Logo
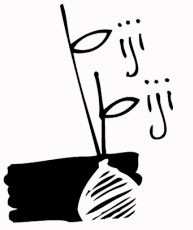# Usage

The Logo

The Biji-biji logo must feature prominently in all visual communications, standing alone without amalgamation with other symbols or graphics. "Prominently displayed" denotes positioning the logo on the cover or at the outset of visual communications, maintaining clear space for readability, and adhering to the stipulated minimum size to preserve visibility and impact.

The primary logo is required on all print media (brochures, periodicals, etc.), all advertising, websites, all other media, and external communications according to appropriate guidelines.

The Spelling

Our brand name is meticulously stylized as "Biji-biji Initiative." Note that only the initial "Biji" is capitalized, emphasizing the organic and interconnected nature of our innovative initiatives. Furthermore, "Initiative" is deliberately spelled without an "s," underscoring the singular focus and commitment embedded in our approach.

✅ **Biji-biji Initiative**   - Correctly spelled

❌ **Biji-Biji Initiative**   - Only first "biji" is capitalized

❌ **Biji-biji Initiatives**   - "Initiative" is singular

The Restrictions

To ensure the consistency and legibility of the logo, there are certain restrictions that should be applied to the logo.

Colour scheme
Do not stray from the color palette.

Elements of Logo
Do not rearrange elements of the logo.

Disproportionate scaling
Do not stretch or distort the logo.

Logo Orientation
Do not change the orientation of the logo

Drop Shadow
Do not use drop shadows when reproducing the logo

The Size

The application of the logo must not be less than 15mm in width as it will affect the legibility of the logo.

Preferred sizes for standard paper formats:

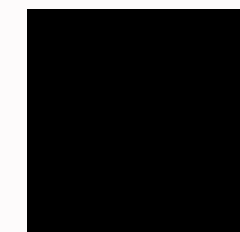|	
Smallest Size	15mm
Name Card	15mm
A4	>25mm
A3	>35mm

15mm

25mm

35mm

The Colour

The logo is always displayed in solid black, which was used to ensure visibility on a variety of surfaces. To guarantee visibility, it is advised against placing the logo on surfaces with deeper colors.

To preserve the integrity of the logo in a variety of settings, a solid white substitute color may be utilized in cases when the original black is inappropriate.
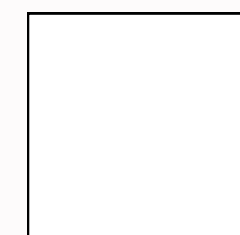
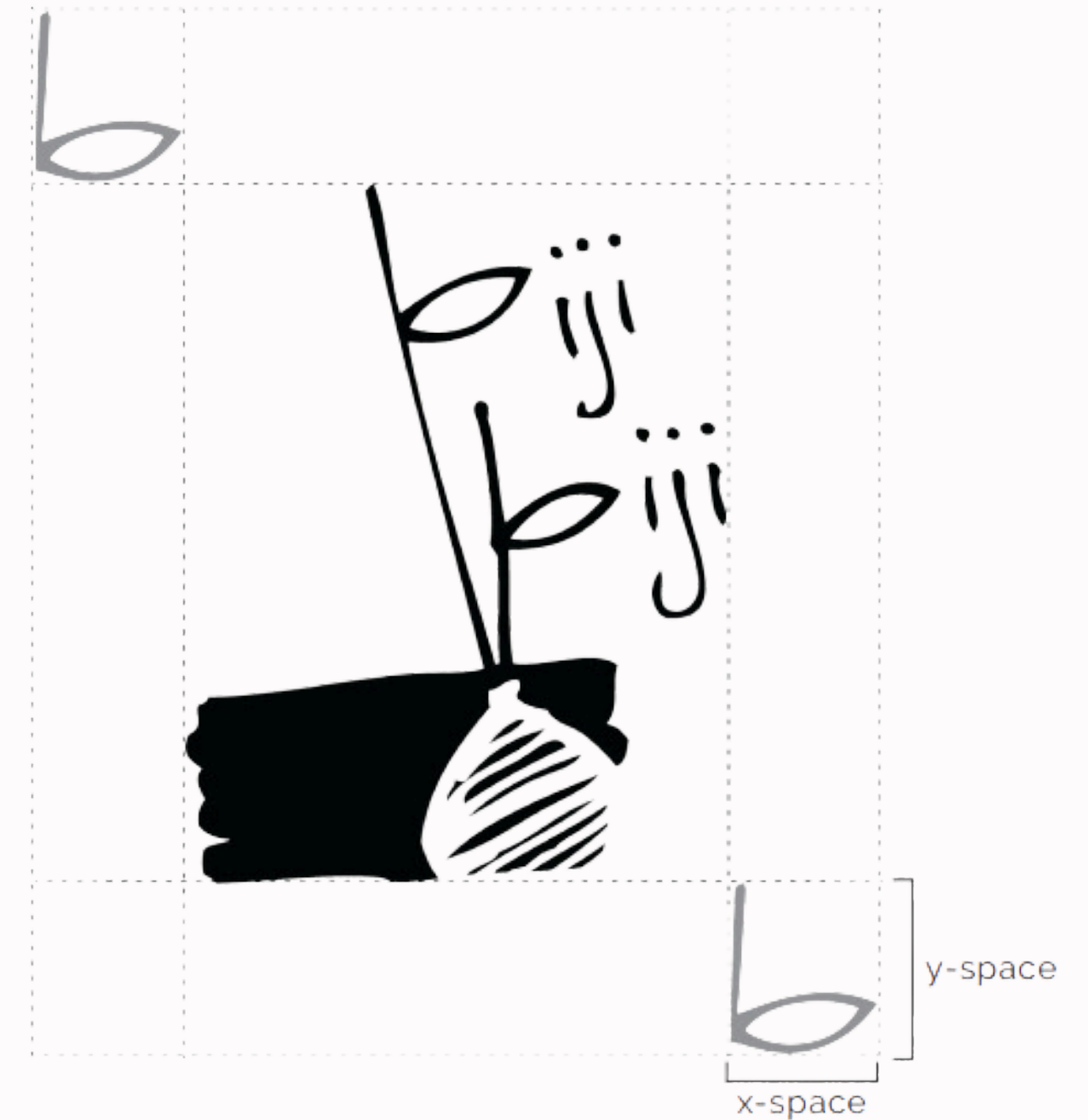ORIGINAL COLOUR

BLACK
#000000

ALTERNATIVE COLOUR

WHITE
#ffffff

The White Space

The minimum white space as referred to 'x-space' and 'y-space' is constant and is to be maintained when the logo is proportionally enlarged or reduced in size.
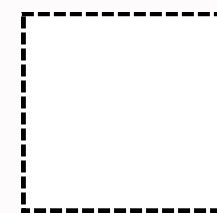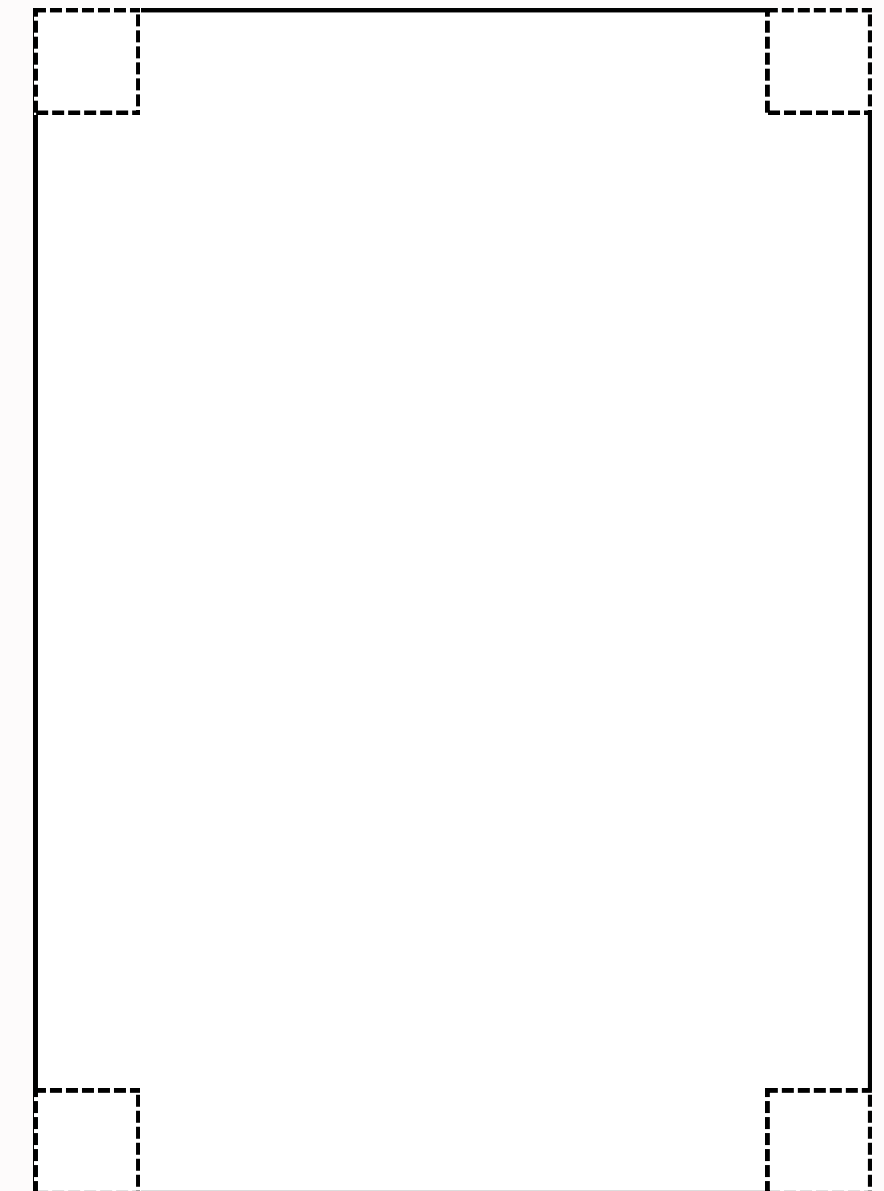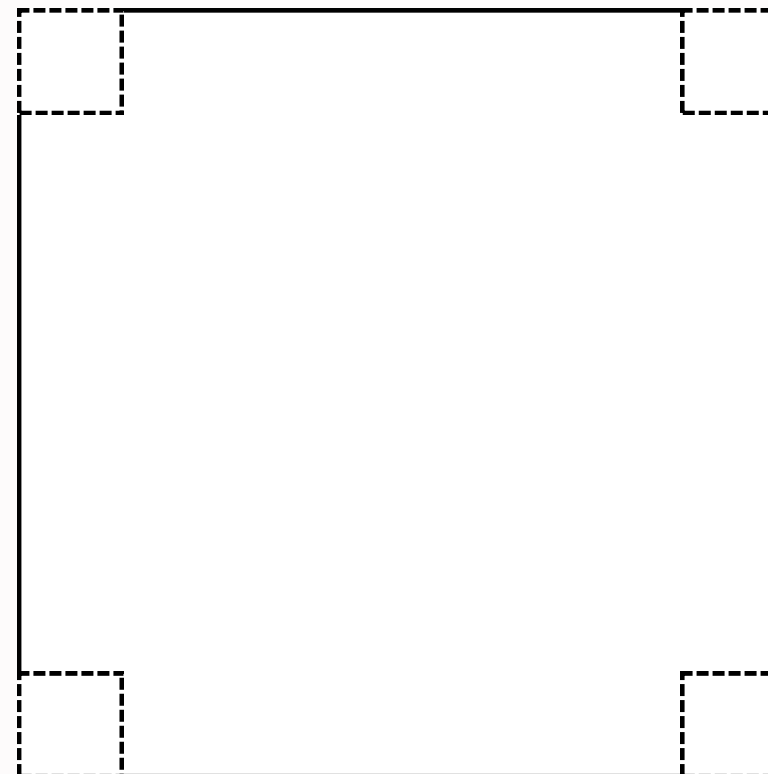
y-space

x-space

The Position

When the logo is used on its own it is always positioned as shown, adhering to isolation zone rules. In such to ensure optimal readability and recognition of the logo.

Note: Watermark must be added to all photos posted on social media and sent to members of the public, including press.

=   Logo Position
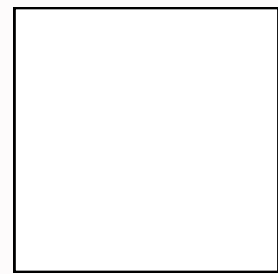
Corporate
Colour & Typeface

Corporate Colour

The corporate colour is solid black and white.

BLACK
#000000

WHITE
#ffffff

Alternative Colour

GRAYSCALE

Corporate Typeface

The typeface family 'Raleway' has been selected for corporate use.

Raleway Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Raleway Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Raleway Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Raleway Black

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )