BabaMake.com

BRAND GUIDELINES

The dad who helps you make it.

The official logo, color, type and voice of BabaMake. How to use the name, and what Baba means.



THE NAME

What Baba means

Baba is a word for father used in dozens of languages across many countries.

Baba is a familiar word for father, dad, or a caring older figure. In Turkish, Persian, Hindi, Urdu and Swahili it is an everyday word for father. In Arabic, and in other languages, it is a warm way to say dad.

People recognize it because children invent this kind of word almost everywhere. We chose it for a simple reason. A typical Baba does everything for you and helps with anything. BabaMake does that for your idea: logos, websites, apps and video, without spending a fortune.

WHAT WE STAND FOR

Cheap, clear, and done by real people

Prices you can see

Every package lists its price and what is included. No call needed to find out what something costs.

Start small

A logo, a landing page, a first version of an app. See it working, then spend more only if it works.

Real people

Designers, developers, editors and marketers do the work. They use tools where those save time, and they check everything.

Files you own

Custom work is yours once it is paid. You get the editable files the package lists.

Friendly, not pushy

We suggest extras only when they help. You never get a pre-ticked box or a price that changes at checkout.

ON THE SITE

Meet Baba, the assistant on BabaMake

The Baba button on every page is the same idea in practice.

Ask about a package, a price, or what to start with. Baba helps you find a clear next step, and a real person still checks the work. He is here to help, like a dad who already knows the shop.

VOICE

How we sound

Do

Write like a helpful person, not a brochure. Short sentences. Plain words. Say what something costs and what you get. Be friendly, not pushy. If something is a prototype, say so. If you cannot do something, say that too.

Do not

Do not use long dashes, stock phrases, or fake testimonials. Do not invent numbers. Do not shout.

A typical Baba does everything for you and helps with anything. That is what we do for your idea.

LOGO

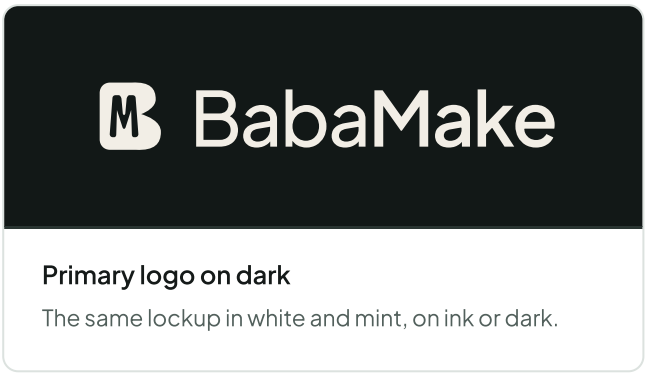
The official logo

Use the files we provide. Do not rebuild the mark or the wordmark by hand. The official mark is a rounded B with a bold M cut out of the counters.



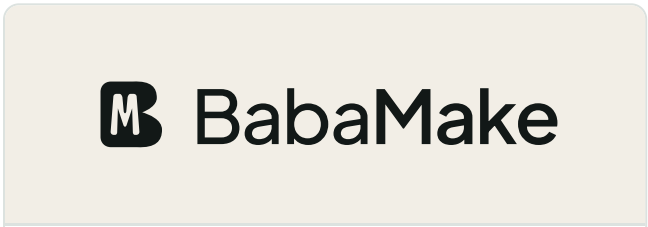
Primary logo on light

Mark and wordmark, on white or paper.



Primary logo on dark

The same lockup in white and mint, on ink or dark.



Primary logo on paper

The dark lockup also sits on the warm paper background.



Primary logo on mint

Use a mint field for emphasis, not for long runs of text.



Wordmark on light

When the name needs to sit without the mark.



Wordmark on dark

The light wordmark, for dark backgrounds.



BabaMake.com on light

The site lockup. The period is mint.



BabaMake.com on dark

The same lockup for dark backgrounds.

CONSTRUCTION

Clear space, minimum size, and the mark

Give the logo room. Type, photos and crop edges stay outside the clear area.



x equals the height of the mark. Keep this area clear on every side.

The clear space on every side equals the height of the mark, called x. For the wordmark alone, x is the height of the capital letters. Do not tighten the gap between the mark and the wordmark. Use the files we provide.

Default on the web

The header logo is 28px tall. Do not go smaller than 24px.

Small screens

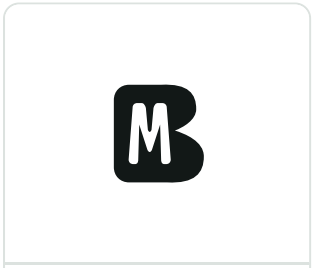
On small screens, the header logo is 24px tall. Never smaller.

The mark alone

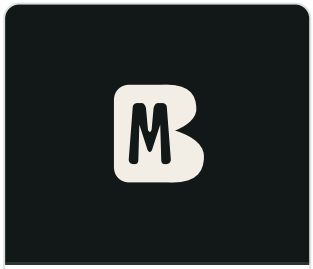
Keep the letter mark at least 24px. For 16px favicons, use the special file in the logo pack. Do not shrink the standard mark to 16px.

In print

Keep the primary logo at least 20 mm tall, with the same x clear space around it.



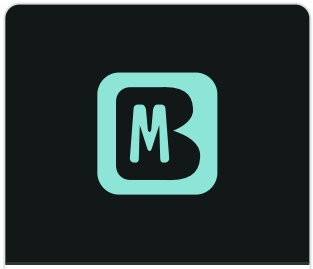
Mark, ink
For light backgrounds.



Mark, paper
For dark backgrounds.



Mark on mint
For emphasis and app tiles.



App icon, mint
Mint mark on ink.

USAGE

Do this. Do not do this.

If a layout cannot fit the primary logo, use the mark or the wordmark. Do not invent a new arrangement.

DO



Use the official files

Keep the proportions, the colors and the spacing as they are in the files.



Keep contrast

Ink on white, paper or mint. Paper or white on dark. If a photo is busy, sit the logo on a solid plate.



Keep the wordmark as drawn

Baba is Medium, Make is SemiBold. The period in BabaMake.com is mint.

DO NOT



Do not stretch or squeeze

Never change the aspect ratio of the mark or the lockup.



Do not rotate or tilt

The mark sits upright. A playful angle is not a brand variation.



Do not outline or add a shadow

No stroke, glow, bevel or drop shadow. The mark is flat. Do not recolor it on the fly.

COLOR

Brand colors

Use these exact values.

Ink
#151a19
RGB 21, 26, 25
Text and headings

Dark
#121817
RGB 18, 24, 23
Dark backgrounds and dark buttons

Mint
#8ce5d7
RGB 140, 229, 215
Highlights and buttons on dark

White
#ffffff
RGB 255, 255, 255
Page background

Paper
#f2eee6
RGB 242, 238, 230
Warm backgrounds

Teal
#146c60
RGB 20, 108, 96
Links and accents on light

Muted
#52605c
RGB 82, 96, 92
Secondary text

Soft
#f5f7f6
RGB 245, 247, 246
Soft panels

TYPOGRAPHY

Plus Jakarta Sans

The site uses one typeface for headings, body copy, buttons and the logo wordmark.

Display

The dad who helps you make it.

Bold, 64px

Heading 1

The dad who helps you make it.

Bold, 52px

Heading 2

What Baba means

Bold, 40px

Heading 3

Prices you can see

Bold, 20px

Lede

Baba is a word for father used in dozens of languages across many countries.

Regular, 20px

Body

Start with a small package. See it working. Spend more only if it works.

Regular, 16px

In the BabaMake wordmark, Baba is Medium and Make is SemiBold. Use the files we provide.

Downloads and contact

The brand page at babamake.com/brand has the logo pack (SVG and PNG, light and dark) and this guide as a PDF. For press questions, email press@babamake.com. BabaMake is operated by Sweid Group SARL.