



bidify^{NFT}
AUCTION MARKET

BRAND GUIDE

LOGO VARIATIONS

Our primary logo combines our brandmark, The Gavel/B, with our italicized wordmark. Wherever possible, we aim to use the primary logo in full-color. Please note, the ‘Gavel icon’ on “B” is always white, regardless of background color except when using the monotone white logo



PRIMARY LOGO

This is the main Bidify logo. It should be used in this form whenever possible.



INVERTED PRIMARY LOGO

This version features a white wordmark for greater legibility on dark or busy backgrounds..



LANDSCAPE LOGO

This is the landscape Bidify logo. This version should be used when less than 50px tall.



INVERTED LANDSCAPE LOGO

This version features a white wordmark for greater legibility on dark or busy backgrounds..

MONOTONE LOGOS

There are a few circumstances where our brandmark, The Gavel/B, can represent the brand on its own without the wordmark.

- When logo legibility is compromised. If the size of the logo would make the wordmark illegible.
- When a full-color logo is nearby. For example, in a multi-panel ad featuring a large full-color logo, The Gavel can be used alone as a secondary brand signifier.
- **When space is extremely limited.** For example, when the logo must live within a square or circle shape.



MONOTONE BLACK PRIMARY LOGO



MONOTONE WHITE PRIMARY LOGO



MONOTONE BLACK LANDSCAPE LOGO.

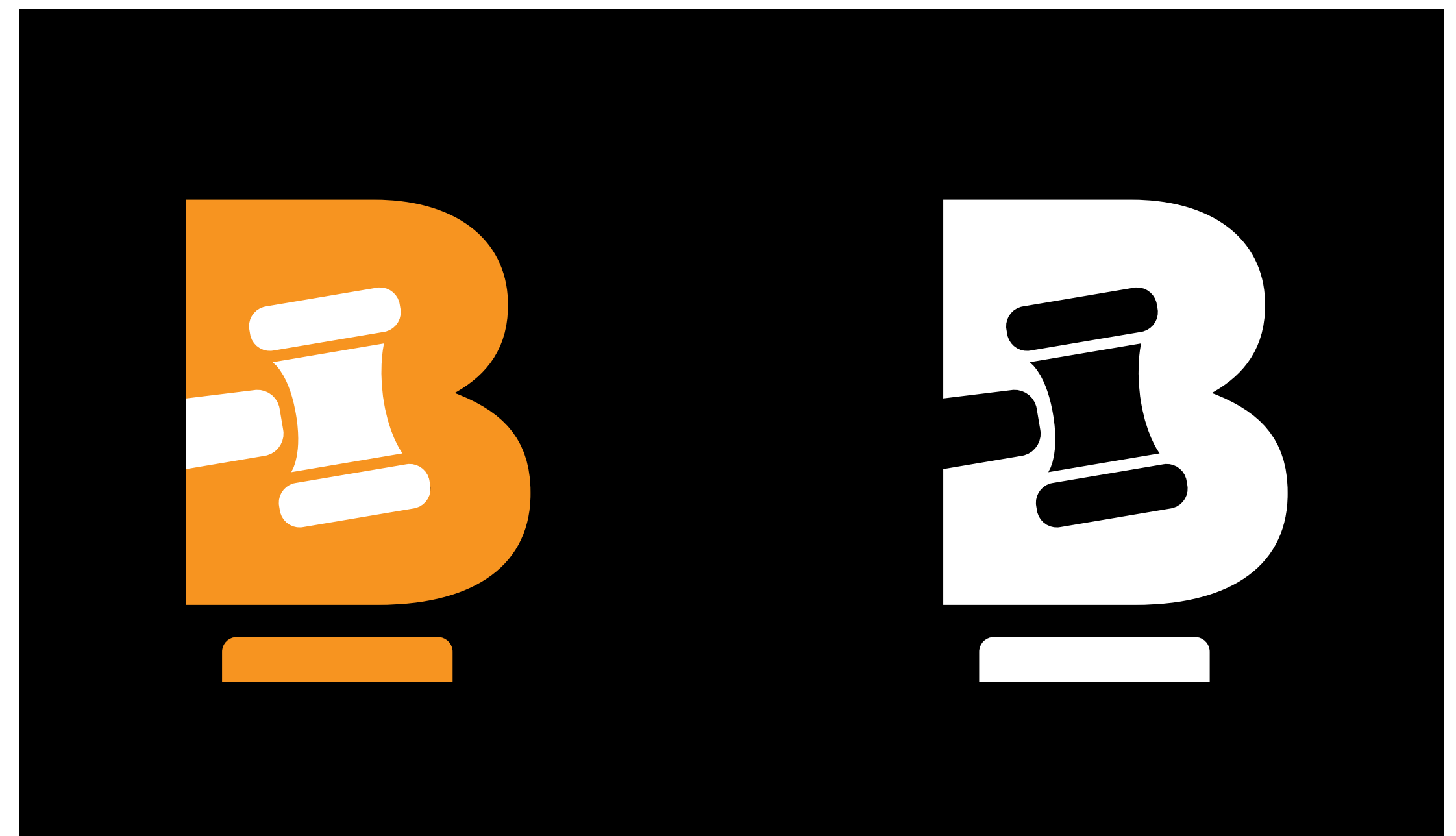
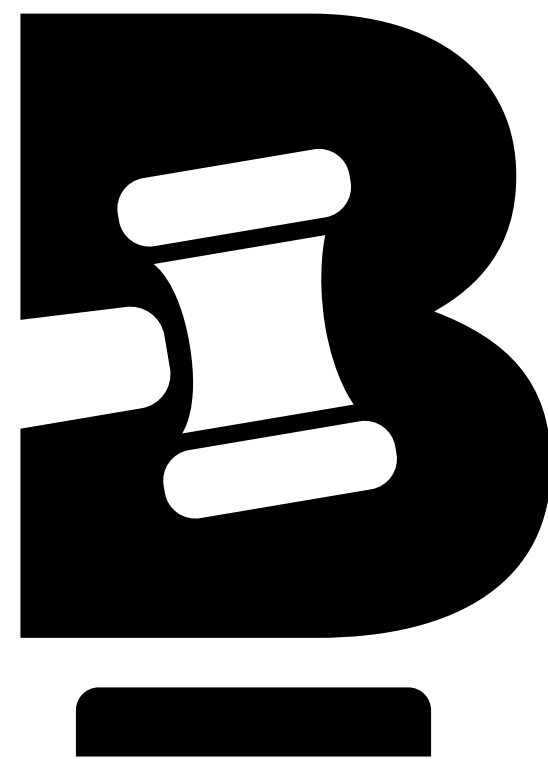


MONOTONE WHITE LANDSCAPE LOGO

THE GAVEL

When our primary or full-color logos aren't an option, use the monotone logo that provides the most contrast. Some conditions that make using our primary or inverted full-color logos impossible include:

- When budgets require single color printing.
- When accurate color representations aren't attainable.
- On busy or patterned backgrounds.
- On backgrounds without enough contrast



CLEAR SPACE

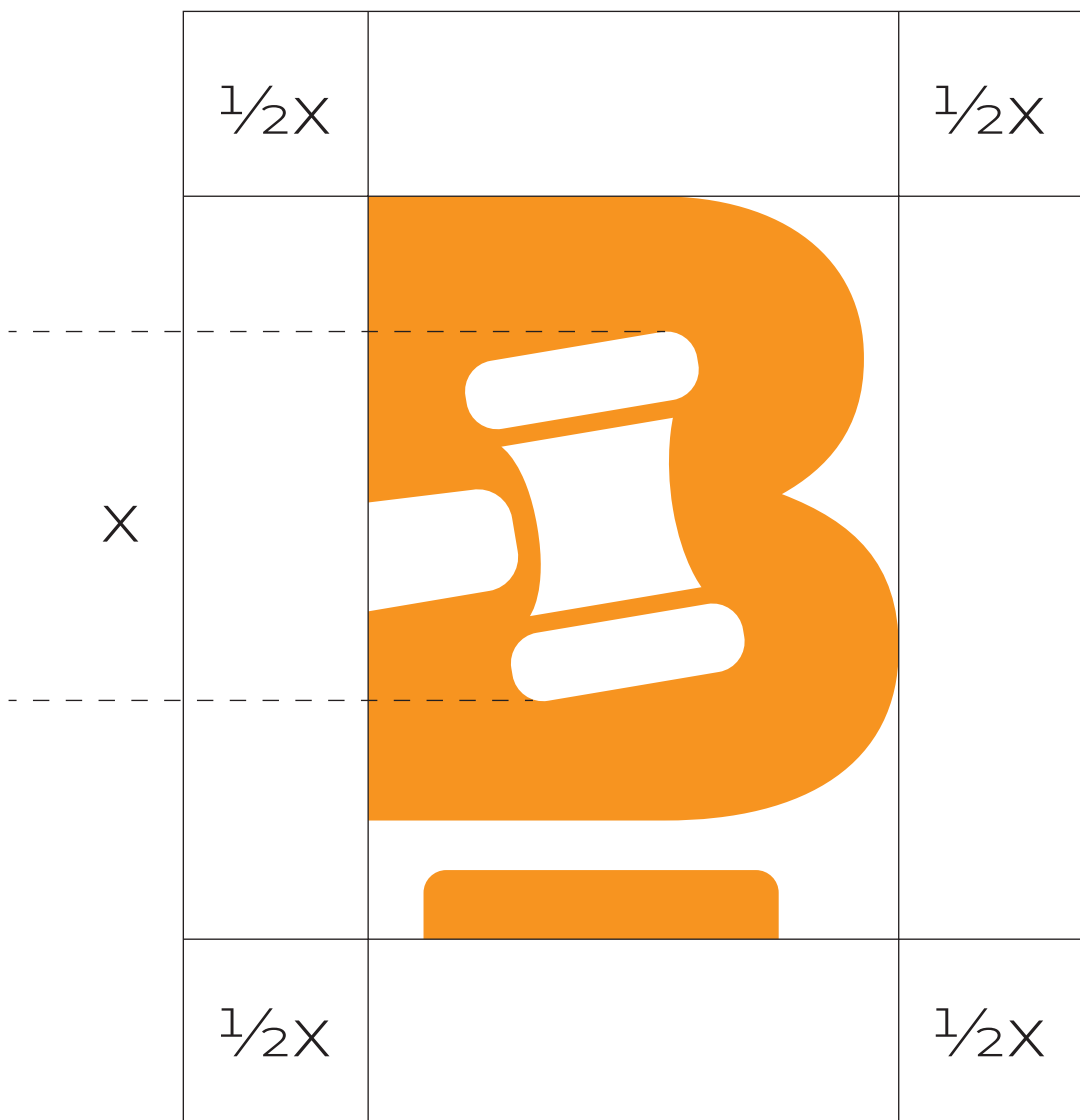
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PRIMARY LOGO

Keep a clear space of 'X' around our logo at all times to maintain its visual impact in every composition.
X = the x-height of the wordmark.



THE GAVEL

Keep a clear space of 1/2 S around The Gavel at all times, to maintain its visual impact in every composition.



LANDSCAPE LOGO

Keep a clear space of 'X' around our logo at all times to maintain its visual impact in every composition. X = the x-height of the wordmark.

MINIMUM SIZE

To maintain the visual integrity of our logo, don't scale it below 227 pixels or 80mm wide.



227px

DIGITAL

227px (width)



80mm

PRINT

80mm (width)

BEST PRACTICES

Here's a few examples of what we should absolutely avoid when using the logo.



bidify

Don't use the wordmark alone





Don't stretch or squeeze it





Don't rotate it





Don't use busy backgrounds





Don't use against low-contrast





Don't use gradients or shadows





Don't stack the logo





Don't create your own version





Don't recolour

A RHUBARB MEDIA BRAND

THANK YOU

ANY QUESTIONS?

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