

FOR INTERNAL USE

— VOL. 01 · THE SOURCEBOOK

Brand Identity *Playbook.*

a working document —

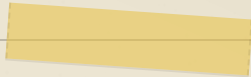
not a museum piece.

bird milk.



EST. SINCE THE FIRST IDEA





— CONTENTS

What's *inside* the book.

Fourteen spreads. One agency. Read it cover-to-cover, or grab the section you need and run.

↳ *start anywhere.*
just don't skip 07.

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— § 01 — THE MANIFESTO

We make the improbable ordinary.

"if it were easy,
you'd be doing it
yourself."

I. OUR NAME

"Bird milk" is an Egyptian idiom for the impossibly rare — a thing you swear can't exist until somebody hands it to you. That's the brief. That's the work.

II. OUR METHOD

Process before polish. We sketch on napkins, paste over mistakes, and keep the version with the coffee ring. The first idea is rarely the right one. The seventh usually is.

III. OUR PROMISE

Design & communications for the new age, *one step at a time*. No miracle slides. No empty decks. Just the work, sweated, signed, and shipped.

— § 02 — THE MARK

Meet *the bird.*

Our mascot is a milk carton with legs — the literal of the impossible idiom, drawn by a human hand, walking around like it owns the place. The yellow outline is non-negotiable. The wink (the “!” in m!lk) is the smirk we put on every brief.

BODY	POSTURE
Black carton · yellow outline	Walking · mid-stride
WORDMARK	MASCOT YELLOW
bird m!lk — hand-set	PMS Yellow C · #F7D000

*he doesn't pose.
he just walks in.*



— § 02B — SYSTEM

Four marks,
one bird.

*pick the one that fits
the space — never force it.*

A · PRIMARY LOCKUP



USE ≥ 70% OF LAYOUTS

B · STACKED



bird milk.
ADVERTISING · CAIRO

STATIONERY · VERTICAL TILES

C · MASCOT SOLO



D · WORDMARK SOLO (INVERSE)

bird milk.
ADVERTISING · CAIRO

WHERE THE MASCOT WON'T FIT

— § 02C — BREATHING ROOM

Give the bird room to *land*.

Minimum clear space on all sides equals the **x-height** of the wordmark's lowercase "b." Never let other elements enter the zone.



Minimum print size: 24mm width. Minimum digital: 96 px. Below this, use Monogram (C) or Wing (D).

— § 02D — NEVER

Six ways to ~~ruin it~~.



↳ when in doubt: leave it alone.

— § 03 — COLOR

Paper, ink,
and a *rebellion* in *yellow*.

*five colors. that's it.
six is decoration.*

PRIMARY · 55%

Newsprint

— the page itself.

HEX #ECE5D2
CMYK 4 / 6 / 18 / 0
RGB 236 / 229 / 210
PMS 9163 C

ANCHOR · 25%

Press
Ink

HEX #1A1612
CMYK 60/65/75/85
RGB 26/22/18
PMS Black 6 C

MASCOT · 12%

Mascot
Yellow

HEX #F7D000
CMYK 3/15/100/0
RGB 247/208/0
PMS Yellow C

BRAND

ACCENT · 6%

Stamp
Red

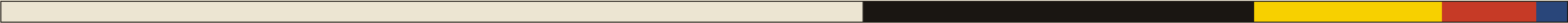
HEX #C63A26
CMYK 10/85/90/2
RGB 198/58/38
PMS 179 C

SUPPORT · 2%

Pen
Blue

HEX #29467A
CMYK 92/74/15/3
RGB 41/70/122
PMS 294 C

USAGE RATIO · 55 · 25 · 12 · 6 · 2



— § 04 — TYPOGRAPHY

Four typefaces.

Each with a job.

01 — DISPLAY

HEADLINES · POSTERS · THE MARK

Familjen Grotesk

Aa Bb Cc 1234567890 & ?!.

Weights · 400 / 500 / 600 / 700
Use for: anything that needs to be heard from across the room.

02 — EDITORIAL

PULL QUOTES · EMPHASIS · ASIDES

Instrument Serif

Aa Bb Cc 1234567890 & ?!.

Italic only. Romance, sparingly.
Use for: *the moment a sentence needs to lean in.*

03 — TYPEWRITER

BODY · LABELS · TICKETS · RECEIPTS

Special Elite

Aa Bb Cc 1234567890 & ?!.

One weight. Letters worn-in.
Use for: the texture that says "made by hand."

04 — HAND

ANNOTATIONS · NOTES · THE MARGINS

Caveat

Aa Bb Cc 1234567890 & ?!.

In Pen Blue or Stamp Red only.
Use for: *the voice of the human behind the work.*

— § 05 — VOICE

Talk like a *person.* Write like **a friend.**

We are not corporate. We are not "agency-speak." We are the email you actually want to read at 10pm. Short sentences. Real verbs. A wink, never a wave.

*if you can't say it
out loud at the café –
don't print it.*

WE SAY →

"We sweat the small stuff so you don't have to."

↑ direct · warm · earned

WE DON'T →

~~*"Leveraging best-in-class synergies to unlock category-defining brand equity."*~~

↑ words that mean nothing

MORE OF

- made
- shipped
- tried
- missed (and learned)
- plain English

LESS OF

- leverage
- ecosystem
- synergy
- disrupt
- unlock

— § 06 — LAYOUT

12 columns. *One rule.*

The grid is a starting point — not a cage. Set the baseline at **8pt**, the column at **12**, and the margin generous. Then break the grid *exactly once* per layout. That break is where the eye lands.

Columns	12
Gutter	24 px
Margin	96 px
Baseline	8 pt
Break per page	1 × (only)

*the grid is the
net. not the dance.*

A loud
thing, said
quietly.

One column for the body. One for the breathing. One for the bird. A layout should fit in the head before it fits on the page.

Demo Layout 01
cols 1-8 · headline
cols 10-12 · meta

*"If you can't explain
the layout in **one breath** —
simplify the layout."*

↳ *this is "the break." every layout gets one. no more.*

— § 07 — ORNAMENT

The bits *in the margin.*

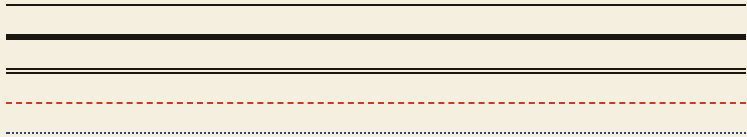
stamps, scribbles, tape.
used like seasoning —
never the meal.

01 — STAMPS



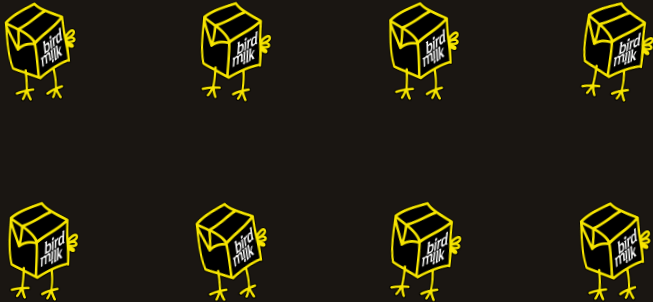
AUTHORITY · PROCESS · DATE

02 — RULES



DIVIDE · GROUP · ATTRIBUTE

03 · MASCOT · PATTERN



ENDPAPER · LINER · MARCH

04 — HALFTONE

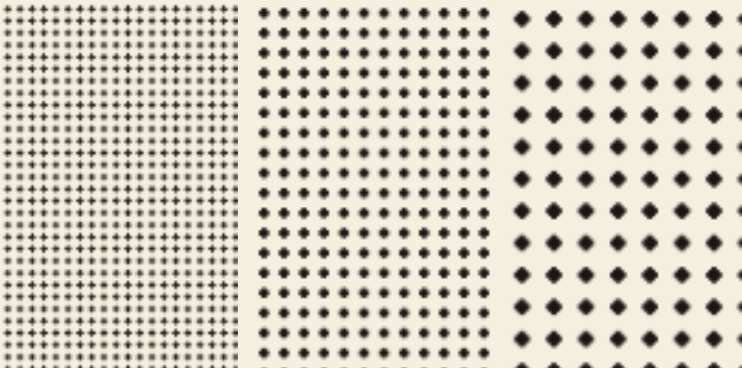


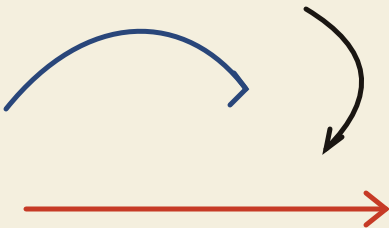
PHOTO OVERLAY · TEXTURE

05 — TAPE & CLIPS



ATTACH · INTERRUPT · LAYER

06 — HAND ARROWS



POINT · PULL · PUSH

07 — BIG NUMERALS



ZERO-PAD · BIG · HONEST

08 — TICKETS

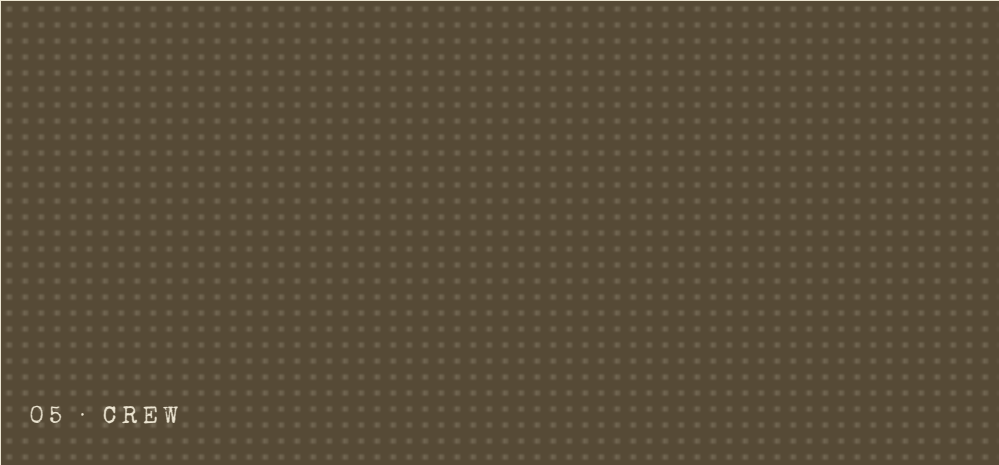
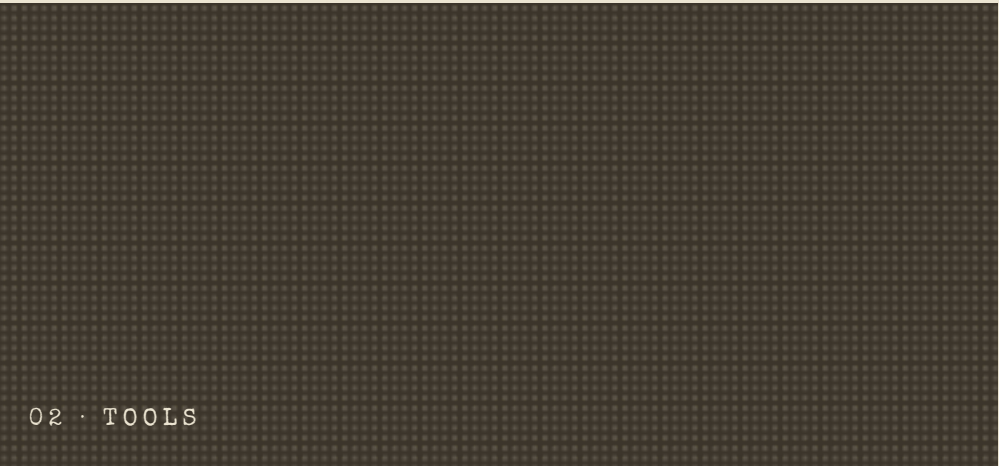
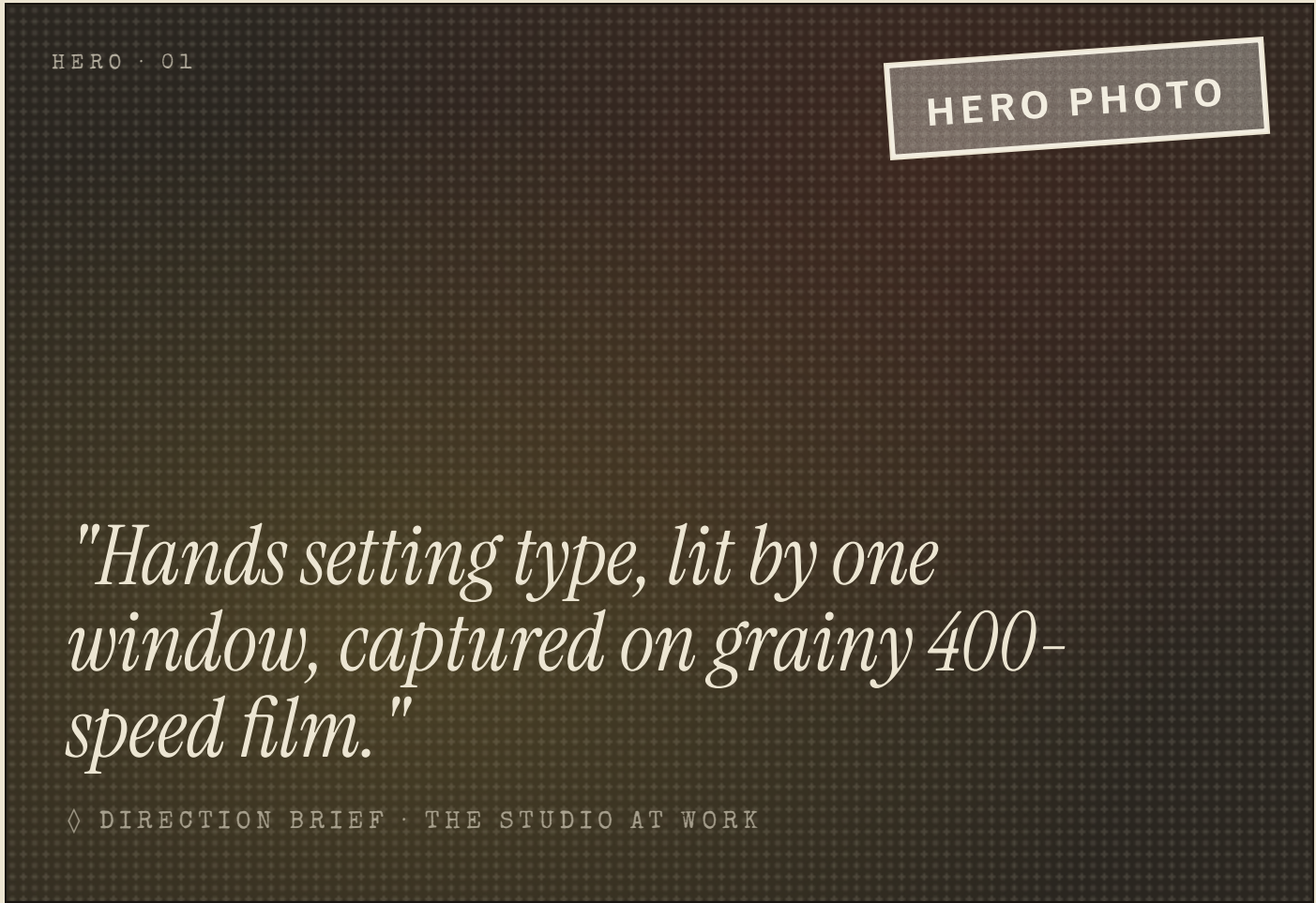


METADATA · RECEIPTS

— § 08 — IMAGERY

Photograph the *hand* at work.

*no glossy stock.
no smiling models.
show the process.*



01
Film grain. Or treated to look like it.

02
Window light. One source, soft, sideways.

03
Process, not pose. Hands mid-action.

04
Halftone-friendly. Must survive newsprint.

— § 09 — APPLICATIONS

Off the page. *Into the world.*

*every surface is a chance
to **whisper** the brand.*

A. LETTERHEAD · A4

**bird milk.**

6 EL-REFAEY SQ.
AD DOQI · CAIRO
INFO@BIRDMILK.NET

Cairo, 25 May 2026

Dear Friend,

Thank you for letting us read your brief. Below is what we heard — followed by what we'd make of it.

— — — — —

Lorem ipsum the agency promise. Direct sentences. Real verbs. A wink, never a wave. The first idea is rarely the right one; the seventh usually is.

[continued p.2]

PAGE 01 / 02

— WITH LOVE, THE STUDIO

B. CALLING CARD · 85×55



bird milk.
ADVERTISING · CAIRO

№ 042

DESIGNED BY HAND

Yara N.
Creative Director

yara@birdmilk.net
+20 · 100 · 000 · 0000
birdmilk.net

C. STUDIO TOTE



BIRD MILK. · A WORKING BAG

D. POSTER · 70×100

**Bird
Milk**
exists.



BIRDMILK.NET

— A WORKING DOCUMENT — NOT A MUSEUM PIECE.

Now go
make
something.

STUDIO

6 El-Refaey Square
Ad Doqi, Dokki
Giza · Cairo · Egypt

REACH US

info@birdmilk.net
birdmilk.net
@birdmilkagency



with love & carbon paper,

the bird milk studio

CAIRO · MMXXVI · VOL. 01