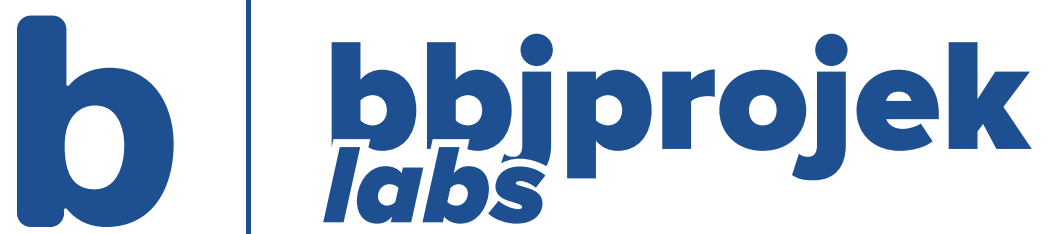


Brand Identity Guidelines

BB-BG-23III-01
March 2023



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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, 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

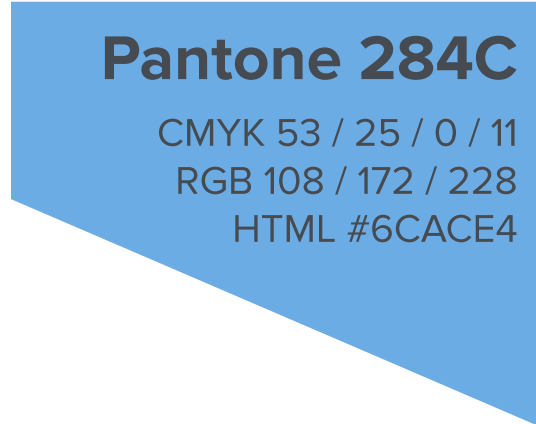
PRIMARY COLOURS



Pantone 7686C
CMYK 80 / 46 / 0 / 43
RGB 29 / 79 / 145
HTML #1D4F91



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

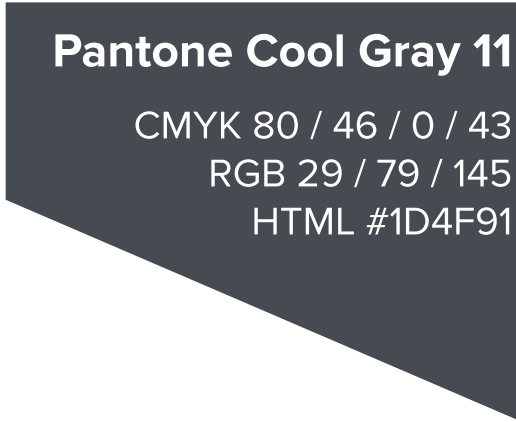


Pantone 284C
CMYK 53 / 25 / 0 / 11
RGB 108 / 172 / 228
HTML #6CACE4



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.

MAIN LOGOTYPE



Corporate Identity PRIMARY LOGOTYPES

02b

The 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

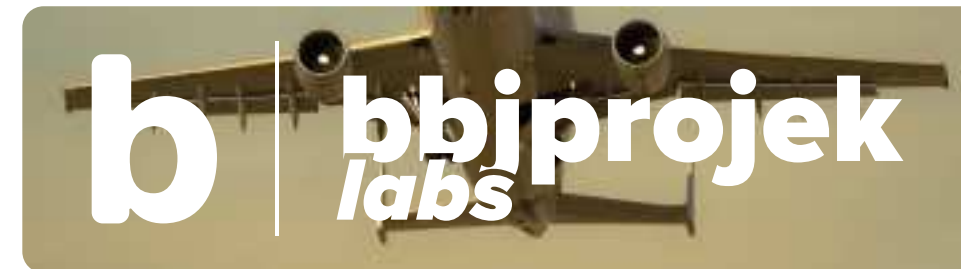
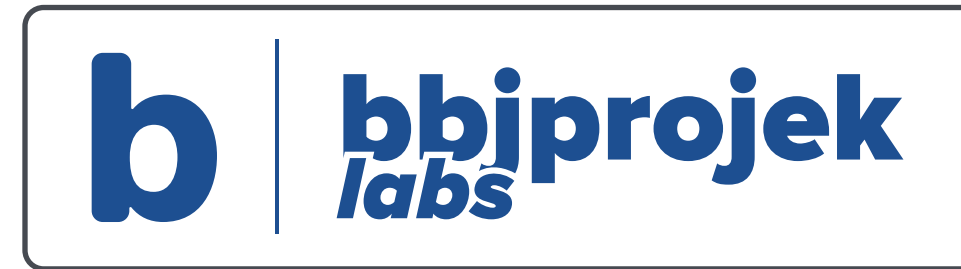
02c

In signage applications or promotional items, the isotype can be placed on images, as well as on colored backgrounds.

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.

CORRECT USES



Corporate Identity CORRECT / INCORRECT USES

02d

Here are some examples of incorrect uses:

Using another typography to represent the logo

Resizing the logo

Using a color hardly visible

INCORRECT USES



Corporate Identity CORRECT / INCORRECT USES

02d

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>

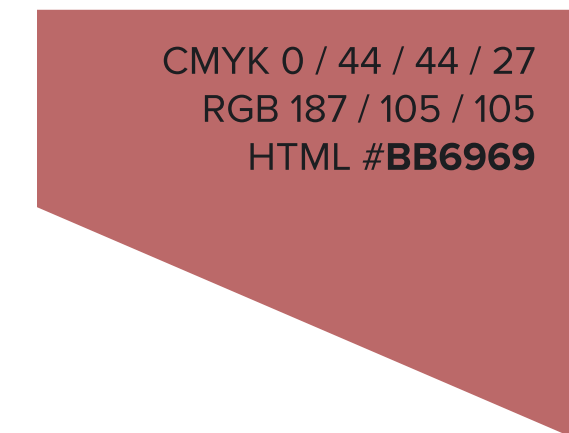
Corporate Identity SUB-BRANDS

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**

MOB

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

ABCDEF

abcd1234

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

Proxima Nova Bold

ABCDEF

abcd1234

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

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

ABCDEF
abcd1234

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

Verdana Bold

ABCDEF
abcd1234

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!@&\$%*()

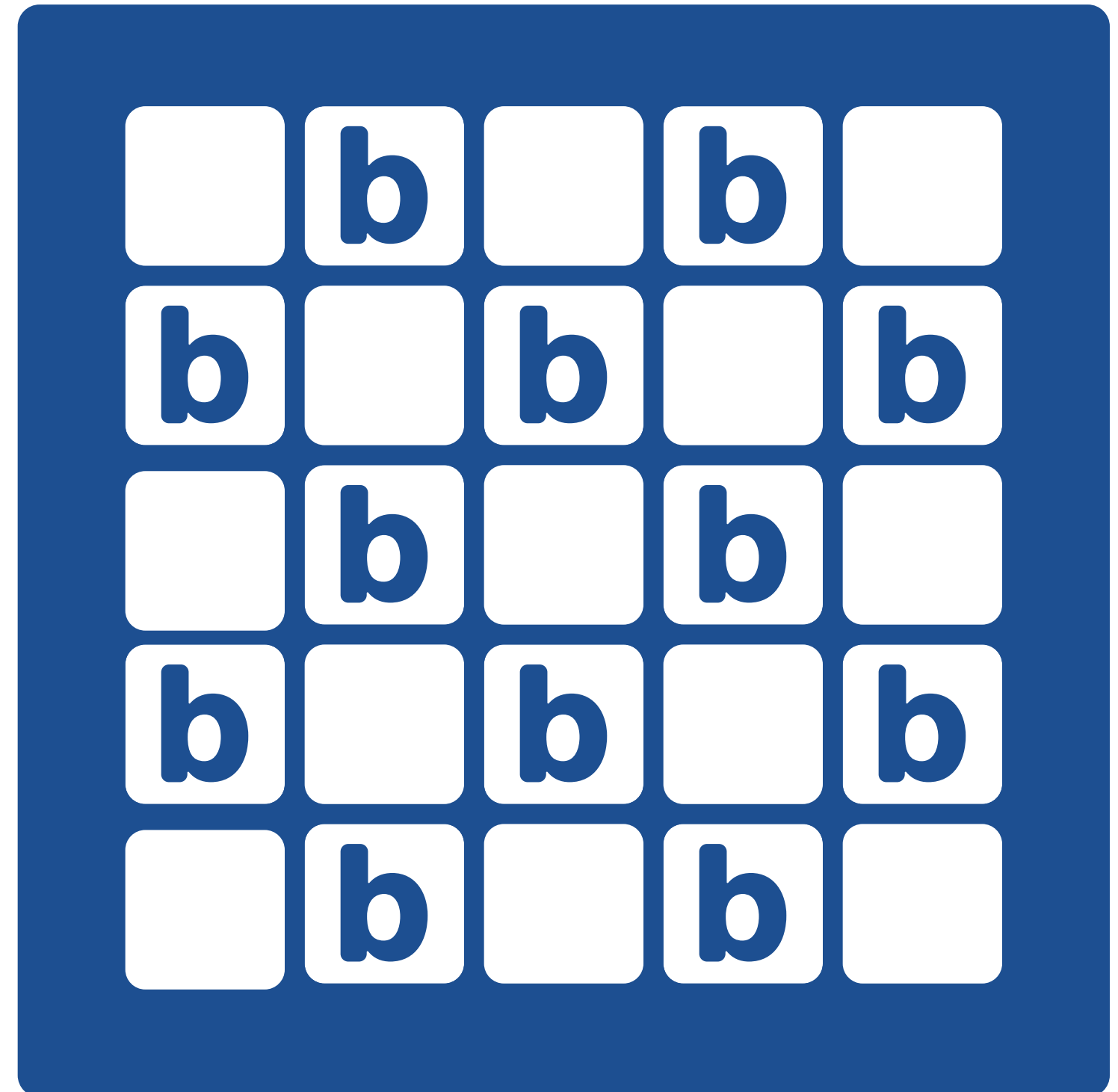
Stationery

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.

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



Stationery
PATTERNS

04a

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
LETTERS

04b

b | **bbjprojek**
labs

Nombre y apellidos
Nombre del cargo

Mod. DIRCOM-001

C.I.F. A-28/000000, Reg. Mercantil de Cataluña, Tomo 1268, General 1034, Sección 3ª Ultra Sociedades Folio 12, Hoja 4532, Inscripción 1ª

BBJProjek
C. Islas Chafarinas, 2, 28905 Getafe, Spain
T. +34 xxx xx xx E. support@bbjprojek.org
bbjprojek.org

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

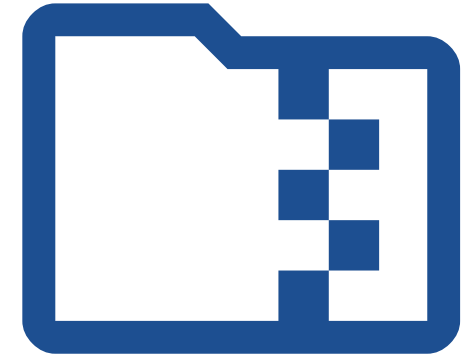
04c

Resources

MOB

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

**Support
& Help**



Need help?

You can always reach us at our email
support@bbjprojek.org.

In case you need further information, find
us in our headquartes located in:

[C. Islas Canarias, 2, 28905 Getafe,
Madrid.](#)



Resources
DOWNLOADS

05a

BB-BG-23III-01

March 2023

b | **bbjprojek**
labs

b