Brand Identity Guidelines

BB-BG-22XII-00
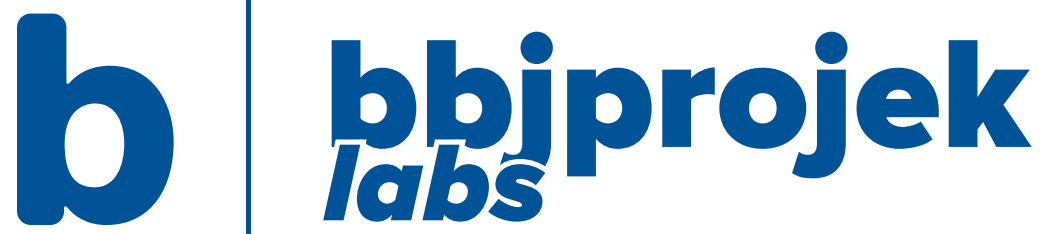
b | bbjprojek labs

Contents

Introduction

01

Determining corporate usage parameters is vital to maintaining the visual integrity of a Brand. By specifying the application rules, we seek to define the character, values, attributes and personality of our corporate identity.

Developing the laws by which the life of our Brand will be governed is essential, but it's not enough to maintain the visual presence of the identity. A commitment is a must when it comes to the correct use of the Brand, since we can fall into erroneous implementations that could harm the perception of the Brand.

A Brand is not just a logo. It's necessary to define the elements that will make up our identity, starting with the values, thepositioning statement, going through the selection of colors and types and ending with the applications. It's important to respect the elements that materialize the identity of our Brand.

For all the above, we have developed this manual. A manual that in itself lacks the power to protect the BBJProjeK Brand and so that requires a commitment to maintain the integrity of our identity.

Corporate
Identity

02

This page shows the name of each color that appears in the different components of the new BBJProjeK Brand Identity, in addition to its composition.

This detailed information must be taken into account for its correct application both in the design phase and in the production phase. printing.

These guidelines will also remove any chance of doubt as to the exact colors to be used for all possible formats in which the Mark appears.
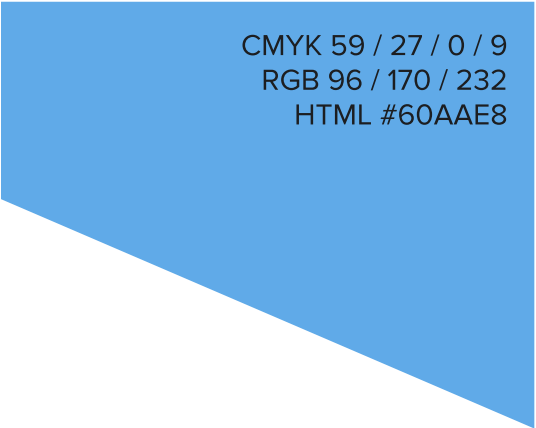
PRIMARY COLOURS

CMYK 100 / 45 / 0 / 41
RGB 0 / 83 / 151
HTML #005397

This colour is the main one. Will be used always.

CMYK 59 / 27 / 0 / 9
RGB 96 / 170 / 232
HTML #60AAE8

Web–only. To display logo on dark backgrounds.

SECONDARY COLORS

CMYK 14 / 9 / 0 / 68
RGB 70 / 74 / 81
HTML #464A51

Monochromatic

Corporate Identity
CORPORATE COLORS

02a

The logo, in its preferred version, will always appear in all its flat color on a white background.

While with the isotype it will be possible to play more with it (color backgrounds and images), etc. This can be achieved by properly guiding the designers on its use, making them understand that the BBJProjeK Brand identity cannot be be based on a certain design.

It is more effective for the logo that the creativity respects the Corporate Identity rules and is accommodated based on them, without the design, advertisement, brochure, poster publication, etc., ceasing to fulfill its function.

MAIN LOGOTYPE

Corporate Identity
## PRIMARY LOGOTYPES

02b

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec tincidunt sapien. Sed vel purus ipsum. Proin efficitur pulvinar nisl ac aliquam. Cras at pharetra metus.

Praesent posuere convallis eros, eget hendrerit felis molestie a. Aliquam pellentesque lectus eget nulla cursus sodales. Proin vitae tincidunt magna. Integer venenatis consectetur neque vitae finibus. Nunc augue metus, fringilla non ante consectetur, maximus varius leo. Ut hendrerit ultricies est, cursus faucibus mi.

EXTENDED LOGOTYPE

Corporate Identity
SECONDARY LOGOTYPES

02c
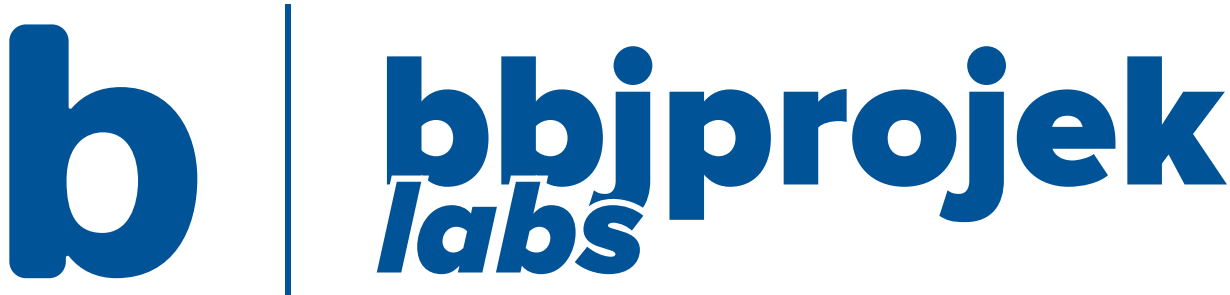
In signage applications or promotional items, the isotype can be placed on images, as well as on colored backgrounds (only the isotype).

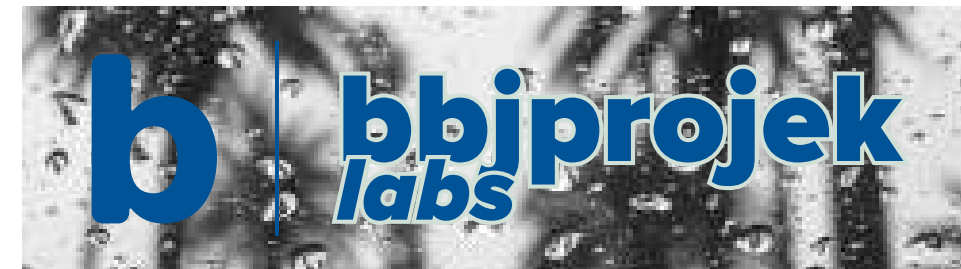As we have said before, when it's the entire Brand, it will always have a white background.
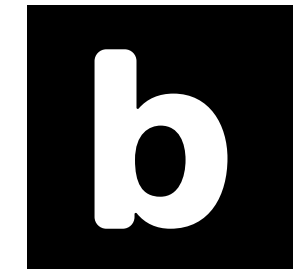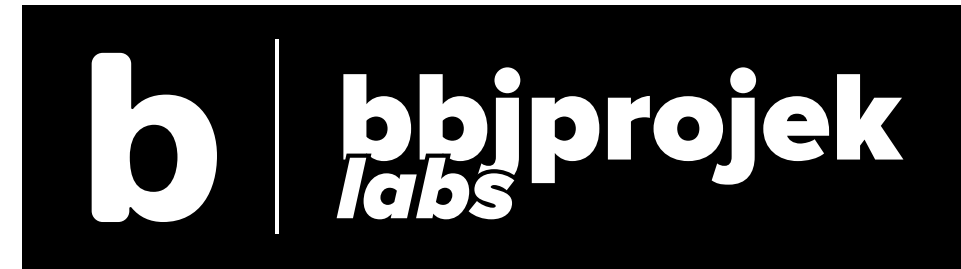
Unless the logotype is negative (white), then it can be placed on different backgrounds. Also in secondary logo versions.
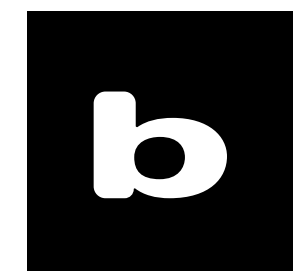
Corporate Identity
CORRECT / INCORRECT USES

02d

CORRECT USES

INCORRECT USES

An extended adaptation of our colors is what we call "sub-brands".

These versions may be used in specific cases but its use should be less than the primary logo.

Different colors may not be applied to adapt the logo, as there is no other available sub-brands.

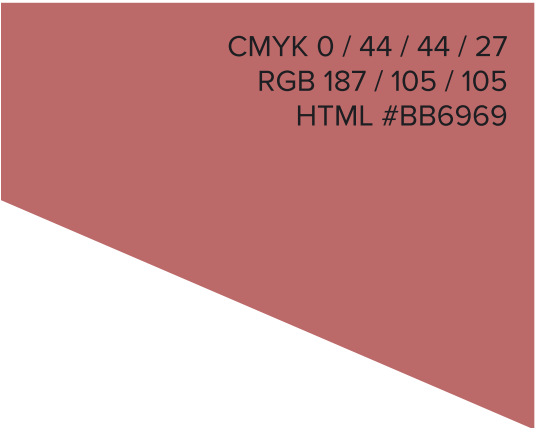These versions may only be used when referring to one of the sub-brands.

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More info is available at:
Lapiacery: https://lpry.bbjprojek.org
Web Server: https://cdn.bbjprojek.org

Corporate Identity
SUB-BRANDS

02e

EXTENDED COLORS — WebServer
(formerly ElementOS)

CMYK 0 / 89 / 83 / 27
RGB 187 / 20 / 32
HTML #BB1420

CMYK 0 / 44 / 44 / 27
RGB 187 / 105 / 105
HTML #BB6969

This colour is the main one. Will be used always when referring to the Web Server brand.

Web-only. To display logo on dark backgrounds when referring to the Web Server brand.

EXTENDED COLORS — Lapiacery Project

CMYK 100 / 5 / 61 / 26
RGB 0 / 128 / 118
HTML #008076

This colour is the main one. Will be used always when referring to The Lapiacery Project.

Some uses of the sub-brands colors:

NOTE: "Web Server" and "The Lapiacery Project" have its own custom brand guidelines (logos, typefaces...).

If you represent one of those sub-brands, you must refer to its brand guidelines.

You can check the guidelines of its own brand at our documentation, available at: https://wiki.bbjprojek.org/docs/intro

CORRECT USES

INCORRECT USES

No custom colors should be applied on the custom sub-brands.

Corporate Identity
SUB-BRANDS

02e

Corporate Typeface

03

Fonts are an important part of Corporate Identity. Consistent use of type is essential to help us establish professional brand recognition.

The BBJProjeK Brand used **Proxima Nova** in its Regular and Bold versions. This font is used to recreate the "bbjprojek labs" or "b" text from the logos, nevertheless it's recommened to download svg logos instead of represent by using official typography.

Furthermore, the typograpgy will be used as main typography for titles, document texts and all the designs.

Proxima Nova Regular

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Proxima Nova Bold

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Corporate Typeface
PRIMARY TYPOGRAPHY

03a

The alternative font Verdana will be used exclusively in cases where
Proxima Nova font is not available , for templates of forms, leters, documents, etc.

Verdana is a highly readable sans serif typeface family. It's installed by default on all Macintosh and Windows systems.

Verdana Regular

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Verdana Bold

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Corporate Typeface
ALTERNATIVE TYPOGRAPHY

03b

Following the sub-brands identity guidelines:

THE LAPIACERY PROJECT

The corporate typeface is the Manrope family. It is used in its Regular and Bold versions, in addition to their italic versions.

This will be the one used by studies and design agencies.

Download:
[PDF] Lapiacery Brand Identity Guidelines

Manrope Regular

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Manrope Bold

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Corporate Typeface
LAPIACERY PROJECT
TYPOGRAPHY

03c

Stationery

04

The BBJProjeK patern can be used on a variety of diferent collateral all across the brand.

The patern can even be used with type or imagery placed on top

Stationery
PATTERNS

04a

The graphic proportions that deine the exact and
correct structure of model letter 1 are indicated.

Format: A4 210x297mm
Fonts: DM Sans Regular, DM Sans Bold

b | **bbjprojek**
labs

Nombre y apellidos
Nombre del cargo

C.I.F. A-28/04.636, Reg. Mercantil de Madrid, Tomo 2808, General 2132, Sección 3ª Libro Sociedades, Folio 20, Hoja 19260, Inscripción 1ª   Mod. DIRCOM-001

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Stationery
LETTERS

04b

The graphic proportions that deine the exact and correct structure of model letter 1 are indicated.

Format: A4 210x297mm
Inks: Pantone 3295
Fonts: DM Sans Regular, DM Sans Bold

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b

BBJProjeK

Stationery
FOLDERS

04c

Resources

05

In the following link you can download additional resources for the bbjprojek Corporate Identity application, so that you can access vectorized logos and other resources.

- [ZIP] BBJProjek Brand Identity Resources

- [ZIP] Lapiacery Brand Identity Resources

Resources
DOWNLOADS

05a