



Logo Guidelines

September, 2021

THE LOGO

The Buckzy logo consists of icons and letter-forms. All the elements of the logos must never be altered in any way. The logo is most effective when it is positioned in a clear space. This helps protect the integrity of the logo. It must be reproduced in Pantone color unless the application requires single color black.

LOGO TYPE | WORD MARK



THE LOGO AS AN ICON

The Buckzy logo can also work as an icon for web and mobile applications. This provides flexibility to present the logo with greater prominence while maintaining a standard presentation.



ORIENTATION

Horizontal Orientation

This is the preferred use of the logo with a horizontal orientation where the logo mark is located at left side of the wordmark.



















Vertical Orientation (Tall Version)

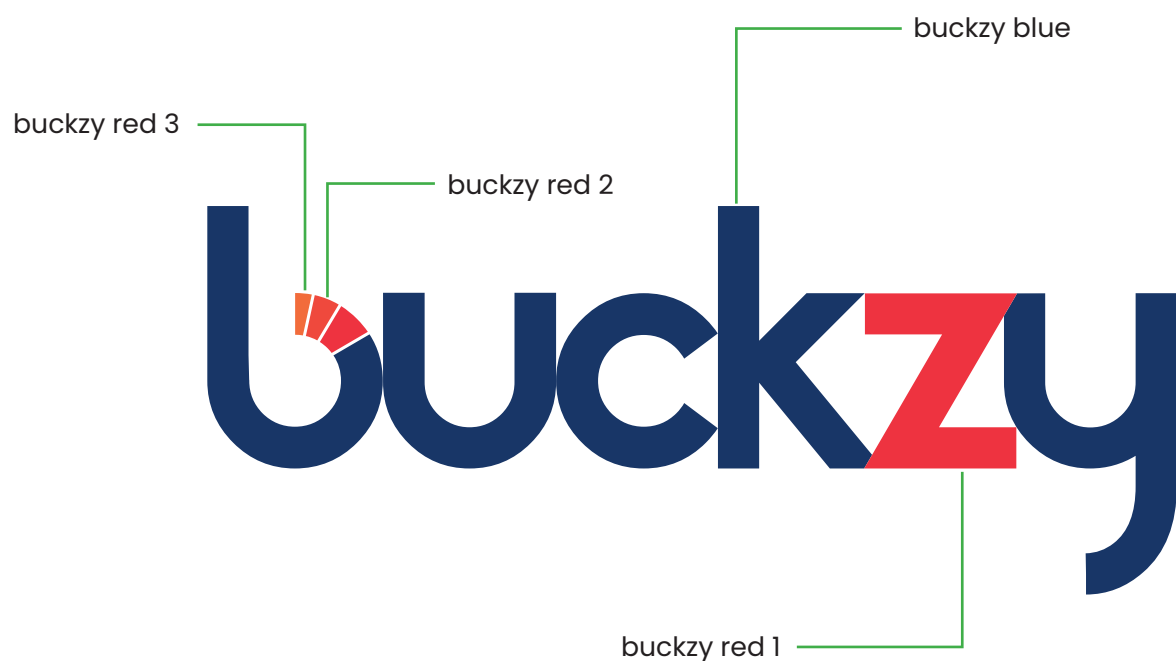
If the horizontal spacing is minimal and the logo would look small and inferior, it is ideal to use with a vertical centered orientation. This helps in presenting the logo with prominence.



COLOR SPECIFICATIONS

Colors are important to the visual identity but consistency is essential. The colors are specified in Pantone first and these colors are therefore the “ideal colors”. All colors should match the value for coated Pantone as much as possible to ensure identical color in all media. CMYK colors can be used in printed materials such as brochures, leaflets and posters. While RGB and HEX could be used for online media, web, broadcast and mobile applications.

PANTONE	CMYK	RGB	HEX
 PANTONE 294 C	 C100 M74 Y0 K45	 R0 G47 B108	 #002F6C
 PANTONE Red 032 C	 C0 M90 Y76 K0	 R239 G51 B64	 #EF3340
 PANTONE Warm Red C	 C0 M83 Y81 K0	 R260 G66 B58	 #F9423A
 PANTONE 1645 C	 C0 M68 Y85 K0	 R255 G106 B57	 #FF6A39



COLOR VARIATIONS

Full Color Logo Version

This is the preferred use of the logo using the assigned Pantone colors and is placed on a white background.



Two Color Logo Version

This version is ideal for two color printing where cost, material, treatment or production is limited.



One Color Logo Version

This version is ideal for one color printing where cost, material, treatment or production is limited (e.g., fax, stamping, embossing, embroidery, staining, metal engraving, die-cutting)



COLOR VARIATIONS

Full Color on Colored Background



Two Color on Colored Background



One Color on Colored Background



COLOR VARIATIONS

Reverse on Black Background



CLEAR SPACE AND MINIMUM SIZE

Height of 'u' for boundary

The ideal minimum clear space is the height of the 'B' letterform.



Minimum Size

Whenever possible the logo should be no smaller than 10 mm width.



IMPROPER USE

It is advisable to be familiar with the correct usage of the Buckzy logo identity. The integrity of the logo must be respected at all times. Any modification of the logo confuses its meaning and diminishes its impact.

1. Do not re-create or retype the wordmark



5. Do not re-create or retype the wordmark



2. Do not change the logo color.



6. Do not tilt the logo mark and wordmark in any way.



3. Do not distort, stretch or alter the logo in any way.



7. Do not print or use the logo in outline.



4. Do not change the scale of the logomark to wordmark when locked together.any way.



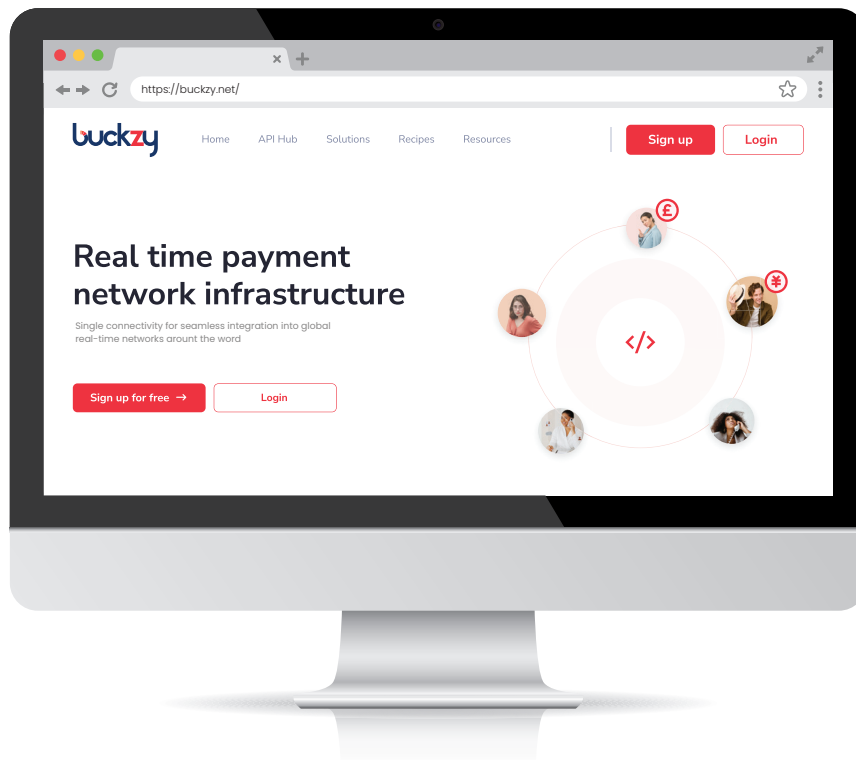
8. Do not use graphic effects, outlines or drop shadow in the logo.



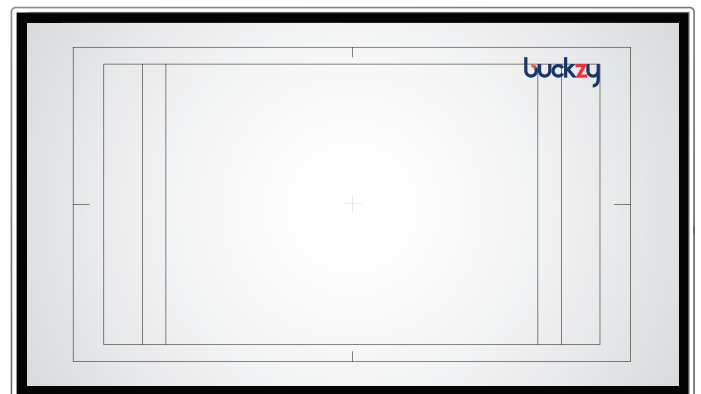
POSSIBLE APPLICATIONS

The illustrative examples shown here demonstrate how the logo would work in an actual application. All application examples are for illustrative purposes only.

Developer portal / Website



Videos

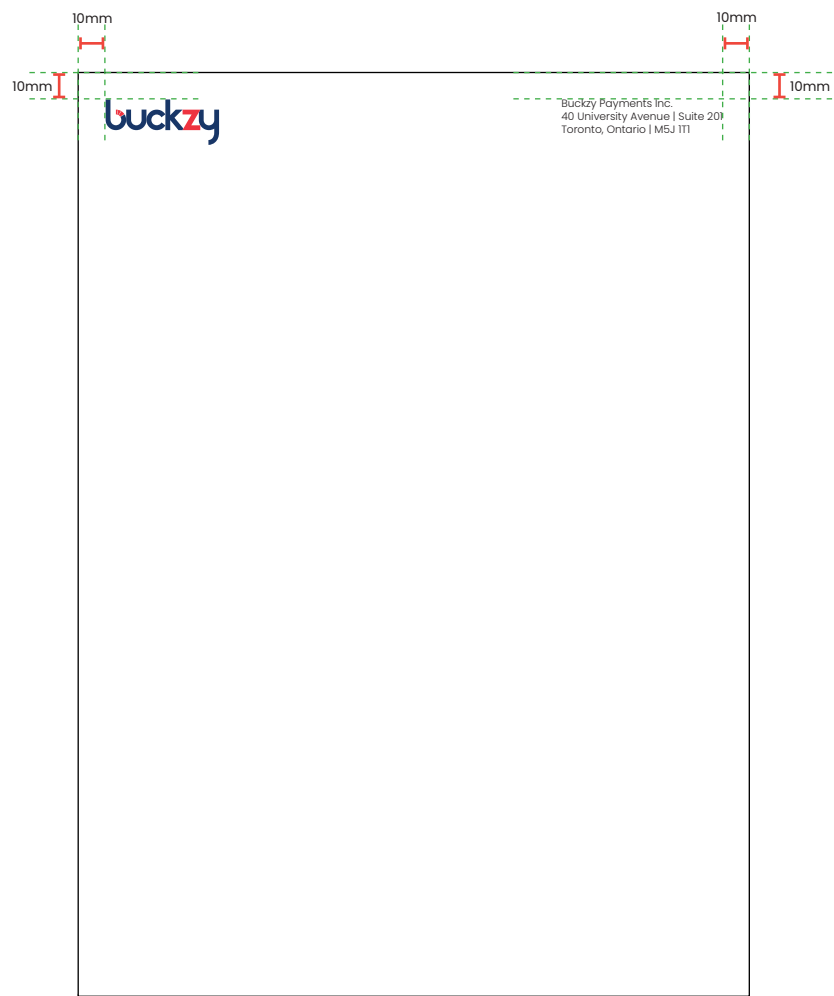


POSSIBLE APPLICATIONS

Business cards



Letterheads



POSSIBLE APPLICATIONS

Merchandise



Envelope

