

Brand Guide



Logotype_Primary Version



Primary Black Logotype

Primary White Logotype



Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to the height of the letter "B" from logotype.



Smallest size use

There are no predetermined sizes for the BookingSync logo. Scale should be determined by the available space, function and visibility. There is no preset maximum size for logo. Minimum sizes are as shown here.



Minimum print size 30 mm wide.
Minimum digital size 150 pixels wide.

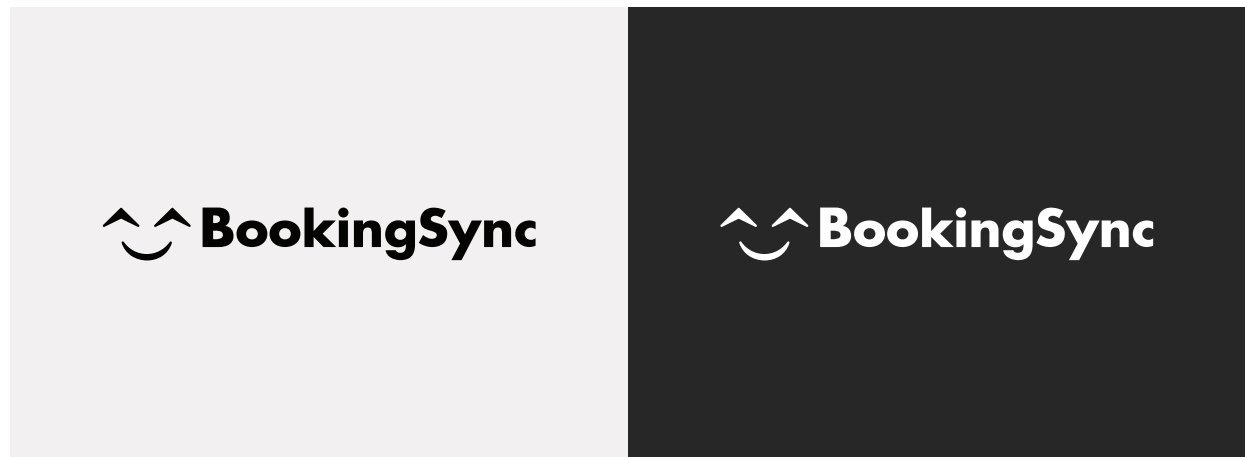
Secondary Colors

The logo can be used on secondary color backgrounds, which are all pre-defined and explained in the section **Color_Color Pallete**. For maximum clarity, the color of the logo has been modified to fit these green/yellow backgrounds.



Monochromatic

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.



Symbol as part of the logo

The symbol of a smiling face could be used as part of the logo only in the primary version. Never use the variations of symbol as an alternative in logo.

Multipurpose Usage

All other variations of the symbol can be used anywhere in the app and marketing materials. Usage should be determined by the available space, aesthetics, function and visibility.

Primary Symbol



Logotype Don'ts

To make ensure logotype consistency throughout all communications, we've identified a few ways we don't want our logotype to appear.



DON'T distort, stretch, or alter the logo in any way



DON'T rotate logo



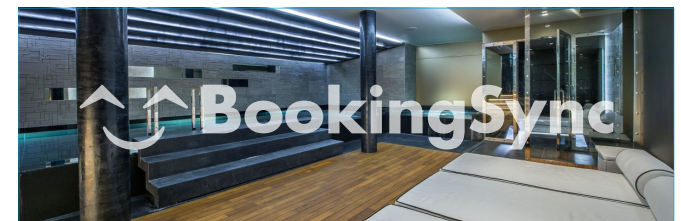
DON'T place the logo over colors other than specified (section Color_Color Pallete)



DON'T add drop shadows, bevels or other effects



DON'T use gradients within the logo



DON'T apply transparency effects to the logo

Pattern

Pattern can be used as a secondary element in ads, posters, or collateral. The pattern has been developed from a graphic element of the primary symbol and cloned to a pattern. It can use used in different sizes. Only the color palette must remain consistent, as defined by the guidelines.



Logo + pattern

If used alongside the logo, it's highly recommended to clean the pattern elements around the area of the logo. Colors can be combined as shown in the examples.



Symbol + pattern

Combine predefined colors with enough safe-zone space around the symbol to create a more versatile texture for app or marketing materials.



...More symbols are their variations
are included in source files

What colors to use

Light Blue

#129ad6
R18 G154 B214
C75 M24 Y0 K0

Dark Gray

#4d4d59
R77 G77 B89
C70 M63 Y48 K31

Dark Blue

#1f3263
R31 G50 B99
C100 M89 Y33 K22

Green

#3db559
R61 G181 B89
C73 M0 Y89 K0

Yellow

#f7c332
R247 G195 B50
C3 M23 Y91 K0

Typography

Typography is a key element for communicating a unified personality for BookingSync. We've chosen Open Sans, a typeface with an upright stress, and a neutral, yet friendly appearance.

Open Sans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Open Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Thank You



© 2015 BookingSync | All rights reserved