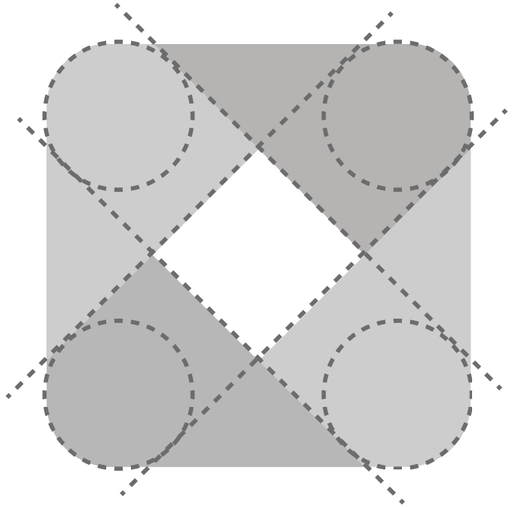
Logo Guidelines

Buk Technology

Logo_Buk Technology

Logo Spacing

Logo Grid



Logo Variations_White Background

Full Logo with tagline

Logo without tagline

Symbol Alone

Logo Variations_Black Background

Full Logo with tagline

Logo without tagline

Symbol Alone

Logo usage examples

Logo with white background

Logo with black background

Logo with color background

Likewise, the same rules apply for logomarks when used alone.

Logo symbol usage examples

Likewise, the same rules apply for logomarks when used alone.

One color usage

The one-color logo should be used only on photographs and color backgrounds within the Buk color palette.

The one-color logo should be only on black and white colorways.

If using an green background, we strongly prefer to use the full-color logo. However, if design limitations conflict with this, then the logo should appear in white on aubergine.

Logo misuse

Do not crop the logo

Do not distort the logo

Do not change the transparency of the logo

Do not use drop shadows or any other effects

Do not shuffle around the colors of the main logo

Do not re-create using any other typeface

Do not use different colors

Do not outline logotype

Do not change the size or position of the logotype

Do not rotate any part of the logo

Core colors

Use these color proportions in any layout or collateral design. Blue, green and aubergine can be used as accent colors in the proportions shown on the right.

Use only black or white text on core colors as outlined on the right. Do not interchange the use of black and white text according to preference, as these color combinations are specifically approved for accessibility.

#A4DC66

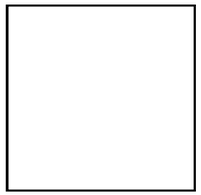
#43DC66

#5500E7

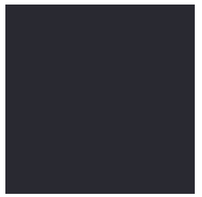
#A736E7

#05F3FF

#0068FF



#ffffff



#292931

Thank you

Buk Technology