

# **Brand Book**

BOSAGORA Brand Identity Standards

Version 09/2022

# Welcome

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This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the elements you may need - logos, colors, and more. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

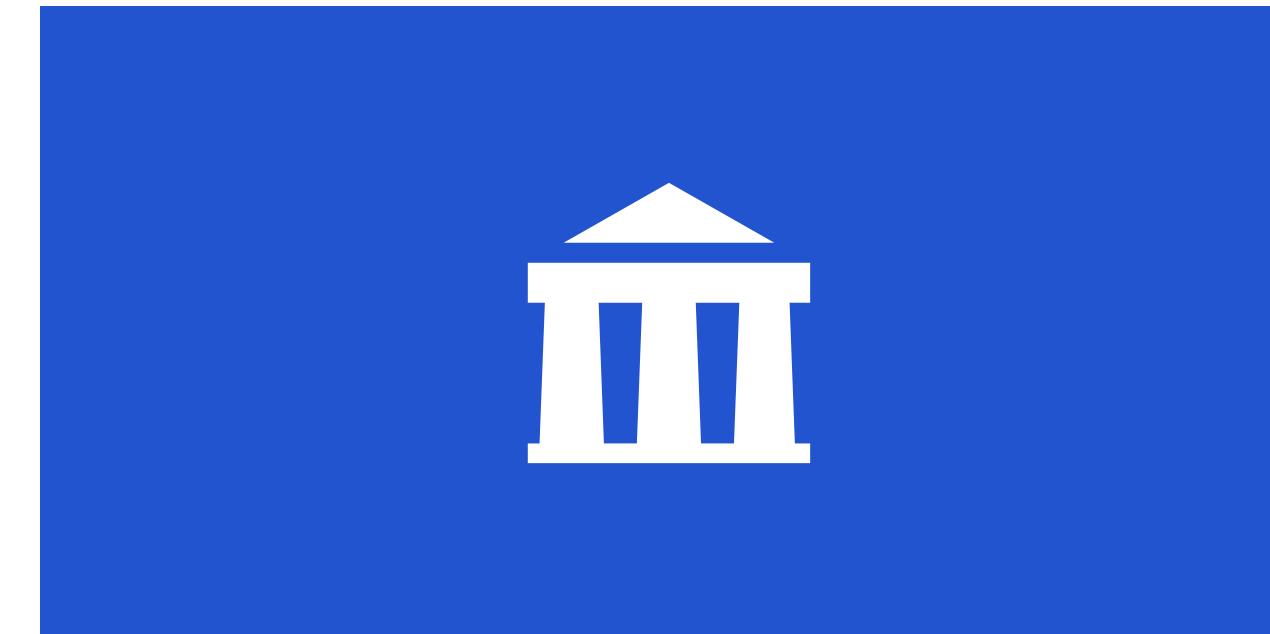
Last updated October 01, 2022

## Logo mark

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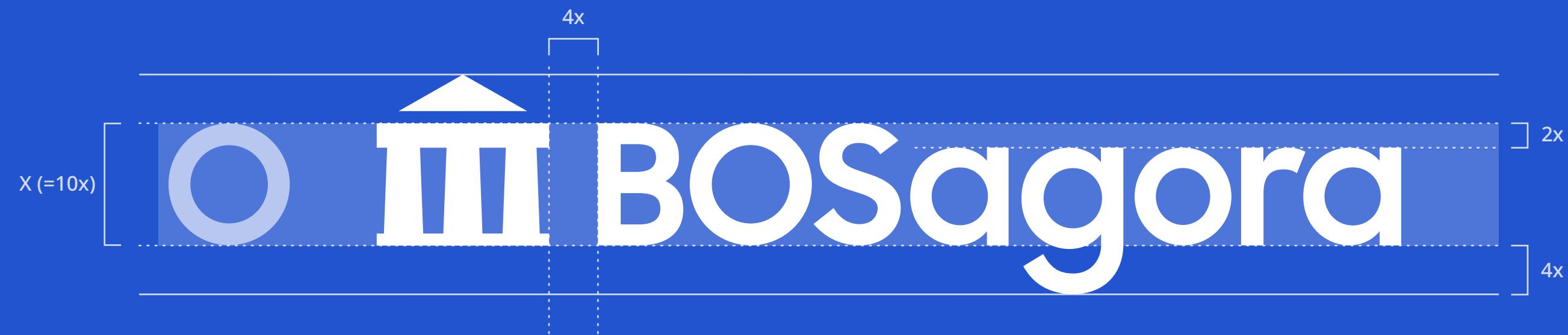
Basic variant



Dark background variant

## Logo construction

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## Logo variants

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Basic variant



Alternative variant

## Safe zone

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To ensure the integrity and legibility of the logo, the area directly surrounding them should be protected

## Basic logo

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 BOSagora



 BOSagora

## Alternative logo

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## Correct logo Application

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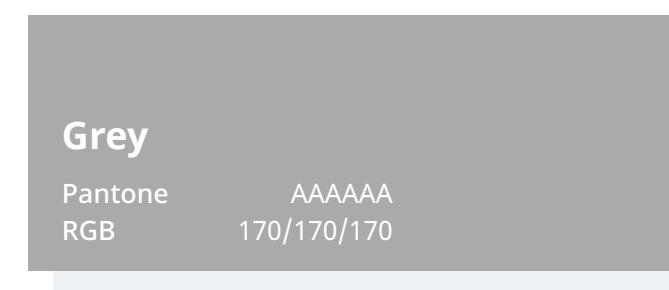
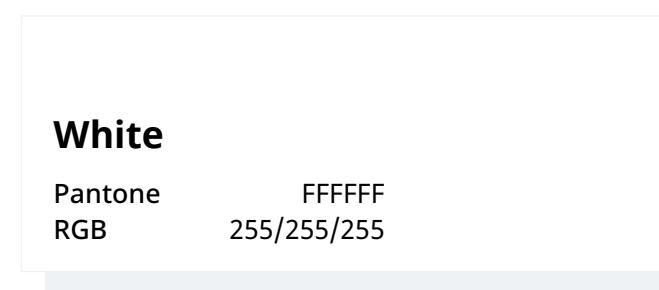
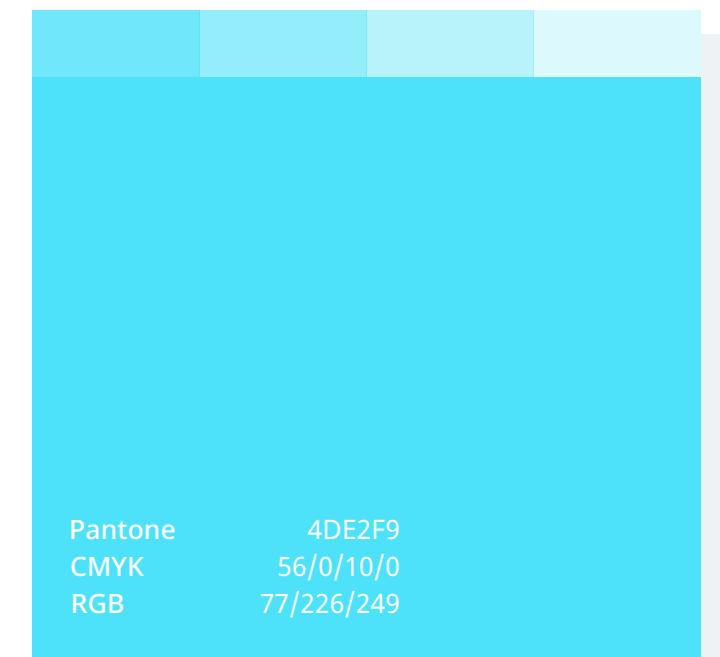
## Incorrect logo Application

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# Color Scheme

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## Brand Color

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Dedicated color is an important factor in forming BOSagora's brand identity. Agora Blue associations for blue include success, innovation, and trust.

Agora Blue's youthful and mysterious blue tone represents BOSagora.

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LEAD    INNOVATION    CHALLENGE    GROWTH



**AGORA BLUE**  
HEX | 2354cf

