



New Visual  
**IDENTITY**

# BairesDev's Logo

Consists of a symbol and a wordmark.  
It symbolizes partnership and collaboration;  
think of it as two partners working together  
to move forward. Its components, including  
the lock-up logotype and wordmark, are  
inseparable - they always appear together.



# Color palette

Usage percentages

**#FFFFFF**  
R 255 | G 255 | B 255

**#E7E7E7**  
R 231 | G 231 | B 231

**#111111**  
R 17 | G 17 | B 17

**#CBCBCB**  
R 203 | G 203 | B 203

**#A1A1A1**  
R 161 | G 161 | B 161

**#F66135**  
R 246 | G 97 | B 53

**#FBB39E**  
R 251 | G 179 | B 158

**#1A73E8**  
R 26  
G 115  
B 232

**#91BCF4**  
R 145  
G 188  
B 244

**#16A87A**  
R 22  
G 168  
B 122

**#8FD5BF**  
R 143  
G 213  
B 191

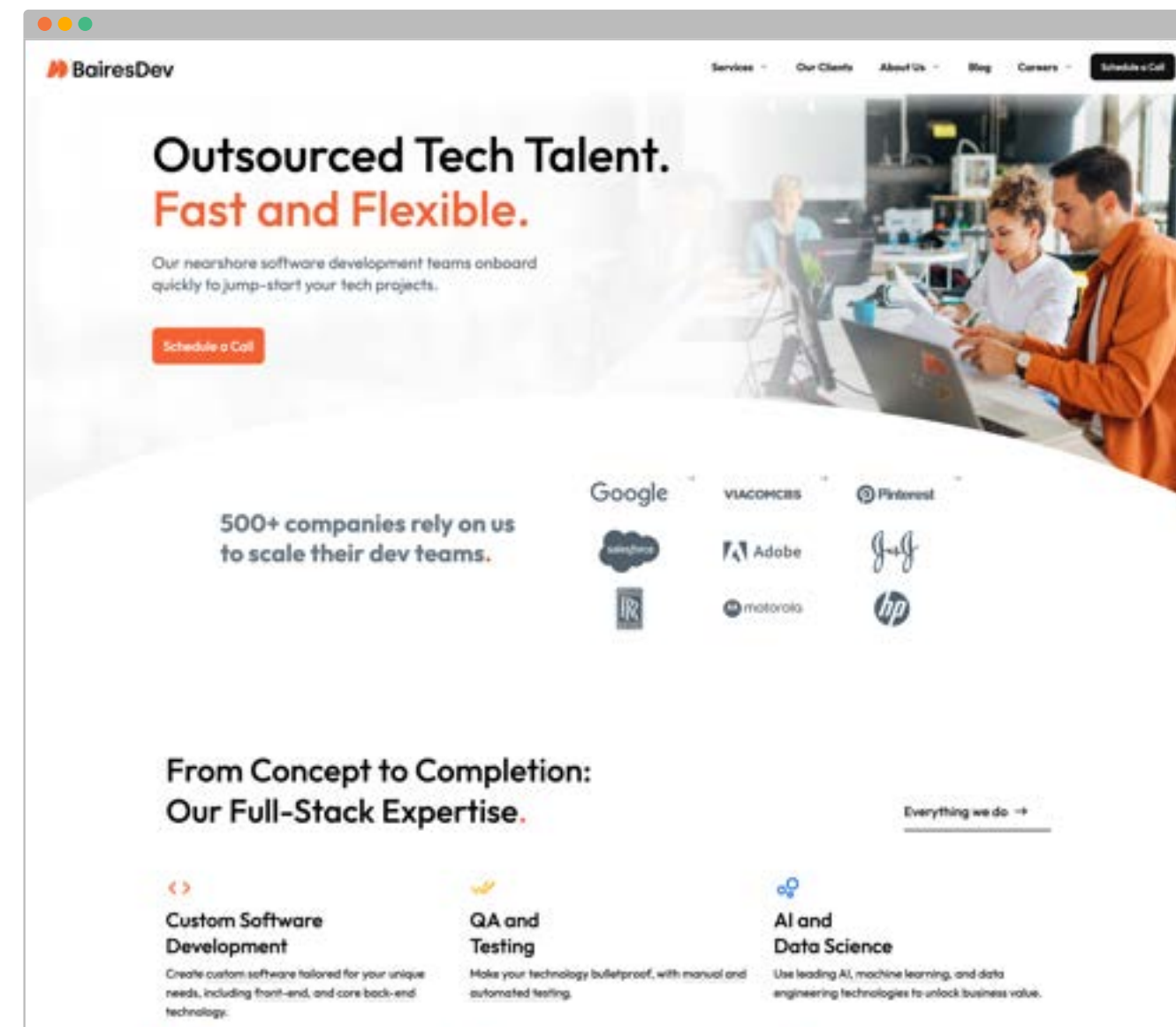
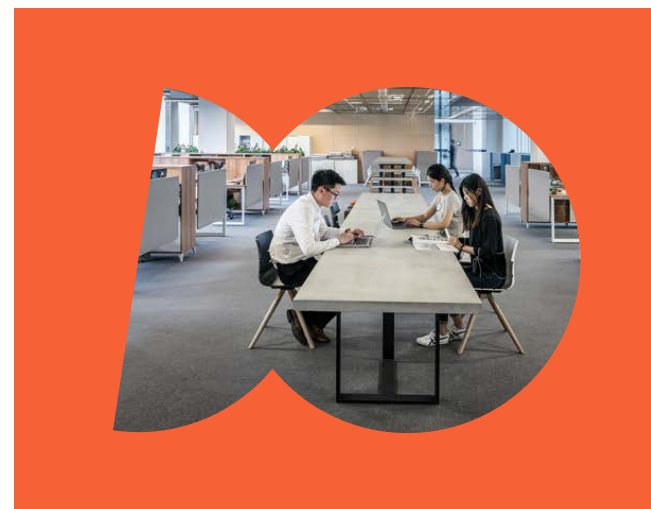
**#FFAC00**  
R 255  
G 172  
B 0

**#FFD785**  
R 255  
G 215  
B 133

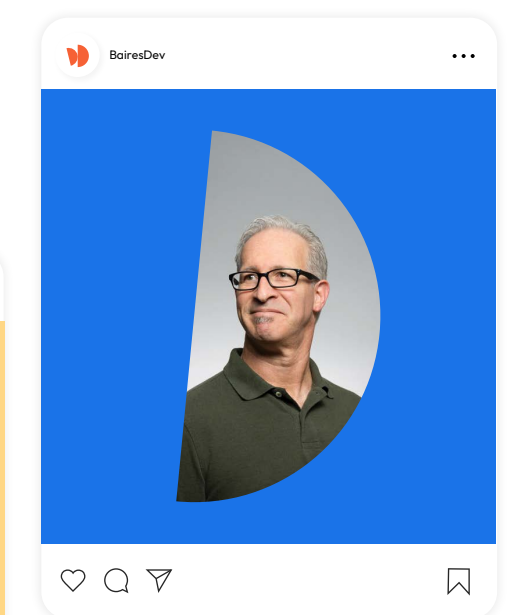
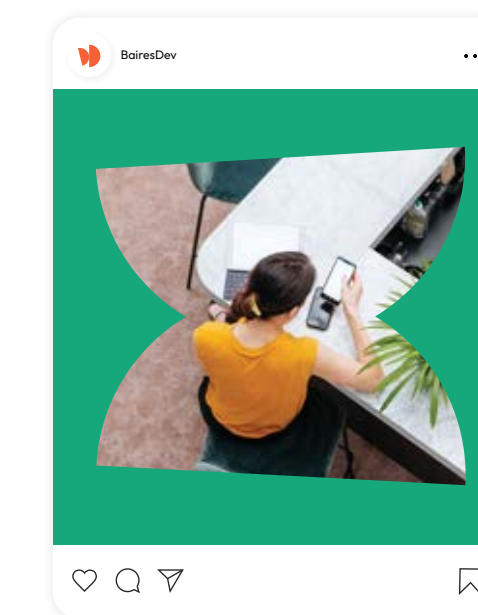
# Color palette

Specific uses

## CORPORATE



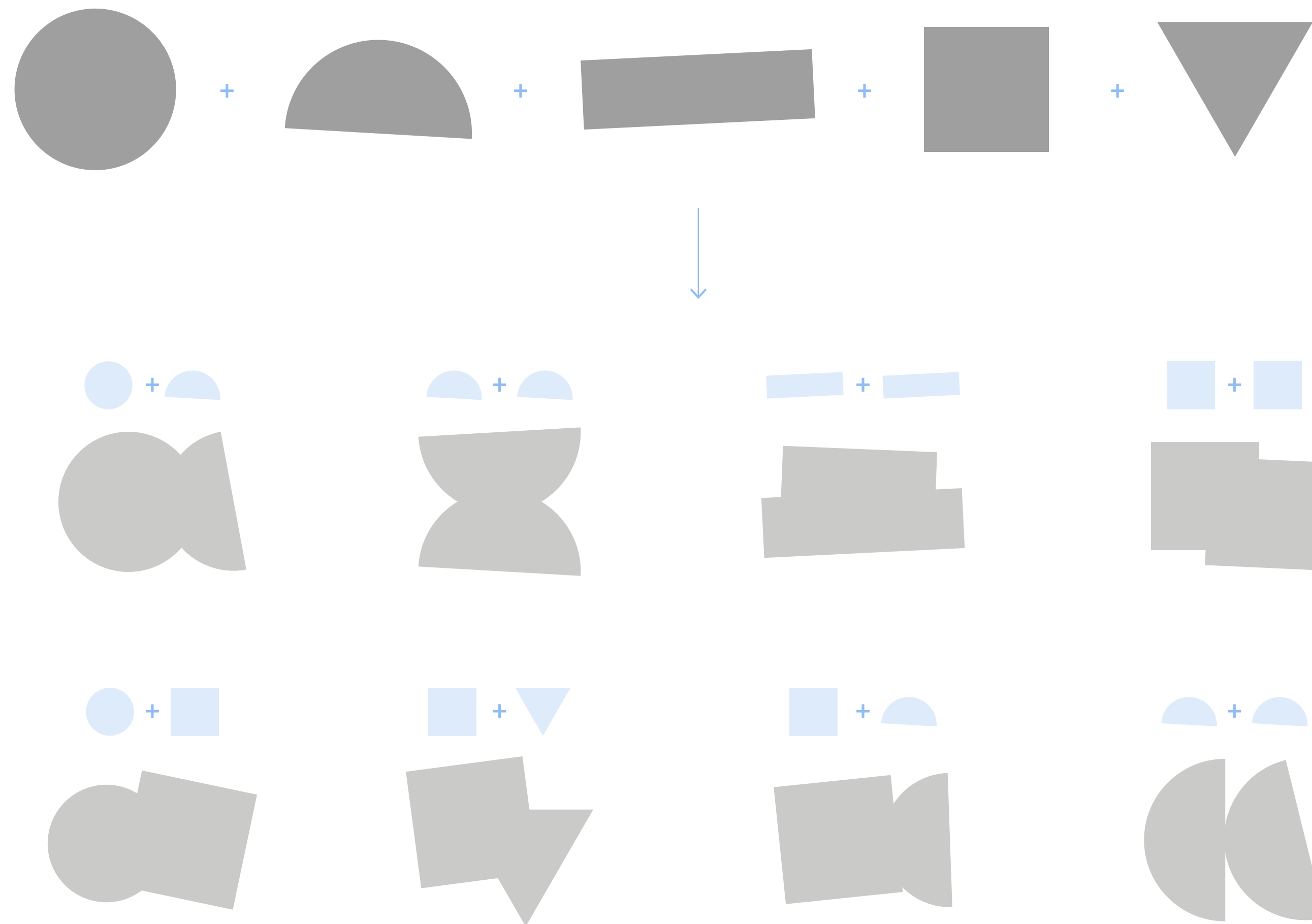
## EXPRESSIVE



# Our geometric shape

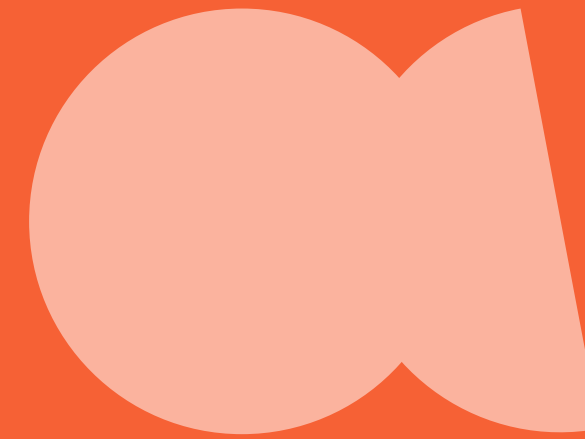
The main elements of the graphic system is formed by adding two or three of the shapes shown on this page.

They represent association through change, where the movement of one element affects the other. They are dynamic and can be used as containers or backgrounds. Each new geometric shape can contain design elements such as text, iconography, photography, etc.



# Geometric figures + Color + Images

Basic geometric shapes



Complex graphic element

Images inside shapes can slip a bit out if there's a meaning to it:



Complex images should go inside the shape:



Cutout image can be used when shapes act as background:



Image within the geometric shape:



# Typography

Outfit

## Hierarchy

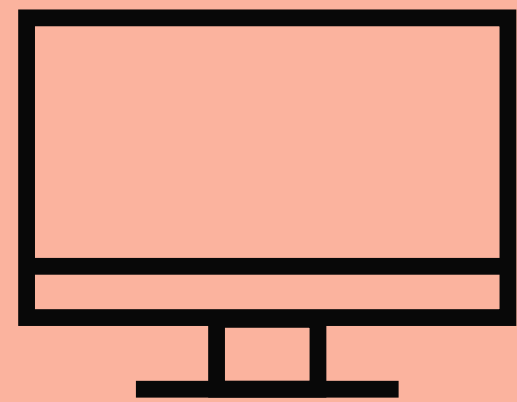
**Outfit medium** — Headline

Outfit light — Subhead/display

**Outfit bold** — Body head or subhead

Outfit regular — Body

Outfit regular — Legal and disclosures, charts



**We are expert  
partners**





People  
at the

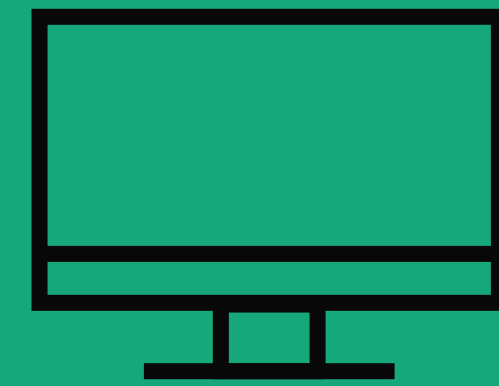


core

We build strong teams



We build  
strong teams





ANY QUESTIONS? CONTACT US OR YOUR PEOPLE PARTNER  
[talent.development@bairesdev.com](mailto:talent.development@bairesdev.com)

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## Talent Development People Experience



## Happy International Client's Day!

Working with people like you is the best part of what we do. Thank you for choosing us, we look forward to keep growing together. Best wishes from all of us at BairesDev.



### Headshot Guidelines

Please consider the following recommendations to **take a good photo** representing you as a professional.

#### SET-UP

- Find a white wall or a **clear neutral space** as a background.
- Make sure it has a **soft natural light** source.
- Get someone else to **take the picture** for you.
- You can use **your camera's timer** if there's no one around.
- Place your phone at **eye level**.
- **Don't crop** parts of your face.
- Be careful with **filters and touch-ups**.

#### DRESS CODE

- Use colors that **play nicely with the background**, like black, gray, or white. You can also pick some of our brand colors using their light or soft version: orange, blue, yellow, or green.
- **Avoid big prints**, patterns, or brightly colored clothes.
- You can wear a **t-shirt, shirt or blouse**. Yes, it's about looking good and comfortable.
- Avoid deep necklines and **distracting elements** such as sunglasses, intense makeup, big earrings, necklaces, or hats.

#### MINDSET

- Choose a **proper expression** and keep your natural smile.
- Look **friendly** and approachable.
- Keep a **good posture** and relax your shoulders.
- Look **directly at the camera** and not the screen.
- Don't forget to **smile with your eyes** as well.



#### SOME GREAT REFERENCES FOR YOU



[www.bairesdev.com](http://www.bairesdev.com)  
[hiringx.partners@bairesdev.com](mailto:hiringx.partners@bairesdev.com)

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**Yvanny Miranda**  
Software Engineer, Costa Rica



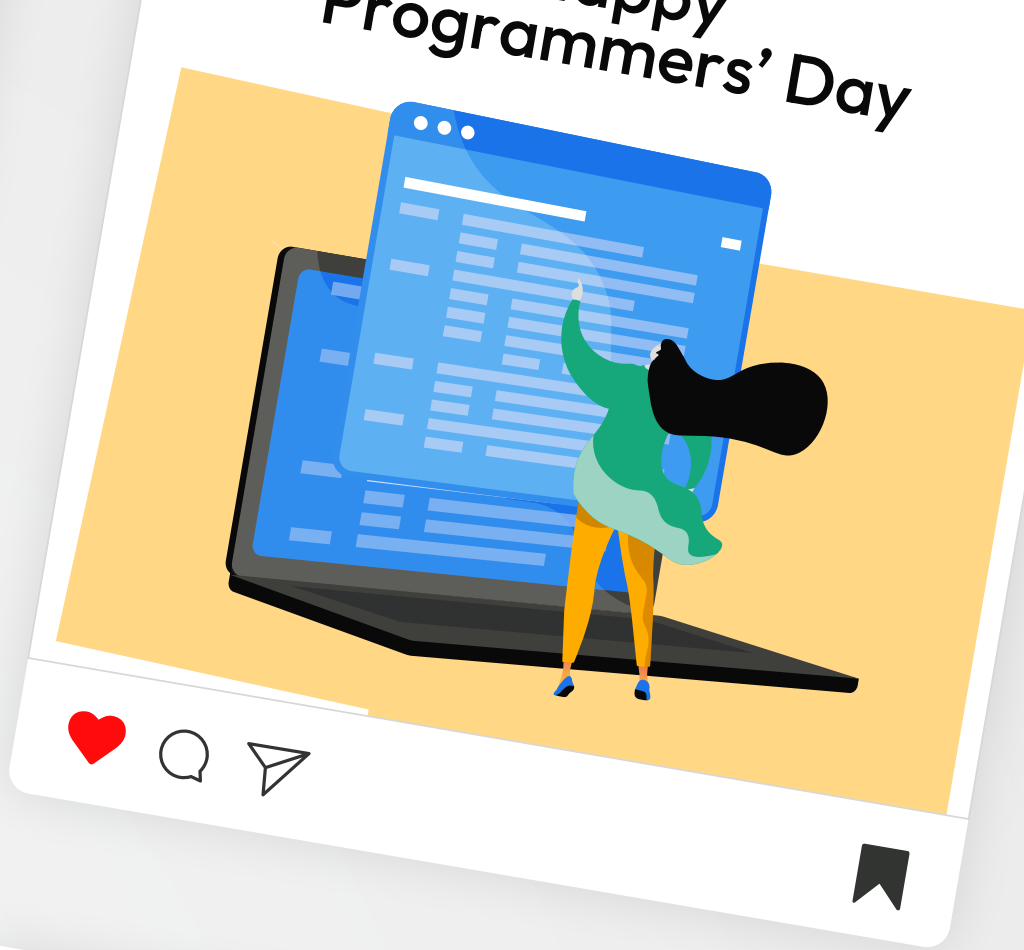
... people. They are simply focused on what they are good at and happy with what they like to do. Companies should see this potential in the near future."



**SUCCESS STORY:**  
A multi-layered and sophisticated approach for the security industry.



**Happy Programmers' Day**



**Happy Programmers' Day**  
You have truly earned a spotlight w  
Keep shining wherever you may



**BairesDev**

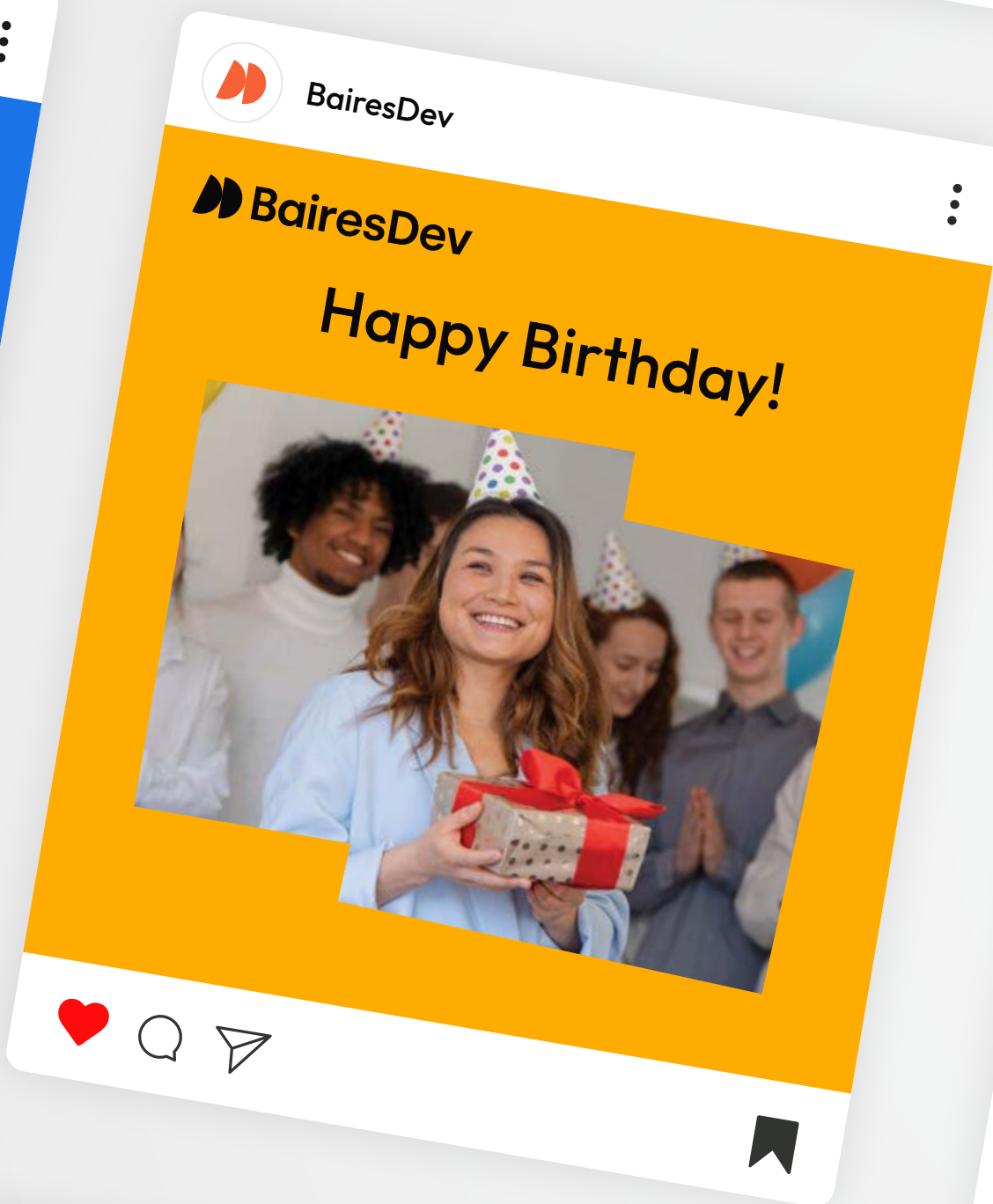
**Happy Birthday!**



It's time to celebrate one more year full of happiness. We hope you enjoy this very special day with your loved ones!

**BairesDev**

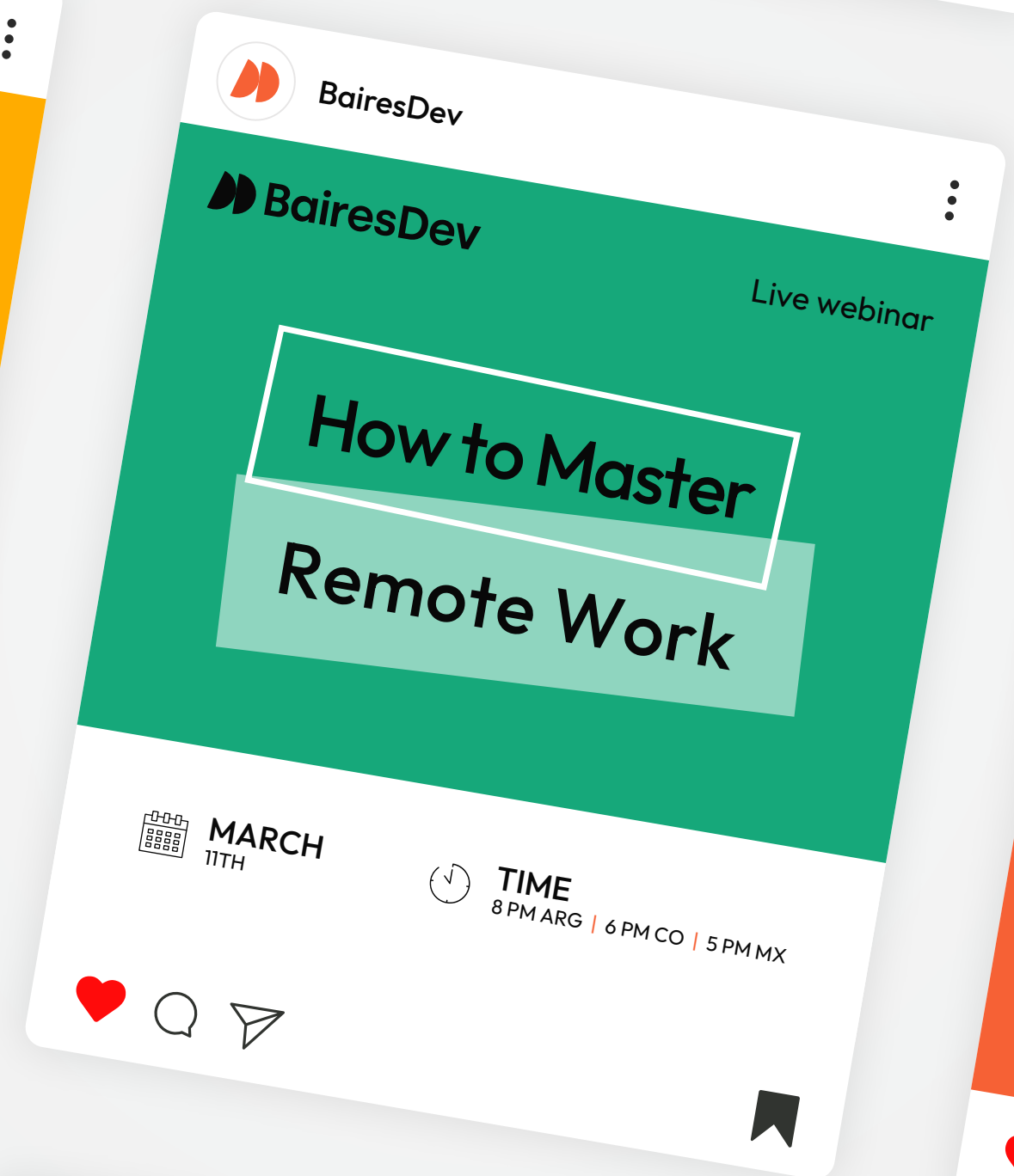
**Happy Birthday!**



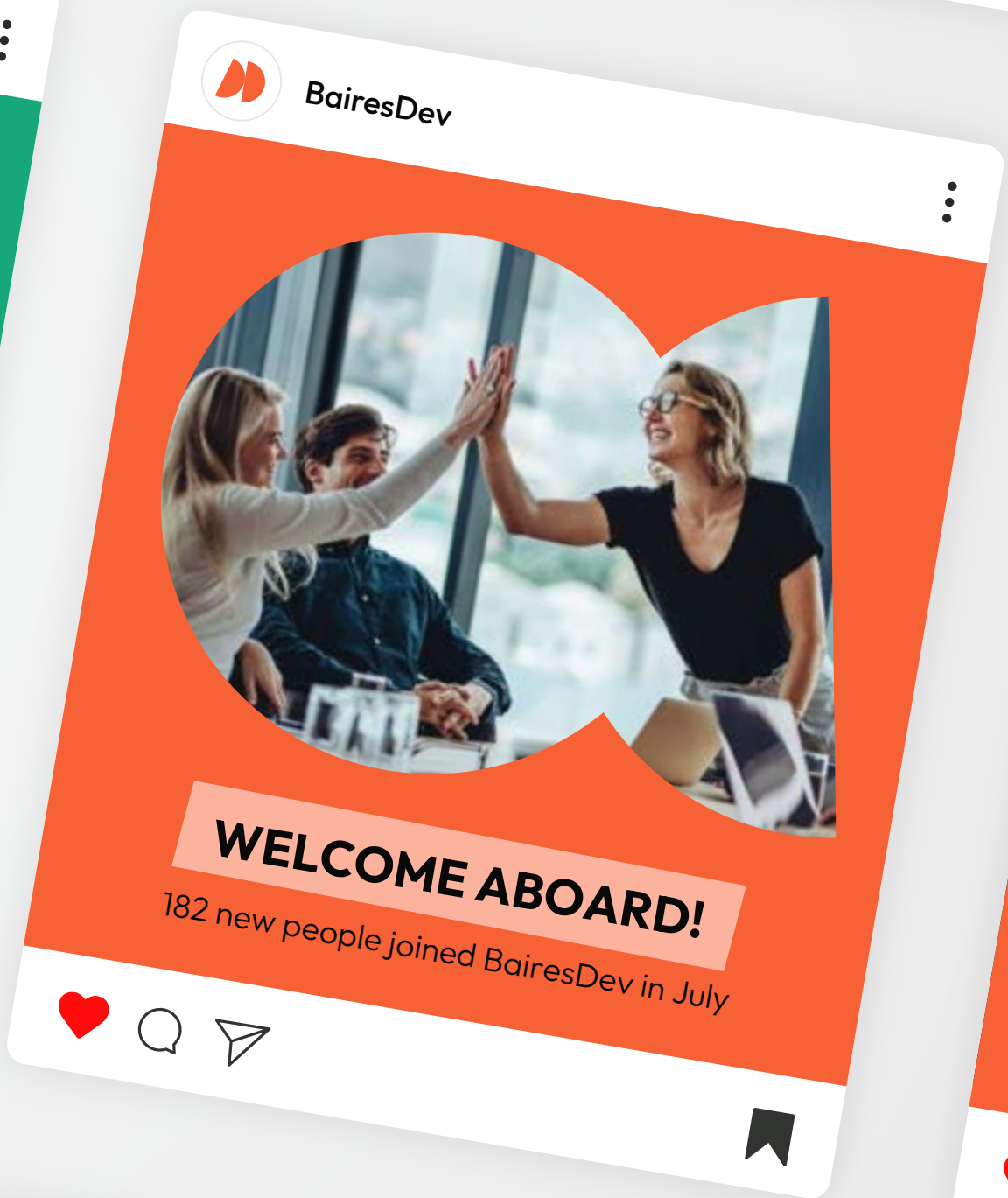
**BairesDev** Live webinar

**How to Master Remote Work**

**MARCH 11TH** **TIME** 8 PM ARG | 6 PM CO | 5 PM MX



**BairesDev**



**WELCOME ABOARD!**  
182 new people joined BairesDev in July

**BairesDev**



**BIG AWARDS FOR BUSINESS 2021**  
BairesDev Wins **Best Workplace for innovation**

**BairesDev**


**We Are Hiring!**  
Fully Remote  
**SENIOR DEVELOPER**



**BairesDev**

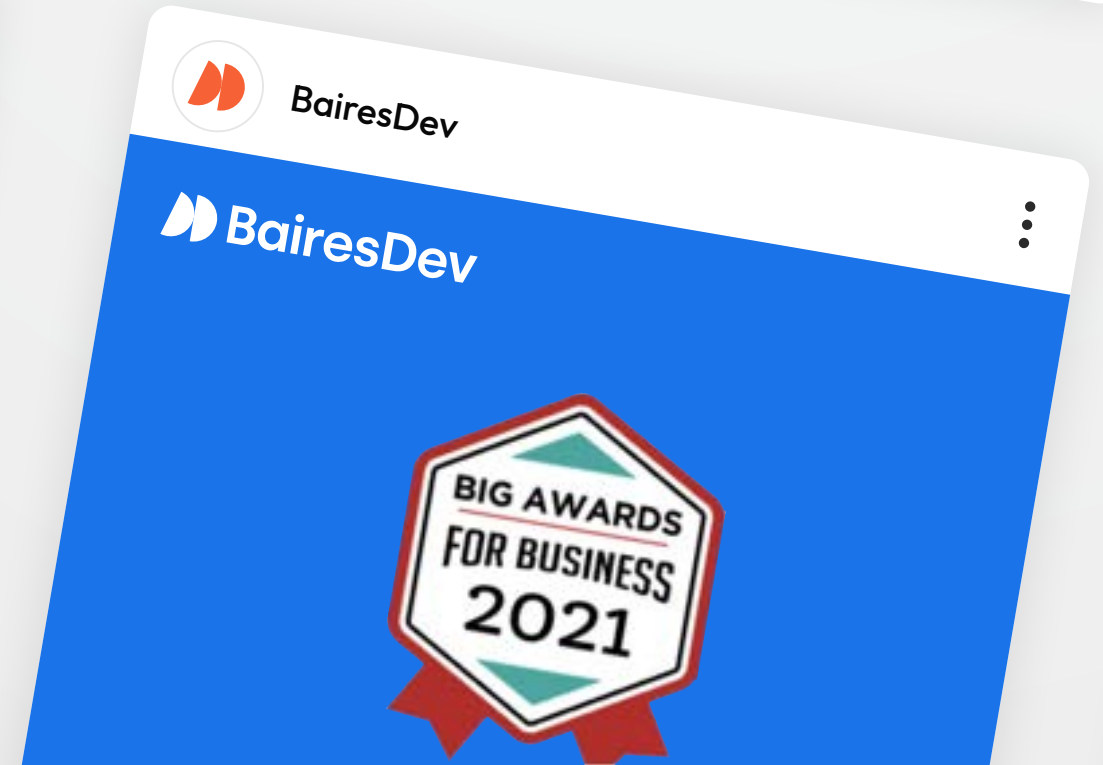
JOINING THE IT INDUSTRY  
**How to Succeed in the Hiring Process**

**Carlos Feliz**  
Software Developer



**BairesDev**

**BIG AWARDS FOR BUSINESS 2021**



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**BairesDev** Live webinar





**Thank you!**