



BAUER AUTOMATE

Brand Style Guide

How Bauer Automate looks, sounds, and shows up

Collaboration • Transformation • Optimization

Version 1.1 • May 2026

Why this exists

This is the document we wish every client had. It covers the colours, the fonts, the logo rules, the tone of voice, and the small habits that turn a working solution into a finished, branded one. We share ours so you know what good looks like to us; we use it to keep our work consistent across every deck, document, and dashboard. If you want one of these for your own brand, we can help you build it.

Welcome

Hi. We are Bauer Automate; a Calgary-based Microsoft 365, SharePoint, and Power Platform shop that helps teams use the tools they already pay for, but better.

We automate your business by using the "Lego bricks" you already own; leveraging your existing tools instead of starting from scratch or recommending costly and risky alternatives. We work hand-in-hand with your team to build solutions with you or for you, so you are fully equipped to use everything we deliver. And when it comes to training and documentation, we never compromise on critical change management.

This style guide is half manual, half manifesto. The first half is the technical part: the hex codes, the font names, the logo rules, the spacing. The second half is the personality part: how we sound, what we say, what we never say.

It exists because brand is what shows up when nobody is looking. When we send you a SharePoint page, a Word doc, or a Power BI report, you should be able to tell at a glance that we made it; not because of a stamp on the cover, but because the whole thing feels considered. This guide is how we keep that consistent.

A small ask: If you would prefer your deliverables in your brand instead of ours, hand us your style guide and we will use that. If you do not have one yet, this document might give you some ideas of what one looks like; and if you would like, we can help you build one.



Our approach

We deliver a complete experience; understanding your goals, addressing pain points, and developing tailored strategies that combine innovation with practicality. Most of our projects include strategy, solution implementation, user training, documentation, and post-launch support. We take pride in bridging the gap between people, business, and technology; empowering teams to thrive in today's digital world.

Our experience spans industries, with projects ranging from Microsoft 365 adoption and SharePoint migrations to Power Platform solution development, Power BI dashboards, and third-party integrations. We have served as Microsoft 365 organizational administrators for hundreds of organizations and architected many large-scale cloud solutions; our largest deployed application supports more than 5,000 users across 15 countries.



The Basics

Our name

"Bauer Automate" is two words, both capitalised. Not "BauerAutomate", not "Bauer-Automate", not "BA" except as an internal acronym. When in doubt, write it out.

Our tagline

Collaboration, Transformation & Optimization.

Three words that describe how we work, in the order they happen. We collaborate to understand the work; we transform the way it gets done; we optimize what we built so it keeps getting better. Use the ampersand version ("Collaboration, Transformation & Optimization") for hero space (a website headline, the title slide of a deck). Use the bullet-separated version ("Collaboration • Transformation • Optimization") when the words are appearing as a sub-line under the logo.

What we do, in one sentence

We build Microsoft 365 and Power Platform solutions that survive the consultant leaving.

Our vision

Empowering Tomorrow, Together. Through **collaboration**, we drive **transformation** and deliver **optimization**; improving day-to-day operational productivity by turning the tools you already trust into powerful solutions.



Our Values, In Our Words

Bring passion to your work

Love yourself · Love what you do · Love who you do it with · Love who you do it for

Love yourself

Show up whole. Your wellbeing is the foundation everything else rests on. You cannot pour from an empty cup, and you cannot do your best work when you are running on empty.

FOUNDATION

Love what you do

Bring curiosity to every build. If it is worth automating, it is worth doing beautifully. The craft matters. Pride in the work is not vanity — it is the standard.

OPTIMIZATION

Love who you do it with

Co-create, listen, and lift each other. The team is not a means to the work — the team is part of the work. Build trust first; everything else follows.

COLLABORATION

Love who you do it for

Every flow we build, every app we ship, changes someone's working day. Remember the person at the end of the process. That is why it matters.

TRANSFORMATION

Our three values The lens for every project decision

Collaboration

We co-create and listen. We empower boots-on-the-ground users as champions to leverage their expertise. We build solutions with you or for you, so you are fully equipped to use everything we deliver.

Transformation

We turn ideas into practical change by modernizing processes with the tools you already use; enabling meaningful change without unnecessary complexity or cost, combining innovation with usability so new ways of working actually stick.

Optimization

We make things smarter, faster, and better, striving for improvement at each step in the process to ultimately improve your organizational productivity.

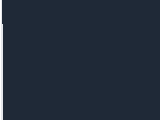
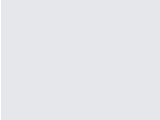
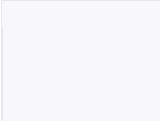
THE LEGO-BRICKS IDEA

We automate your business by using the "Lego bricks" you already own — leveraging your existing tools instead of starting from scratch or recommending costly and risky alternatives. Reach for this metaphor when explaining how we approach a build.



Colours

Our primary palette is short on purpose. Three colours do most of the work; the rest are accents and neutrals.

Swatch	Name and hex	When we use it
	Bauer Power #5D2F8F	The brand. Used on logos, headlines, table headers, and anywhere we need to feel like ourselves.
	Bauer Nightfall #3F1F66	Darker variant. Hover states, gradient mid-tones, secondary headers, the totals row in spreadsheets.
	Black Cat #1F2937	Body text. Reads warmer than pure black; pairs nicely with our purples.
	Pure White #FFFFFF	Default light-mode background. Body text on dark backgrounds.
	Sunny Gold #FFC300	A gentle accent. Single highlights, the occasional chart series, never on a white background at body size (the contrast fails).
	Tabby Grey #4B5563	Captions, secondary body text, less-important rows.
	Ghost Cat #E5E7EB	Light gridlines, subtle dividers, the line under a paragraph.
	Whisker White #F8F7FA	Subtle on-white tint with a touch of purple in it. Zebra stripes in tables, soft fills.



The Signature Gradient

After the logo, the gradient is our strongest visual asset. It is a radial bloom: bright purple in the upper centre, fading to near-black at the corners. We use it on title slides, hero sections, video intros, and Teams meeting backgrounds.

We do not use it on body content backgrounds; the contrast is too low to read text against. White or Whisker White carry body content; the gradient carries hero moments.



Pre-rendered gradient PNGs ship in the brand asset pack at four sizes: 4K wallpaper, 1080p slide, 1080p title slide, and a slim banner for document headers and email banners.



Fonts

Two fonts. Montserrat for headings. Open Sans for slide body text. Both are free and are part of Microsoft 365 as Cloud Fonts, all three pair well together.

Montserrat

Used in: Headings slide titles and big stat callouts.

Why: has personality without shouting; makes a slide title feel intentional rather than a default.

**The quick brown fox jumps
over the lazy dog.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

This pangram is set in Montserrat Bold; the alphabet line is Montserrat Regular.

Open Sans

Used in: Body text and speaker notes.

Why: the most legible body sans-serif at projector distances. Optimised for screens.

**The quick brown fox jumps over
the lazy dog.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

This pangram is set in Open Sans Bold; the alphabet line is Open Sans Regular.

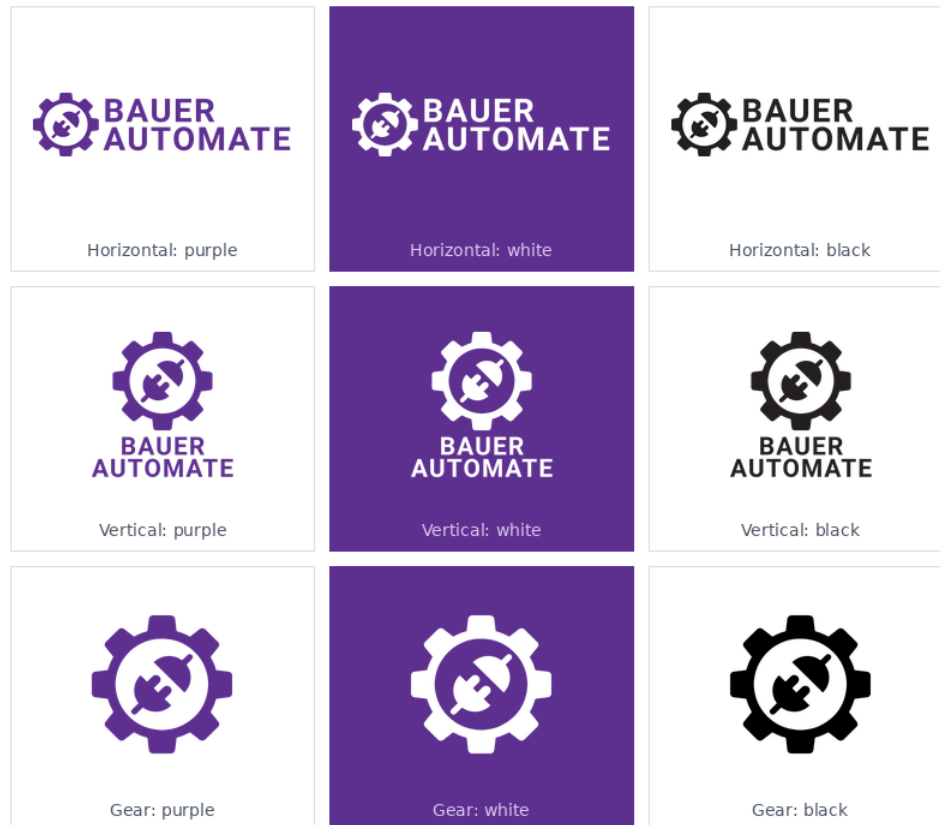
When the brand fonts are not available

Fall back to Calibri, then Segoe UI, then Arial. Microsoft 365 should resolve our brand fonts as Cloud Fonts for any signed-in user; the fallback only kicks in for offline machines and very old Office versions.



The Logo System

Our logo comes in three lockups (horizontal, vertical, gear-only) and three colour variants (purple, white, black). The full system below shows every combination and the background it pairs with.



Choosing The Right Variant

- Purple: for white or very light backgrounds.
- White: for Bauer Power or any dark background.
- Black with white circle: for grayscale print or busy photographic backgrounds (the white circle gives the gear isolation).

Choosing The Right Lockup

- Horizontal: default. Use for letterhead, web headers, slide footers, email banners.
- Vertical: when the available space is roughly square (social profile, slide title centrepiece, app icon background).
- Gear-only: when there is room for a mark but not the wordmark (favicon, small badge, Teams meeting bug).



Clear Space

Leave a buffer around the logo equal to the height of the gear. Nothing crosses into that buffer; not text, not lines, not the edge of a slide.



Logo Do's and Don'ts

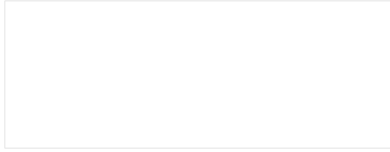
The logo earns its keep when it stays consistent. The grid below shows the four ways to use it correctly and eight common mistakes. Treat any of the "don't" examples as a defect; if you see one in a deliverable, fix it before sending.

✓ DO  <i>Purple logo on white. The default.</i>	✓ DO  <i>White logo on brand purple.</i>
✓ DO  <i>Vertical lockup in square space.</i>	✓ DO  <i>Gear-only for tight spaces.</i>

✗ DON'T  <i>Do not stretch horizontally.</i>	✗ DON'T  <i>Do not squash or skew.</i>
✗ DON'T  <i>Do not rotate or tilt.</i>	✗ DON'T  <i>Do not recolour. Use the file with the right colour built in.</i>
✗ DON'T  <i>Do not add a drop shadow, glow, or blur.</i>	✗ DON'T  <i>Do not place purple on purple. Switch to white logo.</i>



X DON'T



Do not place white on white. Switch to purple logo.

X DON'T



Do not add an outline or stroke.



How We Sound

We are a quirky, trustworthy, reliable friend with a spark of personality. Think nerdy mentor, the older sibling who has done the thing before and is happy to walk you through it.

We are friendly and conversational. We sound like humans, not corporate brochures. We use light wit, the occasional pun or dad joke when natural, but clarity always wins. We empower people instead of gatekeeping.

Our confidence has a particular flavour: a little like a puppy who wants to show you something that excites them, in the hope you get a little excited too. Not arrogantly showing it off; just wanting to show their best friend because we think they will like it too. Eager, generous, a touch goofy, never preening.

Things We Say

- "We help you get more out of the tools you are already paying for."
- "We automate the boring stuff so your team can focus on what matters."
- "Use what you have, but better."
- "If you can describe it in a sentence, we can probably automate it in a week."
- "We build things that survive the consultant leaving."
- "We use the Lego bricks you already own."

Things We Never Say

- "Synergy", "synergize", or any other word from the corporate jargon dictionary.
- "Leverage" used as a verb. Use "use", "build on", or "make the most of".
- "Stakeholder". We say "the client", "the team", "the sponsor", or "the people doing the work".
- "Reach out", "touch base", "circle back", "drill down". All of these are translatable to plain English.
- "Best-in-class", "world-class", "cutting-edge". Cliché. Show, do not tell.
- "Operationalize". Use "put into practice", "make routine", or "ship it".

Words We Use Carefully

These are not banned; they earn their keep when the work behind them is real. Avoid them when they would overpromise or paper over thin thinking.



- "Solutioning": fine for an actual collaborative design session. Avoid as a stand-in for "we will figure it out later".
- "Ideating": fine in a workshop or whiteboard context. Avoid as fluff in a status update where "we discussed options" would do.
- "Right-size": fine when describing capacity, licensing, or scope choices. Avoid as a soft euphemism for cutting scope without acknowledging the cut.



Punctuation House Rules

- No em dashes. We use semicolons, commas, parentheses, or rewrite the sentence. The em dash (—) does not appear in our writing.
- Oxford comma, always. "Power Apps, Power Automate, and Power BI."
- Sentence case for headings. "Project charter", not "Project Charter". Proper nouns and product names keep their capitalisation.
- Smart quotes, always (curly), except in code blocks.
- One space after a period.
- Acronyms defined on first use, then used freely. SharePoint Online (SPO); Center of Excellence (CoE).



Things You Can Take for Your Own Brand

If you are reading this because you are about to build a brand guide for your own organisation, here is the short list of what to actually decide before you write any of the long parts:

- Pick three colours. One primary, one darker variant, one accent. Do not pick five.
- Pick two fonts. One for headings, one for body. Roboto, Montserrat, Open Sans, Inter, Lato, and Source Sans are all free, well-supported in Microsoft 365, and hard to get wrong.
- Decide your logo lockups (horizontal, vertical, mark-only) and have a colour variant for light backgrounds and a colour variant for dark backgrounds.
- Write three short value statements; ours are Collaboration, Transformation, and Optimization. Three is enough.
- Write a paragraph in your voice. Read it aloud. If it sounds like a vendor brochure, rewrite it.
- Pick three things you say a lot, and three things you never say. Most of voice consistency is just blocking the wrong words from sneaking in.
- Decide your punctuation rules: em dashes, Oxford comma, sentence case versus title case. Pick once, apply forever.
- Write the brand QA checklist. The act of writing it teaches you what you actually care about.



How To Apply This Brand to a Deliverable

At the level of a single document, slide deck, or spreadsheet, the answer is: load this guide alongside the right tool and produce something on-brand on the first try. We use a Claude skill called bauer-brand-standard to do exactly this, and any team member or AI assistant should be able to point at this document and get the same result.

That is the floor. Here is what the ceiling looks like.



What Comes Next: The Full Branding Package

A brand style guide like this one is the foundation. Once it is locked, we deploy it into every surface where your team creates work; not just the templates, but the defaults, the right-click menus, the email signatures, the meeting backgrounds, the AI agents. The goal is that nobody ever has to think about brand again; every path of least resistance produces something on-brand by default.

Concretely, we generate four things from a finalised brand standard:

- A Claude skill (this one, in your brand), so any document, deck, or spreadsheet Claude touches comes out on-brand from the first draft.
- A Copilot Studio skill, so the same brand voice and visual rules apply to Microsoft Copilot agents and Copilot-generated content across your tenant.
- A Clipchamp brand kit, so every video your team produces uses your colours, fonts, logos, and lower-thirds without anyone having to set them.
- A managed SharePoint and Microsoft Intune deployment that pushes branded Word, PowerPoint, Excel, Outlook, OneNote, and Power BI templates to every workstation in your tenant; updates to the central SharePoint library propagate to connected machines in minutes, not days.

The deployment also covers the boring-but-critical edges: the Office "File > New" gallery shows only your templates, the Windows right-click "New+" menu offers branded files and folder structures, Outlook signatures are centrally managed, Teams and Zoom backgrounds are pre-loaded, the Windows desktop and lock screen reflect your brand, and a security baseline protects against the usual macro and add-in mistakes. PowerToys, Notepad++, and a few other productivity tools ship pre-configured so your team is faster from day one, not just more consistent.

Built to be maintained by your team: Templates and assets live in a SharePoint library that your marketing or brand administrators own directly; no IT tickets for routine changes. Update a letterhead at 10:00 AM and the firm is using it by 10:15 AM. Native Microsoft tooling end to end: Intune, OneDrive, SharePoint, Microsoft 365 Apps policies. No third-party agents, no vendor lock-in beyond what you already have.

A fuller demo document describing the comprehensive package is available on request; ask Ryley or any of the team.



Get in Touch

Bauer Automate

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Awards: Calgary Economic Development TAP Exporter of the Year (2023); CIO Review Top 10 Promising Microsoft Solutions Providers (2023, 2024); SAIT Capstone Partner of the Year (2024); Corporate Live Wire Innovation & Excellence Awards (2024, 2025).

Land acknowledgement

We acknowledge that we live and work on Treaty 7 Territory and across Alberta, honouring the traditional lands of the Blackfoot Confederacy, Tsuut'ina Nation, Îyâxe Nakoda Nations, and the Métis Nation of Alberta, and remain committed to respectful relationships with Indigenous Peoples wherever we operate.

Inclusivity

We are dedicated to building an inclusive technology community; championing diversity, equity, and opportunity so people of all backgrounds, identities, and experiences can collaborate, innovate, and thrive.

