



Graphic Standards

The BIAWA core brand message and attributes are carried through all mediums of communications through the use of color, typography and icon. Proper usage is important to ensure the consistency and quality of the brand. The logo guidelines are designed to ensure the integrity of identity and produce a maximum effect via all communication methods.

If you have any questions about the logo, approved uses, etc please contact Annie Harmon, Harmony Design. 303-377-3055 or info@harmonyd.com

Logo Versions

There are 3 different versions of the BIAWA logo. Each version was created to fulfill a specific size/layout needs. The master logo should be used on most materials. The BIAWA logo comes in a text only format as well as an icon/acronym format. These are to be used on occasion when the master logo doesn't fit in layout space or when design calls for it. Additionally, each logo has a color version and a black-and-white version developed for your printing needs.

COLOR

BLACK AND WHITE

Master Logo



Text Only



Icon/Acronym
Version



Sizing/Placement Area

Always reproduce the BIAWA logo as a complete element and resize it proportionately. The minimum allowable reduction size is 1.0 inches wide. When used on color backdrop the logo should always be surrounded with a protective area void of type or images. This is the minimum allowance of space required between the logo and text or other elements. Ideally, the amount of space surrounding the logo should be at least .125" on all four sides.



Typeface

The main fonts to be used when designing with the BIAWA brand are Stag and Stag Sans. For basic needs, please use Arial or Helvetica for the body of your content.

Color Palette

When designing for the main brand, these colors can be used:



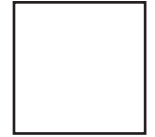
Pantone 525



Pantone
Cool Gray 10C



Black



White

Color Guide

On a white background in color:



On a white background in BW:



On a colored background in color:



On a black background in BW:



* Please do not use the logo on these colors. These are the LAST RESORT GUIDELINES if a sponsor needs to use the logo on their designed pieces with other colors.

On a DARK colored background other than purple:



On a LIGHT colored background other than purple:



Restrictions

Do not stretch or distort the logo horizontally or vertically



Do not use the logo on extremely detailed or textured backgrounds



File Usage

Also, depending on the different media you will put the logo on, each has different formats that will be needed. Here are the best practices of when to use what file:

EPS – These are Vector files (what you will want to use most of the time) and can be used for signage, clothing, high quality printed materials or any other items that need to be blown up in size. Vector images keep the integrity of the logo and don't get pixelated.

PNG and **GIF** – This file can be used for web, word, powerpoint and other applications on your computer. They have a transparent background so you don't have a white box around the image

PDF – This file is also a vector file, but comes in handy when you need to show someone your logo. PDFs are viewed well on almost every computer

JPG – This file can be used for web, word, powerpoint and other applications on your computer.

Email Signature

There is a logo that has been sized appropriately for an email signature. Please use that logo and this template for creating your company email signatures:



First Name

Title

Address Street, City, State, Zip

T | XXX.XXX.XXXX

C | XXX.XXX.XXXX

F | XXX.XXX.XXXX

E | XXX@XXX.com

www.XXXX.com

Mission statement or announcement can go below a line in 8 pt

Font: ARIAL

Size 10pt and BOLD (Purple: RGB 83, 46, 99)

Size 10 pt, Italics, Purple

Size 9 pt, Gray

Label: Size 7pt, Purple, Bold | Number: Size 9pt XXX.XXX.XX

Size 10 pt and Purple