bzedge

Official Branding Guide

Table of Contents

Full Color

The logo should be CMYK (.eps files) for all print, and RGB (.png files) for all digital. There are 3 variations in which the logo can appear ▯Icon, Portrait, and Landscape. The wordmark ▯BZedge▯ must always include the icon logo. The logo should be used on a dark background when possible.

Reverse, Grey, and B&W

▯The reverse logo should only be used when the background color is too light and white text is not visible.

▯The grey logo should only be used when color printing is not available. Do not use the color logo and allow the computer settings to convert to greyscale.

▯The black and white color logo should only be used when solely 1 solid color can be outputted. It is not a standard option for the brand (Only when greyscale or full color is not an option).

Proper Use of the Brand

The logo should be CMYK (.eps files) for all print, and RGB (.png files) for all digital. There are 3 variations in which the logo can appear ⎕Icon, Portrait, and Landscape. The wordmark ⎕BZedge⎕ must always include the icon logo.

Consistency is critical when using the BZedge logo.

1. Do not shrink or stretch the logo.

2. Do not add effects to the logo, such as a drop shadow or outlines.

3. Do not reproduce the logo at an angle.

4. Do not alter the relationship of the icon and the type.

5. Do not alter the relationship of any of the letters in the logo.

6. Do not incorporate the logo as part of a sentence.

7. Do ensure you are using the correct version of the logo that has been provided.

8. Do not use the logo in any color other than the colors provided.

9. Only place the logo on appropriate background colors. Do not place it on colors that clash with the logos or colors that are too similar to the logo.

10. If placing the logo over a photo, ensure that the logo is readable and stands out.

11. Do ensure that there is enough negative space around the logo.

12. Do make sure you are using the appropriate logo for the appropriate use:

    ⎕The ⎕rev⎕(reverse) logo should be used on lighter backgrounds only.

    ⎕The ⎕grey⎕logo should be used when printing willl be only in greyscale.

    ⎕The ⎕por⎕(portrait) logo should be used whenever possible, if there is enough room around the logo.

    ⎕The ⎕dsp⎕(landscape) logo should be used when the logo is being used in a wide, short space.

Do's

Leave margins that are the height of the BZedge icon.

Use the reverse logo on backgrounds that are are light, and on light photo backgrounds.

No distracting elements in clear space area,

Don'ts

Squish or stretch

Drop Shadow

Angle

No patterend or other coloured background aside from brand colors


Reverse logo on dark photo

Light logo on light/busy background

Brand Colors

Adhering to the approved color palette is crucial to achieving a distinctive look for BZedge. The logo must always be used with the full color palette unless, outputted, the logo only allows for two colors.

The logo utilizes the following gradient which should be used unless a solid color is required.

CMKY 65 0 10 0
RGB 51 195 224

CMKY 85 25 0 0
RGB 0 148 197
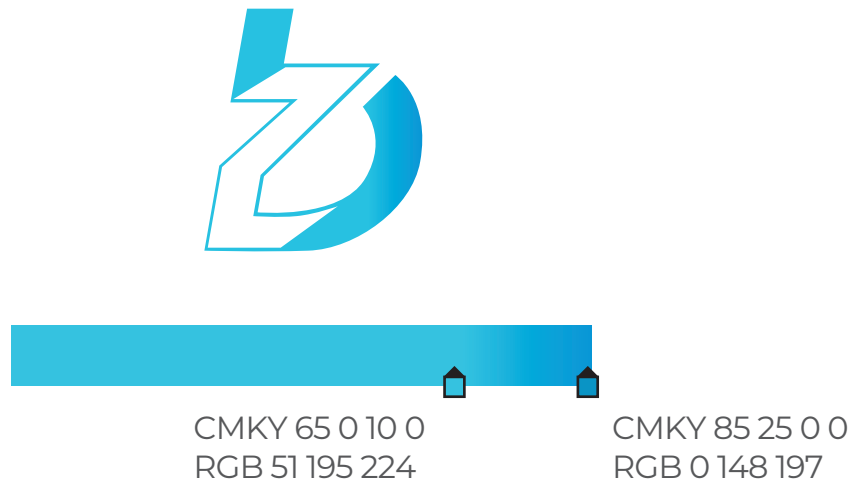
Solid Print Colors
(CMYK for printed products)

C 65
M 0
Y 10
K 0

C 0
M 0
Y 0
K 100

Solid Digital Colors
(RGB for printed products)

R 51
G 195
B 224

R 35
G 31
B 32

Corporate Fonts

A corporate font should look great and be functional. The font selected provides the BZedge brand with strong visual structures to communicate our message.

The following font family provides a wide range of expressive possibilities while maintaining a strong visual structure.

Gill Sans SemiBold Italic

bzedge logo

Barlow Bold

Headers & Titles

Barlow Light

Header 2 Style

Barlow Regular

Body Copy style that is used for the main content of text across all platforms — print & digital.

Size of the Logo

The logo should always be presented at an appropriate reading size. Do not include tagline when under 2 in width (portrait and landscape).

Portrait

Minimum size of the portrait
logo should be 0.75

Landscape

Minimum size of the landscape
logo should be 1

BRANDING BY BLOCKTHRASHER

blockthrasher@protonmail.com | t1RfLrn6qPuBeBaUbnngKCkqRnpPHgd9AbB