

BRAND GUIDELINES

Welcome to the world of Bigeye.

This living document is intended to help guide any decisions as it relates to the Bigeye brand. It will guide you through the basic elements of our identity system and how we use them to build out brand.

Understanding how to adhere to these guidelines is essential for building an unforgettable, consistent, and meaningful experience of Bigeye.

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Introduction

What is Bigeye?

Put simply? Bigeye is an intelligent data observability platform that ensures your data stays reliable, so your business decisions do too.

Less swearing, more kudos.

With a bit more meat? It's a hyper powerful, machine-learning data observability platform that plugs into your data stack, learns the structure of your data and what you'd like to keep an eye on, so that it can alert you the second there's an anomaly in the stream. Bigeye can then help you triage the issue, communicate resolution, and learn from the mistake, so that it can alert you even faster next time.

Less fires, more engineering.

Data on, friends.

Mission

Bigeye makes an intelligent data quality platform that enables our customers to do great things with data they can trust.

Vision

We're here to help
the world **make magic
with data.**

Brand Characteristics

Our brand DNA, much like real DNA, is a string of elements that, when fitted together, create the makeup of our whole entity.

Brand characteristics are a key element of our DNA, and spectrum of our collective personality as a team, company, service provider, thought and ecosystem leader.

These four characteristics are a guiding light for how the Bigeye brand shows up in the world. Everything we make utilizes at least two of them, but rarely all four at once.

Similar to how you might combine spices in cooking, you use a little bit of this, a dash of that, but rarely a bunch of everything all at once. Purposeful combinations for optimal flavor.

Approachable

TLDR;

We're casual and welcoming. We'll always be there to lend a hand, and we'll never keep you waiting.

LONGER

We believe it's a big tent and everyone is welcome. We don't waste time on intimidation or exclusion. We're always considerate, popping in with a helpful suggestion or gentle guidance that makes your life easier.

Masterful

TLDR;

We've put in the long hours and earned our place on the cutting-edge. Our work speaks volumes on its own.

LONGER

We speak with wisdom, intuition, and experience; and continuously deliver with integrity and excellence. We anticipate our customer's needs, and relentlessly focus on elevating the work. We sweat the details.

Trailblazing

TLDR;

We are not afraid to make bold decisions. We constantly seek out better ways to do things.

LONGER

We don't take our cues from others; we're clearing a path for others to follow. We continuously experiment and learn, thereby constantly elevating the work.

Nerdy

TLDR;

We stay intellectually curious. We love to tinker and solve problems.

LONGER

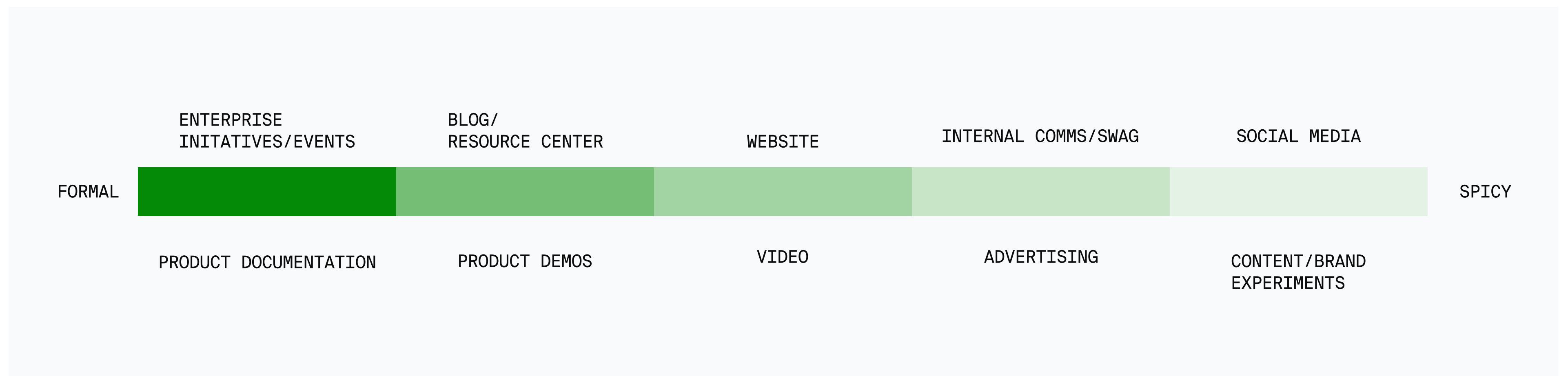
We were the clever kids in class. We're lifelong students by choice. We build, create, learn, and grow. We're natural questioners. We're not easily duped. We have an incisive sense of humor that cuts through the nonsense.

Tone of Voice

In general, the Bigeye tone is business-casual. When we're talking about Bigeye, the utmost goal is to be clear and concise. Entertainment and humor can factor into the brand, but they have a time and place.

Consider the audience's intent. Are they quickly glancing over the website to see what Bigeye offers? If so, keep the copy short and sweet. Are they checking out a blog post? Feel free to add a little humor, but don't force it if it doesn't work. Dealing with a confused customer? Be empathetic and clear.

[Need more? Read the copy guidelines](#) 



Name and casing

When writing Bigeye, take care to case it properly. It's one word, and only capitalize the B, please. See below for what not to do.

Big eye

BigEye

Big Eye

bigeye

01

Logo & Wordmark

Logo

We have two versions of the logo - the full logo and the icon.

Full Logo

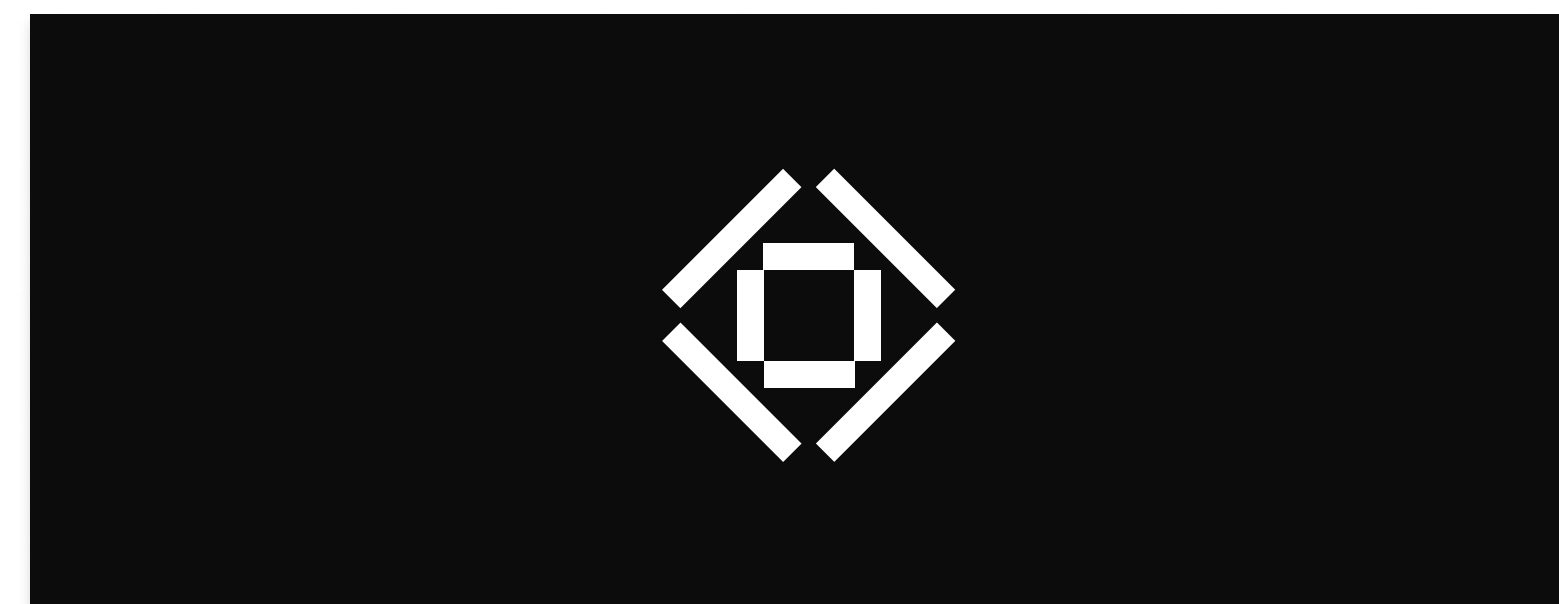
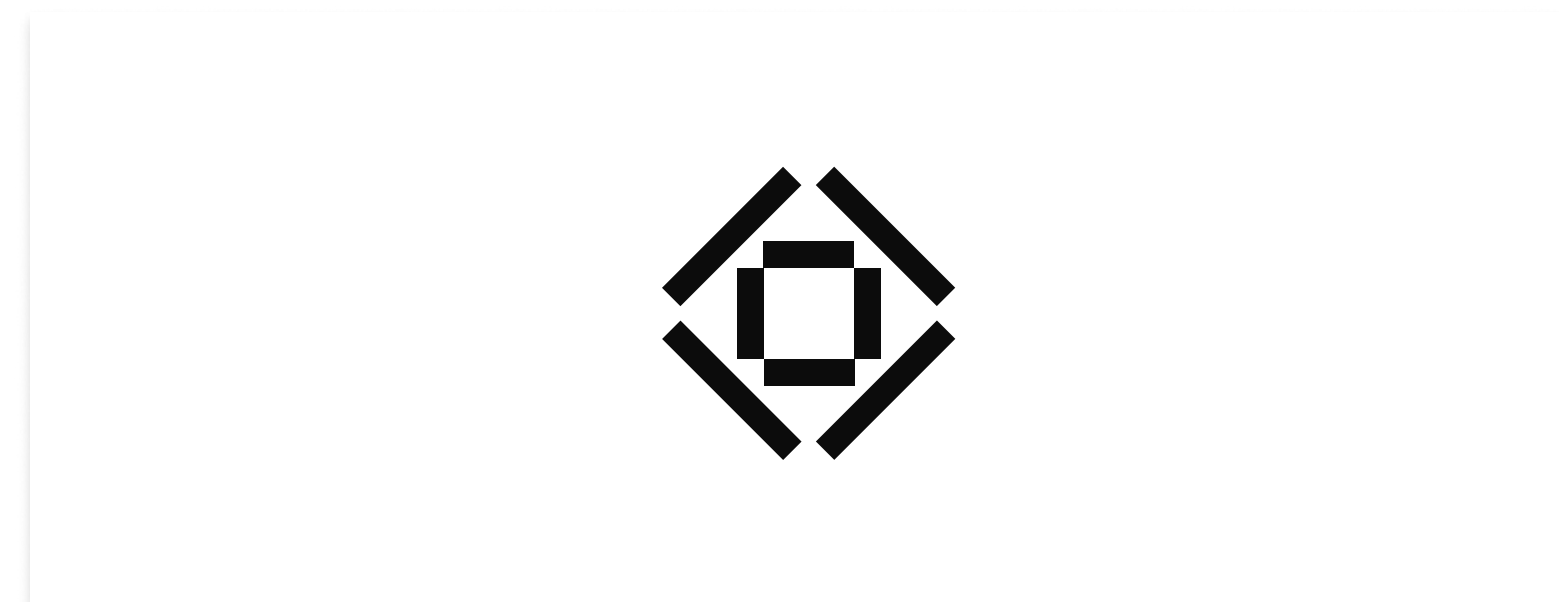


The Bigeye logo consists of two elements: the icon and the wordmark. It is the preferred mark for Bigeye, and comes ready to apply in any internal or external work.

[↓ Download full logo in black \(svg\)](#)

[↓ Download full logo in white \(svg\)](#)

Icon



The Bigeye icon is used more selectively: in our product, with partnerships, and for *special* occasions. It should only be used in contexts where our full logo is also present.

[↓ Download icon in black \(svg\)](#)

[↓ Download icon in white \(svg\)](#)

Sizing

Minimum printable size for the logo is 0.75 inches, which is right around 100 pixels tall.

Ideal minimal digital size for the logo is 50 pixels tall.

Minimum digital size for the logo is 25 pixels tall.

Minimum digital size for the icon 15px tall. Ideally, this is only used in favicon context.

100px Height



50px Height



25px Height



15px Height



Clear space

Please keep all elements one relative Bigeye “e” away from the full logo.










This rule also applies when creating space around the icon.



Logo colors

Please only use the white logo on high contrast, neutral backgrounds;
and the dark logo in all other uses.

WCAG 2.1 LEVEL AA REQUIRES A CONTRAST RATIO OF
AT LEAST 4.5:1 FOR NORMAL TEXT AND 3:1 FOR
LARGE TEXT (ABOVE 18PX).

 19.56:1	 13.38:1	 7.11:1
 4.54:1	 6.36:1	 10.52:1
 13.85:1	 17.01:1	 18.74:1

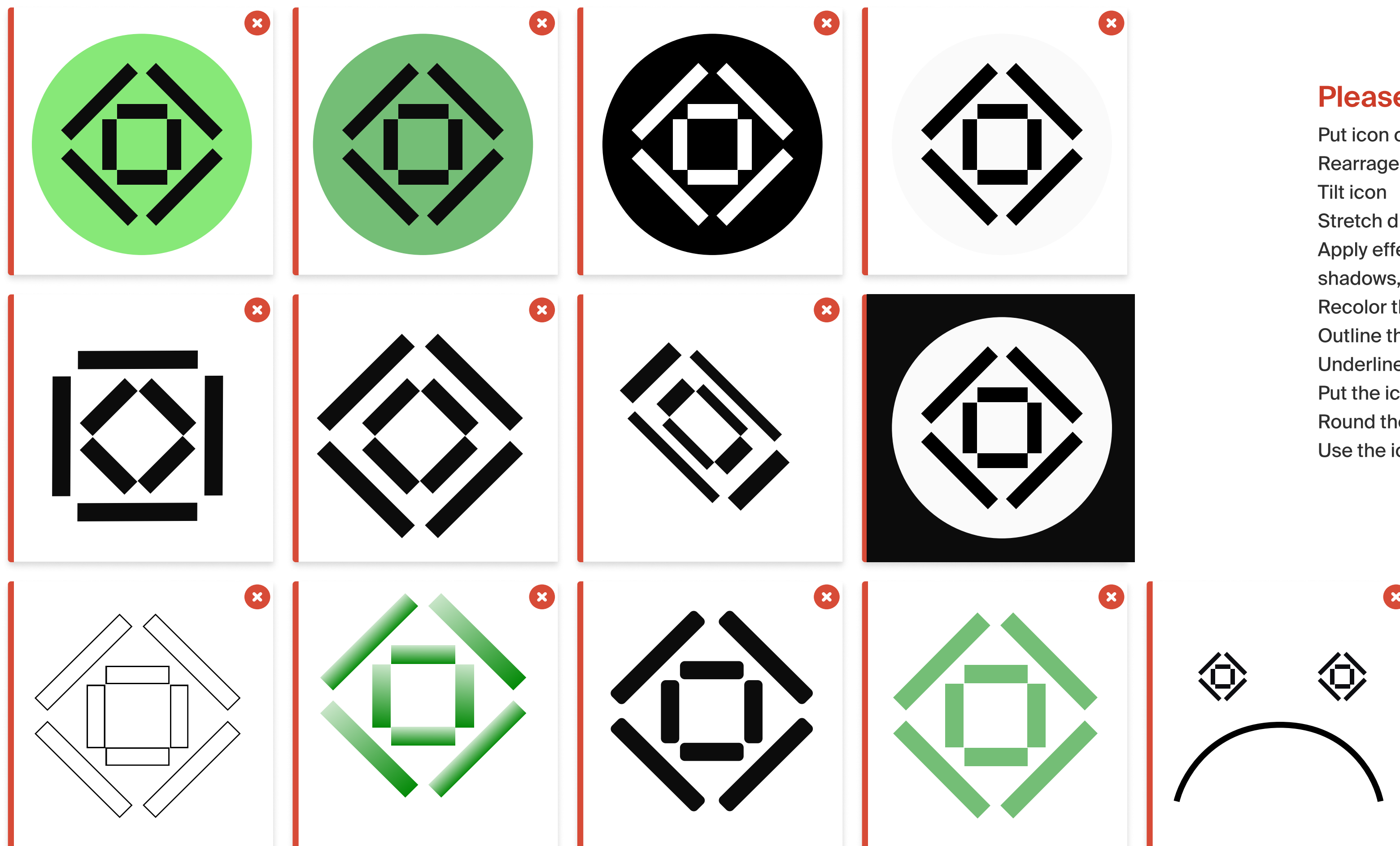
What not to do: Full Logo

We kindly ask that you don't mess with the logo or icon. If you're wondering if you can, you probably shouldn't.

			<p>Please don't</p> <ul style="list-style-type: none">Put logo on a non-neutral colorRearrange logo elementsTilt logoStretch distort, or rotate logoApply effects (drop shadows, blurs, inner shadows, gradients)Recolor the logoOutline the logoRemove the icon from the wordmarkUse another typeface for the wordmarkUnderline or circle the logo	
				
				
				

What not to do: Icon

We kindly ask that you don't mess with the logo or icon. If you're wondering if you can, you probably shouldn't.



Please don't

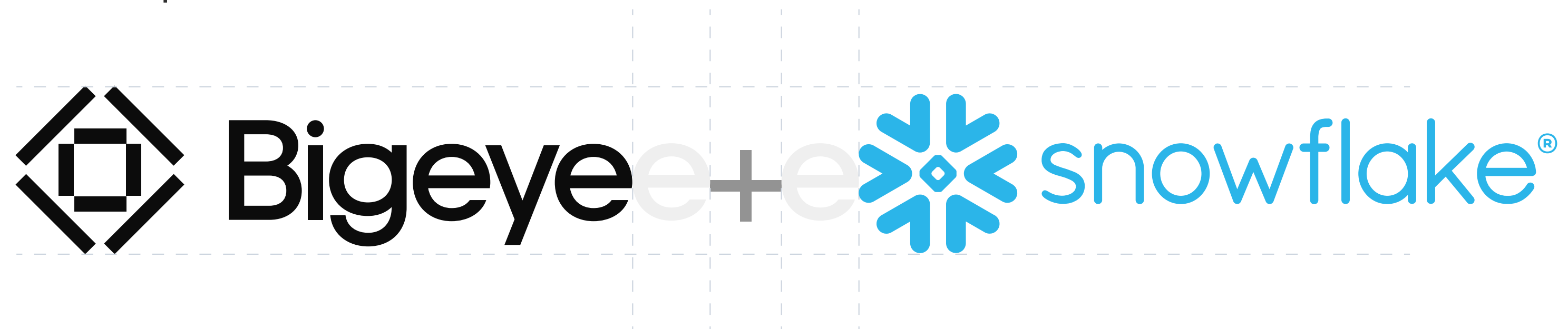
- Put icon on a non-neutral color
- Rearrange icon elements
- Tilt icon
- Stretch distort, or rotate icon
- Apply effects (drop shadows, blurs, inner shadows, gradients)
- Recolor the icon
- Outline the icon
- Underline or circle the icon
- Put the icon in a circle
- Round the corners of the icon's elements
- Use the icon to make an illustration

Co-branding

When placing our logo within another brand's environment, or alongside other logos, we want to make sure to maintain clear separation for all parties.

Use the full logo wherever possible, the icon should only be used in contexts where the full logo is also present (website or email).

For example:



02

Brand colors

Main Brand Color

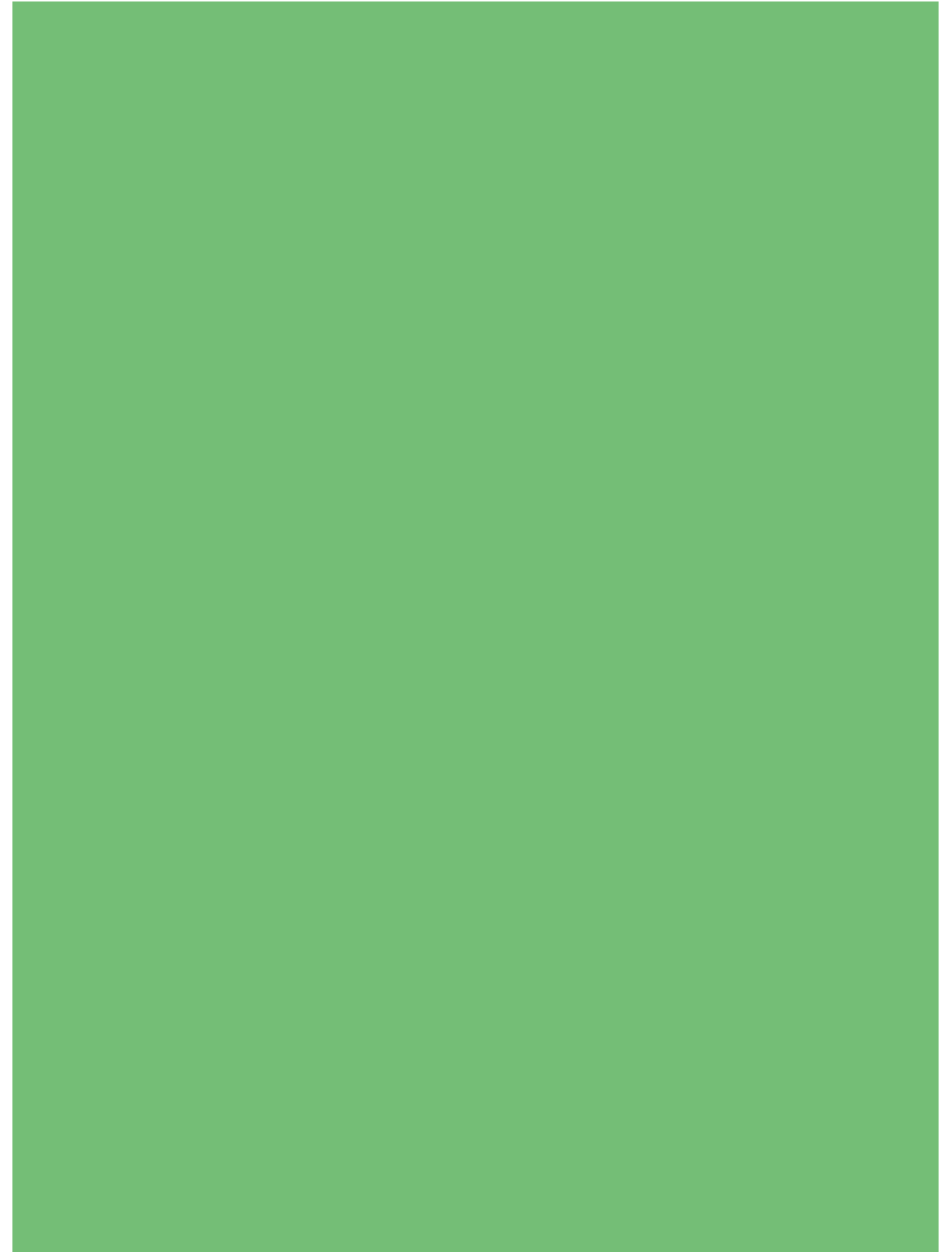
Green is organic. Green is friendly. Green means all systems go; drive; launch; grow; all good.

In latin, the word for green is viridis, which suggests growth and even life itself. Of regeneration and rebirth. A chance to start anew.

Green is associated with gardens, spring, and growth. It calls to mind the synthesizing nature of plants and their ability to transform elements into life giving substances.

Bigeye powers growth, and what better color to represent growth than green - a pure, good, energetic green.

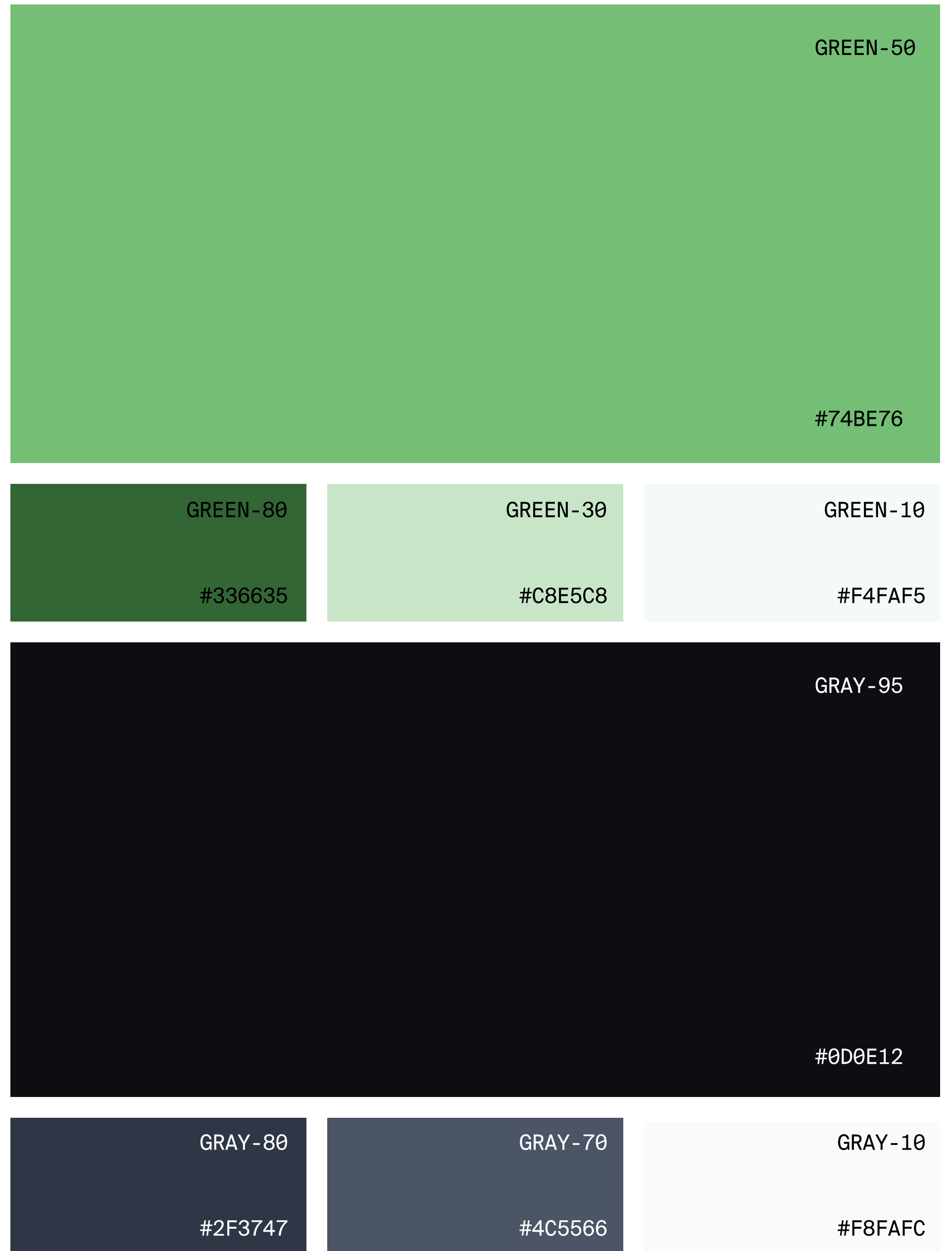
Balanced with timeless, pragmatic neutrals, and a secondary palette of supporting primaries, Bigeye's color palette is refined, friendly, separate from the herd, and has a bit of fun and life to it.



Brand color palette

We primarily rely on our greens and neutrals. Brand green is our go to for accents, while the darker green will help meet accessibility standards most often, and the green-30 and green-10 function as good accents for larger areas.

We use gray-95 for all hero copy, Gray-80 for body text, and Gray-70 for captions for tertiary text. Gray-95 and Gray-80 also work well for backgrounds, while grey-10 should be used for most large area background colors when white is not an option.



Applying color

When implementing color at Bigeye, we use neutral backgrounds with high-contrast light or dark text.

Green is used to highlight positive sentiments or encourage action. Use it for CTA's or to accent an area you want the user to focus on.

Stick to white or grey-10 for most backgrounds, but a light gradient may be used sparingly and subtly (ie Gray-95 to Gray-80 as a linear gradient).

Bigeye Product How it works Customer Stories Pricing Resources About Careers Sign in Request a demo

BIGCONFIG

Simple, scalable data monitoring as code

Deploy version-controlled data observability with automated, declarative configuration

Get a demo See an example

More Monitoring, Less Configuration Code

Define, customize and apply monitoring across your entire environment with a few lines of human-readable code.

Dynamic
Group tables and columns with dynamic wildcard tags

Flexible
Specify and customize your monitoring with full granular control or apply any of Bigeye's 60+ prebuilt metrics out of the box

```
type: BIGCONFIG_FILE
tags: #dynamically tag data for monitoring
- tag_id: ID_FIELDS
  column_selectors:
  - name: analytics_warehouse.*.*.*_id*
  - name: analytics_warehouse.*.*.*_ID*
  - name: analytics_warehouse.*.*.*Id
- tag_id: INCREMENTAL_IDS
  column_selectors:
  - name: analytics_warehouse.kpi_reports.*.create_d_at
  - name: analytics_warehouse.revenue_reports.*.updated_at
- tag_id: PROD_TABLES
  column_selectors:
  - name: analytics_warehouse.*.prod_*.
  - name: analytics_warehouse.revenue_reports.
```

★ New product feature

Simple, scalable data monitoring as code

```
type: BIGCONFIG_FILE
tags: #dynamically tag data for monitoring
- tag_id: ID_FIELDS
  column_selectors:
  - name: analytics_warehouse.*.*.*_id*
  - name: analytics_warehouse.*.*.*_ID*
  - name: analytics_warehouse.*.*.*Id
- tag_id: INCREMENTAL_IDS
  column_selectors:
  - name: analytics_warehouse.kpi_reports.*.created_at
  - name: analytics_warehouse.revenue_reports.*.updated_at
- tag_id: PROD_TABLES
  column_selectors:
  - name: analytics_warehouse.*.prod_*.
  - name: analytics_warehouse.revenue_reports.
```

Bigeye

Protect everything that depends on data

Businesses depend on fresh, high quality data—delivered without interruption. Each undetected data issue threatens the reliability of dashboards, ML apps, and other critical data assets.

The Bigeye data observability platform gives data engineering, science, and analytics teams a unified view of data pipeline health. With instant data warehouse monitoring, relevant anomaly detection, and actionable root cause analysis, data teams can find and fix data issues before business breaks down.

- Eliminate blind spots in your data pipeline**
Bigeye connects to data sources in minutes and achieves comprehensive coverage across cloud data warehouses, OLTP databases, data lakes, and BI tools. Built for enterprise data stacks, Bigeye scales to manage thousands of schemas and tens of thousands of tables in the cloud or your own VPC.
- Ensure reliability of critical data assets**
Prevent data pipeline issues from reaching BI dashboards, predictive models, and customer apps. Bigeye detects common data problems such as late or incomplete data, upstream sources not replicating into downstream destinations, and column-level problems like missing values, outliers, and incorrect formats.
- Save hours of data engineering and data science effort**
Bigeye improves data team efficiency by eliminating manual data tests and alerting rules with metadata monitoring, lightweight data profiling, and powerful anomaly detection. Flexible customization tools and data stack integrations allow data teams to work together in a single source of truth for data reliability.

Color and accessibility

Whenever possible, we strive to use colors in an inclusive manner that encourages legibility for everyone.

[Download from Google Fonts](#) 

WCAG 2.1 level AA requires a contrast ratio of at least 4.5:1 for normal text (14px) and 3:1 for large text (above 18px).

When implementing color choices, please ensure you're hitting or exceeding these requirements.

Below is a set of suggested, acceptable pairings.

WHITE ON GRAY-95 19.28:1 AA/AAA	GREY-10 ON GRAY-95 18.43:1 AA/AAA	GREY-20 ON GRAY-95 17.14:1 AA/AAA	GREEN-50 ON GRAY-95 8.6 AA/AAA
GREY-30 ON GRAY-95 15.66:1 AA/AAA	GREY-40 ON GRAY-95 13.02:1 AA/AAA	GREY-50 ON GRAY-95 8.59:1 AA/AAA	GREEN-20 ON GRAY-95 16.61 AA/AAA
GREY-95 ON GRAY-10 18.43:1 AA/AAA	GREY-80 ON GRAY-10 11.41:1 AA/AAA	GREY-70 ON GRAY-10 7.17:1 AA/AAA	GREEN-65 ON GRAY-10 6.48:1 AA/AAA (LARGE TEXT ONLY)
GREY-95 ON GREEN-50 8.6:1 AA/AAA	WHITE ON GREEN-60 6.79:1 AA/AAA(LARGE TEXT ONLY)	GREY-80 ON GREEN-10 11.28:1 AA/AAA	GREEN-65 ON GREEN-10 6.41:1 AA/AAA (LARGE TEXT ONLY)

03

Typography

Typography

We use typography to transform copy into meaningful design elements. It helps us to communicate, establish hierarchy, and encourage consistency.

Bigeye's primary font is Suisse Int'l, and its secondary typeface is Suisse Int'l Mono.

Primary typeface

Suisse Int'l

Suisse Int'l is characterized by sans serif type typically set flush-left, in grid-based layouts that are derived from the content. Suisse Int'l is the present-day equivalent of the type used by the pioneers in Switzerland and beyond.

Use Suisse Int'l for all headings, prose, quotes, and figures, and names.

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

**0123456789
!@#\$%^&*?/)**

Secondary typeface

Suisse Int'l Mono

Suisse Int'l Mono is characterized by sans serif type typically set flush-left, in grid-based layouts that are derived from the content. Suisse Int'l is the present-day equivalent of the type used by the pioneers in Switzerland and beyond.

Use the Mono for Eyebrow text, subtitles, captions, diagrams, and code snippets.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

0123456789

!@#\$%^&*?/)

Alternative typefaces

Inter

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

Use this if you don't have access to Suisse Int'l or are working in Google Slides or Google Docs

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0123456789
!@#\$%^&*?/)

Alternative typefaces

IBM Plex Mono

IBM Plex Mono is one of three designs illustrates the unique relationship between mankind and machine.

Use IBM Plex Mono in place of Suisse Int'l Mono, or in Google Slides or Google Docs.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

0123456789

!@#%^&*?/)

04

Brand in use

The Basics

Whether you're gifting a new employee swag, hosting an event, or applying our brand to a physical world experience, we want to make sure those touchpoints reinforce our brand in a way that's appropriate for our brand.

Keep in mind our tone of voice guidelines to help guide decision making for the context you're working in.

Swag

It's fun to gift customers, prospects, and team members branded items. Not all swag is created equal though. There are different considerations for different audiences, and it's important we nail the tone.

In a world with swag coming out of our ears, we should be thoughtful about the items we choose to add to the world.

Here are some general guidelines to keep in mind when choosing swag items.

How to request new swag

Reach out in #design_brand to see if what you need already exists.

If it doesn't, create a Linear ticket, and include details about the event, audience, budget, and timeframe.

✓ Quality objects and materials

✓ Useful objects that will be used for quite some time

✓ Sustainable, responsible materials

✓ Purposeful design

✗ Tacky, flashy, or pretentious items

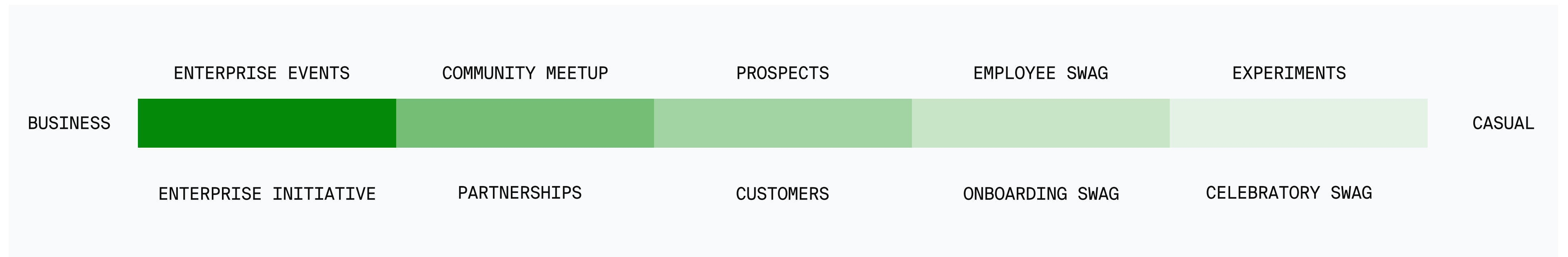
✗ Items that will be used once and thrown away

✗ Items made of cheap, non-recyclable materials

✗ Bright colors that aren't one brand

Swag

When designing swag items, context and audience is key. A t-shirt designed to be worn at an enterprise conference is different than a t-shirt for the Bigeye team.



Video/Motion

We aim to present ourselves, our customers, and our product in as clean, high-quality, elegant, and easy to understand of a manner as possible.

Software doesn't lend itself easily to video. We do our best to stay true to the product, and don't push it outside of itself when we illustrate or animate it.

We rely on inclusive storytelling, humor, careful art direction, visual clarity, and thoughtful editing to create impactful stories.

✓ Refined animation that feels timeless

✗ Cartoonish, flashy, or trendy

✓ Warm light in clean spaces, using natural light

✗ Harsh or dark light that detracts from the scene

✓ Tasteful, subtle, strategic, dry humor

✗ Cheap laughs, loud/shouty props

✓ Clean, well-balanced compositions

✗ Cluttered and overwhelming scenes

Video/Motion contd

✓ Smooth, slow cuts

✗ Loud or harsh cuts

✓ Light animation of logo

✗ Heavy motion of logo

✓ Full logo moves as one unit

✗ Don't move the icon separate from the wordmark

✓ Feels classic and non-trendy

✗ Don't capitalize on of-the-moment trends

Photography

Photography allows us to relate to the real world and connect faces and places to our product. When employing photography, choose images that utilize natural light in a tasteful way.

We don't light bright highlights or dramatic shadows, just natural, warm, realistic, not posed settings.

Photography should sit in harmony with its context. For example, if you're placing an image on a dark background, avoid an image that has a lot of bright or high contrast colors.

When looking for an image, consider the context:

- For a **webinar or product related post**: use a product shot
- For a **blog post**: use an illustration or abstract photograph
- For anything **recruiting related**: use a shot with people

✓ Choose imagery that is relevant to the topic

✗ Don't crop out important information... or heads

✓ Warm light in clean spaces, using natural light

✗ Harsh or dark shadows

✓ Professional settings and dress

✗ Casual or indecent references

✓ Clean patterns, solid colors, and balanced compositions

✗ Cluttered spaces, patterns, gradients

Questions?
Email brand@bigeye.com