



RAW DATA. REFINED RESULTS.

BRAND GUIDELINES: V1.1
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PRIMARY LOGO TYPE

There is two primary logo configuration for BDI.

VERTICAL LOGO MARK



HORIZONTAL LOGO MARK (2 lockups)



LOGO ELEMENTS

There are four configurations of the BDI logo available. The logo is comprised of three elements: a complete logo with tagline (vertical & horizontal), complete logo and brand mark. Do not alter the size or positioning relationship of the elements.

VERTICAL - COMPLETE LOGO WITH TAGLINE

Use vertical format whenever possible.



HORIZONTAL - COMPLETE LOGO WITH TAGLINE

Use horizontal format only when necessary.



COMPLETE LOGO

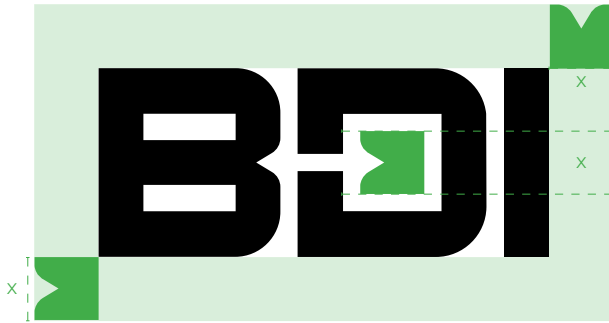


BRAND MARK



LOGO USAGE

Observe the clear space around the logo to maximize visual effectiveness. The surrounding space should be consistent with the height of the wordmark, BDI, regardless of the size of the full logo. Nothing should intrude into this specified clear space other than the company tagline.



MINIMUM SIZE



COLOR VARIATIONS



BLACK AND WHITE



LOGO USAGE - VERTICAL TAGLINE

Observe the clear space around the logo to maximize visual effectiveness. The surrounding space should be consistent with the height of the wordmark, BDI, regardless of the size of the full logo. Nothing should intrude into this specified clear space.



MINIMUM SIZE



COLOR VARIATIONS



BLACK AND WHITE



LOGO USAGE - HORIZONTAL TAGLINE

Observe the clear space around the logo to maximize visual effectiveness. The surrounding space should be consistent with half the height of the wordmark, BDI, regardless of the size of the full logo. Nothing should intrude into this specified clear space.



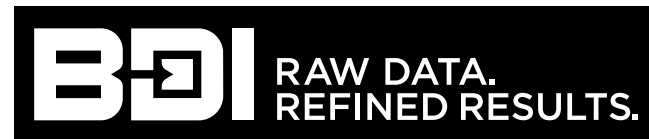
MINIMUM SIZE



COLOR VARIATIONS



BLACK AND WHITE

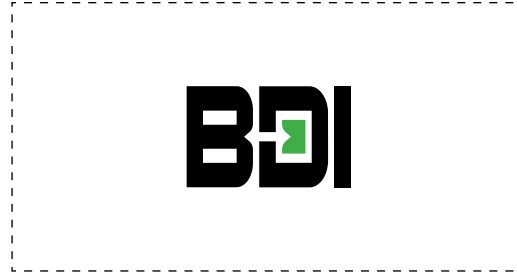


INCORRECT LOGO USAGE

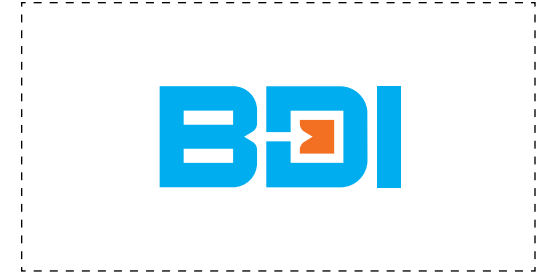
To ensure integrity of the brand image and identity, do not use anything other than the approved logo.



Do not place logo on a light colored image ❌



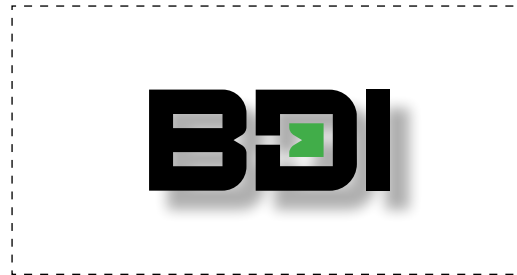
Do not scale the logo unproportionally ❌



Do not change any of the logo colors ❌



Do not skew or rotate the logo ❌



Do not add a drop shadow or outer glow to the logo ❌

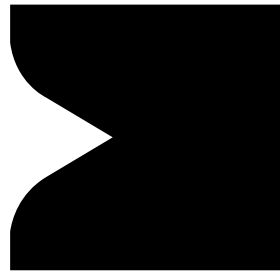
BRAND COLORS

Colors provided in RGB, CMYK, and Pantone.

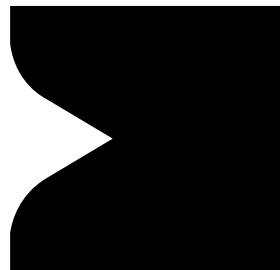
PRIMARY LOGO COLORS



PMS 361 C
RGB 65, 173, 73
CMYK 75, 5, 100, 0
HEX# 41AD49



PMS Black 6 C
RGB 0, 0, 0
CMYK 75, 68, 67, 90
HEX# 000000



SECONDARY BRAND COLORS



PMS 5404 C
RGB 81, 116, 139
CMYK 73, 47, 33, 7
HEX# 4d738a



PMS 716 C
RGB 238, 119, 0
CMYK 3, 64, 100, 0
HEX# de7e3b



PMS 380 C
RGB 213, 219, 64
CMYK 20, 2, 90, 0
HEX# d5db40

BRAND COLORS - TINTS

Colors provided in RGB, CMYK, and Pantone.

PRIMARY LOGO COLORS

10% 20% 30% 40% 50% 60% 70% 80% 90%



PMS 361 C
RGB 65, 173, 73
CMYK 75, 5, 100, 0
HEX# 41AD49

10% 20% 30% 40% 50% 60% 70% 80% 90%



PMS Black 6 C
RGB 0, 0, 0
CMYK 75, 68, 67, 90
HEX# 000000

SECONDARY BRAND COLORS



PMS 540 C
RGB 81, 116, 139
CMYK 73, 47, 33, 7
HEX# 4d738a



PMS 716 C
RGB 238, 119, 0
CMYK 3,64, 100,0
HEX# de7e3b



PMS 380 C
RGB 213, 219, 64
CMYK 20, 2, 90, 0
HEX# d5db40

BRAND TYPOGRAPHY - PRINT

Use Gotham Extra Light, Book, Medium and Black in all print collateral.

Gotham Black is used for print headers or large copy call outs. Must be used in all caps.

GOTHAM BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Gotham Medium is used for print sub headers and/or body copy. Can be used in all caps when appropriate.

GOTHAM MEDIUM

**Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Gotham Book is used for print sub headers and/or body copy.

Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham Extra Light is used more sparingly and used when appropriate.

Gotham Extra Light

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BRAND TYPOGRAPHY - WEB

Use Roboto Condensed Bold, Regular and Light for all interactive.

Roboto Condensed Bold is used for web headers or large copy call outs. Must be used in all caps.

ROBOTO CONDENSED BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roboto Condensed Regular is used for web sub headers and/or body copy. Can be used in all caps or sentence case.

ROBOTO CONDENSED REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roboto Condensed Light is used for web sub headers and/or body copy. Can be used in all caps or sentence case.

ROBOTO CONDENSED LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BRAND TYPOGRAPHY - PRINT

Use Gotham Extra Light, Medium, Book, and Black in all print collateral.

HEADERS ARE FIFTY PT.

Line spacing is
set to 44 pt.

SUB HEADER

Body copy lorem ipsum dolor sit amet, pro rebum malis everti at. Vim ei error interesset, cu sea alterum atomorum. Ius inimicus erroribus ne. Ad vim audire labores contentiones, te habemus alienum placerat nec.

HEADERS

Headers are Gotham Black, 45 pt with a line spacing of 44 pt. 0 kerning.

SUB HEADERS

Sub Headers are Gotham Medium, 20 pt with a line spacing of 22. 0 kerning.

BODY COPY

Body copy is Gotham Book, 10 pt with a line spacing of 13. 0 kerning.

ALIGNMENT

Text can be left aligned or centered.

Note: Font sizes and weights will alternate depending on the size and medium of the printed piece.

BRAND TYPOGRAPHY - WEB

Use Roboto Condensed Regular and Bold in all interactive applications.

HEADERS ARE FIFTY PT.

Line spacing is
set to 44 pt.

SUBHEADER

Body copy lorem ipsum dolor sit amet, pro rebum malis everti at. Vim ei error interesset, cu sea alterum atomorum. Ius inimicus erroribus ne. Ad vim audire labores contentiones, te habemus alienum placerat nec.

HEADERS

Headers are Roboto Condensed Bold, 45 pt with a line spacing of 44 pt. Kerning set to 0.

SUB HEADERS

Sub Headers are Roboto Condensed Bold, 28 pt with a line spacing of 32. Kerning set to 0.

BODY COPY

Body copy is Roboto Condensed Bold, 14 pt with a line spacing of 20. Kerning set to 0.

ALIGNMENT

Text can be left aligned or centered.

BRAND TYPOGRAPHY - DOCUMENT TEMPLATES

Use Tahoma in all Microsoft Office 365 applications and documents (Word, Excel and PowerPoint).

Tahoma Bold is used for headers or large copy call outs.

TAHOMA BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Tahoma Regular is used for sub headers and/or body copy.

TAHOMA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PHOTOGRAPHY

Photography reveals real moments shot with artistry and a unique perspective in high contrast black & white. When applying type over an image, either use an overlay of green or black. A green overlay must remain at 100% and black overlays can range from 50-70%.

