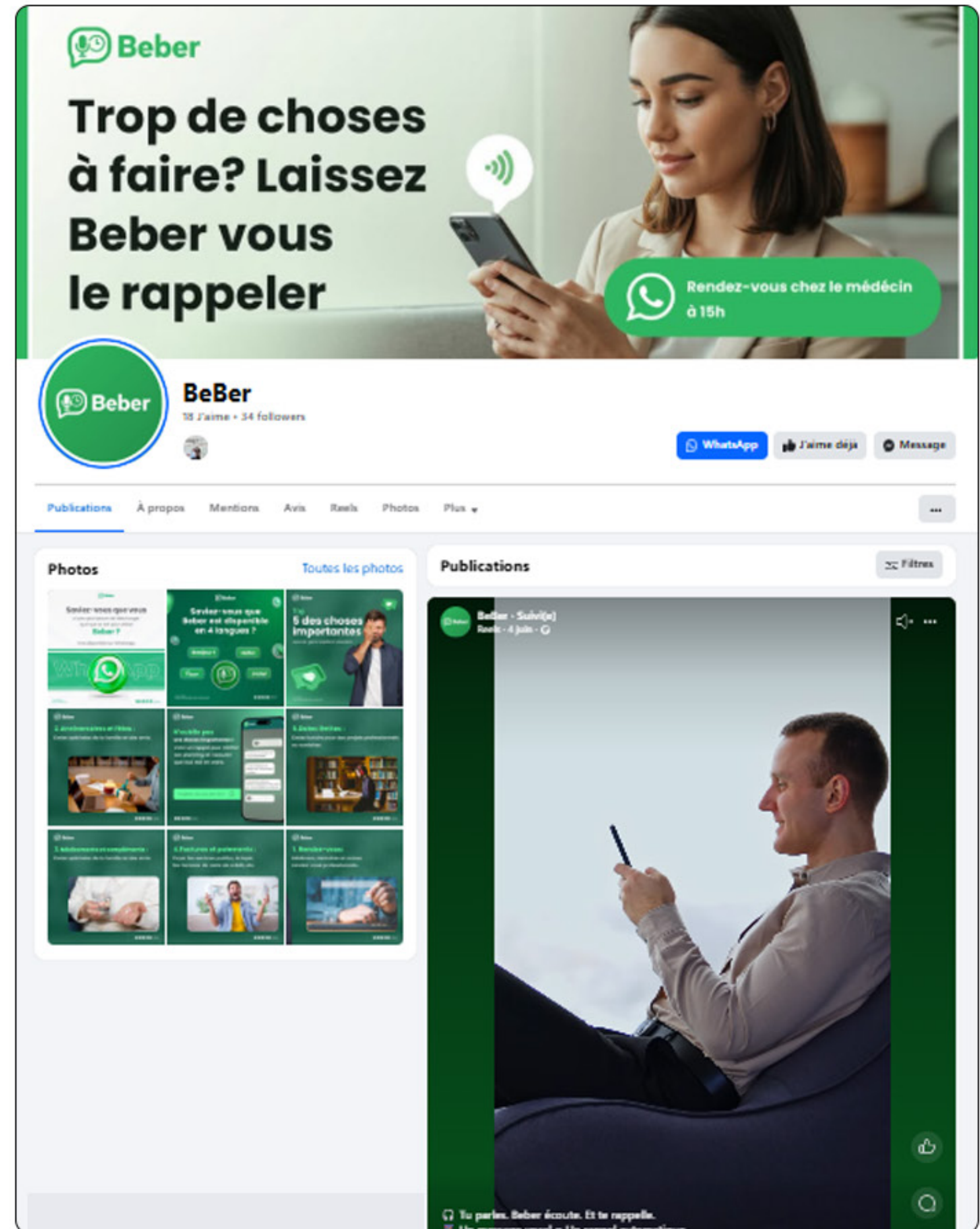
# Social Media

## Facebook

Every **Beber** social media post should reflect our brand's visual identity and tone. This includes consistent use of the logo, brand colors, typography, and a voice that aligns with **Beber's** values of simplicity, reliability, and productivity.

Using cohesive design elements across platforms like Instagram, LinkedIn, WhatsApp Business, and Facebook ensures **Beber** is instantly recognizable and reinforces brand trust with our audience.

A unified visual style helps communicate professionalism and builds stronger connections with our community.



# Social Media

## Instagram

Every **Beber** social media post should reflect our brand's visual identity and tone. This includes consistent use of the logo, brand colors, typography, and a voice that aligns with **Beber's** values of simplicity, reliability, and productivity.

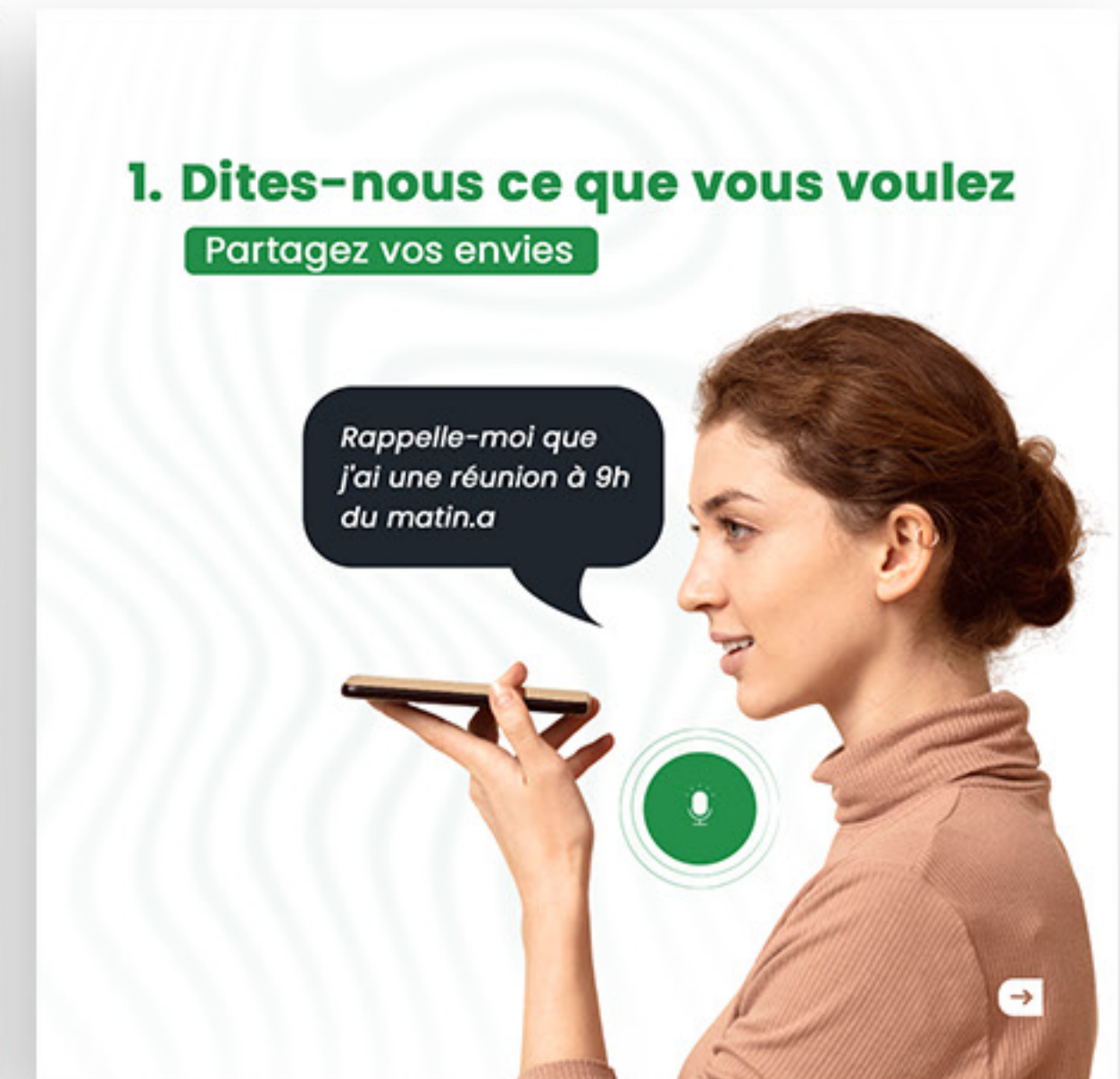
Using cohesive design elements across platforms like Instagram, LinkedIn, WhatsApp Business, and Facebook ensures **Beber** is instantly recognizable and reinforces brand trust with our audience.

A unified visual style helps communicate professionalism and builds stronger connections with our community.



# Social Media

## Posts



# Social Media

## Posts

**Beber**

### Planifiez toute votre journée en moins d'1 minute grâce à Beber

Simplifiez votre emploi du temps : Utilisez les commandes vocales pour ajouter des rendez-vous ou événements directement à votre agenda. Plus besoin de taper — parlez et Dola s'occupe du reste !

Hey Beber, voici mon planning pour la journée :

- 9h00 : Séance de sport de 30 minutes
- 11h30 : Dîner avec les collègues
- 14h00 : Rendez-vous pro avec Karim (Note : Apporter les documents)
- 17h00 : Passer à l'épicerie

Visit Website [www.beber.ai](http://www.beber.ai)

Facebook, Twitter, LinkedIn, Instagram, Beber

**facebook**

**Beber**

### Saviez-vous que vous n'avez pas besoin de télécharger quoi que ce soit pour utiliser Beber ?

Il est disponible sur WhatsApp.

WhatsApp

Visit Website [www.beber.ai](http://www.beber.ai)

Facebook, Twitter, LinkedIn, Instagram, Beber

15 Comments

Write your comment.....

**Beber**

### Quel est le programme pour aujourd'hui ?

Planifiez votre journée avec Beber

**Messages** Maintenant

Il est presque l'heure ! 12h30 — Pause déjeuner avec David L.

**Messages** Il y a 30 s

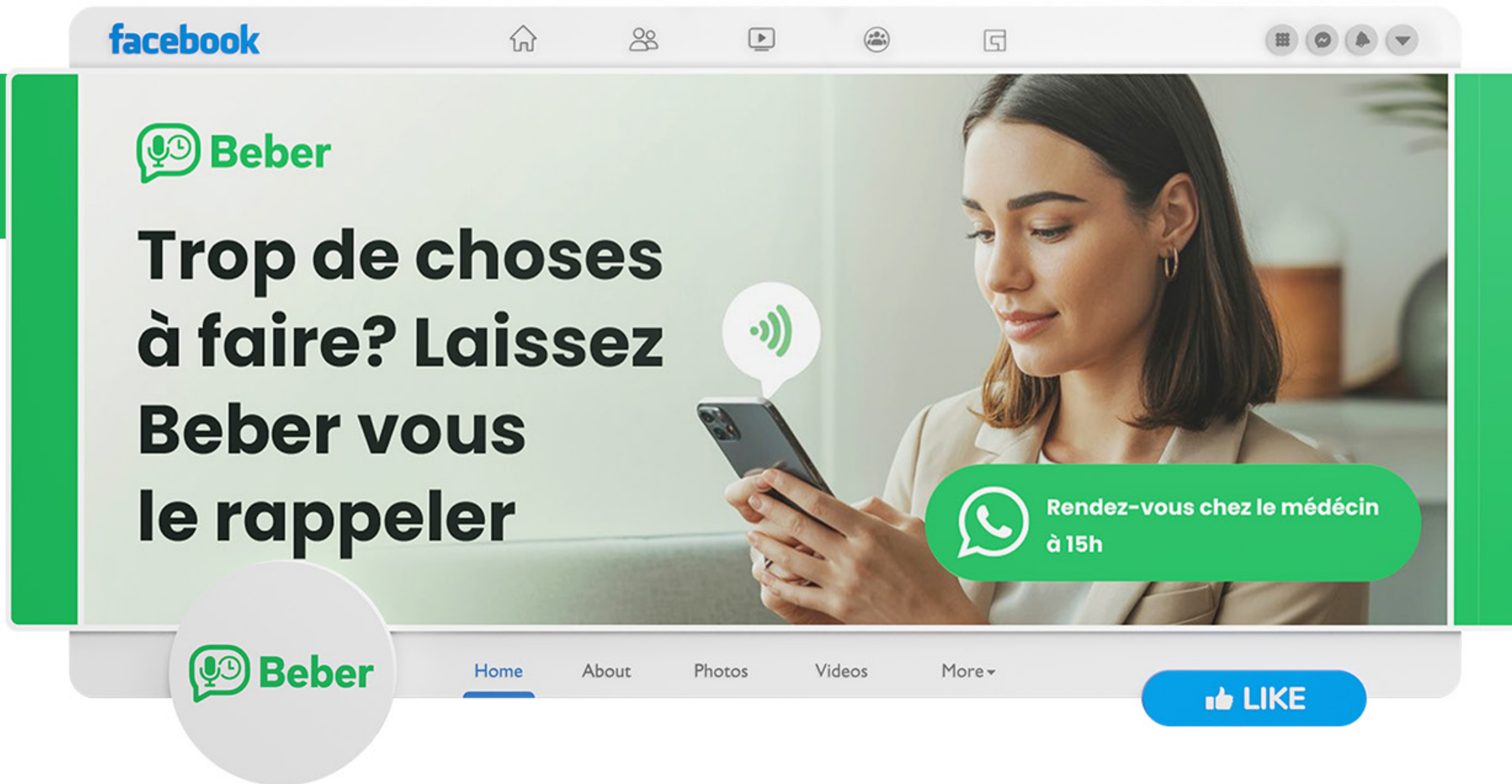
Il est presque l'heure ! 13h00 — Réunion entre Alex Green et Sarah Larsen.

Visit Website [www.beber.ai](http://www.beber.ai)

Facebook, Twitter, LinkedIn, Instagram, Beber

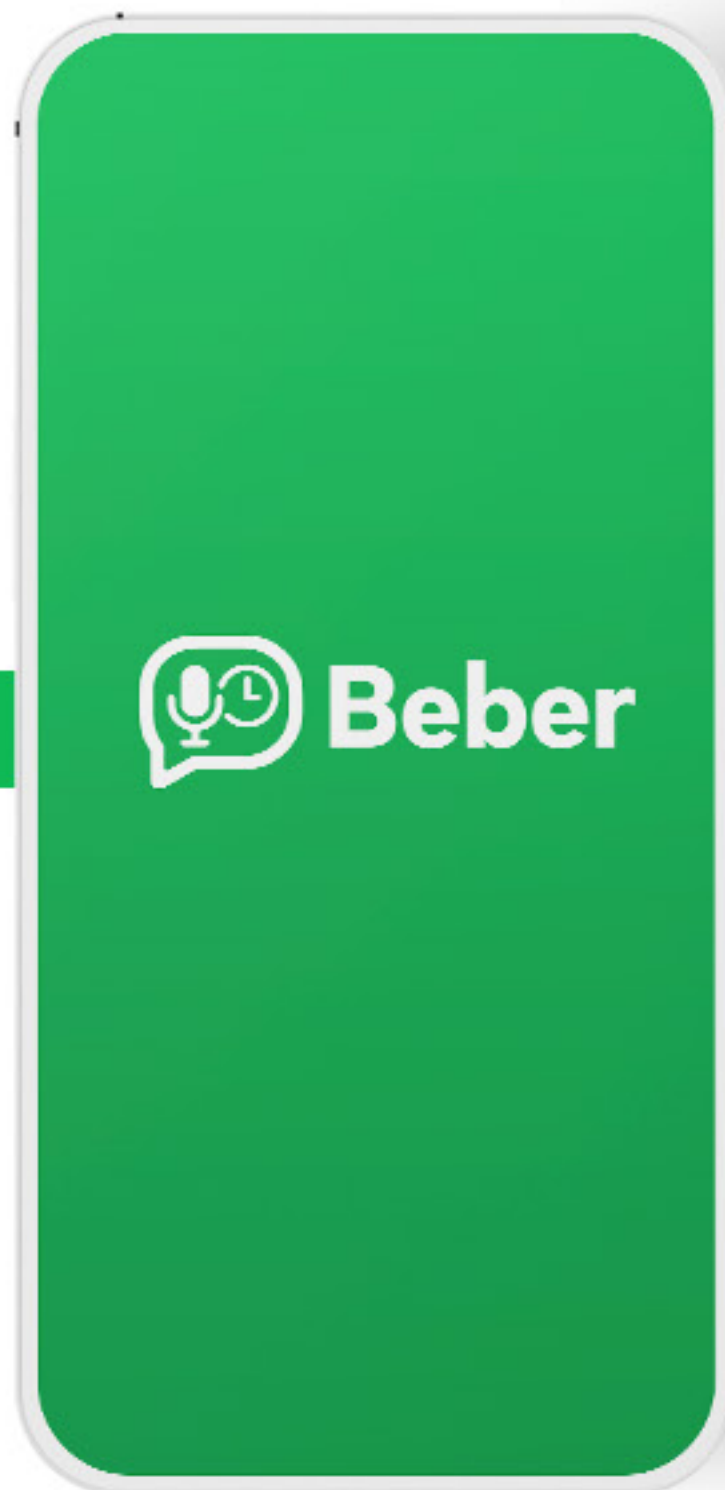
# Social Media

## Facebook Banner



# Social Media

## Website



# THANK YOU

