
BGR

TABLE OF CONTENTS

<i>Section</i>	<i>Title</i>	<i>Page</i>
0.0	INTRODUCTION	3
1.0	LOGOTYPE	4
1.1	BGR Logotype	5
1.2	Logotype Clearance	6
1.3	Logotype Dos & Don'ts	7
2.0	ICONOGRAPHY	8
2.1	BGR Iconography	9
3.0	COLORS	10
3.1	Color Palette	11
3.2	Logotype on Color	12
3.3	Logotype on Image	13
4.0	TYPOGRAPHY	14
4.1	Primary Typography	15
4.2	Secondary Typography	16



The goal of this document is to define guidelines for the use of BGR's visual identity when designing applications for the brand. Throughout all media—publications, websites, mobile apps, advertising, signage, products, letterhead, or business cards—layout, color and typography should be orchestrated to impart a unified “signature”.

The essence of BGR's visual identity is the combination of individual elements to take a strong graphic position. Clear and consistent use of the logotype and bold contrasts in the use of color and typography are essential for the expression of this brand. The strength of BGR's visual identity is simplicity and embellishments such as additional graphic symbols and iconography should be used sparingly.

1.0

LOGOTYPE

1.1**BGR LOGOTYPE**

The logotype for print is available as an .eps file in the Brand Library. Also available in the library is a set of logotypes created specifically for screen usage. They will display perfectly on the pixel grid. In order to maintain their proper shape and crispness, they should never be resized in any way, nor should they be used in any print application.

Logotype, Blue

The image shows the logotype 'BGR' in a bold, sans-serif font, rendered in a vibrant blue color. The letters are thick and have a clean, modern appearance.

Logotype, Black

The image shows the logotype 'BGR' in a bold, sans-serif font, rendered in black. The letters are thick and have a clean, modern appearance, matching the blue version above.

1.2

LOGOTYPE CLEARANCE

To ensure legibility and to prevent any obstruction of the BGR logotype, always maintain a minimum space around it equal to the determined "X" unit of the logotype.

X = 1/2 Height of "B"



1.3

LOGOTYPE DOS & DON'TS

The correct variations of the BGR logotype are supplied in the Brand Library. Always use the source files provided to create a logotype. The logotype should not be altered in any way.



DO NOT change the color of all or part of logotype



DO NOT use gradient on logotype (colors needs to be solid)



DO NOT cut the logotype



DO NOT distort the logotype



DO NOT change the proportion of any part of logotype



DO NOT apply effect on logotype

2.0

ICONOGRAPHY

2.1**BGR ICONOGRAPHY**

The BGR icon is derived from the "G" of the logotype, and embraces the equity of the recognized power symbol. Each color variation is available as .eps files in the Brand Library for both screen and print use.

Icon, Blue



Icon, Black



3.0

COLORS

3.1

COLOR PALETTE

The brand color palette, composed of primary colors and secondary colors, should be enough for brand expression. No new colors should be used (other than those brought in by photography).

Primary Colors



Blue
R 0 / G 160 / B 255
#00A0FF

Black
R 0 / G 0 / B 0
#000000

White
R 255 / G 255 / B 255
#FFFFFF

Secondary Colors



Dark Gray
R 54 / G 54 / B 54
#363636

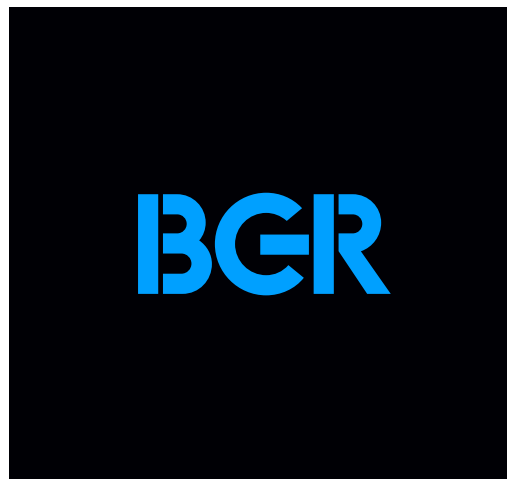
Cool Gray
R 115 / G 115 / B 115
#737373

Light Gray
R 242 / G 242 / B 242
#F2F2F2

3.2

LOGOTYPE ON COLOR

Depending on the color it displays on, the logotype is either Blue or White. Blue should only be used when background is light or dark. White should only be used when background is light.

Light Color Combination*Medium Color Combination**Dark Color Combination**Full Color Combination*

3.3

LOGOTYPE ON IMAGE

When appearing atop an image, the Logotype should always be 100% white. Only as a Watermark should the Logotype be used at an opacity (30%).

Light-Tone Image*Medium-Tone Image**Dark-Tone Image**Watermark*

4.0

TYPOGRAPHY

4.1

PRIMARY TYPOGRAPHY

ITC Franklin Gothic Demi Condensed and Medium weights are used as primary brand typography. It should be used for for top level elements in all caps. Available as Webfont.

ITC Franklin Gothic Demi Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)**

ITC Franklin Gothic Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)**

Aa

4.2

SECONDARY TYPOGRAPHY

PT Serif in regular and italic weights are used as secondary typography. Regular should be used for body text and more general secondary level elements on screen. Italic should be used for pull quotes and other special text areas. Available as Webfont.

PT Serif

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890\$%&(.,;:#!?)

PT Serif Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890\$%&(.,;:#!?)*

Aa

