

Brand identity Style guides

Design

Logo & Brand Identity Guidelines

Company

BSBKMG

Date

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Designer

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Logo training channel

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Logo Specifics

Logomark

Our logo is the face of BSBKMG - the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

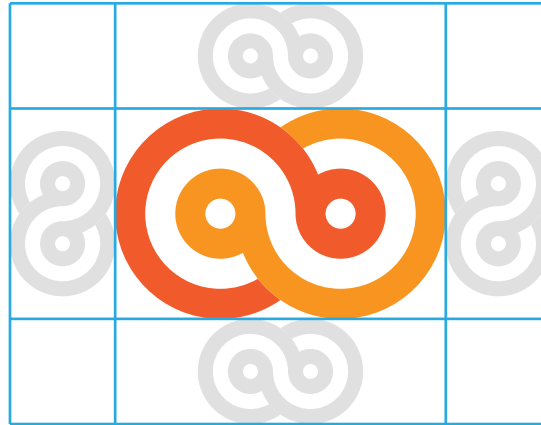


Primary Logomark



Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R.



Logo Variation

BSBKMG logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or orange color logo.

The logo consists of the lowercase text "bsbkmg" in a bold, dark blue font, followed by a circular icon. The icon is composed of two overlapping circles: the left one is orange and the right one is white with an orange outline.

Full colour

The logo consists of the lowercase text "bsbkmg" in a bold, white font, followed by the same circular icon as in the previous variation, set against a solid black background.

Full colour with background

The logo consists of the lowercase text "bsbkmg" in a bold, orange font, followed by the circular icon, which is also rendered in orange on a white background.

One colour

The logo consists of the lowercase text "bsbkmg" in a bold, white font, followed by the circular icon, which is also rendered in white on a solid orange background.

One colour : Reverse

Background



Colour Specification

Primary Colours



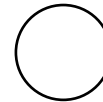
CMYK 0 80 93 0
HEX #F15B2B
PMS P 171C



0 49 98 0
#F89521
P 715 C



CMYK 0 52 53 0
HEX #303642
PMS P 432 C



0 0 0 0
#FFFFFF
BLANC

Colour Specification

Secondary Colours



CMYK

62 9 0 0

HEX

#4BB8E9

PMS

298 C



CMYK

78 74 0 0

HEX

#5558A6

PMS

266 C



CMYK

75 68 67 90

HEX

#000000

PMS

NOIR



CMYK

0 71 12 0

HEX

#F1709B

PMS

P190 C

Typography in Use

The Typeface Family

Only one font styles are used for the logo, typeface family: Nexa

Nexa (bold) When to Use:

NEXA (bold) is the primary font used for the logotype/ logo wording and headings.

Nexa (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Nexa (light) When to Use:

Nexa (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Nexa (light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Logo Best Practices

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Nexa



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



Stationery

business card

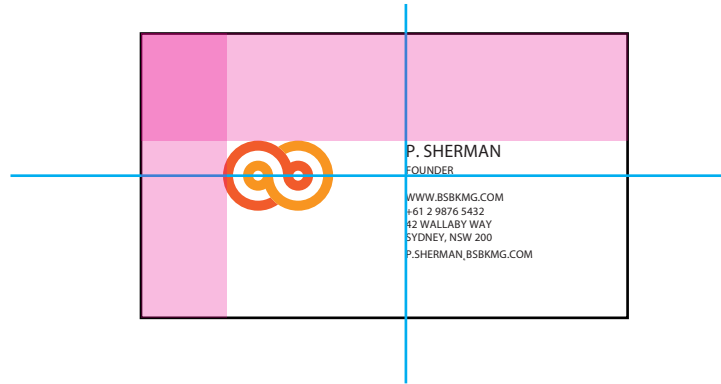
95mm * 55mm

front

- distance from top 15mm
- distance from left 10mm
- name 12pt
- job title 8pt
- details 8pt

back

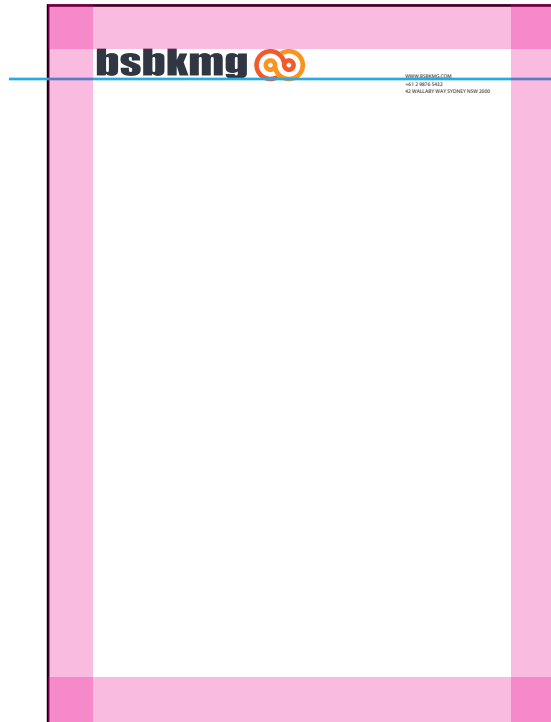
- centred logo with black background



Stationery

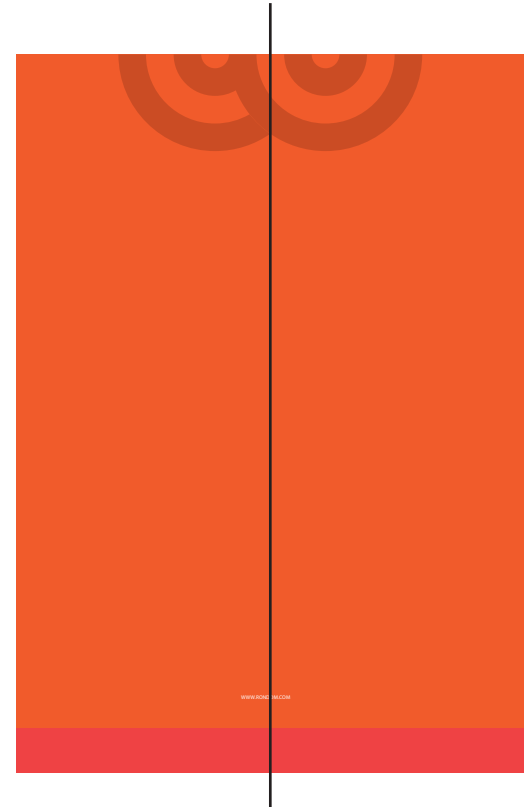
front letterhead

- Logo width 58mm
- Logo distance from left margin 20mm
- The distance between top margin and logo is equal with 2 times the logo height



back letterhead

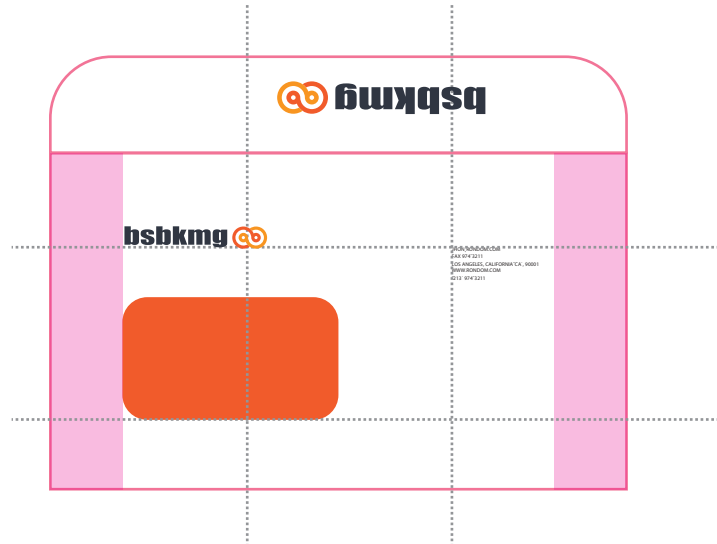
- Type is centred on page and aligned bottom with the info placed on front (20mm from the page bottom)
- Logo detail from top is centred on the page and cut to 50% height
- The logo detail black transparency set to 16%



Stationery

Envelope

- Logo width 48mm
- Logo distance from left margin 20mm
- type distance from right margin 20mm



Pattern

Pattern

Pattern is one of the main elements in BSBKMG brand identity. They are intended to be repeatable to be used in wide variety of applications. Our inspiration comes from the BSBKMG logo



Application

