

Brand guidelines



A MessageBird company

Pusher powers connection. We are a developer tools company inventing realtime APIs to power communication and collaboration apps all over the world. Our easy, reliable platform provides developers everything they need to build scalable and interactive apps. If you read the Financial Times, send email with MailChimp, collaborate on inVision, or order food on DoorDash, you are using Pusher every day.



A MessageBird company

Our Pusher brand guidelines give you a greater understanding of the visual identity and how to make the best use of the Pusher brand. This document presents the brand assets that make up our identity and how to bring them together to create engaging communications inline with our company strategy and goals.

Logo

Right at the centre of our brand sits the Pusher logo. It's a unique and solid symbol that sits next to our wordmarque. The symbol is based upon the forward slash that is ubiquitous with coding, with the wordmarque constructed from a mono typeface which is commonly used on code editors. Together they form the basis of the Pusher identity which has come to be favoured and respected among the developer community.



Pusher brand guidelines

Logo

Our logo has been optimised to work at any size. Designed primarily for digital use, it is just as strong in print. Our logo can appear in a variety of colour ways as shown here. To ensure maximum legibility, please only use the combinations shown here. We have a minimum height size of 50 pixels for all logos to help retain legibility at small sizes. Please adhere to the sizes outlined to make sure our logo looks the best it can across all brand applications.



A **MessageBird** company



A **MessageBird** company



A **MessageBird** company



A **MessageBird** company

Logo use

Our logo is the basis of our identity, to ensure its functionality please follow the rules outlined here to maintain it across all our brand applications.



Don't alter colours



Don't add drop shadow



Don't change forms of the logo



Don't squash the logo disproportionately



Don't rotate the logo or its various elements



Don't use icon as part of text

Colour

Our brand colours are confident, energetic and help move us away from the generic. This page also shows, proportionately, the application of our brand colours. Bold use of colour is key to our brand. Within our core palette we have additional colours specific to our products; Channels and Beams. These colours can be used throughout our digital applications.

#300D4F

#FF8DE3

#916AFF

#6825B1

#E6E2FC

#F0F1F6

#5D2BE7

#40F2AF

#C7B9FF

#221838

#1A2420

#173138

#FFFFFF

Typography

Our brand has two typefaces. Used together, they give us a huge amount of flexibility. A boldly unapologetic headline font can be dialled up or down in the treatments, depending on the formality of the applications. A friendly but precise body font that also comes in a mono width means that we have a pair of fonts that, when used singularly or together, can be playful, bold or elegant.

Our primary brand typeface for body copy and small text is Maison Neue. It's a digital-first face with loads of personality and a lovely mono to match, working well in both print and digital applications.

Maison Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@%&?;{[()]}/

Maison Neue Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@%&?;{[()]}/

Typography

Maison Neue comes in a variety of weights, we use Maison Neue Black Italic in Title and Uppercase in our ad campaigns and animations. With more of a conversational feel and emphasis on highlighting key messaging. We have also started using a secondary font called VC Nudge, this font should be used sparingly as a headline font only in our marketing campaigns.

Maison Neue Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@%&?;{[()]}/

VC Nudge

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@%&?;{[()]}/

Pusher brand guidelines

Product branding

We've designed our brand to accommodate a number of sub-brands for our products that feel part of the Pusher family, but that are strong and bold enough to work on their own.



Product branding

Our product logos are the basis of our identity, to ensure their functionality please follow the rules outlined here for both product logos to maintain them across all our brand applications.



Don't alter colours



Don't add drop shadow



Don't change forms of the logos



Don't squash the logo disproportionately



Don't rotate the logos or their various elements

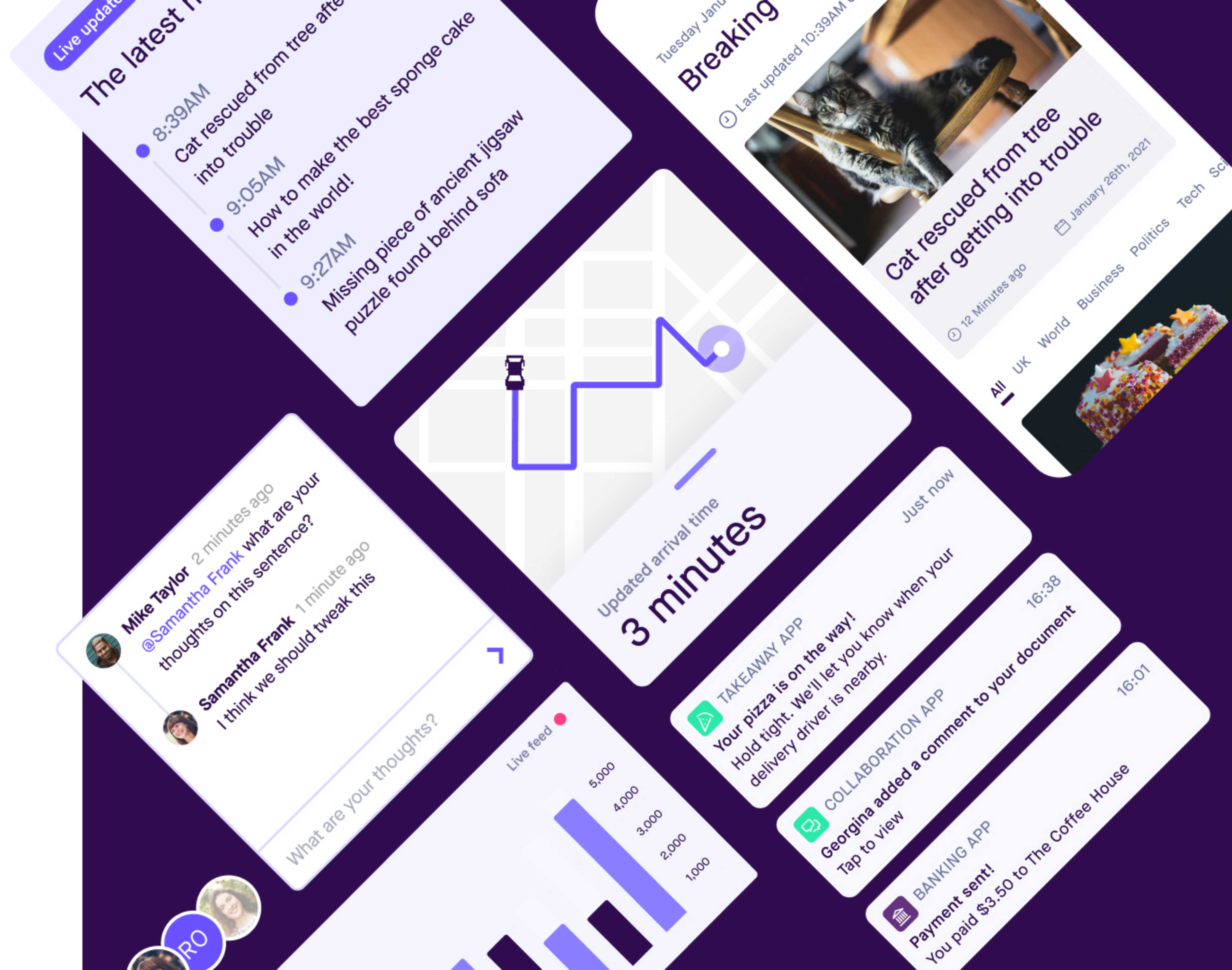


Don't use icon as part of text

Pusher brand guidelines

Illustration

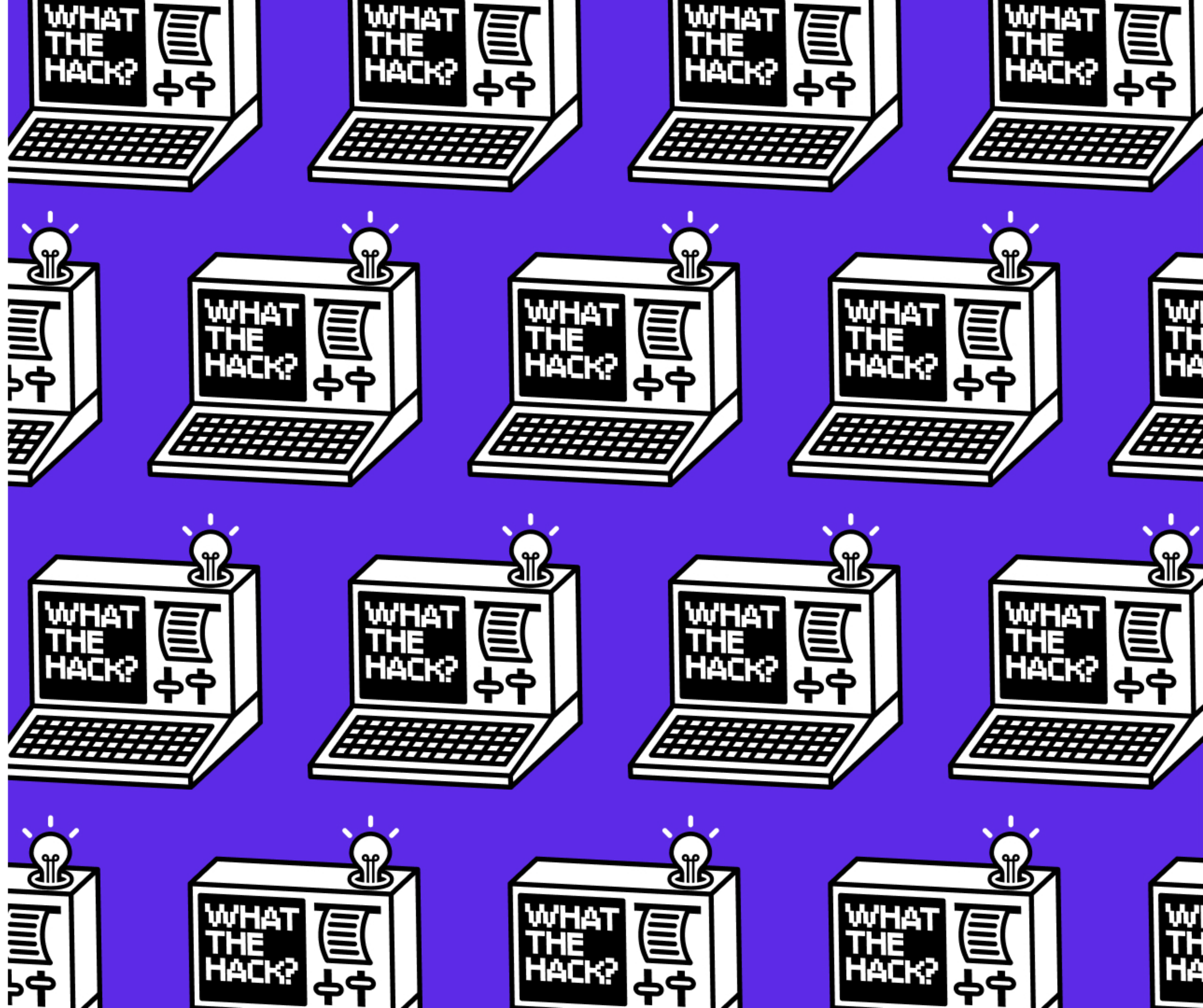
A key part of our visual identity is our illustration style, which is key to communicating our use cases and product capabilities. We have a library of assets which can be called upon. Illustrations should be based upon our key elements of typography and colour so that they are recognisable as part of the Pusher brand. They should not be too complicated and be based around a key use case feature.



Pusher brand guidelines

Swag

Swag is where we can afford to be really playful with the brand. It can be turned up to 11 to pack a punch in the real world, or dialled right down to give subtle hits of colour.



Pusher brand guidelines

Examples

We have a vast library of examples that show how we can pull all the brand elements together to bring Pusher to life across all platforms.

