



## 1. The Bozza Logo

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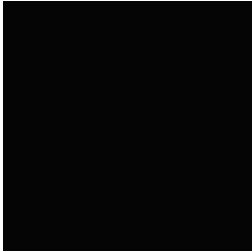
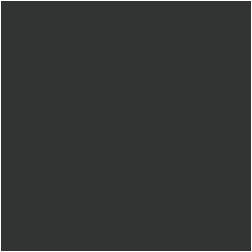

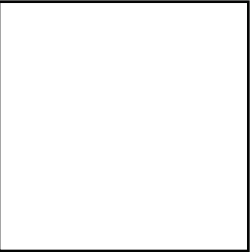


## 5. Contact



[www.bozza.mobi](http://www.bozza.mobi)

# 1. The Bozza Logo

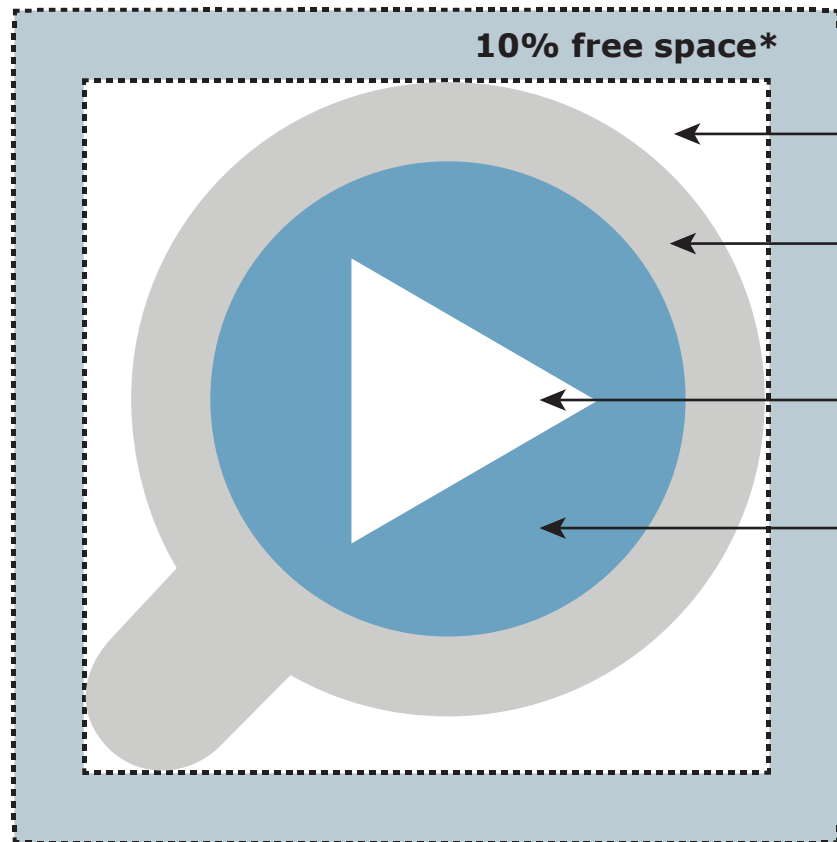
## 1.1 Bozza Colour Palette

	<b>Black</b>	<b>Charcoal</b>	<b>Grey</b>	<b>White</b>	<b>Bozza Blue</b>	<b>Bozza Orange</b>
HEX:	#000000	#333333	#CCCCCC	#FFFFFF	#6DA2C2	#F59121
						
PANTONE:	PANTONE Black C	PANTONE 426 C	PANTONE 420 C	PANTONE White	PANTONE 284 C	PANTONE 1375 C

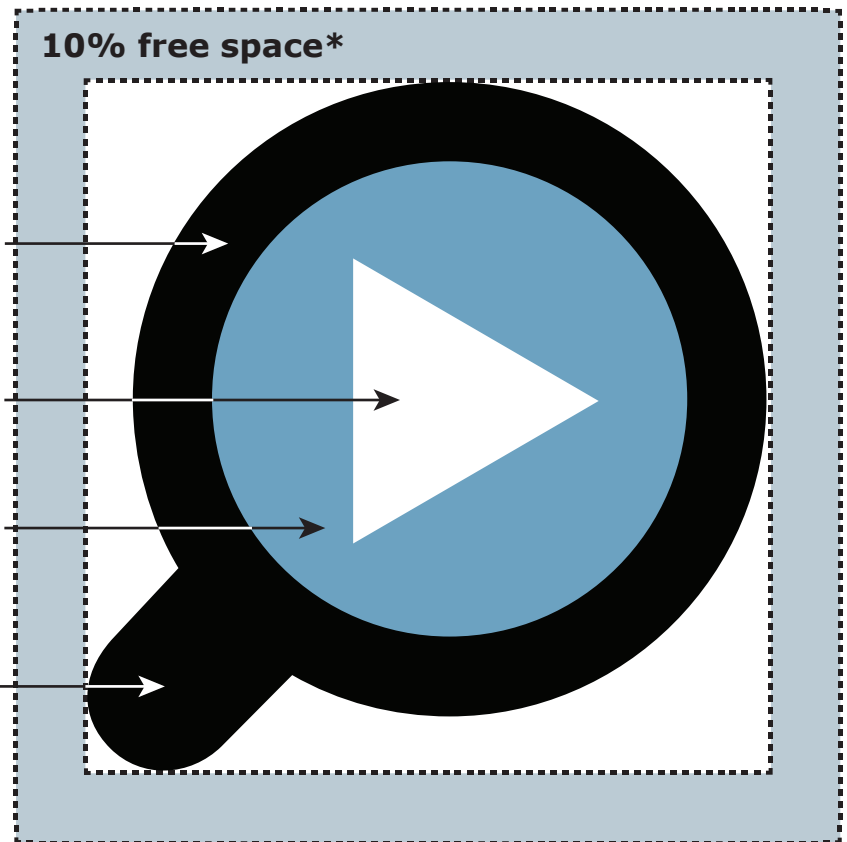
# 1. The Bozza Logo

## 1.2 Elements

Logo Grey



Logo black



Transparent

**Grey**  
#CCCCCC  
PANTONE 420 C

**White**  
#FFFFFF  
PANTONE White

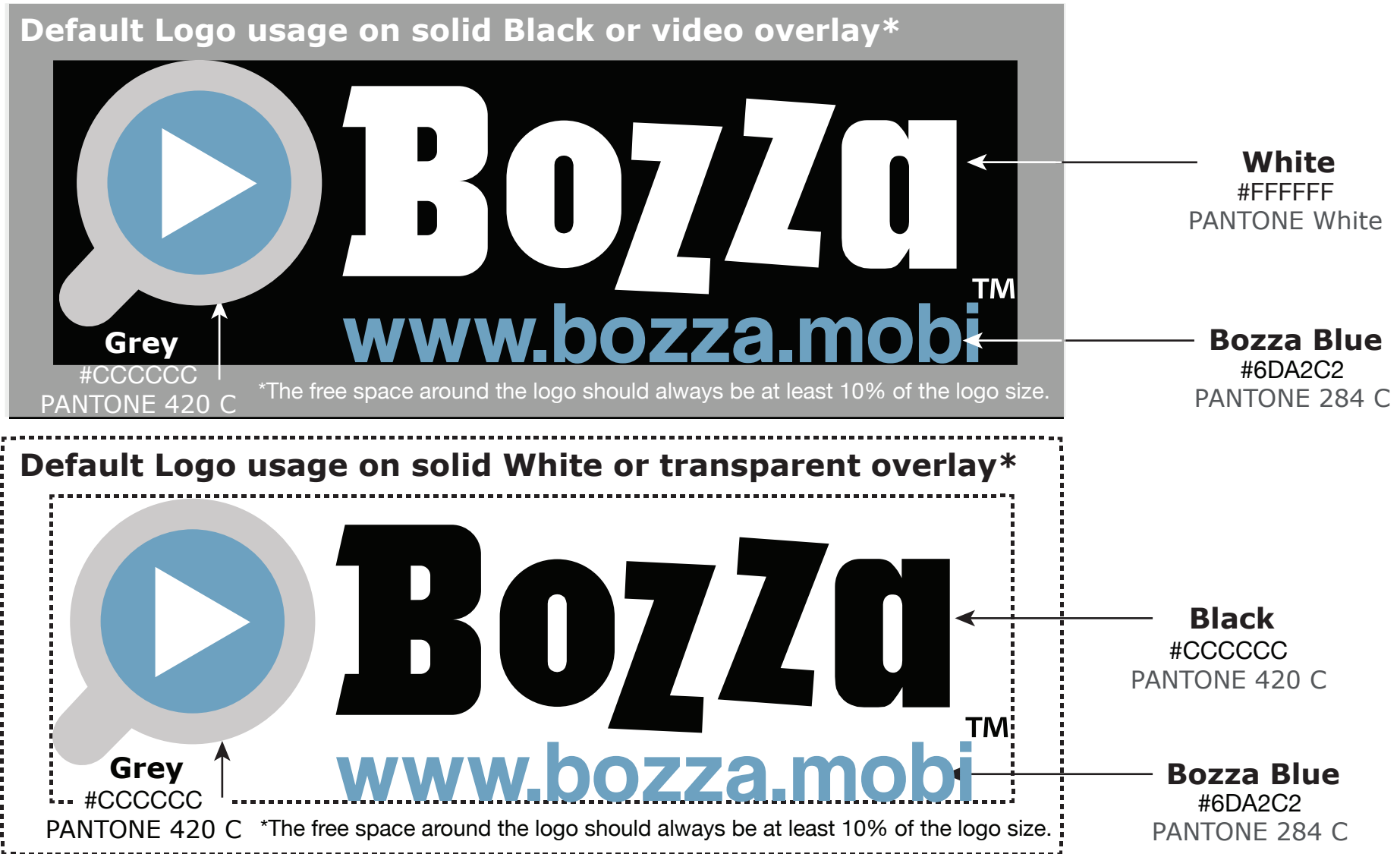
**Bozza Blue**  
#6DA2C2  
PANTONE 284 C

**Black**  
#CCCCCC  
PANTONE 420 C

The free space around the logo should always be at least 10% of the logo size.

# 1. The Bozza Logo

## 1.2 Elements (continued...)



# 1. The Bozza Logo

## 1.2 Elements (continued...)

There are three main ways that the Bozza logo can be implemented.

1. The full Bozza logo ('Bozza' in Black or White as per Bozza colour palette).
2. The full Bozza logo with the Bozza url ('Bozza' in Black or White as per spec).
3. The Bozza icon only with the Bozza url.
4. The Bozza icon only (in Grey and White or as per Bozza colour palette).

**All logos are to be used as 32-bit PNG files with transparency.**

Logo 1.



Logo 1.white [used on video / image watermark]



Logo 2.



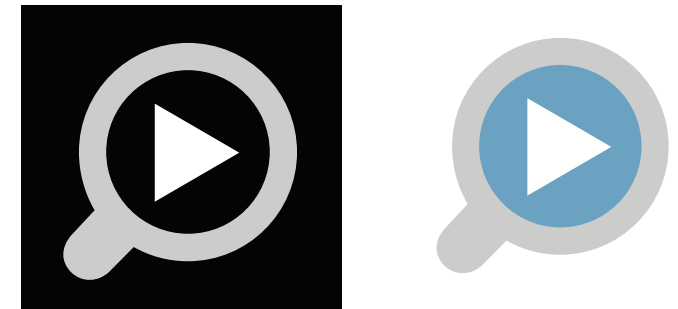
Logo 2.white



Logo 3.



Logo 4.



video black background

# 1. The Bozza Logo

## 1.2 Elements (continued...)

Because the logo is transparent, it is possible to display the logo on a monotone background, which will cause the background to be visible within the logo.

It is important to note that depending on the hue of the background, the “Bozza” part of the logo should be in black or white. On darker colours, “Bozza” should be white, and on lighter colours, “Bozza” should be black. (See examples)

The following colours **MAY NOT** be used as background colours because they are reserved for the logo:

 **Bozza Blue** PANTONE  
#6DA2C2 284 C

 **Grey** PANTONE  
#CCCCCC 420 C

Examples of logo on different backgrounds:

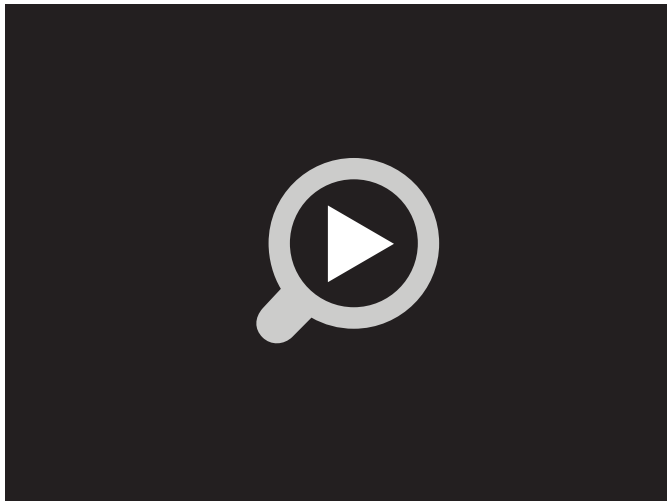


# 1. The Bozza Logo

## 1.2 Elements (continued...)

### On video footage:

**1.** The Bozza icon (Logo 3.) on the first frame on a solid black background. **Single frame only.**



**2.** The Bozza logo (Logo 1.white) as per example below (note the position within the Title Safe border).  
Fade in over 25 frames, starting from frame 25 of the video clip or once any titles are completed. Fade to black over the last 25 frames.



**3.** The Bozza logo which builds to form the final logo [Logo2.white]  
**This must be on a black [#000000] frame background.**  
**Note: Use attached Bozza\_tail\_white.mov for this.**





## 2. 2. Do's and Dont's

### 2.1 Do

Use the full Bozza logo (Logo1 and Logo 2. 'Bozza' in either black or white) for all Bozza communications. See below for exceptions (Refer to 1.2 Elements for colour choice) .



Use the Bozza logo (Logo3.) as an end frame or image for all Bozza presentations, for example, video, Powerpoint, etc. In these cases it will be used with Logo1 as the main logo. It can also be used as a secondary logo on social networks which allow an avatar image on a Bozza branded page.



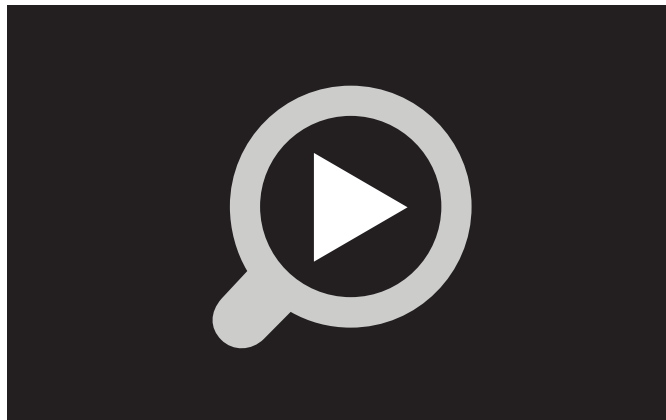
## 2. 2. Do's and Dont's

### 2.1 Do (continued...)

Use the Bozza logo (Logo 4.) as an icon when either Logo 1. or Logo 2. have been used to establish the Bozza brand. This can be for bullet points during presentations, an avatar when there is limited space.



Logo 4. can also be used as a play button during a media / video presentation.



## 2. 2. Do's and Dont's

### 2.1 Don't

Change the order, positioning or colour of any of the logo combinations.



Have a multicoloured or patterned background behind the logo.



Use any of the forbidden colours behind the logo



## 3. Fonts

**NB** Text colours can be black (#000000) on white (#ffffff) or

white on black,

### 3.1 Headings

Coolvetica (25pt / 24px) - Font is included in EPK

**black on Bozza Orange,**  
**Bozza Orange on Charcoal ,**  
**or white on Bozza Blue.**

### 3.2 Body copy

Verdana 11pt / 12px

**Example:**

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur."

## 4. Download

Select, copy and paste any of the logos needed from the document called:

"Bozza\_logos\_download.pdf"  
contained within the folder where  
the current document was located.

## 5. Contact

Should you have any questions with regards to  
the implementation of the Bozza logo  
or the Bozza brand, please don't hesitate  
to contact us at:

creative@bozza.mobi

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