



Brand identity Style guides

1	Logo Specifics
2	Clear space
3	Logo variation
4	Background
5-6	Colour Specifications
7	Typography in Use
8	Logo Best Practices
9	Application

Logomark

Our logo is the face of Bijlee.
The primary visual expression
that we use to identify
ourselves.

Meaning that we need to be
careful to use it correctly and to
do so consisently.



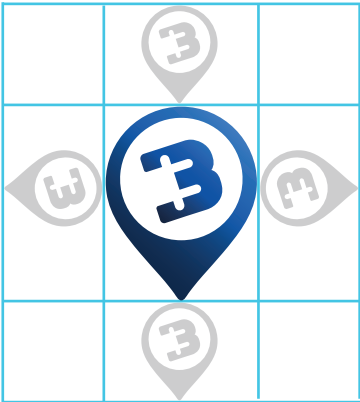
Priamary Logomark



Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark.

This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the **letter B**.



Logo variation

Bijlee logo used on an application will often depend on the background and production method.

When using the logo on a white background, you can use full color version or orange color logo.



Full color



Full color with background



One color




One color : Reverse

Background



Priamary colours




CMYK

100 92 36 38

HEX

#1B244D




CMYK

62 0 08 0

HEX

#6CC3E0



CMYK

72 26 0 0

HEX

#5298D0

Secondary colours



CMYK

10 0 2 0

HEX

#E6F3F7



79 67 0 0

#5161A8



CMYK

80 70 60 85

HEX

#050911



0 0 0 0

#FFFFFF

The Typeface Family

Only two font styles are used for the typeface family:

KHAN Font family
For any type of Title and heading and website Design

Open Sans
Its be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Khand (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Khand(Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Open Sans (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Open Sans (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.

**Do Not: Fonts**

Do not use any other font, no matter how close it might look to Khand or Open Sans.

**Do Not: Sizing**

Do not use squish or squash the logo. Any resizing must be in proportion.

**Do Not: Colour**

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



Application



