

Brand Identity Guidelines

BB-BG-23III-00

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A large, stylized blue 'W' logo that serves as a background element on the right side of the slide. It is composed of thick, solid blue strokes.

Introduction



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, the positioning 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**



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.

Corporate Identity

CORPORATE COLORS

02a

PRIMARY COLOURS

Pantone 7686C

CMYK 80 / 46 / 0 / 43
RGB 29 / 79 / 145
HTML #1D4F91



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

Pantone 284C

CMYK 53 / 25 / 0 / 11
RGB 108 / 172 / 228
HTML #6CACE4



Web-only. To display logo
on dark backgrounds.

SECONDARY COLORS

Pantone Cool Gray 11

CMYK 80 / 46 / 0 / 43
RGB 29 / 79 / 145
HTML #1D4F91



Monochromatic

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 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.

Corporate Identity

PRIMARY LOGOTYPES

02b

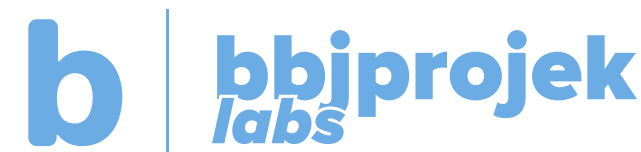
MAIN LOGOTYPE



Th extended logo will be used on larger screens and situations.

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

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.

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

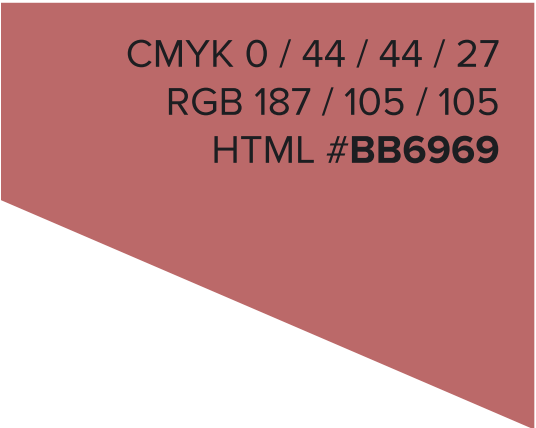
Corporate Identity
SUB-BRANDS

02e

EXTENDED COLORS — WebServer
(formerly ElementOS)



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



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>

Corporate Identity
SUB-BRANDS

02e

CORRECT USES



INCORRECT USES



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

**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 recommended to download svg logos instead of represent by using official typography.

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

Corporate Typeface
PRIMARY TYPOGRAPHY

03a

Proxima Nova Regular
A B C D E F
a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ & \$ % * ()

Proxima Nova Bold
A B C D E F
a b c d 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ & \$ % * ()

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

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

Corporate Typeface
ALTERNATIVE TYPOGRAPHY
03b

Verdana Regular
A B C D E F
a b c d 1 2 3 4
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%*()

Verdana Bold
A B C D E F
a b c d 1 2 3 4
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%*()

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](#)

Corporate Typeface
LAPIACERY PROJECT
TYPOGRAPHY

03c

Manrope Regular

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%*()

Manrope Bold

ABCDEF
abcd1234

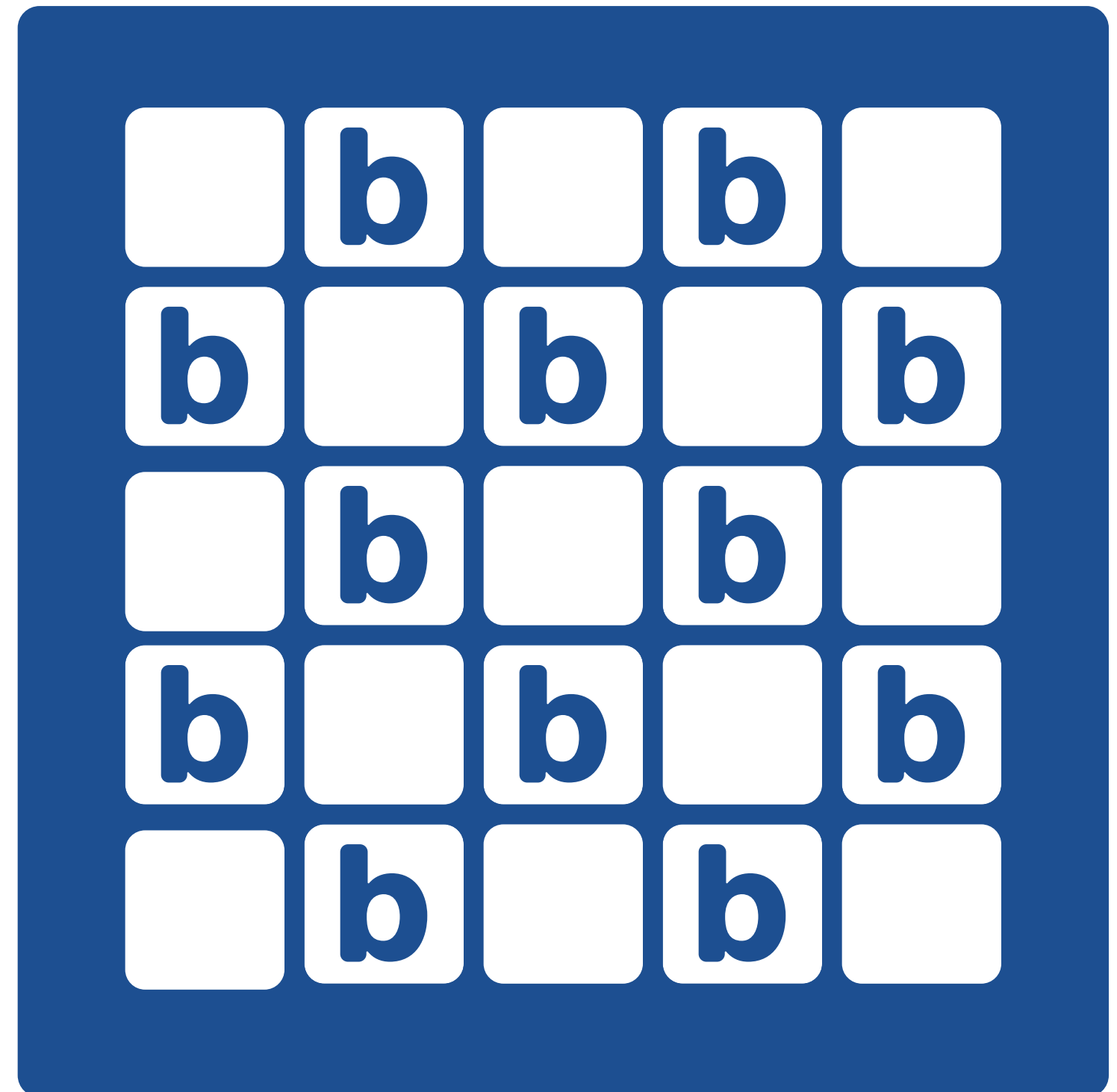
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%*()

Stationery

The BBJProjek pattern can be used on a variety of different collateral all across the brand.

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

<https://wiki.bbjprojek.org/patterns>



Stationery
PATTERNS

04a

Format: A4 210x297mm
 Fonts: Proxima Nova Regular, Proxima
 Nova Bold

04b

18 — Stationery

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

Format: A4 210x297mm
Fonts: Proxima Nova Regular, Proxima Nova Bold



Stationery
FOLDERS

04c

Resources

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

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b