



BRAND GUIDE

EST 2013

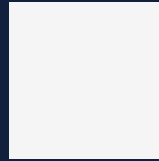
COLOURS



#2AA4DD



#11213D



#F5F5F5



#515158

FONTS

Helvetica

For emails

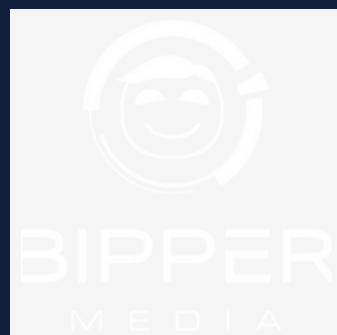
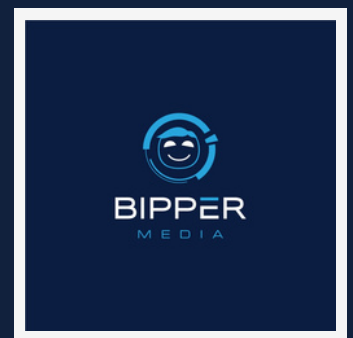
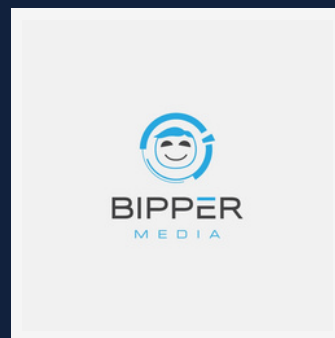
Garet

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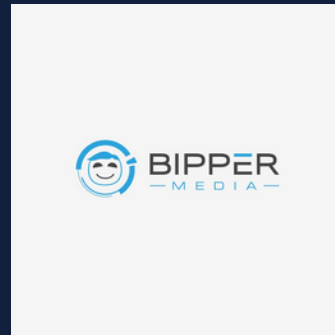
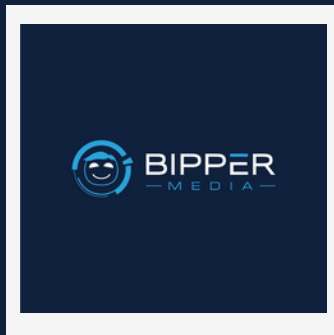
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LOGO'S VERTICLE



LOGO'S HORIZONTAL



BIPOS TAGLINES

“The operating system for modern SEO.”

“Power your SEO with BipOS.”

“Your SEO. Fully integrated.”

“One system to run it all.”

“The backbone of your SEO strategy.”

- **“SEO is broken. This fixes it.”**
 - **“Most SEO tools stop short. We don’t.”**
 - **“If it’s not executed, it doesn’t work.”**
 - **“Your SEO tools are slowing you down.”**
 - **“This is what SEO should have been.”**
 - **“Too many tools. One solution.”**
 - **“Stop juggling SEO tools.”**
 - **“Your entire SEO workflow—simplified.”**
 - **“SEO without the chaos.”**
 - **“Everything SEO, finally in one place.”**
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