

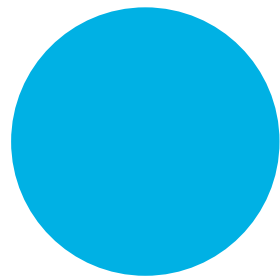


Branding & Identity Guidelines

V2.0 January 2019

Logo

Our logo is where it all begins, it's like the centre of our BGL universe. It represents the colors of our products and wraps around the heritage of our founders. It's blunt, yet clever, simplicity is at the core of our products and our communication, we are here to make your life simpler.



The BGL Outer orb is made of four stroked colors, that represents our cloud technology based products. It is wrapped around the 'bgl' logotype to represent the BGL product suite and 360 motion of automation and growing cloud software industry.

The logotype is created using 'Brandon Text (Bold)'. BGL itself refers to the surnames of the three original founders, BUSHBY, GIRLING, LESH.



Colour Variations

We have a few colour variations to ensure that our logo always stands out and maintains good contrast and clarity on any background.

Main Logo



To be used on light backgrounds

Light Logo



To be used on dark backgrounds

White Logo



To be used on coloured backgrounds

Minimum size

Our logo is pretty resilient, but there is a limit to how small it should be reproduced. Never display the logo at less than 10mm x 10mm



Download our Logos from bglcorp.com/bgl-media-kit

Treat our logo like a living, breathing organism. It needs space to live and thrive, so don't cramp it's style. Let it have the space it needs and deserves.

Exclusion Zones

Our logo is important, so it should be given enough space to be noticed. The best way to do this is to use the following guide to ensure that nothing gets too close to the logo. This simple system is totally scalable, so wherever the logo will be used, it will receive the space it needs and deserves to have the most impact.



Don'ts

Clarity, impact and recognition are extremely important when using the BGL logo, so here are some things not to do when using it.



Don't rotate the logo



Don't stretch or skew the logo or its elements



Old logo is old. Use only our current branding



Don't take away the orb surrounding the logotype



Don't change the line weight in the logo



Don't use the logo where it won't contrast with the background



Don't use the coloured logo on a vibrant coloured background.



Don't use unauthorised colours in the logo

Colour

The BGL visual identity relies heavily on the use of colour. The palette gives the brand a very unique look and feel that enables BGL to be distinguished instantly

Our Palette

Our brand palette can be seen below. Our main colours harmonise with each other well in almost any combination. Our 'Alt' colours display our fun, youthful side; while our main colours extend trust, professionalism and excellence. Never be afraid to include plenty of white to create breathing space, we want our brand to be clean and tidy - our 'simplify your life' tagline needs to shine through in our branding and layout.

CTA Orange is our main contrast colour to be used when something is needed to stand out - perfect for call to actions. BGL Charcoal is to be used in all body text throughout our documentation. BGL grey is a great background colour abundant on the BGL website. These colours are never to be used as tints or shades, and avoid using these colours to overlay images - we want to make them to look bold, not diluted! Only use HEX and RGB for digital media, only use CMYK and Pantone for print media. This ensures colour consistency throughout our branding.



HEX: #003A5C
RGB: 0 58 92
CMYK: 100 48 12 58
PMS: 302 C



HEX: #0089BF
RGB: 0 137 191
CMYK: 100 6 2 10
PMS: 7460 C



HEX: #75A501
RGB: 117 165 1
CMYK: 50 0 95 13
PMS: 2294 C



HEX: #19A3A3
RGB: 25 163 163
CMYK: 81 9 41 15
PMS: 2235 C



HEX: #414042
RGB: 65 64 66
CMYK: 0 0 0 90
PMS: 446 C



HEX: #FF9700
RGB: 255 151 0
CMYK: 0 46 100 0
PMS: 2013 C



HEX: #00AEEF
RGB: 0 174 239
CMYK: 92 0 6 0
PMS: 2202 C



HEX: #C1D72E
RGB: 193 215 46
CMYK: 29 0 100 0
PMS: 2297 C



HEX: #00B6AD
RGB: 0 182 173
CMYK: 81 0 39 0
PMS: 326 C



HEX: #F2F2F2
RGB: 242 242 242
CMYK: 0 0 0 6
PMS: 663 C

Our Typefaces

Brandon Text
Brandon Text
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Brandon Text
Brandon Text
Brandon Text

Brandon text is a clean and elegant typeface. It is the primary typeface of the BGL brand, which means it should be used wherever possible in print and digital media. In the case of event/special designs, alternate title or header fonts may be used provided they are free for commercial use.

Proxima Nova
Proxima Nova
Proxima Nova
Proxima Nova
Proxima Nova
Proxima Nova

Proxima Nova is clear and clean, an excellent font for digital platforms. Proxima Nova is the main typeface used throughout our cloud software.

Our Documentation

Always use the Brandon Text typeface when creating BGL documentation of any kind. Here are a few key type styles to get you started. Stick to these and we'll see an excellent level of consistency across all our communications. You will encounter situations where you need to step outside of these styles. That's fine, but stick to these simple rules as much as possible. Don't use pure black text in documentation text, always "BGL Charcoal".

Headline Text

Main Headings:
Font: Brandon Text Black / Bold
Leading: No restriction, but allow good space and easy legibility
Tracking: 20

Sub Headings:
Font: Brandon Text Bold / Medium
Size: Smaller than Main Headings, keep a strong hierarchy
Leading: No restriction, but allow good space and easy legibility
Tracking: 20

Body Text

Font: Brandon Text Medium / Regular / Light
Size: No restriction, but ensure legibility / contrast with headlines
Leading: 20pt on 12pt size
18pt on 11pt size
16pt on 10pt size
14pt on 9pt size
Tracking: 20

Side note: Printing paper with the BGL letterhead can be found next the upstairs printer.

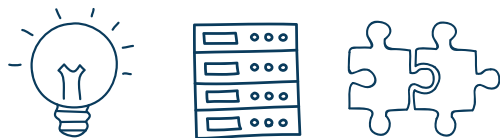
Icons & Illustrations



Hand Drawn Icons

Our Icons are used as displayed below for all our print and digital media, as well as at the BGL website. The handdrawn designs are unique and distinct - perfect for showing off product features. They also show off our fun and informal side as an organisation.

These icons must always match our brand colour palette to tie them into our branding.



Graphics and Illustrations

We have a great fun team culture here at BGL, and we love to display that with fun, colourful, bold, fluid, graphics and illustrations. Allow plenty of space and make sure our accompanying message is always clear. Our palette and branding must be adhered to at all times to ensure maximum consistency and recognition.



Stock Photography

Selection and Use

We use stock images across all our print and digital media. It's a great way to humanise our product and display the fun, outgoing, youthful and informal culture that we pride ourselves on at BGL. We have a variety of sources for our photos including Freepik, UnSplash, Pexels, and Adobe Stock. Only use a stock image when you're certain that it's 100% free for commercial use. When choosing images to represent BGL, some things to consider include:

- The age of the image
- Featuring only current technology
- **Relevance** (don't choose an image of New York to represent an event in Melbourne, or a desk full of art equipment to represent an office)
- Make sure the people portrayed look genuine, happy, and light hearted
- Reflecting our team at BGL and our client base, we must portray a diversity of culture and background
- No logos from other companies, this includes on electronics



