



**BRAND GUIDE**

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## BAND-AID GUIDE **BRAND CHARACTERISTICS**

The Band-Aid logo is composed out of a singular ellipse, with two different coloured halves. Inside of the full ellipse, the company name “Band-Aid” is also show-cased.

The top half of the logo is coloured white with black text for the word “BAND”. The white background and black text provide contrast, brining attention to the word “BAND”. This is where the eyes should immediately go when looking at the logo.

The bottom half has a red-to-black gradient with white text used for the word “AID”. The word “AID” has a black drop shadow, to provide depth to the logo. The red-to-black gradient also adds more depth as the darker edges feel deeper in the logo.



## BAND-AID GUIDE COMPLETED LOGO DESIGN

This is the completed logo design including primary logo and all alternate logos.

Primary Logo



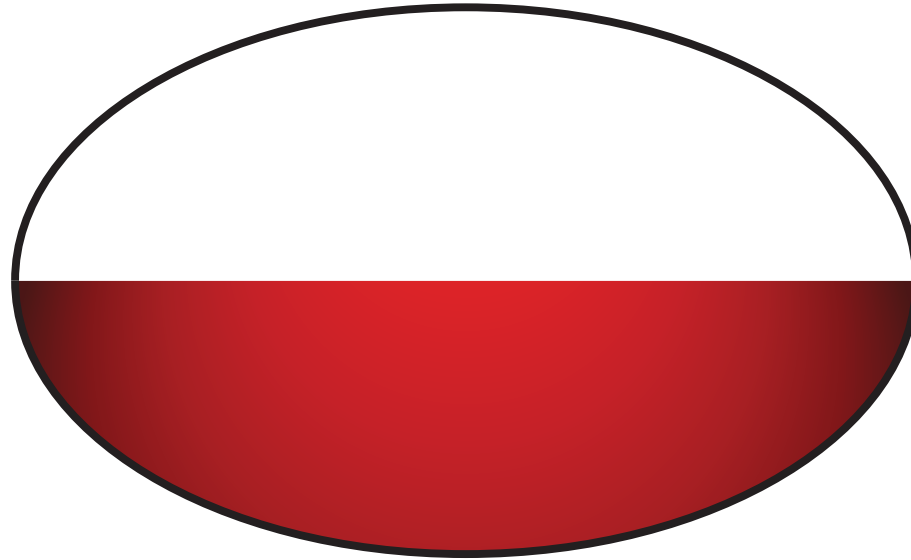
Secondary Logo



## BAND-AID GUIDE COMPLETED LOGO DESIGN

More Designs.

Logo Colour

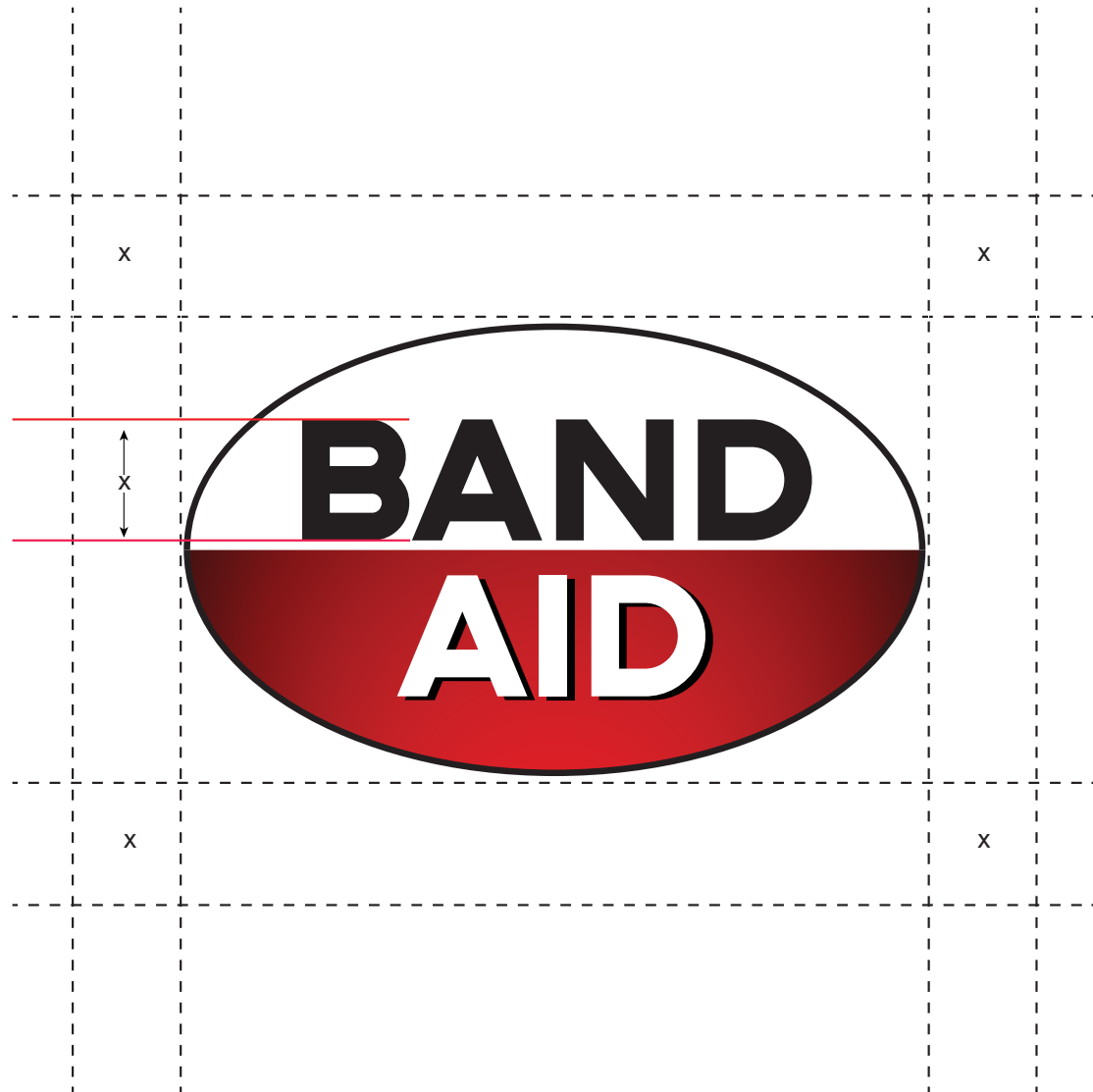


Logo Text

**BAND**  
AID

## BAND-AID GUIDE **LOGO CLEAR SPACE**

The clear space for the logo was made by the width and height of the letter “B”. The x’s in each corner are used to indicate the clear space made by this letter.



## BAND-AID GUIDE **LOGO SIZES**

Logo for Band-Aid shown in  
.25", .5", 1" and 2"



.25"



.5"



1"



2"



## BAND-AID GUIDE COLOUR STUDY

These are the main colours used for Band-Aid and Band-Aid logos.



White

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

#FFFFFF



Black

C	M	Y	K
75	68	67	90

R	G	B
0	0	0

#000000

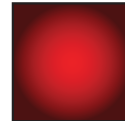


Red

C	M	Y	K
0	99	100	0

R	G	B
237	32	36

#ED2024



Red - Black Gradient

#000000 - #ED2024



### **Aemstel (OTF)**

The primary font used for the logo and branding is Aemstel (OTF). This font is thick and looks very nice against the logo. This font in particular only has bold and capitalized letters, so it is used for titles and branding but can not be used for descriptions and other types of text.

### **Ariel (regular)**

The secondary text used is arial (regular). This is a font that everybody has and fits a similar style to Aemstel (OTF) while providing a more formal look. This text is not only used through the entirety of the document as well as most of the website.

### **PRIMARY FONT - AEMSTEL (OTF)**

Used in all logos and branding

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

Showcased in font size 30 pt.

### **Secondary Font - Arial (regular)**

Used in all descriptions and documents

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

Showcased in font size 30 pt.

Band-Aid will have a good environment application. We plan on designing shorts with our brand primary and secondary logos. A good way to advertise the brand would be to invest in billboards and possibly hire someone to make art on the sides of willing buildings. There are many possibilities with branding, and they will be determined later.





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