

Brand guidelines

Updated April 21, 2022

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Our brand

Our brand is an expression of the promises we make to the world, representing our values and the quality of content and experiences we offer. As we seek to engage with a broader audience, our refreshed brand positions us as a leading authority that is modern and sophisticated, yet grounded and easily accessible.

Key attributes

Structured

Structures provide a strong, stable foundation for building anything. We believe that a structured system enables creativity, rather than restricting it.

When needed, structures can (and should) be broken—but never in a way that is thoughtlessly random. We appreciate logic behind everything that we build.

Accessible

Information touches all of our lives. We believe that anyone can manage and harness information in ways that empower their lives.

Our content is easy to understand and visually welcoming. We are friendly and fun. Although our roots are in technology, we also have a warm, human side. Our approachability signals that our products and services are relevant to audiences much broader than infovers and techies.

Quiet determination

Noise is distracting. We believe that the energy of quiet determination helps when creating a system to achieve focus and clarity.

Although we are confident and authoritative, we are always humble. We never shout, but we aren't afraid to be bold.

Logo

Our logo is more than just our name. It is a signal of who we are and what we stand for. Following these guidelines on using our logo helps to build our brand recognizability and distinguishes us from competing brands.

Versions

We have two versions of our full logo: a circuit version and a solid version.

The circuit version should be primarily used in hero moments when the logo is both scaled very large and the focal point (e.g.; video intros and outros, large signage and advertising, a notebook cover). This limited usage amplifies its dramatic effect and ensures the letterforms can be easily read.

The solid version should be used in any circumstances where the circuit version may not be easily legible at a glance. This version is especially appropriate when the logo needs to be scaled smaller, when printing quality may not showcase the circuit version clearly, and when backgrounds are busier.

Circuit logo (limited use)



Solid logo



Design rationale

Our logo is designed to represent our history, our values, and the energy we bring to our work.

When set in Deep Teal with Bright Cyan or White dots, the logo conveys authority, calm, and warmth. When set in White with Bright Cyan dots, the logo appears almost luminous with optimism.

The dot separators help to prevent our acronym mark from appearing as a single word. The brand name set underneath provides additional clarity as we build brand equity.

The custom letterspacing of our logo aids legibility at small scales. Do not typeset any part of the logo or alter the logo artwork in any way.

Circuit version

Circuit-like letterforms reflect our passion for technology, systems, connections, and underlying structure.

Dot separators tie into our circuit graphic language. They suggest sparks of creativity as well as the people that make up our community.

Rounded lines and forms add a softer, human touch.



Strong, parallel lines create a sense of flexibility and dynamism

building a second brain

Lowercase letters appear friendly and approachable.

Brand name spans the full width of the acronym mark, creating a stable, structured appearance. Custom letterspacing aids legibility.

Solid version

Strong, simple, clean letterforms are highly accessible at smaller sizes.

Rounded corners mirror the rounded lines of the circuit version, adding a softer feel.

Brand name is the same as in the outline logo version.



building a second brain

Usage

When applying our logo assets, always design for best legibility, but never scale our logo assets to be so large that they dominate any piece.

The acronym mark may be used on its own when the audience is likely familiar with our full name (such as course participants).

The brand name may be used on its own when space does not allow for the full logo lockup to be shown at an appropriate scale. Do not typeset the brand name on your own.

Do not alter the logo assets in any way. Always use the logo artwork as provided.

Circuit acronym mark only



B·A·S·B

Solid acronym mark only



B·A·S·B

Brand name only

building a second brain

Typed names

When typing our name, use the acronym in all caps when the audience is likely familiar with us or has encountered the full name elsewhere in the communication. Use our full name (with capitalized “B,” “S,” and “B”) when the audience may not be familiar with us, or when a more formal tone may be more suitable.

Always capitalize the “S” and “B” when writing about a Second Brain system.

Typed brand acronym

Share your BASB story with us.

Only use the acronym on its own when the audience is likely familiar with our full name.

Typed brand name

Welcome to Building a Second Brain.

Capitalize “B,” “S,” and “B” in our name when typing it out by hand.

Typed reference to a Second Brain

Get an in-depth tour of Tiago’s Second Brain.

Always capitalize the “S” and “B” when writing about a Second Brain.

Clear space and minimum size

This guidance applies to both the circuit and solid versions of our logo.

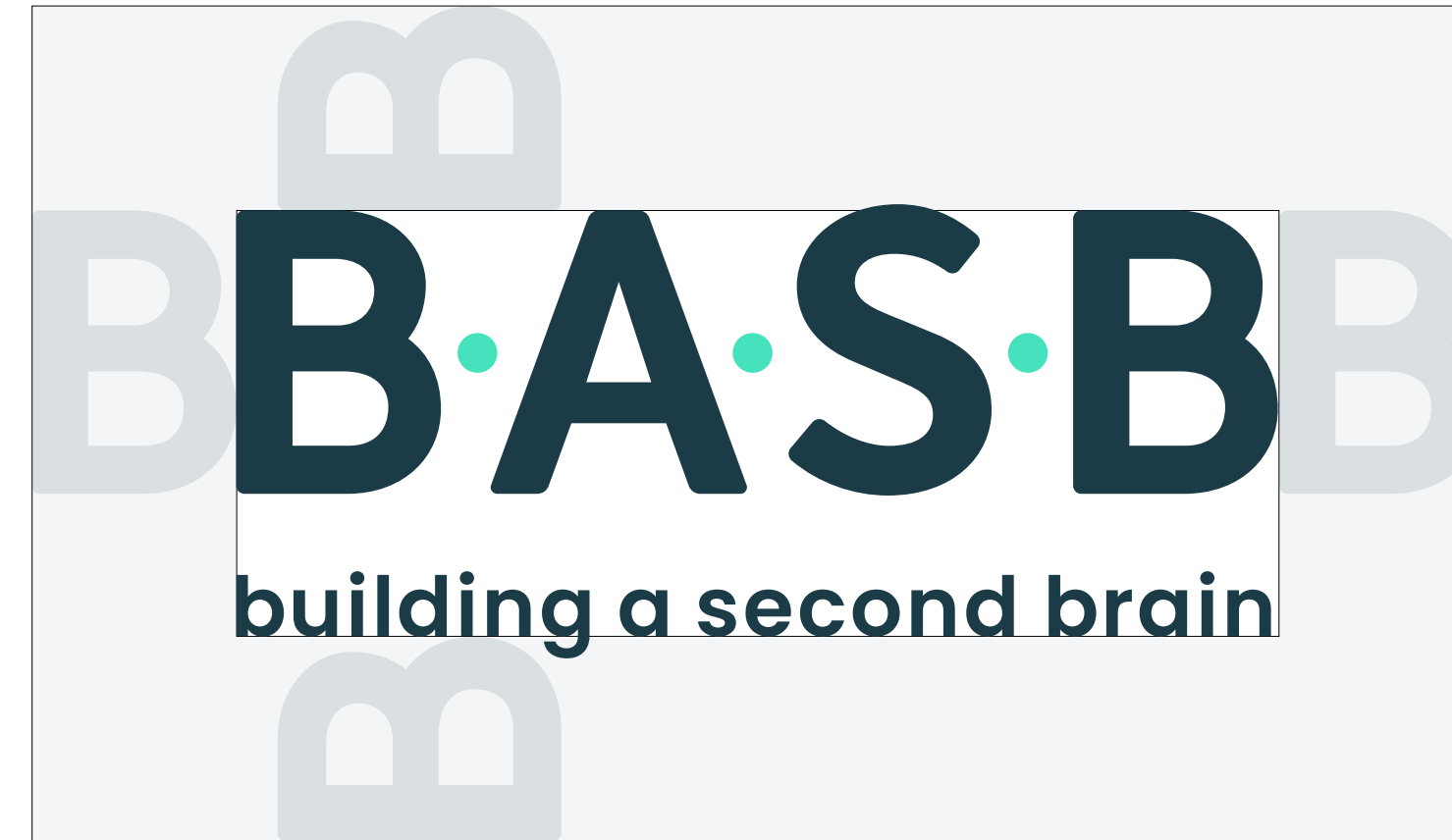
Our logo needs room to breathe. Clear space around our logo provides distinction and ease of legibility. Whenever possible, use more than the minimum clear space shown at right.

For our logo lockup and the acronym mark when used on its own, always provide clear space at minimum equal to the width of a B from the acronym mark. For the brand name, always provide clear space at minimum equal to the length of the word “brain” in the brand name.

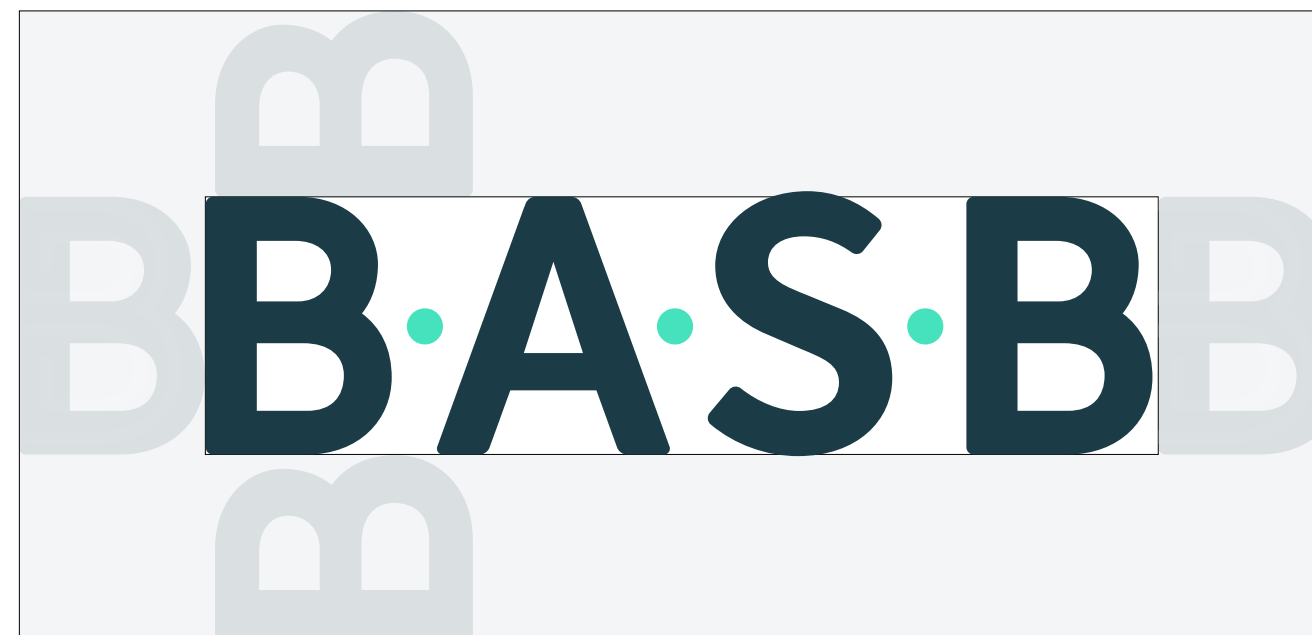
Never draw boxes around our logo assets to contain it in a design. Our brand creates a sense of expansion, so boxing in our logo is off-brand.

Our minimum logo size is not a spec, but instead relies on the designer’s discretion. The logo should never be scaled so small that the letters cannot be easily legible.

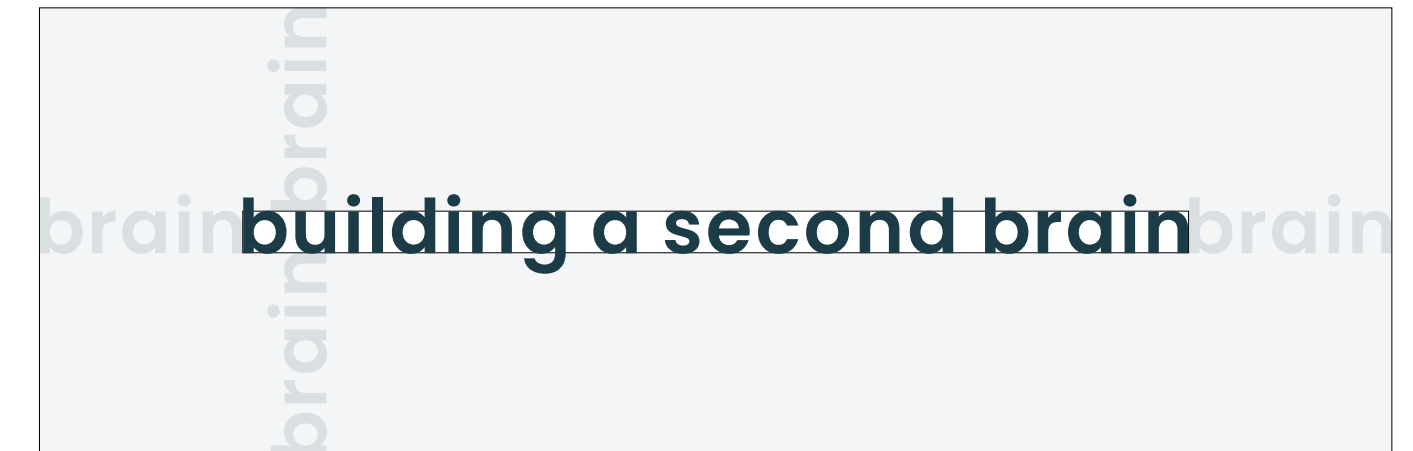
Full lockup clear space



Acronym mark clear space



Brand name clear space



Note: The minimum clear space begins at the x-height and baseline of the letters.

Minimum size

Acceptable



Too small



Too small



Background control

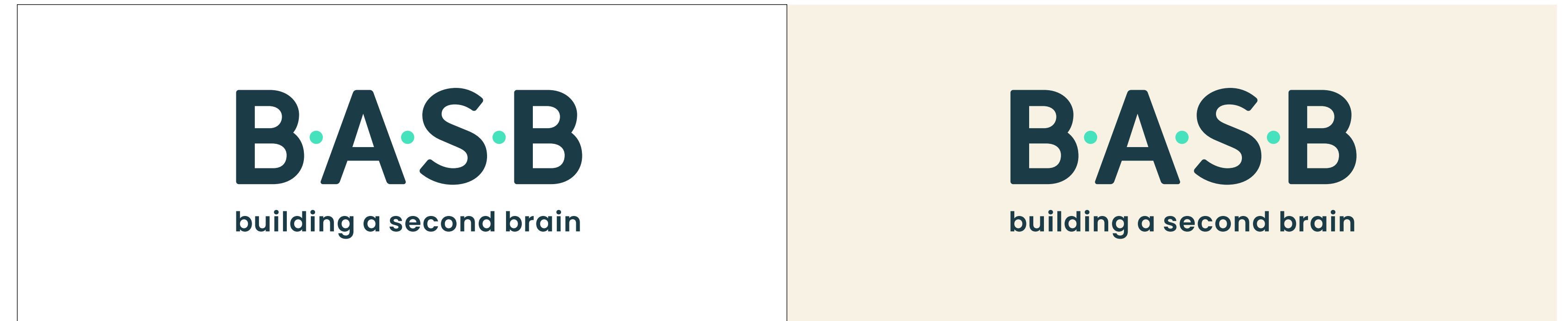
This guidance applies to both the circuit and solid versions of our logo.

Select the version of the color logo depending on the background of the communications piece. This ensures the best possible legibility of all logo components.

When creating collateral with large fields of solid brand colors, avoid using combinations not shown at right, except for black and white versions (see next page for guidance).

Do not draw boxes around the logo to contain it.

Deep Teal text, Bright Cyan dots



Deep Teal text, Moss dots



White text, Bright Cyan dots



Black and white

This guidance applies to both the circuit and solid versions of our logo.

Our color logos (Deep Teal with Bright Cyan or Moss dots) are our preferred logo versions. Select the appropriate color version depending on the background color (see preceding page for guidance).

Only when required for specific production contexts (such as newsprint or grayscale printing), the black or white versions of our logo may be used. Black and white logo versions should not be used otherwise.

Black and white versions (limited use)



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building a second brain

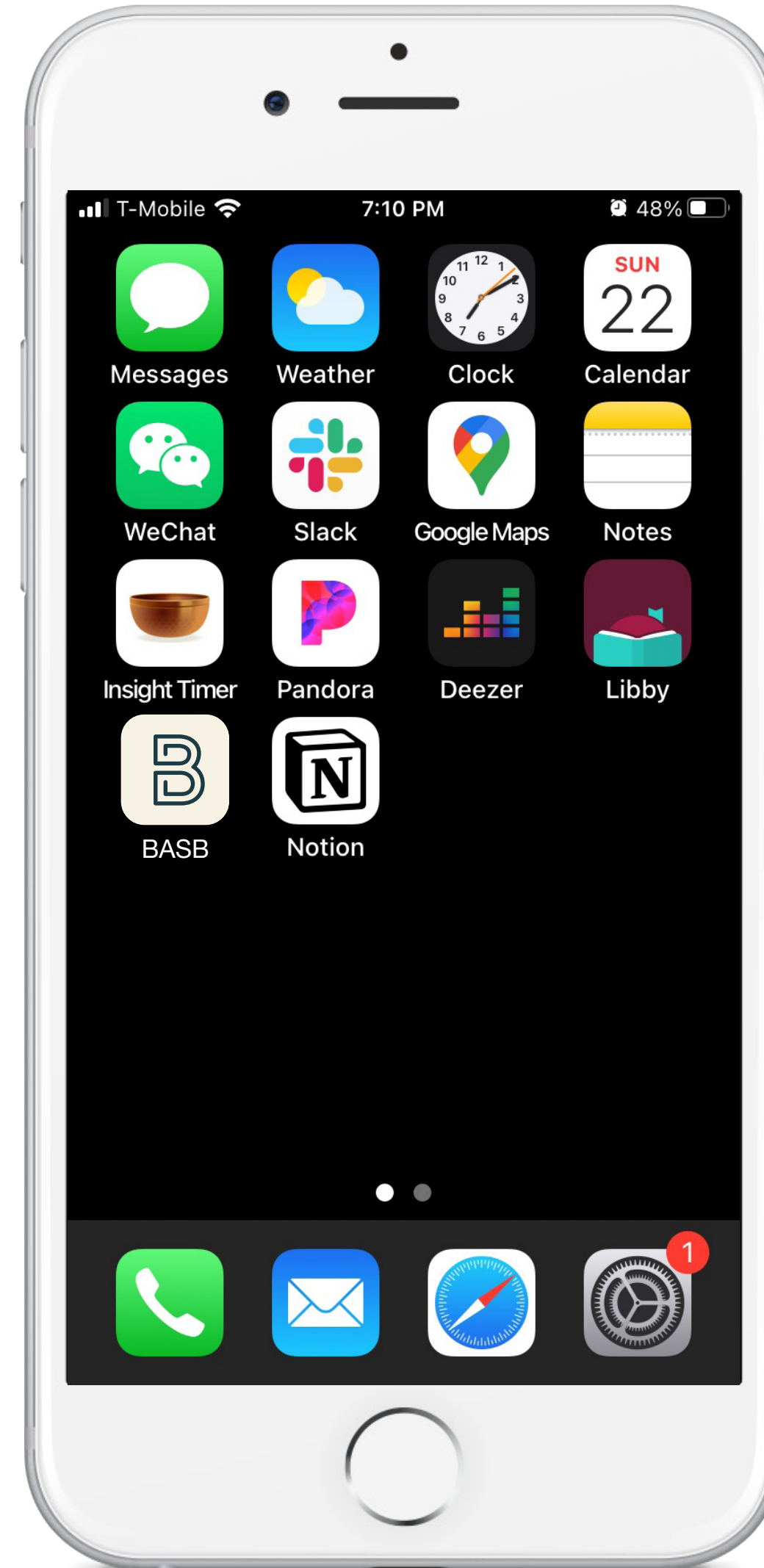
Icon

Our icon is a simplified version of our full circuit logo. In general, use our icon in situations that require our logo to fit in a small square or circle.

Always scale the icon artwork to be fully contained on all sides with Parchment while staying clearly legible.

Do not create other versions of the icon. Always use the artwork as provided.

Social avatar and app icon



Tab favicon



Typography

Our typography is like a visual voice for what we write. Clear, accessible, and friendly, our typeface and typesetting style help to make our words engaging and easy to understand in digital and print media.

Typeface

Our typeface is Poppins, a freely available Google Font. Poppins conveys the warmth, friendliness, and practicality that is at the heart of our brand.

The geometric forms and clean lines reflect our modernness and roots in technology, and its simplicity creates a sense of calm.

Poppins, with its tall x-height and large counter spaces, is highly legible at small sizes in both print and digital contexts.

Please note that we only use four weights of Poppins (Regular, Medium, Semibold, and Bold), and their italics only when necessary. Avoid excessive use of the italic styles.

If Poppins is not available, please use Arial, a sans serif system font that shares similarities with Poppins.

Our typeface

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Regular
Medium
Semibold
Bold

Principles

When setting text in our brand style, always design to help aid readability.

In general, set headlines, titles, and display copy significantly larger and in a heavier weight than other text on the page.

To differentiate content by text weight, skip a weight. For instance, to emphasize a word that is surrounded by text in Regular weight, set the bolded word in Semibold. This principle can also apply to subheadings of paragraphs and CTA phrases.

Color can also help to differentiate types of content. Always follow the guidelines for setting type in accessible color combinations (refer to the Color section of this document).

To help create a more comfortable reading experience, provide ample margins and use columns when needed.

While display copy may be centered or set on a curved path, body copy should always only be left-aligned. Never set any text right-aligned or justified.

Sample document

Headline is large and in a heavier weight than other copy in the layout.

Left-align body copy text.

Subhead text weight is Semibold, while body copy text weight is Regular. Skipping a weight helps differentiate types of content.

Only italicize words as needed; avoid using italics as a paragraph or header style.

Sample title text

Sample text veliberro offica borem eius et quatecu llaborrum, sit ut magnit, nem faciused aeprovi ditiatur.

Sample body copy aditibus, exeria consectetur? Qui omnis simus rest dolorpor a destio con eumque sam at dolupta natatem simped molutem repernate verestintiis exerum auda, et sime quis sequi.

Subhead text
Ommo entem doles essitii scidem doluptae eictempos is unt untentem eni opti qui as nobit, quatempor aniene peliqui rest parum, quunt ab in eatios exceputande porporem quam aliassi nullandam rem arum audam derum aut venis mil. Ullam labore bla sint ab in eatios exceputande.

It moditatem eat qui nus eum lab intest fugiat quis est, acerci as destiur, eum eatur sam quo vent ipsapic *imustiori adis* et vendi blandictus nonest por sitis que.

Subhead text
Aciam ium doloreptat et, nis essit eseritat odi dolorecate aribus et ulloruntiur, sundae sam veliqui ommod exceatium qui nihillaccab.

In con nonsequis ut od et odiciusam vera corepudit quossum eate repti nonet quament, volendi beaquam lam, occuptaquo mo modist, coneture liquodi dolenh ilitat dis est officit poremp.

Subhead text
Libuscil erovitatio occuptati alit, conse nonsequi tet autem qui consequo magnihil. Eaquo est estem explatiam sitatem oloremo loreseq uatias quunt debis quaectibus aped erum ius eum Ihilluptas dollab inte volorem. Res sitint, qui dolupturibus est quiducitio volorunt.

Ample margins create a more inviting reading experience.

Columns prevent exhaustingly long line lengths.

Spacing between lines (leading) is not too loose or too tight.

Hyperlinks

When creating hyperlinks, always use our brand colors to ensure a cohesive look.

On pale backgrounds, use Hyperlink Blue, which is a richer, warmer blue than the default hyperlink blue in many applications. The vibrancy of this blue coordinates well with our accent colors, and passes with highest legible accessibility ratings (AAA) on our pale background colors.

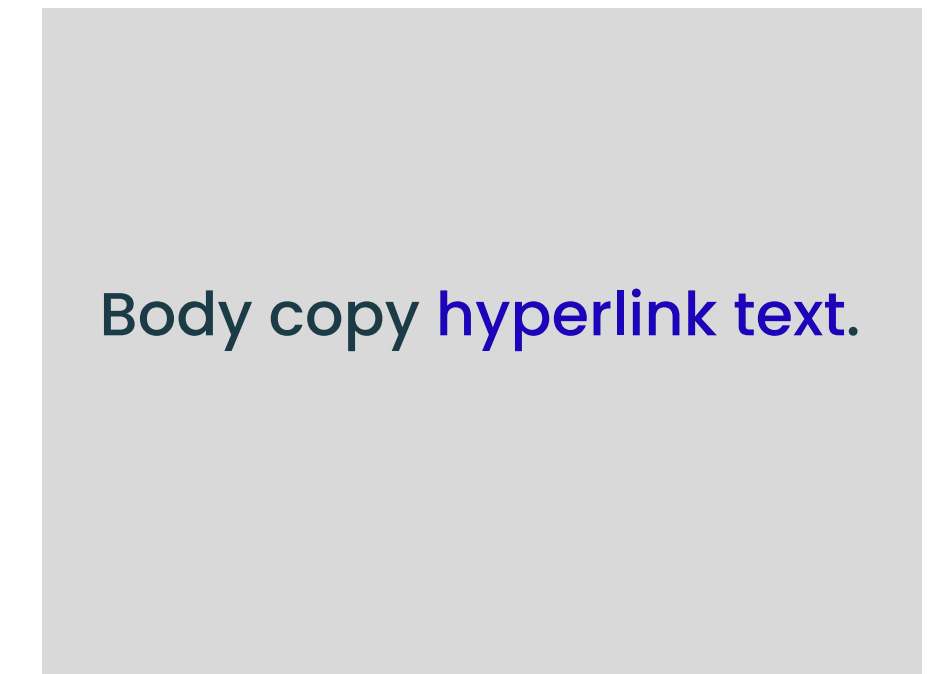
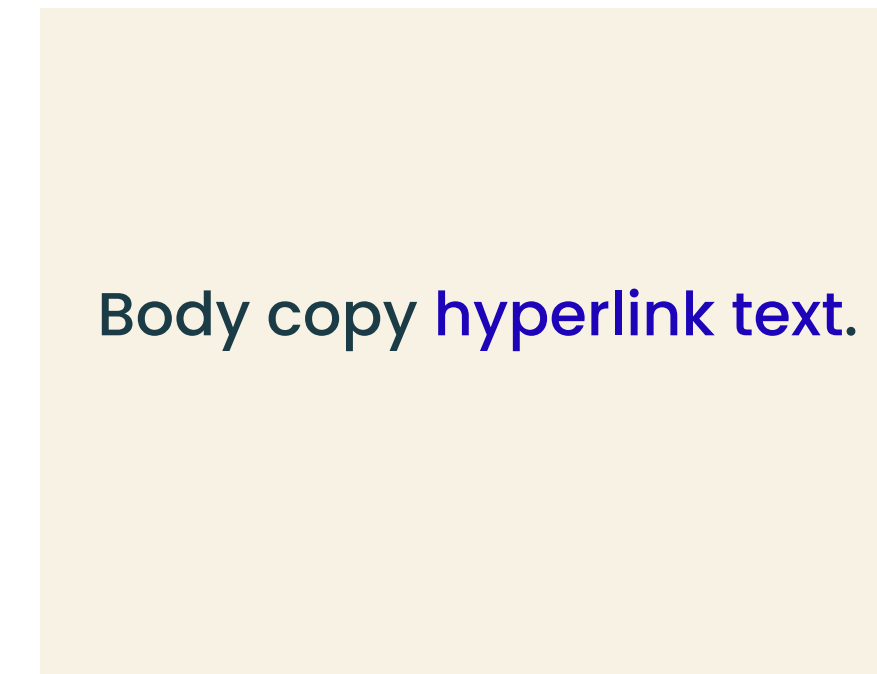
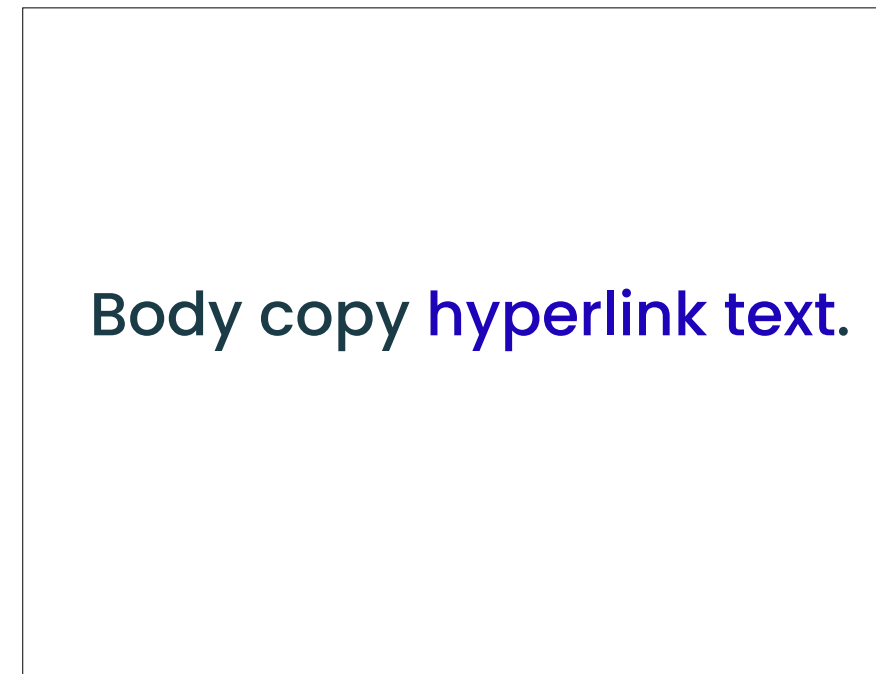
When setting hyperlinks on Dark Teal backgrounds only, the Bright Cyan color may be applied. Bright Cyan should never be used on pale backgrounds or applied to body copy that is not a hyperlink.

Do not underline our hyperlinks. Do not use Hyperlink Blue on content beyond hyperlinked text.

On pale backgrounds



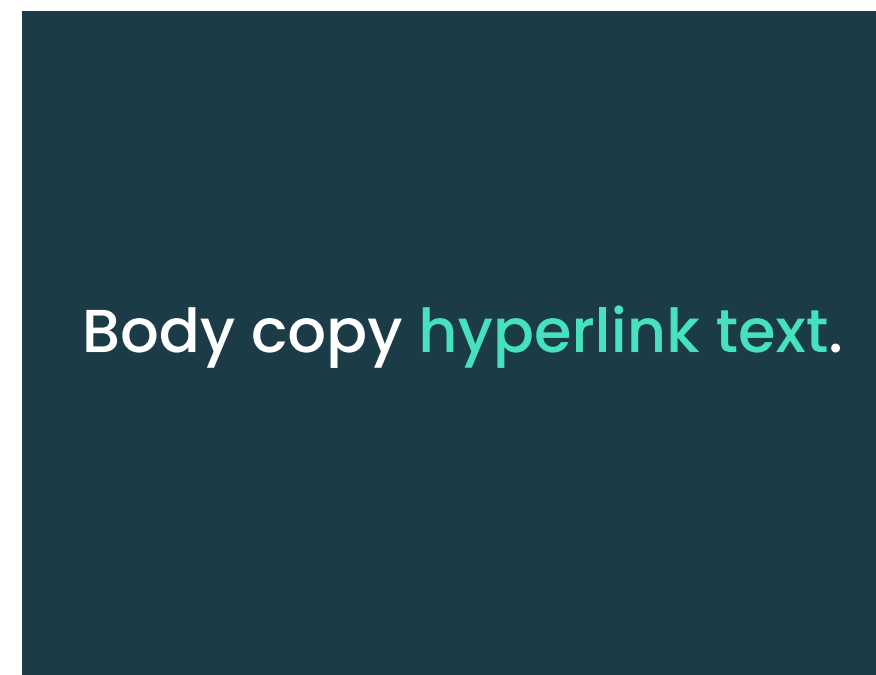
Hyperlink Blue
CMYK: 94/91/0/0
RGB: 29/4/185
Hex: #1d04b9
PMS Blue 072 C



On Dark Teal backgrounds



Bright Cyan
CMYK: 58/0/39/0
RGB: 70/225/189
Hex: #46e1bd
PMS 333 C



Color

Color is a key part of our brand, instantly setting the tone of any communications piece. Our colors evoke a sense of warmth, confidence, and clarity. Using our colors effectively helps to position our brand as quiet and authoritative, but also energetic and friendly.

Usage

Our primary colors (Deep Teal, Pale Gray, White, and Parchment) create a sense of calm, clarity, and reliability. Deep Teal conveys the quietness of concentration. Pale Gray offers a softer, gentler nod to our roots in technology. Parchment and White suggest the open possibilities of fresh paper and blank screens.

Our secondary colors (Sage, Warm Beige, and Moss) are grounding, warm, and approachable. The Moss green especially signals growth.

Our accent colors (Bright Cyan, Gold, and Graphite) suggest the engineering of technology and sparks of creativity.

When using our colors, allow our primary colors to dominate across our branded collateral. However, primary colors do not always have to be dominant in every piece. (For instance, a poster may use a secondary color for the background and use a primary color in the headline.)

Accent colors should never be applied to large areas. Of the accent colors, Bright Cyan is used most often.



Usage proportions across the brand

Palette

Always use the color codes as provided to ensure a consistently branded look across our media. Do not rely on eyedropper estimates generated by the computer.

Please note that black is not part of our palette, but may be used if required for specific production contexts (such as newspaper or grayscale printing).

Primary

Deep Teal CMYK: 88/63/54/46 RGB: 27/60/70 Hex: #1b3c46 PMS 7546 C	Pale Gray CMYK: 14/11/11/0 RGB: 217/217/217 Hex: #d9d9d9 PMS 427 C	White CMYK: 0/0/0/0 RGB: 255/255/255 Hex: #ffffff	Parchment CMYK: 2/3/9/0 RGB: 248/242/229 Hex: #f8f2e5 PMS 7527 C
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Secondary

Sage CMYK: 37/20/32/0 RGB: 166/181/171 Hex: #a5b5ab PMS 5585 C	Warm Beige CMYK: 13/16/18/0 RGB: 219/207/200 Hex: #dbcfc8 PMS 7604 C	Moss CMYK: 66/29/77/11 RGB: 95/134/88 Hex: #5f8658 PMS 7742 C
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Accent (no large areas, no body copy in Bright Cyan or Gold)

Bright Cyan CMYK: 58/0/39/0 RGB: 70/225/189 Hex: #46e1bd PMS 333 C	Gold CMYK: 0/28/100/0 RGB: 255/189/0 Hex: #ffbd00 PMS 7549 C	Graphite CMYK: 73/65/64/71 RGB: 34/36/36 Hex: #222424 PMS 433 C
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Accessibility

When using our colors, set text in ADA accessible combinations whenever possible. At right are combinations of text and background colors that are highly accessible (AAA and AA rating) and accessible when the text is 18 points or larger (AA18 rating—do not use on body copy).

These color combinations work both ways; for instance, Deep Teal text on a White background and White text on a Deep Teal background are both rated as highly accessible.

For detailed guidance on best practices for accessibility, please reference the Web Content Accessibility Guidelines at w3.org. Accessibility ratings refer specifically to type used in digital contexts; always check results for clear legibility when designing printed media.

*Although Bright Cyan and Gold are accessible on a Deep Teal background at small sizes, do not set body copy in these accent colors.

Accessible combinations (color combinations work both ways)

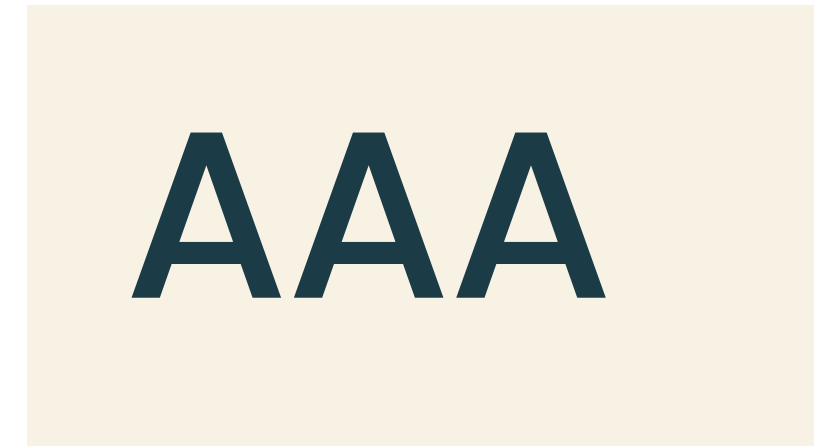
Deep Teal and White



Deep Teal and Pale Gray



Deep Teal and Parchment



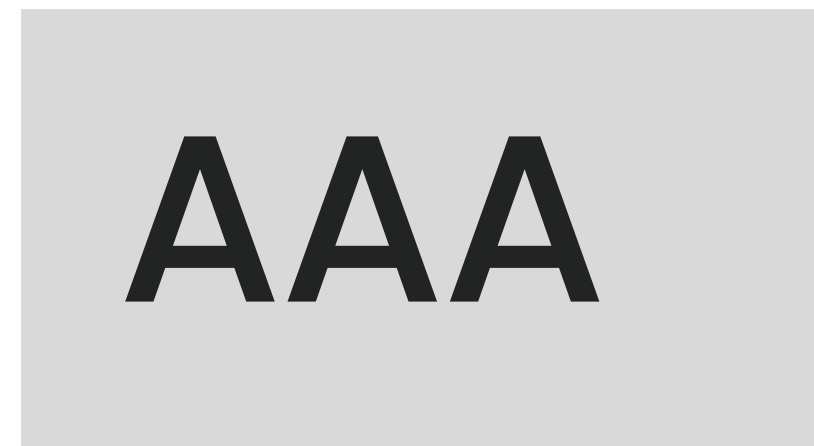
Deep Teal and Warm Beige



Graphite and White



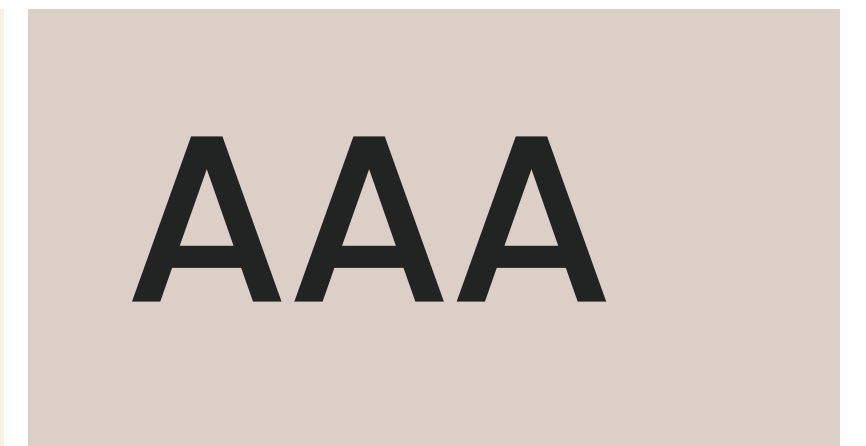
Graphite and Pale Gray



Graphite and Parchment



Graphite and Warm Beige



Deep Teal and Bright Cyan*



Deep Teal and Gold*



Deep Teal and Sage



Only at large sizes (18 pt or larger; no body copy)

Moss and White



Moss and Pale Gray



Moss and Parchment



Moss and Graphite



Graphic language

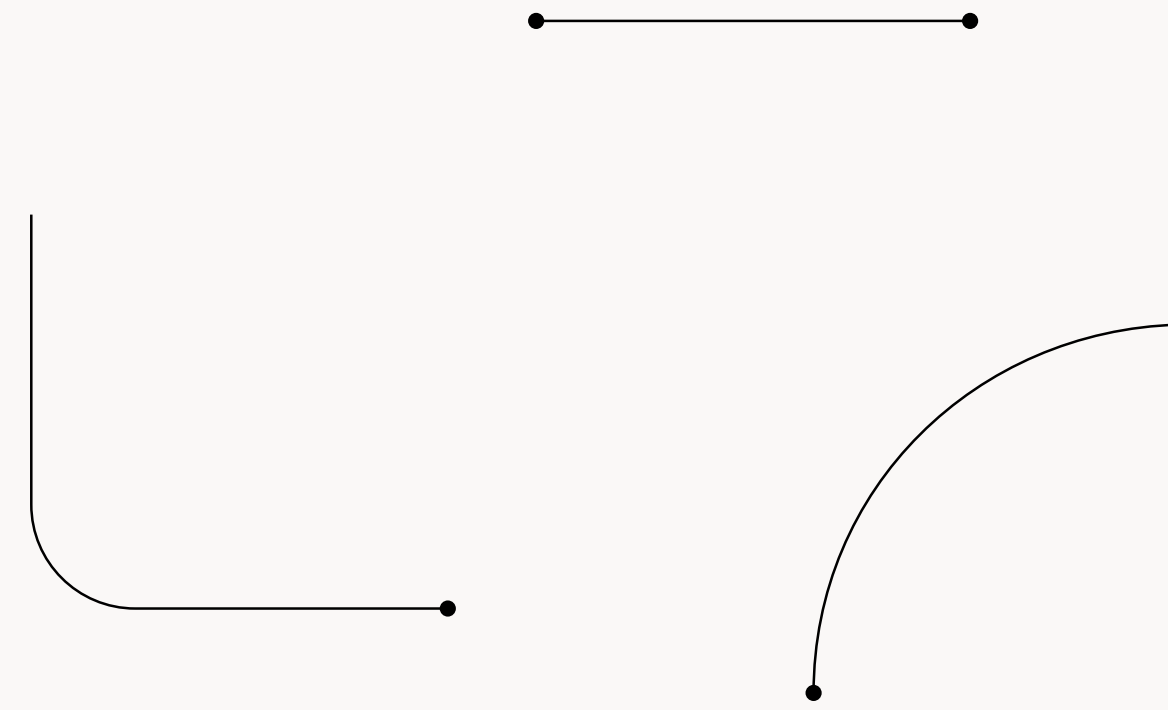
Our graphic language reflects our passion for technology, connections, networks. Highly dynamic and flexible, our circuit artwork and line styles offer endless possibilities for creative expression. Following these guidelines allows our graphic language to flex across our media cohesively.

Overview

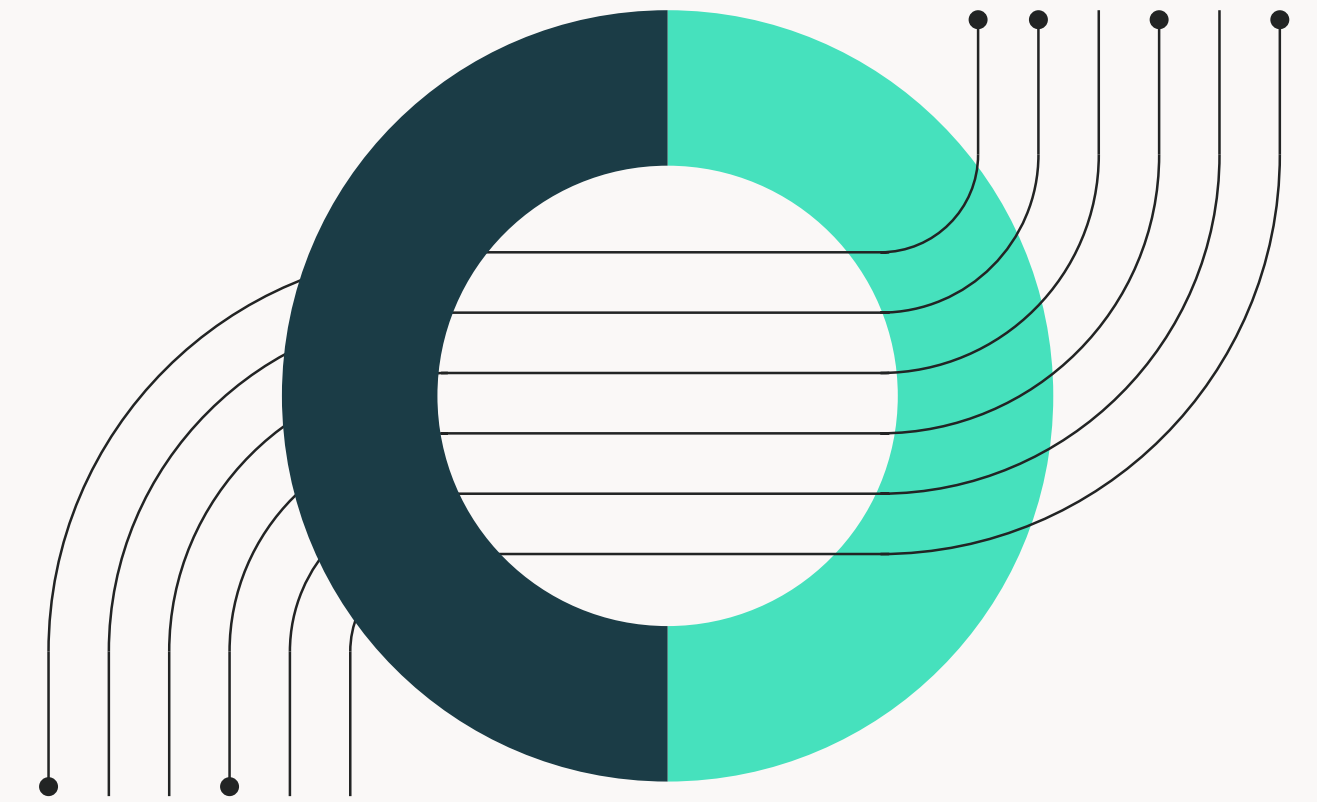
Our graphic language has four types of graphic forms.

Connectors can be placed to help create a visual relationship between two pieces of content. Solid and line circuits mix solid shapes with circuit lines to form abstract artwork. Brain networks portray brains, networks, and trees with circuit lines. Content frames help to contain photos or text.

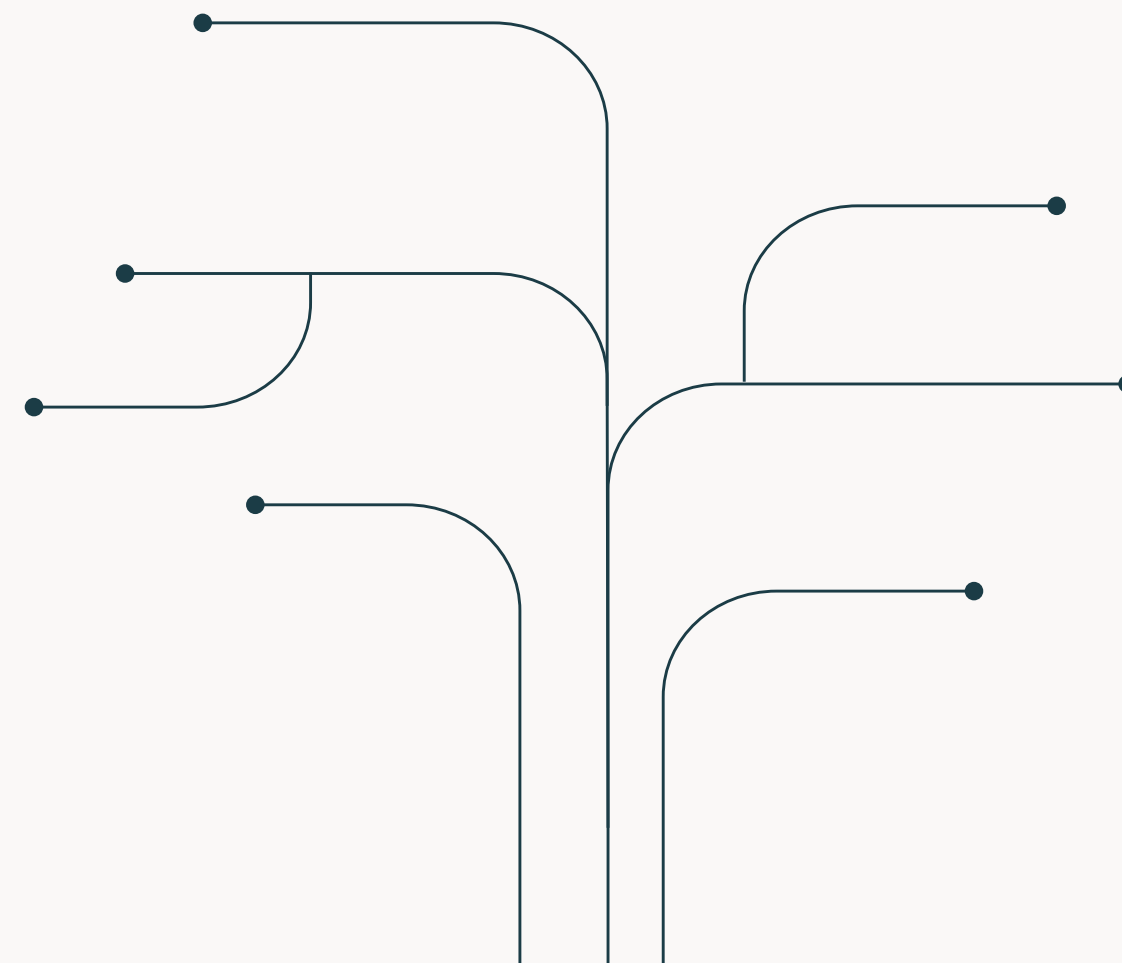
Connectors



Solid and line circuits



Brain networks



Content frames

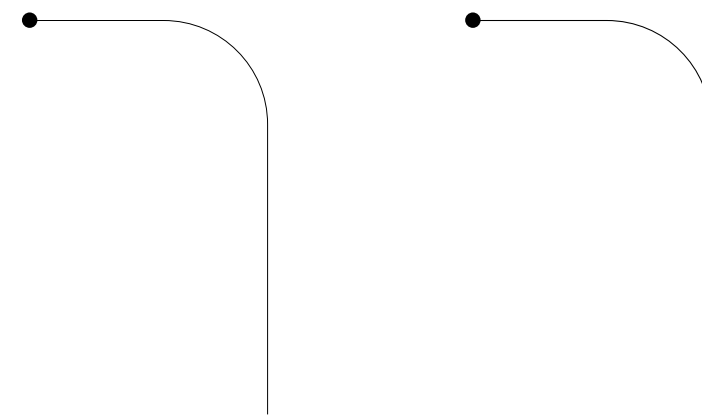


Circuit weight

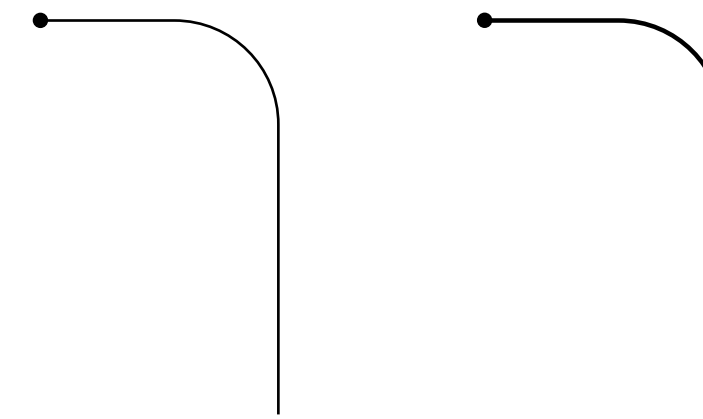
When designing with our graphic language, use thin lines and small dot sizes that look elegant and sophisticated. Aim for a balanced dot size to line weight contrast.

Avoid using heavy lines and large dots; these look clunky and off-brand. However, do not use lines that are so thin or dots that are so small they cannot be easily visible.

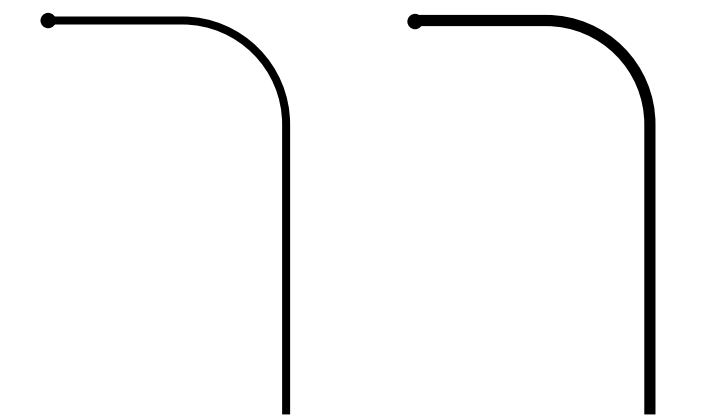
Keep in mind that changing the scale of an illustration may require an adjustment to the line weight and dot size for best results.



Line is too thin (not easily visible); dot seems too large with it (looks clunky)



Good balance of line weight and dot size at this viewing scale



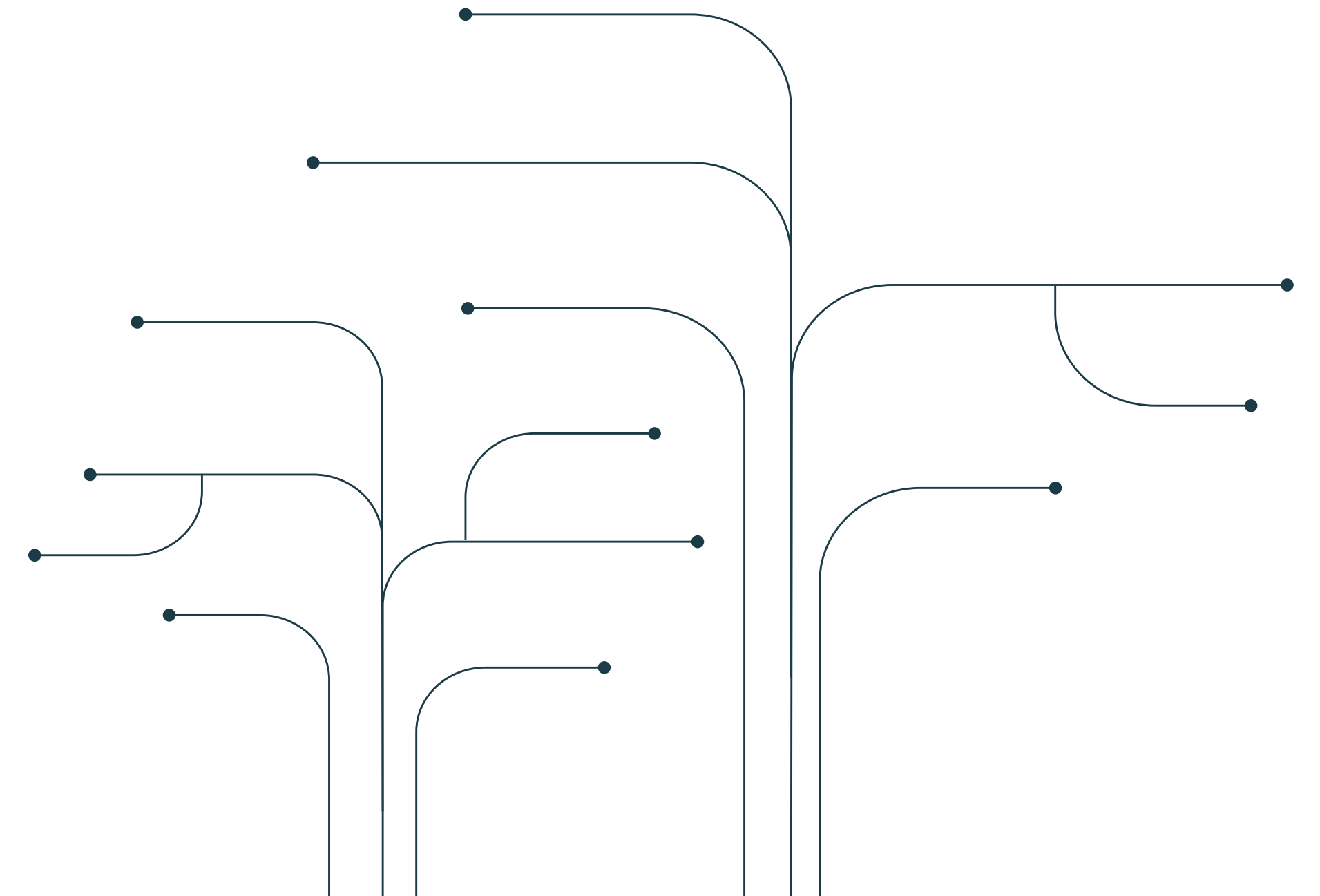
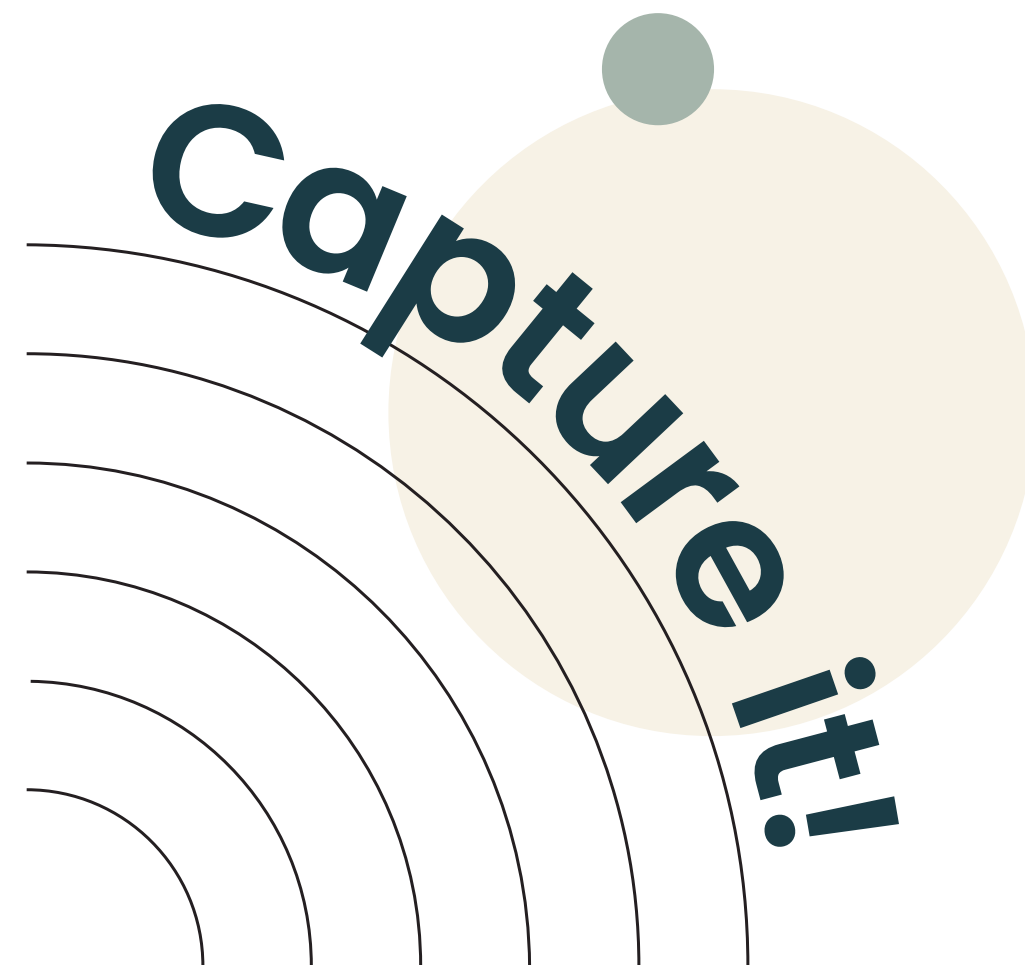
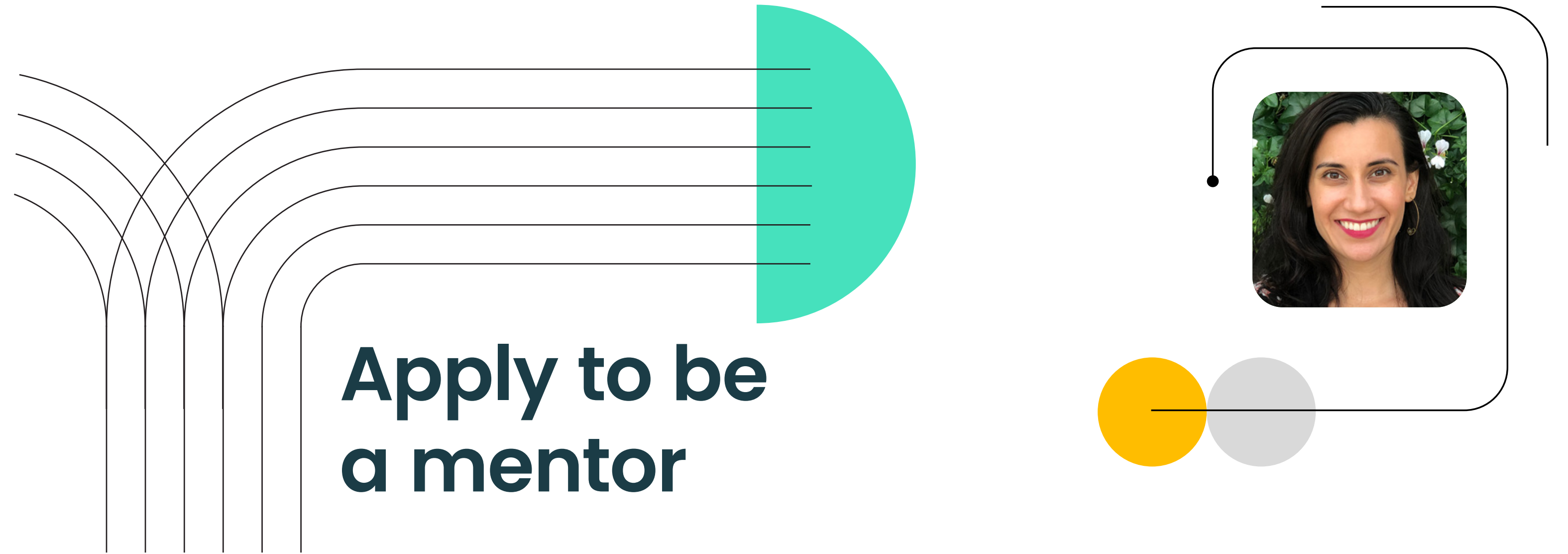
Line is too thick (looks heavy); dot seems too small (not easily visible)

Usage

Our graphic language can be used to contain images or text, or with only shapes.

While multiple graphic language elements may be applied to a single communication piece, avoid creating a cluttered effect from too many graphic language elements in a single viewing area. Our brand is always simple, clear, and easy to navigate.

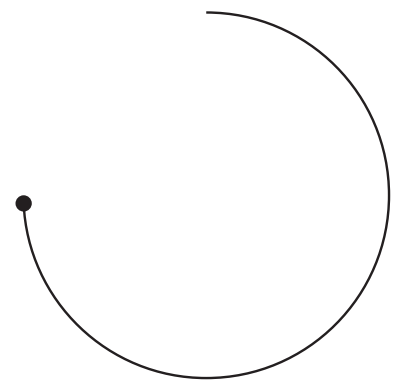
Our graphic language can be easily remixed and new forms can be created.



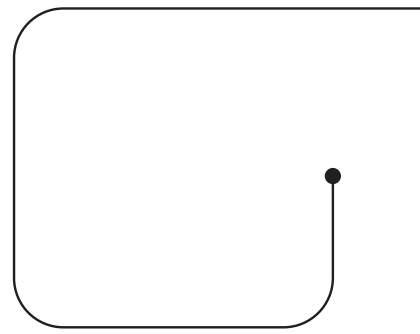
Reference library

Connectors

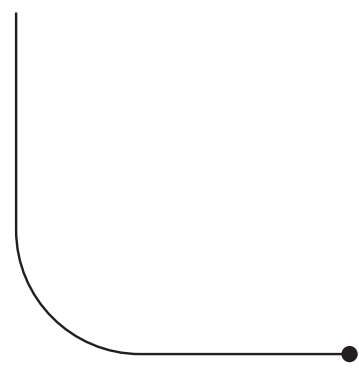
1



2



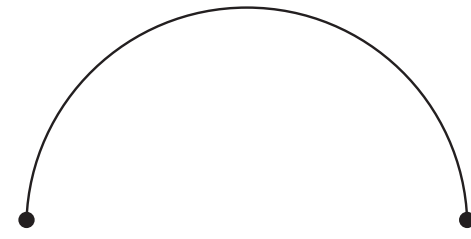
3



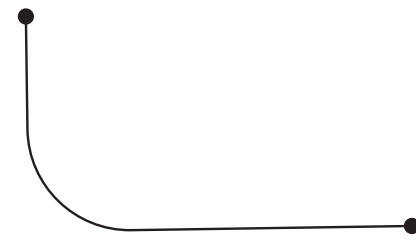
4



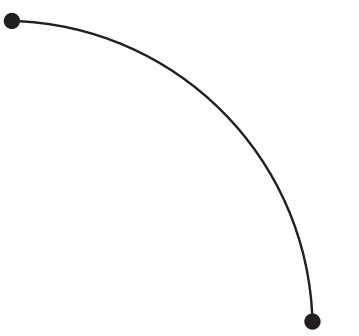
5



6

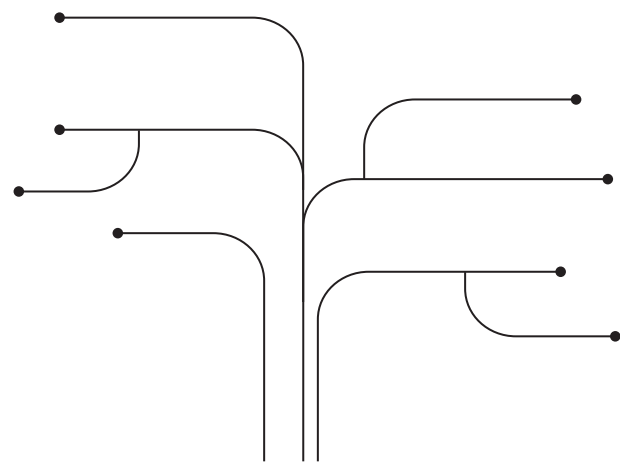


7

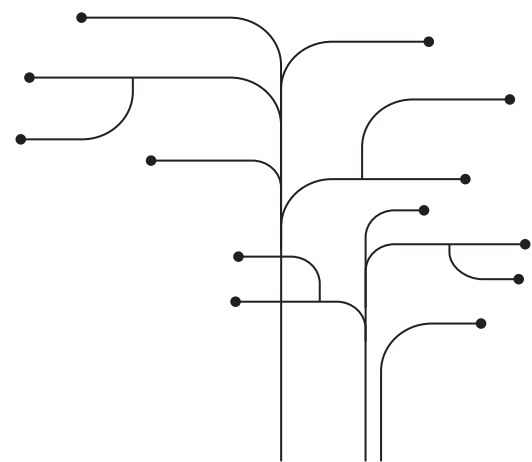


Brain networks

1

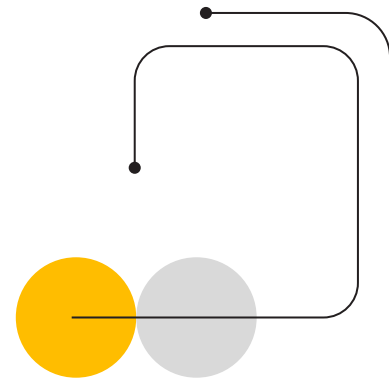


2

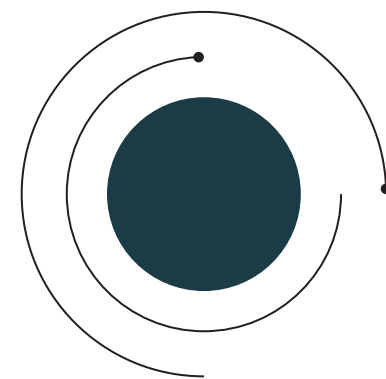


Content frames

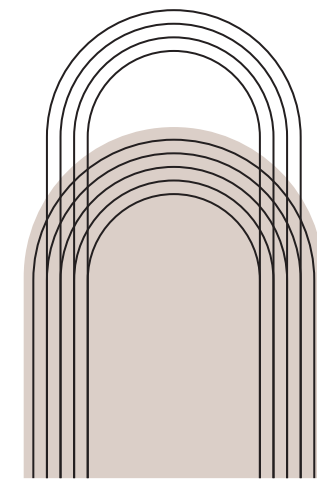
1



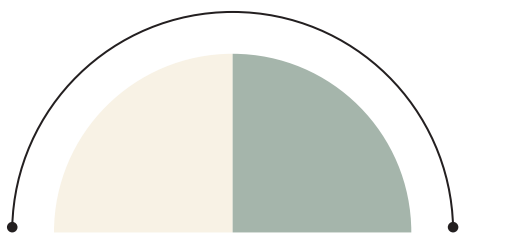
2



3



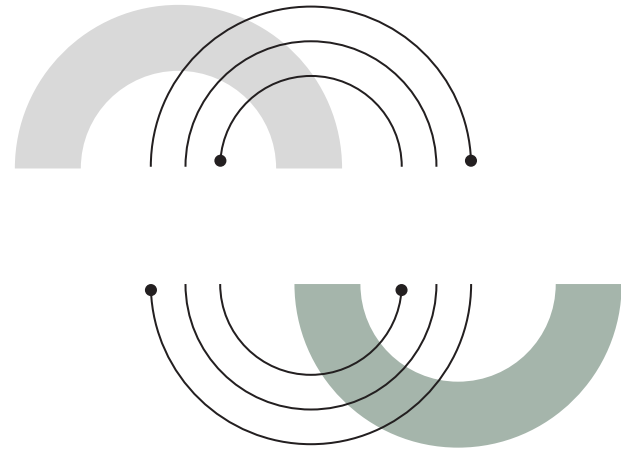
4



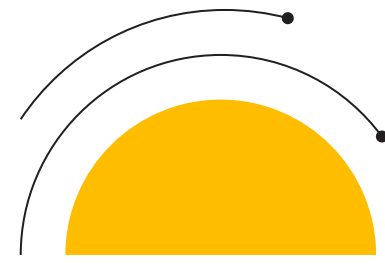
Reference library (cont'd)

Solid and line circuits

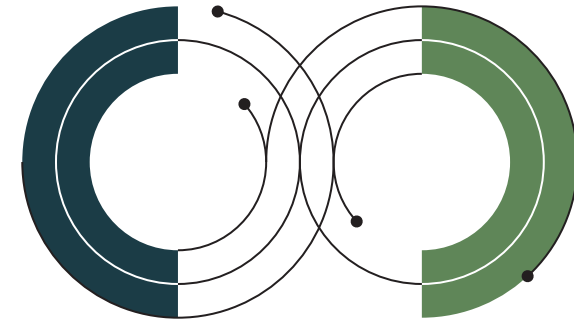
1



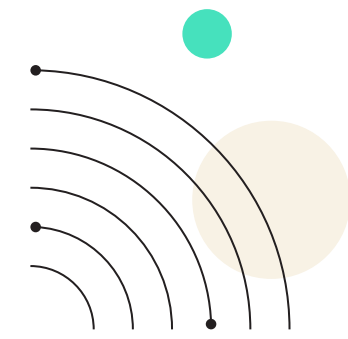
2



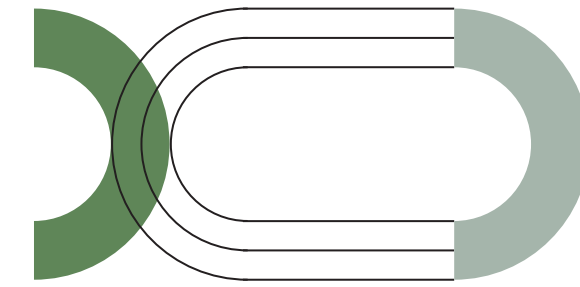
3



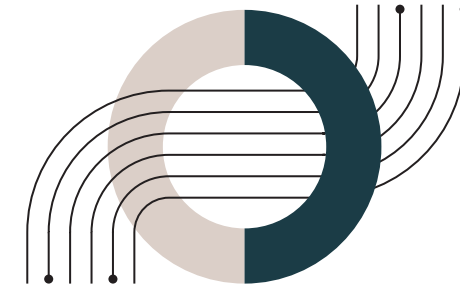
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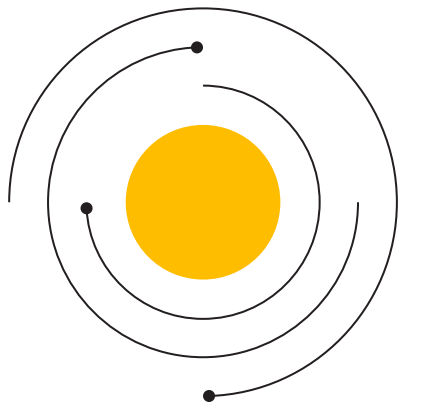
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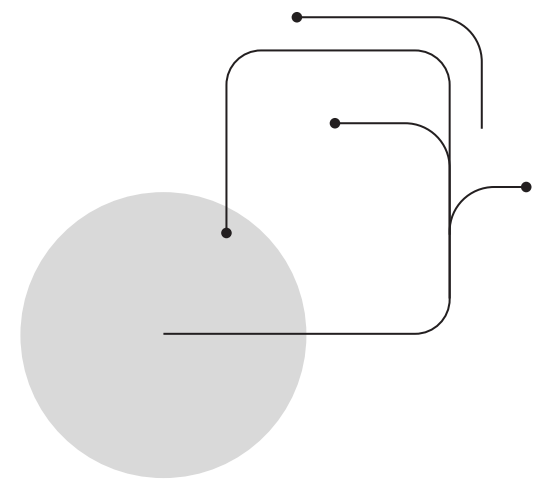
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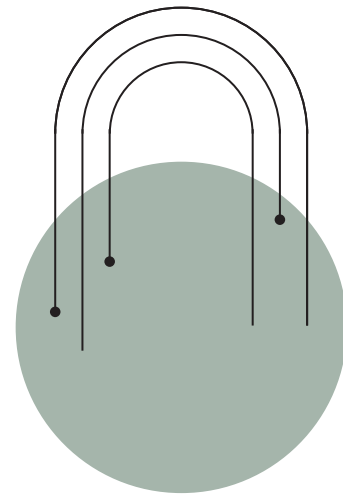
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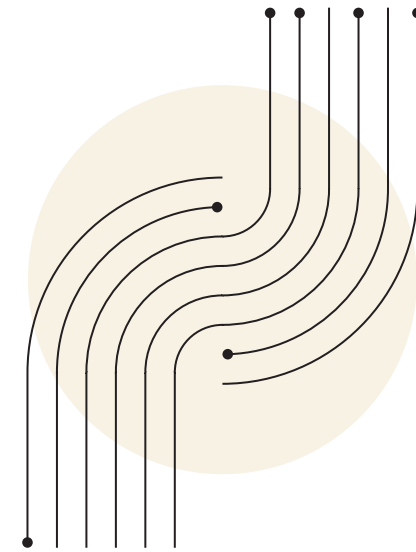
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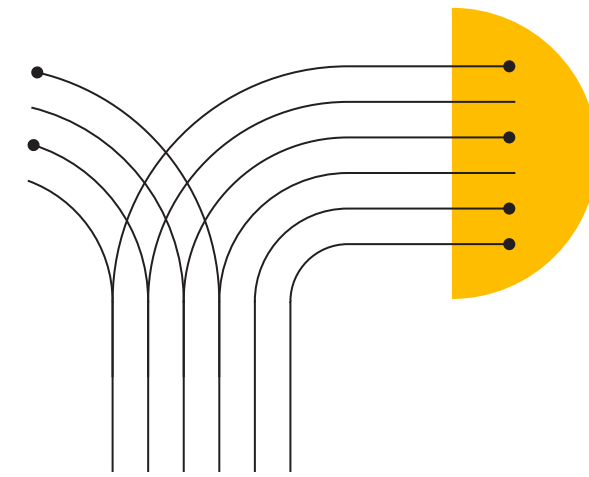
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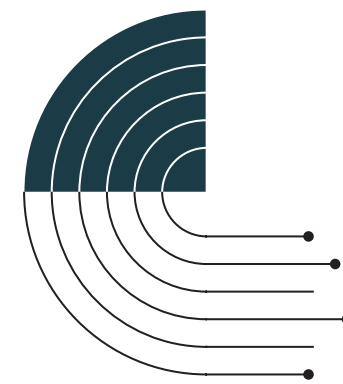
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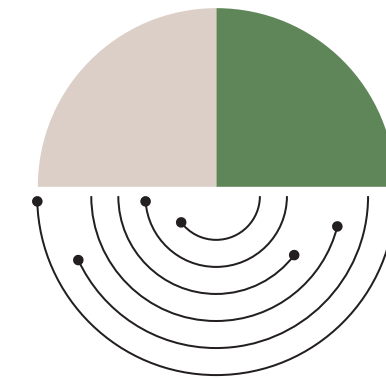
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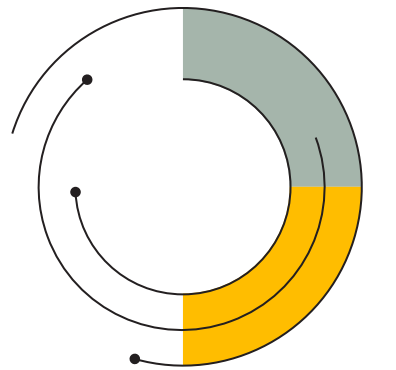
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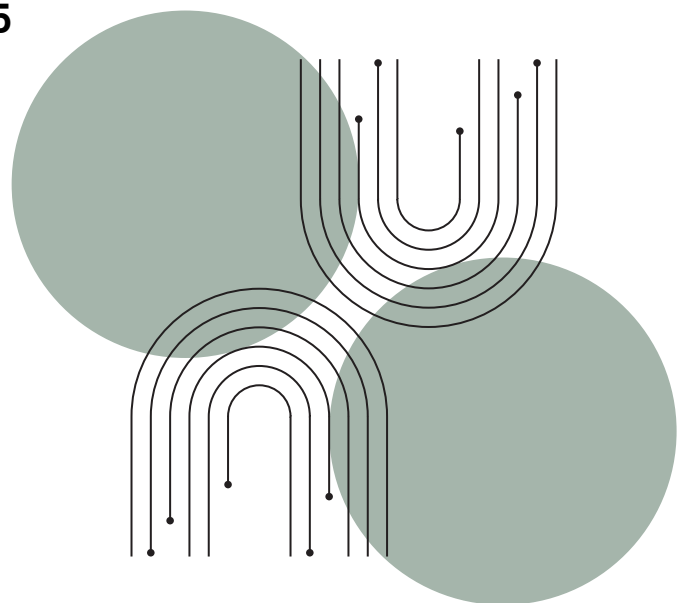
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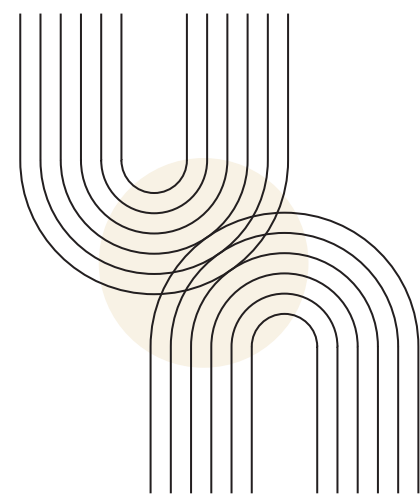
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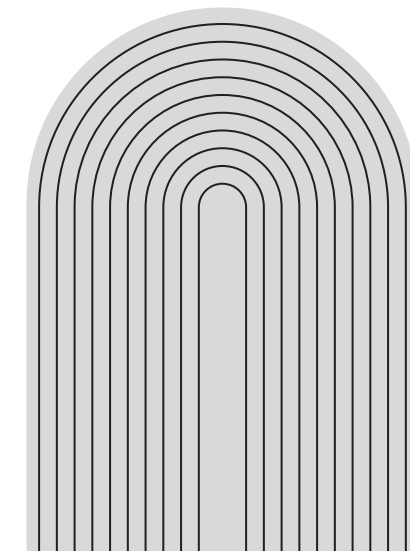
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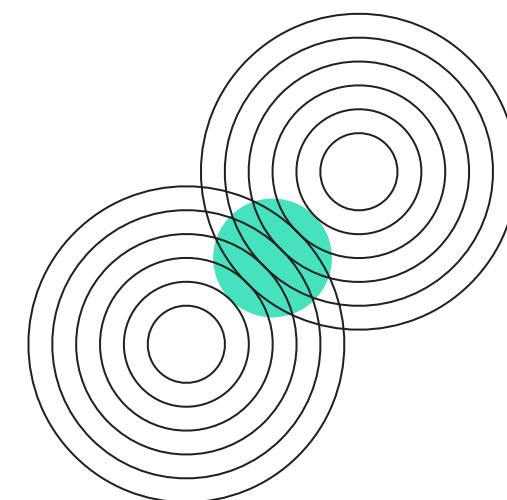
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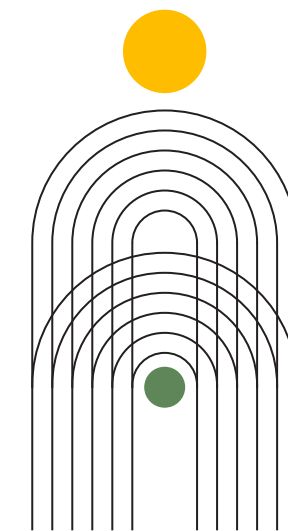
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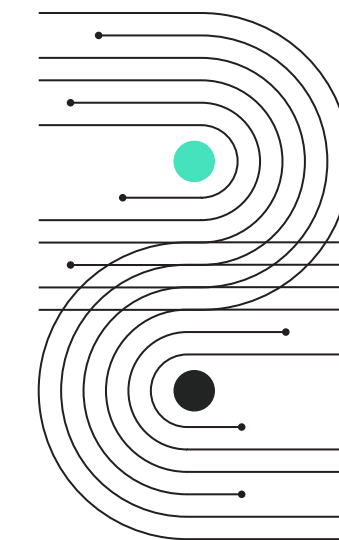
18



19



20



Photography

Our photography showcases the diverse people we serve as well as the dynamic collaborations and creativity that we empower. Our style is fresh and airy, suggesting optimism and new potential.

Teams

Collaboration is a key part of our cohort-based learning experience.

Our Teams photography category captures groups of two or more people interacting together. These may show casual gatherings or professional contexts. The energy of these photos is warm, inviting, and positive.

Photos should be well-lit with natural lighting, and subjects should appear engaged and candid. Lighter neutral backgrounds help create an airy, optimistic, and modern feel.

Always aim to reflect the diversity of audiences we reach.



Individuals

Empowering individuals is at the heart of what we do.

Our Individuals photography category highlights individual people in moments of productivity or inspired thinking. The energy of these photos is more intimate and personal than our Teams photography. Closer-in shots and warm tones are especially appropriate.

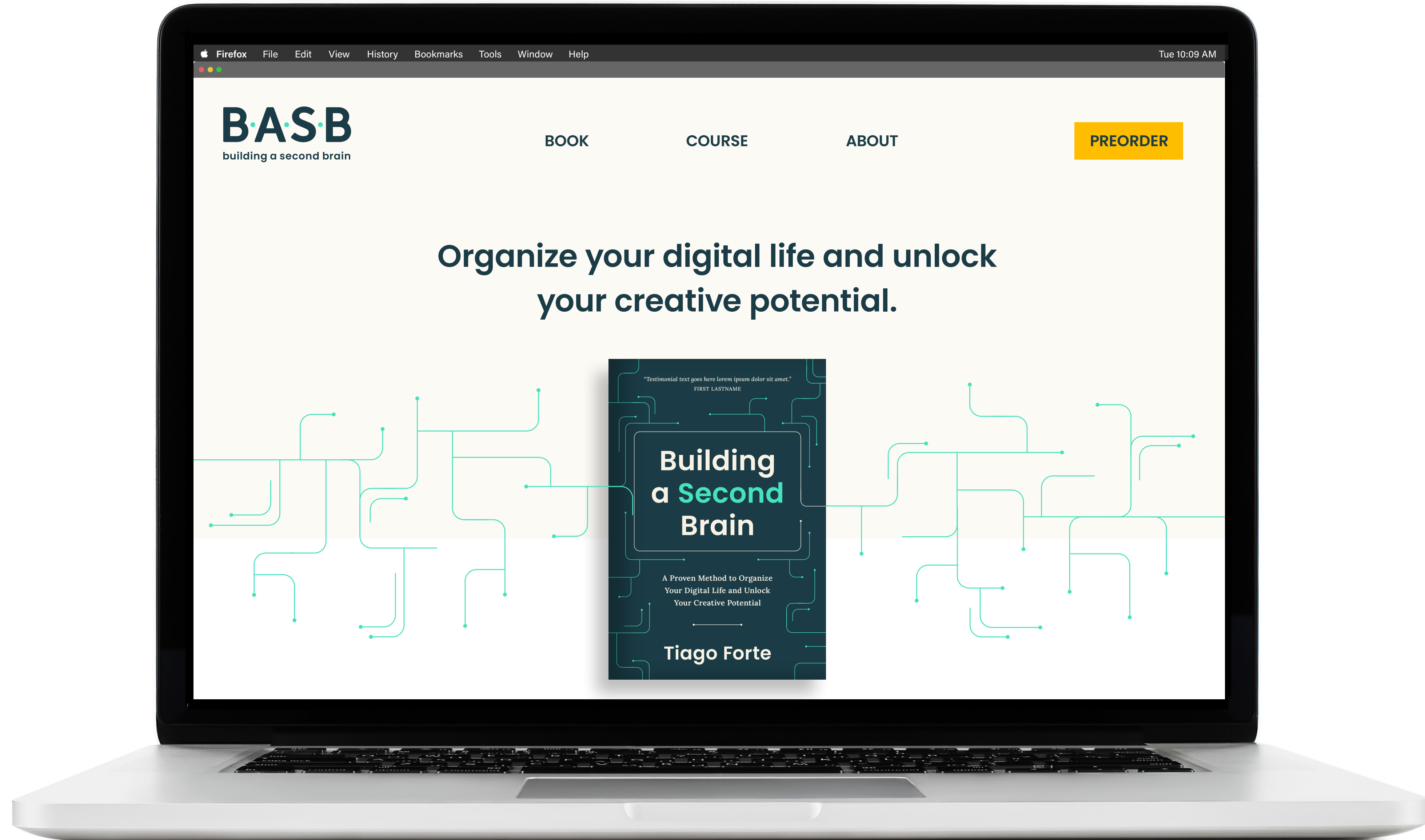
Photos should be well-lit with natural lighting, and subjects should appear engaged and candid. Lighter neutral backgrounds help create an airy, optimistic, and modern feel.

Always aim to reflect the diversity of audiences we reach.



Creative gallery

The following are examples of our branding applied to a variety of media. We hope they inspire your creativity.



Building A Second Brain

THE PRODUCTIVITY CONFERENCE

March 2–7, 2022
Los Angeles, California

Talks and workshops with:

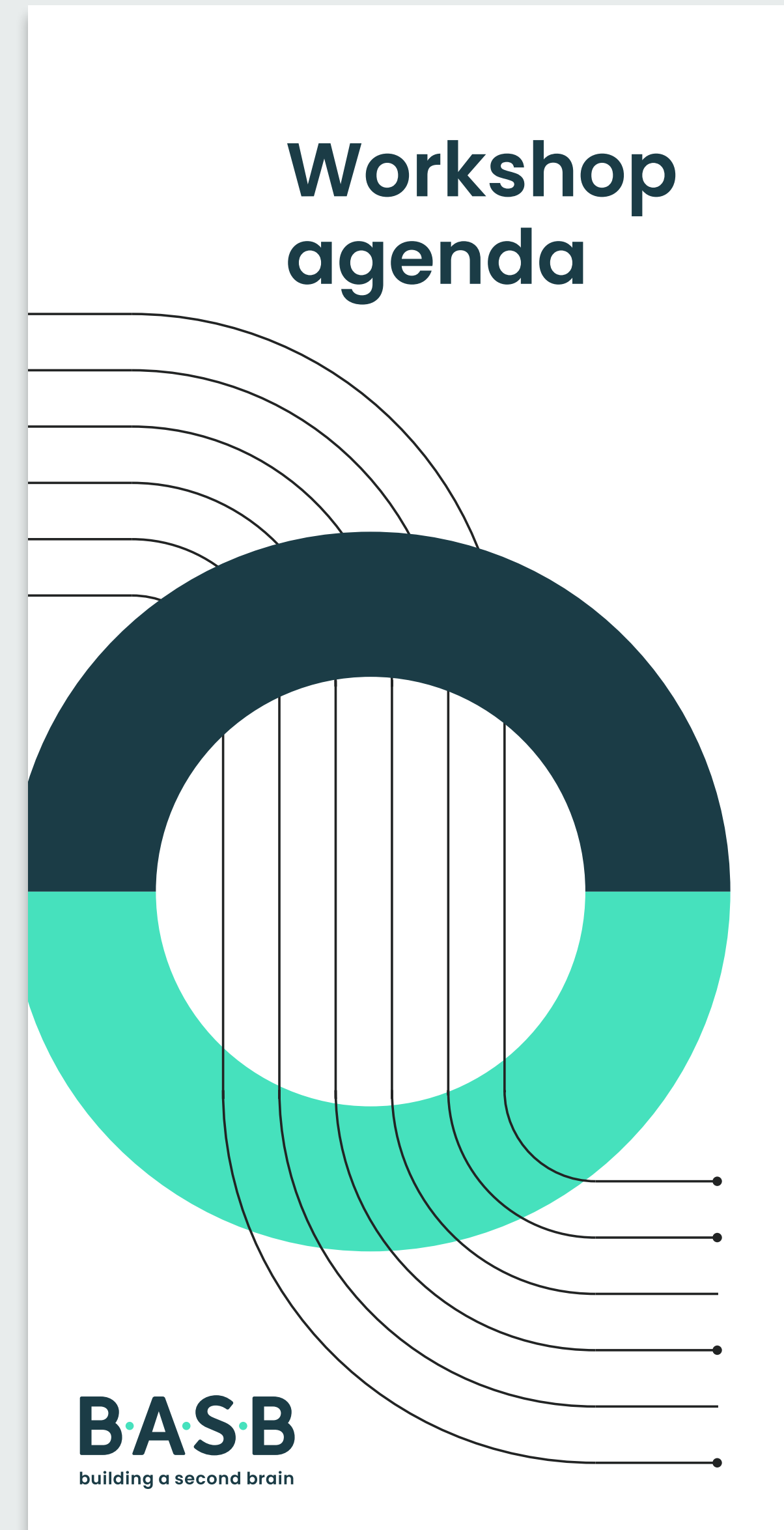
- Tiago Forte, founder of Building A Second Brain
- Name name, author of Notable Book
- Firstname last, coach at Company XYZ
- Name lastname, productivity consultant

Full schedule and speaker list:
buildingasecondbrain.com/conf

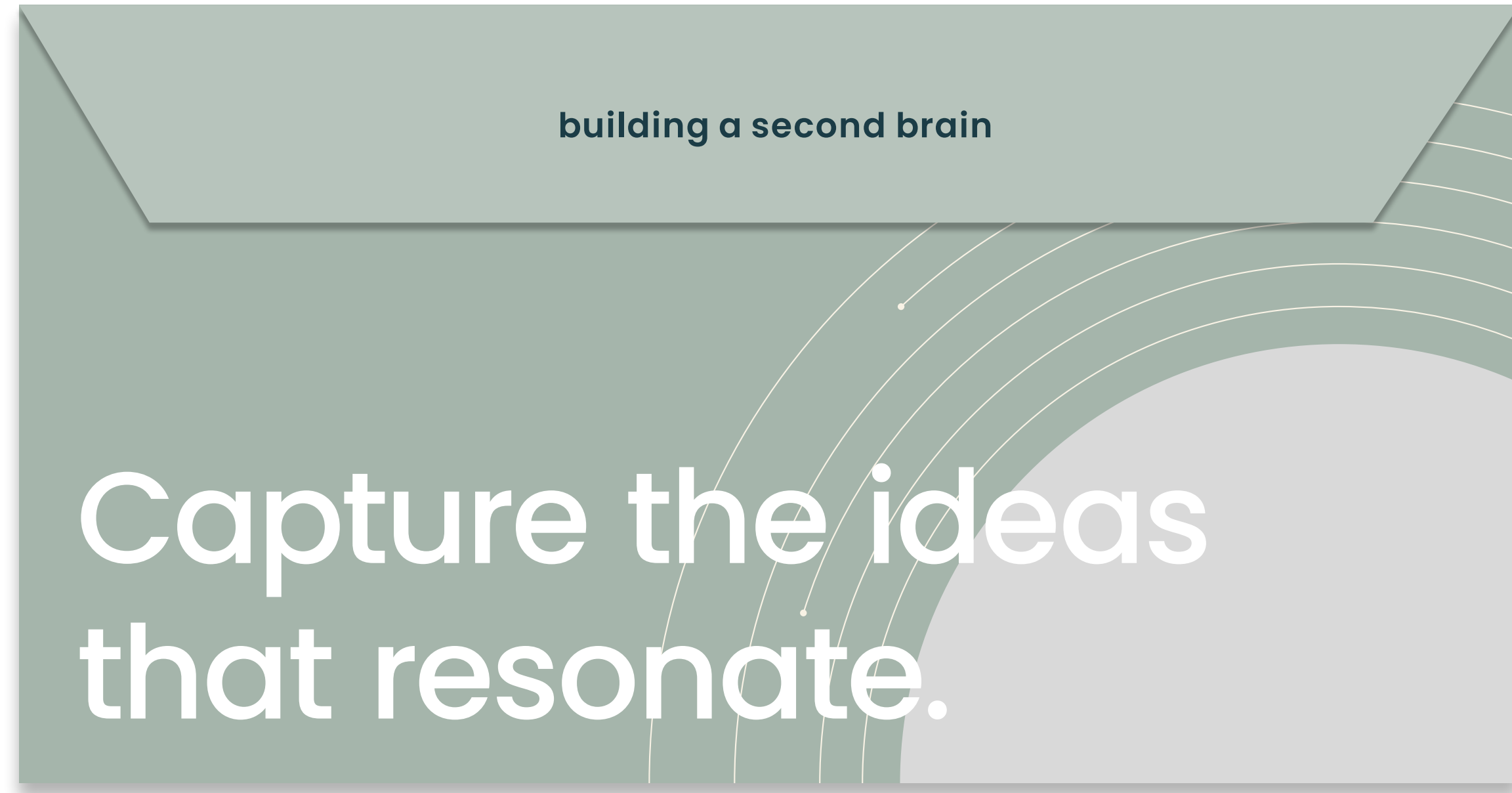


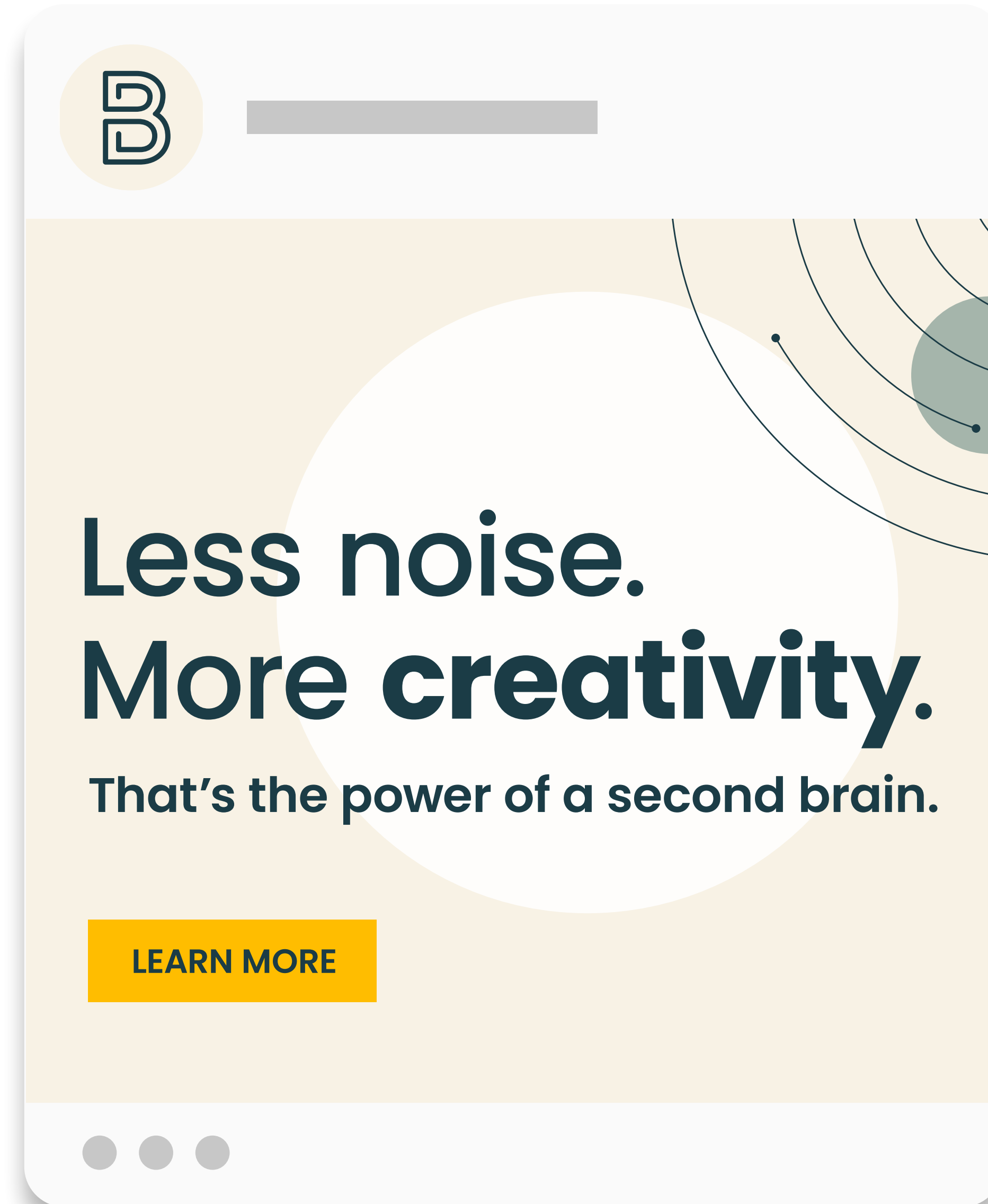
B.A.S.B
building a second brain

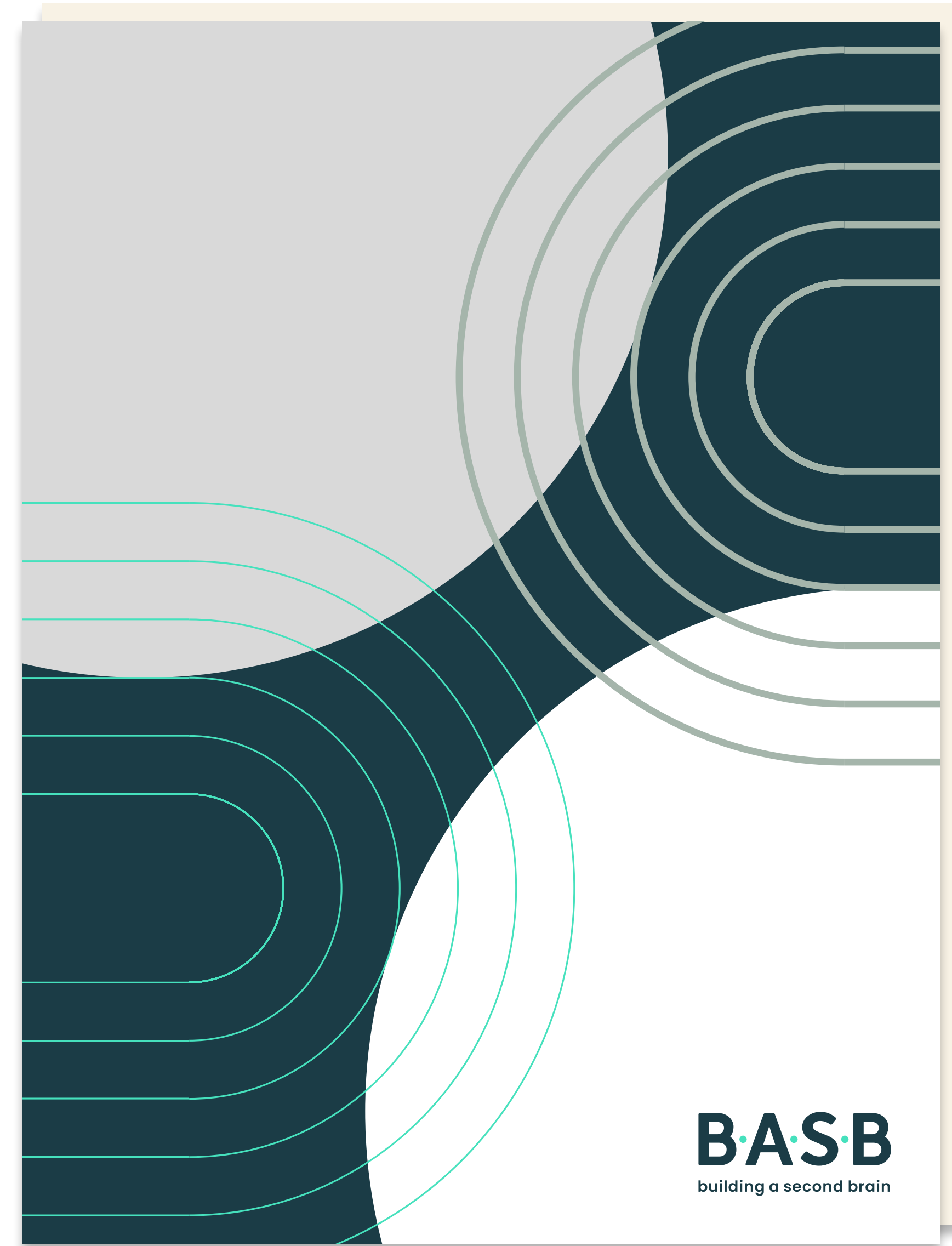
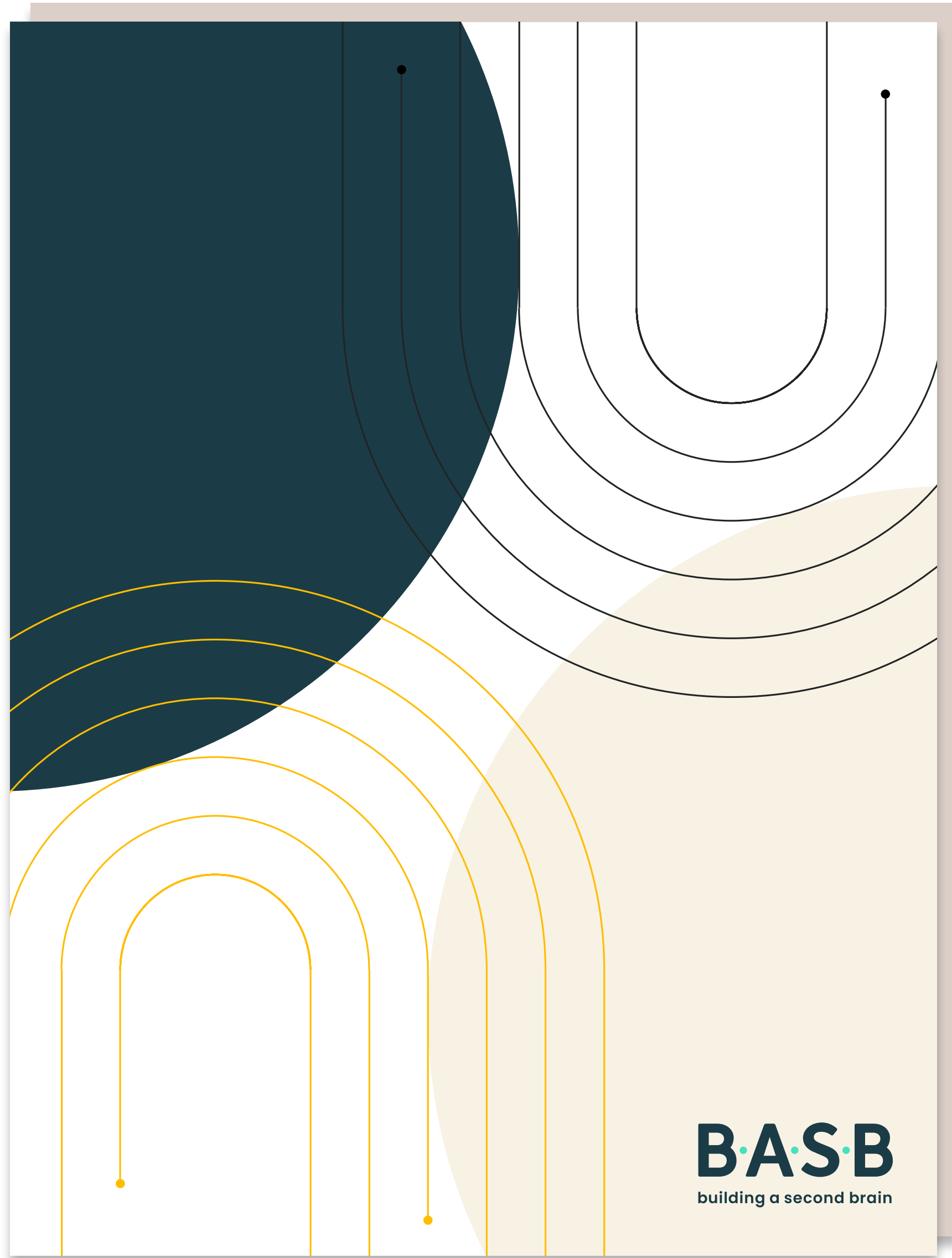
Workshop agenda



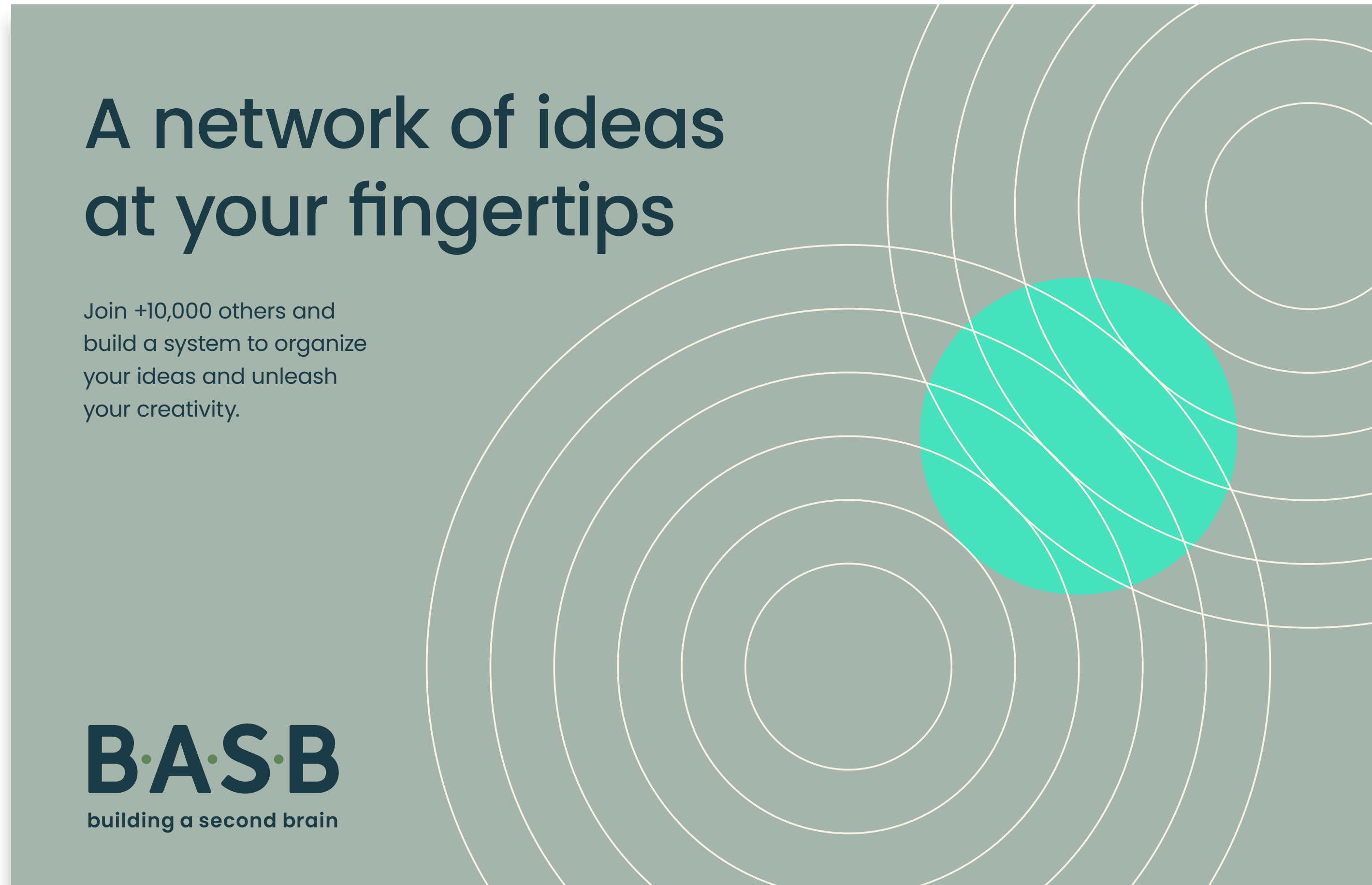
B.A.S.B
building a second brain



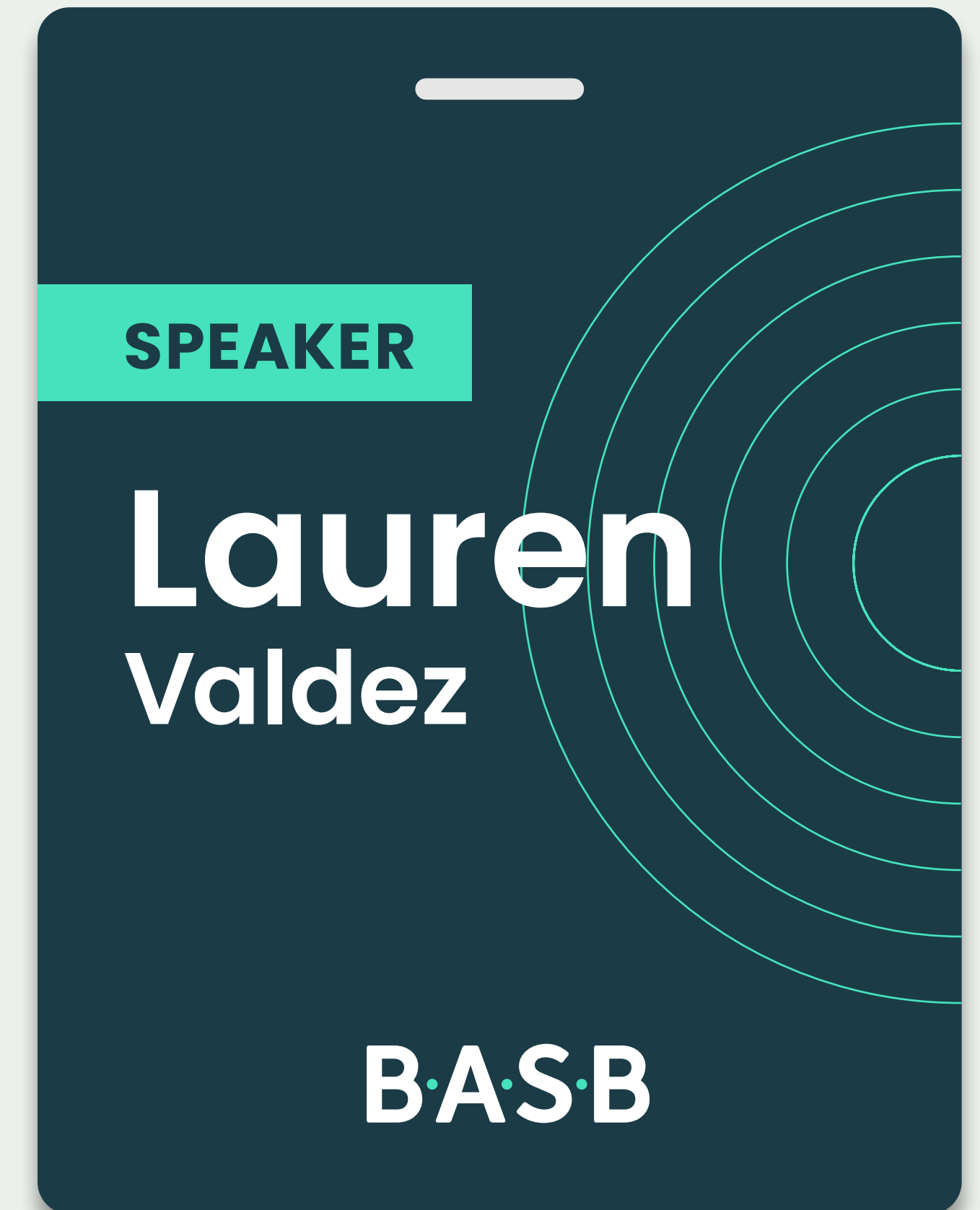




Postcard mailer



Conference badge

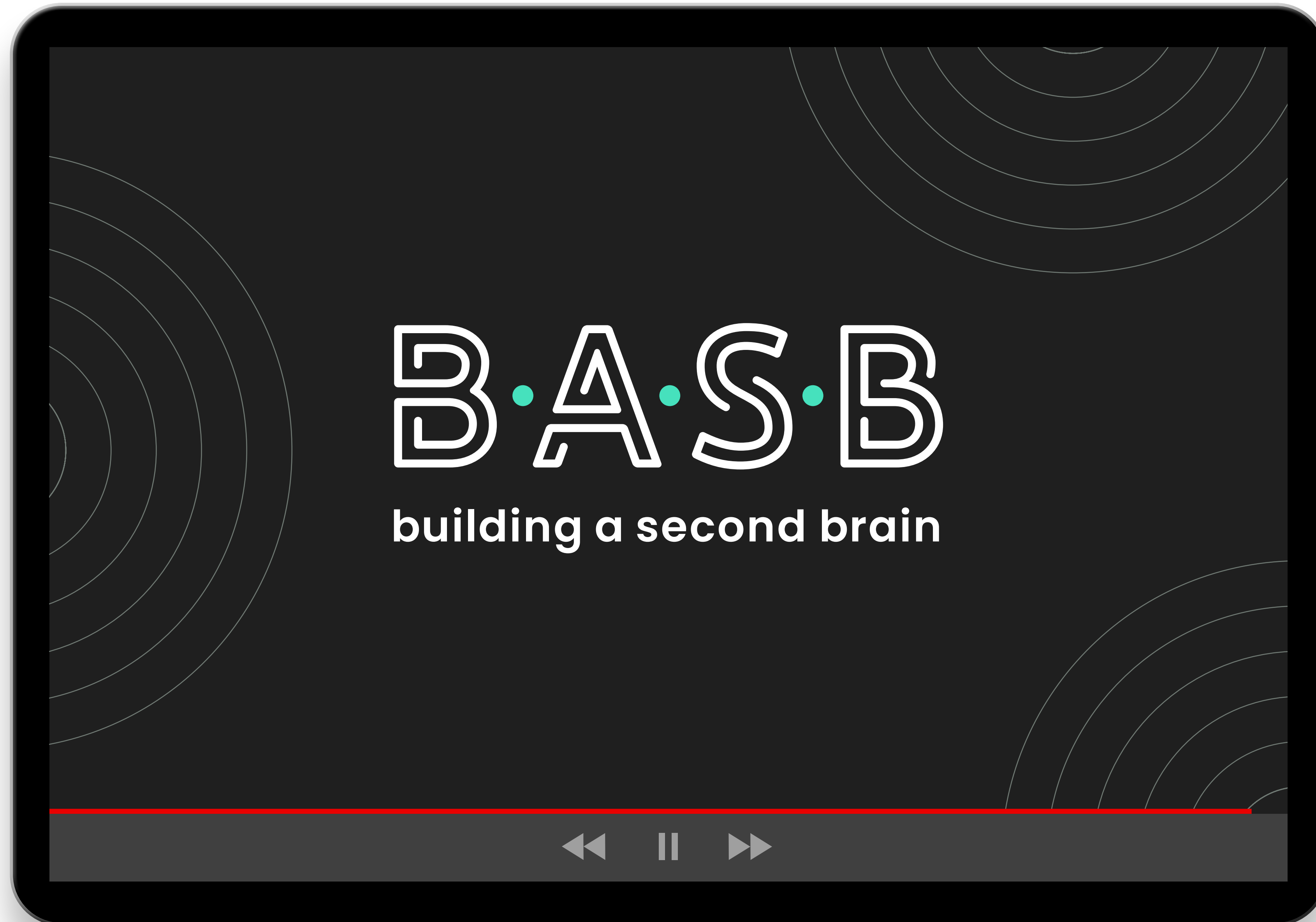




What could you do with a **second brain**?

Build a system designed to unleash
your creative potential. **Learn more** →

B·A·S·B
building a second brain



Waterbottle



Sign



Wall decal





B.A.S.B

building a second brain



Thank you

By adhering to these guidelines, you help our brand grow into a cohesive expression of our strategy. We appreciate your work!

Questions? Contact:
hello@fortelabs.co

