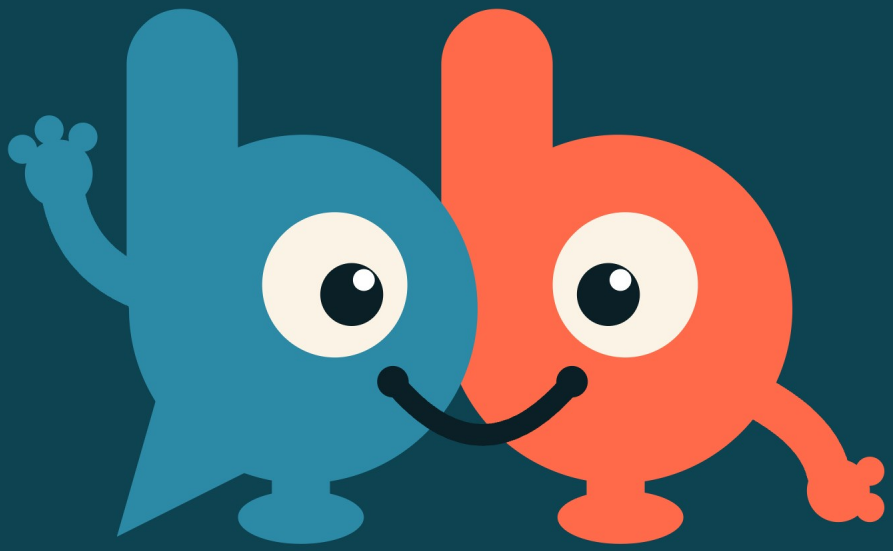


Bislama Buddy

Brand guidelines

Version 1.0 · October 2026

Learn Bislama, one phrase a day.

bislamabuddy.com

Two buddies, one conversation

“Yumi toktok.”

Bislama for “let’s talk”, you and me together.

Bislama Buddy helps visitors, workers and newcomers pick up the everyday Bislama they need to feel at home in Vanuatu, one phrase a day.

Our logo is two lower-case “b”s that came to life. The **teal buddy** is the local: waving hello, with a speech-bubble tail. The **coral buddy** is the learner, leaning in. They share a single smile, because learning a language is a friendship, not a test.

Friendly

Warm and encouraging. Mistakes are part of the fun, never something to be marked down.

Practical

Real phrases for real life: the market, the bus, the office, the nakamal.

Bite-sized

Five minutes a day. Small wins that add up to real conversations.

Pick the right buddy for the space



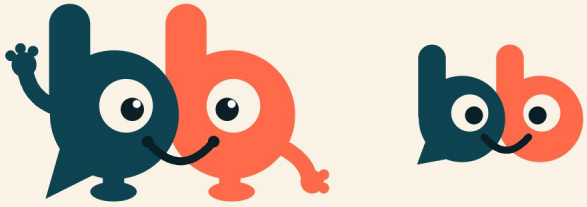
Primary lockup. First choice everywhere: website header, app store, print.



Horizontal, one line. Narrow, wide spaces: nav bars, email footers, banners.

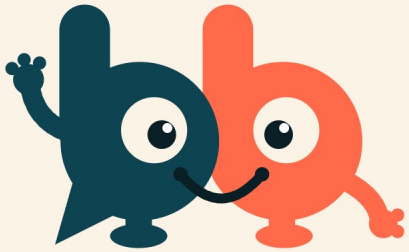


Stacked. Square and portrait formats: posters, merch, splash screens.



Mark and icon. When the name is already nearby. The simple icon drops arms and feet for small sizes.

Give the buddies room to breathe



1. **Teal buddy**: the local, waving, with a speech tail
2. **Coral buddy**: the learner, leaning in
3. **Shared smile**: always one unbroken curve
4. **Big eyes**: pupils always look toward each other

Minimum sizes

Primary lockup	Full mark	Simple icon
140 px wide	64 px wide	16 px wide
35 mm in print	18 mm in print	6 mm in print

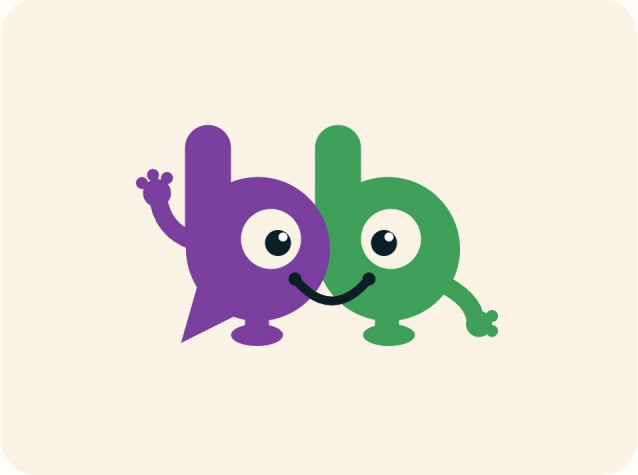


Clear space = x, the width of one buddy's stem. Keep text, edges and other logos at least x away on every side. More is always better.

Please don’t do this to our buddies



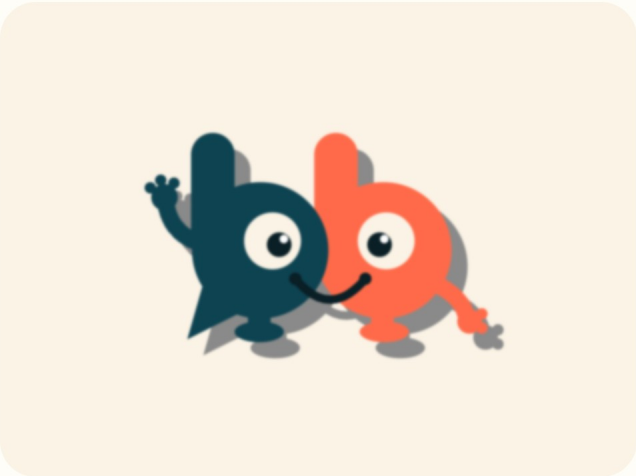
Don’t stretch or squash



Don’t change the colours



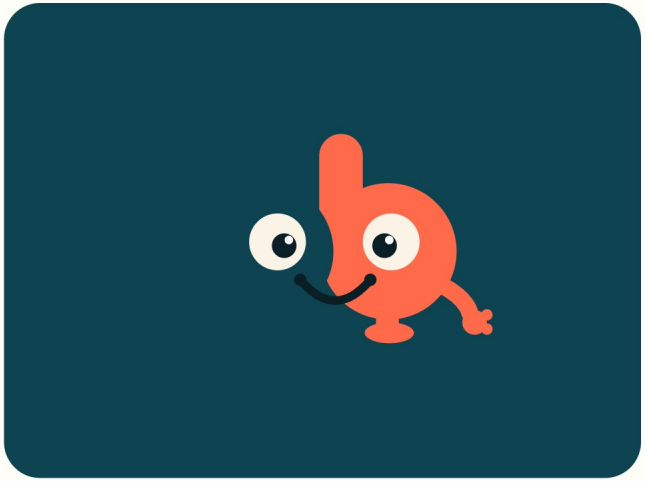
Don’t rotate or tilt



Don’t add shadows or effects



Don’t place on busy backgrounds



Don’t lose the teal buddy on teal

Lagoon, coral and coconut

Deep Lagoon
#0E4352
RGB 14 67 82
Primary · text & teal buddy

Coral
#FF6B4A
RGB 255 107 74
Primary · coral buddy, buttons

Coconut
#FBF3E6
RGB 251 243 230
Backgrounds · eyes

Night Reef
#0A1F26
RGB 10 31 38
Body text · dark mode

Shallows
#2C8AA6
RGB 44 138 166
Teal buddy on dark

Sunshine
#FFC24B
RGB 255 194 75
Rewards · streaks

Balance



White on Lagoon passes AA at any size.

Night Reef on Coral passes AA. Never put white text on Coral.

Lagoon on Coconut is our default reading pair.

Round, warm and easy to read

Aa

Fredoka

Display, headings, wordmark and buttons. Weights 500, 600, 700.

ABCDEFGHIJKLM
abcdefghijklm 0123456789

Aa

Nunito

Body copy, lessons, captions and UI labels. Weights 400, 600, 700.

ABCDEFGHIJKLM
abcdefghijklm 0123456789

H1 48	**Halo!**
H2 32	**Olsem wanem?**
H3 22	**Phrase of the day**
Body 16	Say it at the market when you want to ask the price.
Label 13	**5 MIN · BEGINNER**

PHRASE CARD

Hamas?

How much is it?

We sound like a friend who grew up here

We say	We don't say
"Try this one at the market."	"Complete Lesson 4, Module B."
"Nearly! Listen once more."	"Incorrect. Try again."
"5 minutes today keeps your streak going."	"Don't lose your progress!"
"Bislama is Vanuatu's shared language."	"Bislama is broken English."

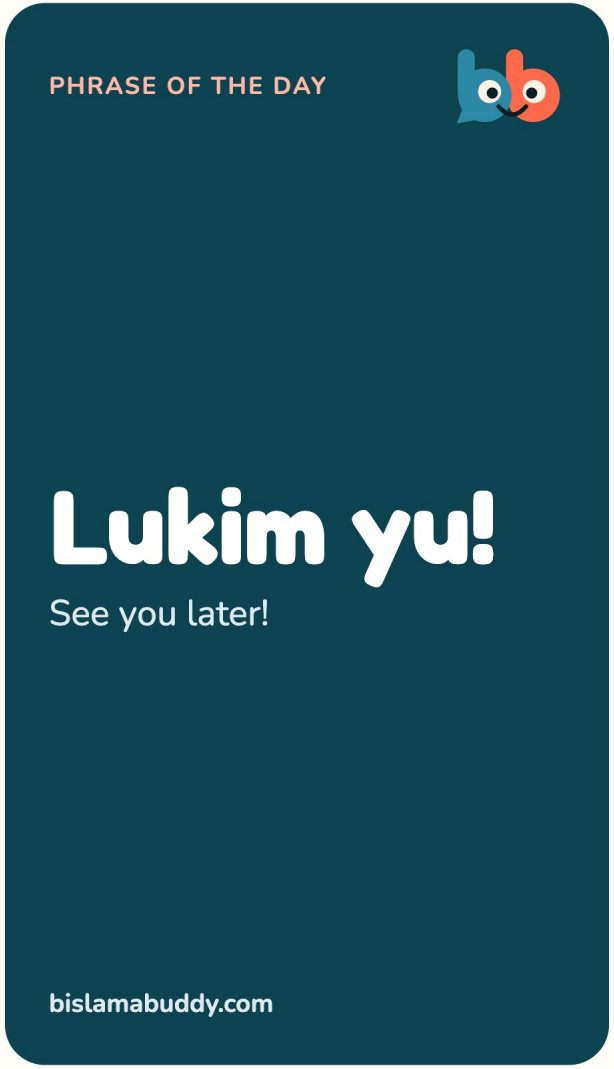
- Short sentences. Plain English around every Bislama phrase.
- Show real situations: buses, markets, workplaces, church, the nakamal.
- Celebrate effort. Respect the language and the people who speak it.

Phrases we love to use in copy

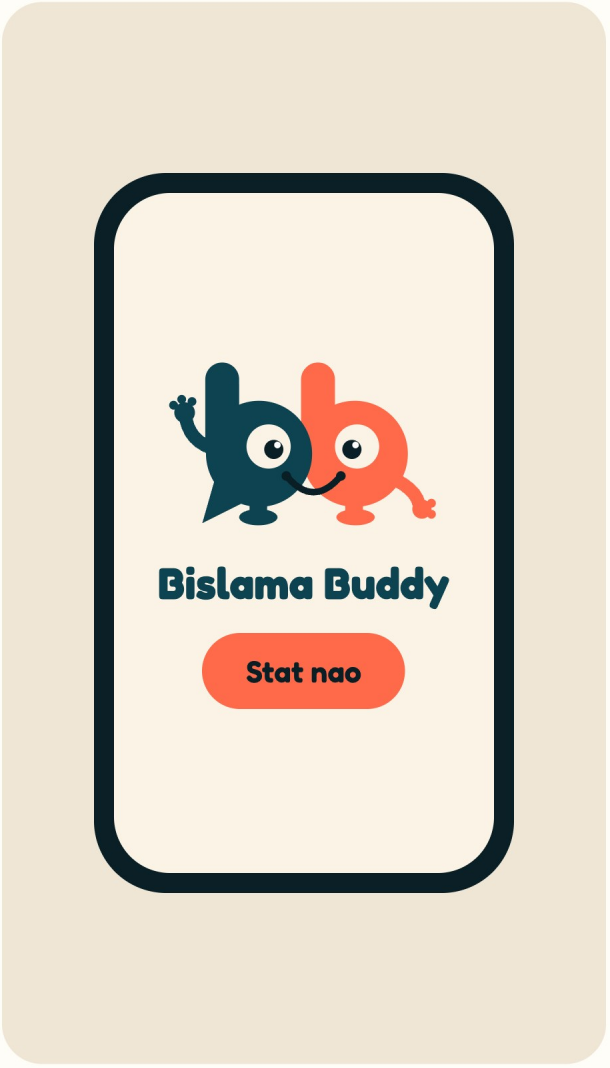
Halo!	Hello!
Tank yu tumas	Thank you very much
Mi no save	I don't know
Lukim yu	See you later

Have every Bislama line checked by a native speaker before it ships.

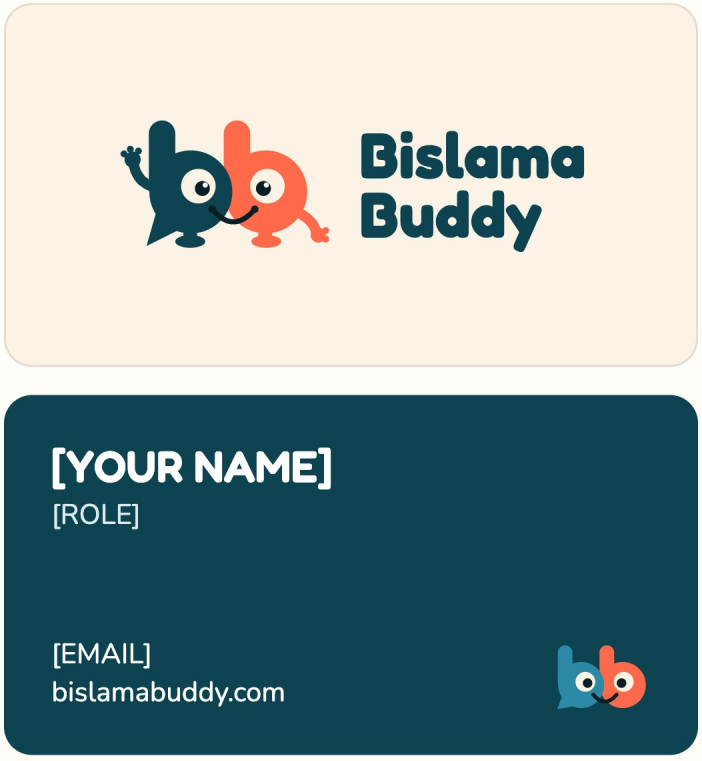
The buddies out in the world



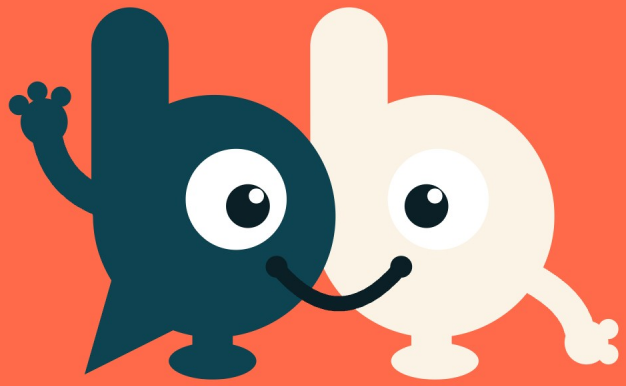
Social post · 1080 × 1350



App splash screen



Business card · 85 × 55 mm, front and back



Tank yu tumas!

Thank you for helping our buddies look their best.