Brand Identity Guidelines

BB-BG-24IV-00

April 2024 · fourth revision

the **bbjprojek** organization

BBJProjeK, a tiny placeholder for big projects.

This document is designed for BBJProjeK partners and sponsor ecosystem. When communicating together, in various partnership environments, we want to safeguard our brand and assist you in:

- Featuring and referencing the BBJProjeK brand effectively and correctly
- Providing access to the correct brand assets

the
bbjprojek
organization ◾

Contents

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Introduction

01

Determining corporate usage parameters is vital to maintaining the visual integrity of a brand. By specifying some 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 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. Always respect the elements that materialize the identity of our brand.

That's why we have developed this manual. A manual that in itself lacks the power to protect the 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.
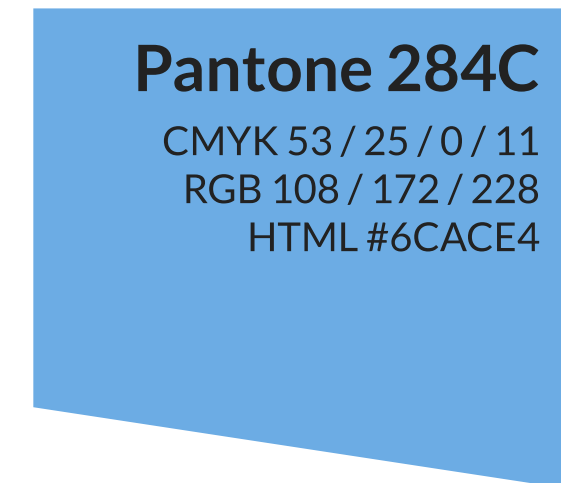
This detailed information must be taken into account for its correct application both in the design phase and in the production phase. printing.

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

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

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

Pantone Black 7 C
CMYK 0 / 0 / 0 / 75
RGB 64 / 64 / 64
HTML #404040

Corporate Identity
CORPORATE COLORS

O2a

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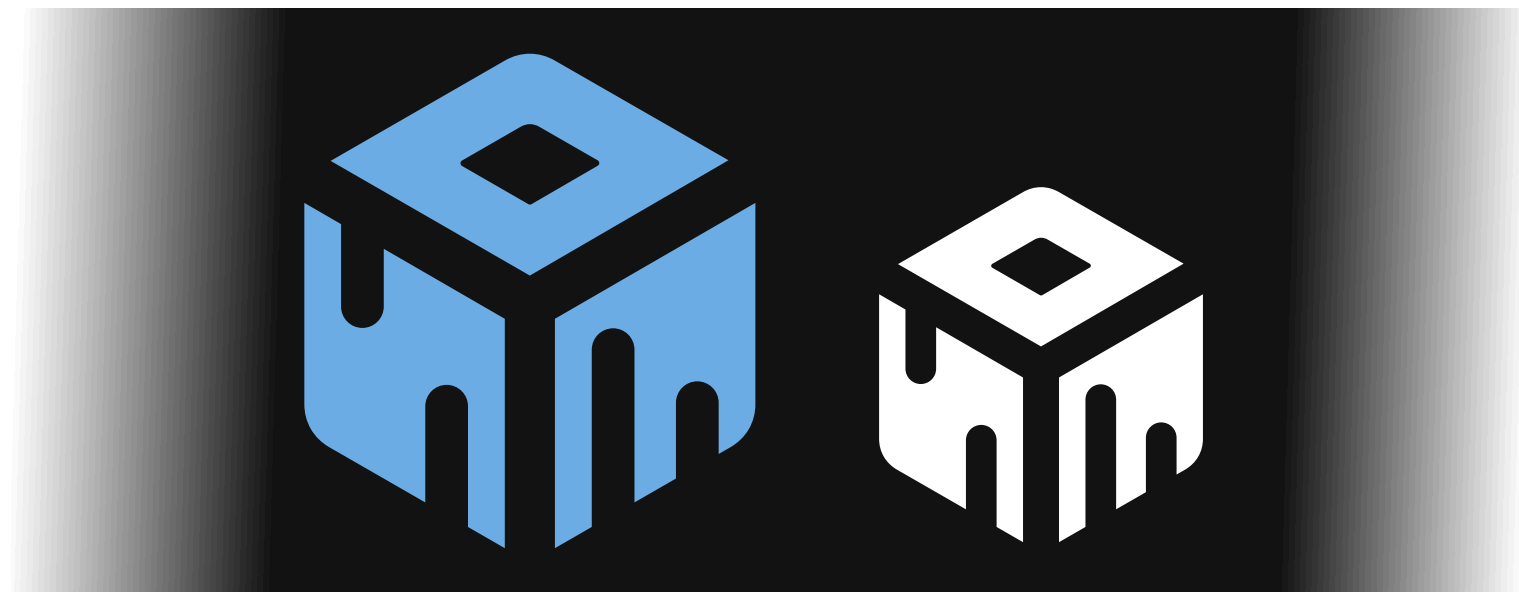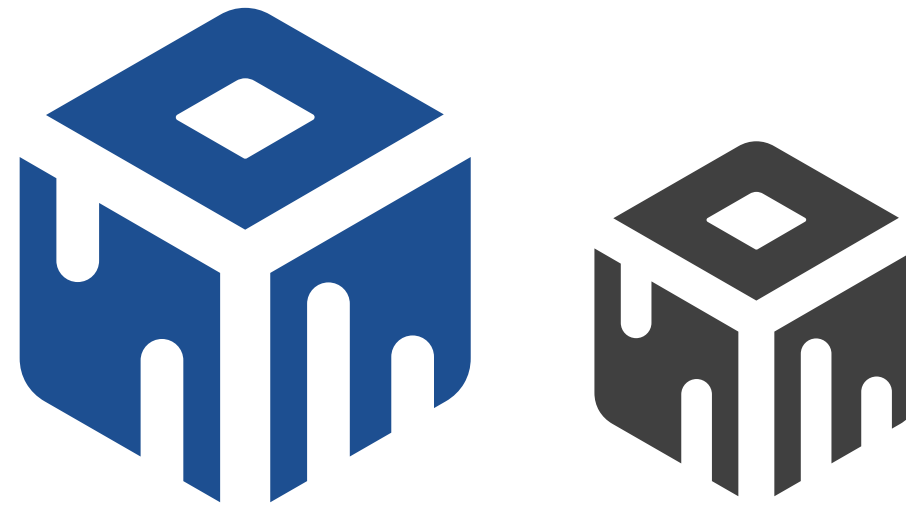
It is more effective for the logo that the creativity respects the Corporate Identity rules and is accommodated based on them, without the design, advertisement, brochure, poster publication, etc., ceasing to fulfill its function.

Logo should be dark blue on lighter backgrounds and light blue on darker backgrounds

Corporate Identity
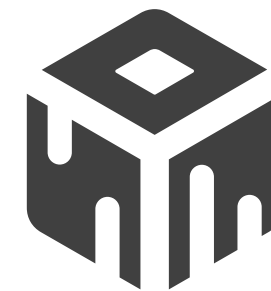## PRIMARY LOGOTYPES

O2b

The extended logo will be used on larger screens and situations or as an alternative of the main logotype.

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

Corporate Identity
ALTERNATIVE LOGOTYPES

O2c

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

As it has been explained earlier, when it's the entire brand, it will always have a white background.

Unless the logotype is in negative, then it cant be placed on different background.

The same rules apply to secondary and alternative logos.

Corporate Identity
INCORRECT USES

O2d

Don't resize the logo
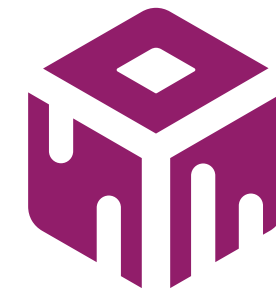
Don't use an unauthorized color

Don't change the logo layout

Spacing and alignment guidance for aligning product names with the logo.

The logo should follow clear space rules. The separating line between logos can be seen in the following layout:

Horizontal lockup

Vertical lockup

Corporate Identity
LOCKUPS
02e

When incorporating partnership logos, it's imperative to adhere meticulously to the designated clear space regulations.

This entails maintaining a distinct separation between logos, ensuring visual coherence and brand integrity.

To achieve this, the demarcating line between logos can be seamlessly crafted leveraging the vertical line glyph found in the BBJProjeK's signature logo.

This meticulous approach not only fosters visual harmony but also upholds the essence and identity of the associated brands in a synergistic display of collaboration and professionalism.

Vertical lockup

Corporate Identity
LOCKUPS

02e

Corporate Typeface

03

Fonts are an important part of the corporate identity. Consistent use of type is essential to help us establish professional brand recognition.

The BBJProjeK Brand uses DM Sans in its regular and bold versions.

It's the font used to make "the bbjprojek organization" text next to the logo, nevertheless it's important to download svg logos instead of represent by using the official typography.

This typography is not used as a main typography for titles.

DM Sans Regular

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

DM Sans Bold

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Corporate Typeface
LOGO TYPOGRAPHY

O3a

The BBJProjeK Brand uses Source Serif 4 in its regular and bold versions.

This font will be used for main headings of documents, posters and other designs and artworks. It may also used for regular text on different applications, like in this document.

Source Serif 4 Regular

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Source Serif 4 Bold

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Corporate Typeface
HEADING TYPOGRAPHY

O3b

Another font that is used for the brand is Lato.

Lato is a humanist sans-serif typeface designed by Łukasz Dziedzic. It's a professional and approachable font, and makes statement always be the essential. Makes the words to be clean, straight forward and as symmetrical as possible.

This font will be used for main regular text of documents, stationery anf official documents, as well as other designs.

It will also be used for headings and regular text when Source Serif 4 is not available.

Corporate Typeface
ALTERNATIVE TYPOGRAPHY

O3c

Lato Regular

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

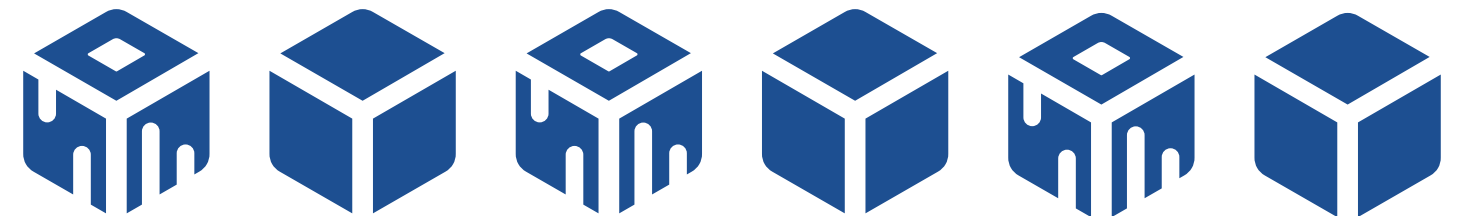Lato Bold

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.

Stationery
PATTERNS

04a

The precise and definitive graphical proportions that delineate the accurate framework of model letter 1 are explicitly denoted for adherence.

Within this framework, the designated specifications for format and typography serve as indispensable guidelines to ensure uniformity and consistency in presentation.

Format: A4 210x297mm
Fonts: Source Serif 4 Regular, Lato Regular

Stationery
LETTERS
04b

the
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Name and surname
Company name

Mod. DIRCOM-001

C.I.F.: A-28/XXXXX. Reg. Mercantil de Getafe, Tomo 1268, General 1034, Sección 3ª Libro Sociedades, Folio 12, Hoja 4532, Inscripción 1ª

The BBJProjeK Organization
C. Islas Chafarinas, 2, 28905 Getafe, Spain
T. +34 644 159 001 **E.** hello@bbjprojek.org
bbjprojek.org

The intricate graphic proportions that meticulously delineate and define the precise and accurate framework of model letter 1 are prominently indicated, serving as paramount guidance for ensuring adherence to the prescribed structure.

Format: A4 210x297mm
Fonts: Source Serif 4 Regular, Lato Regular

the bbjprojek organization

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The BBJProjeK Organization
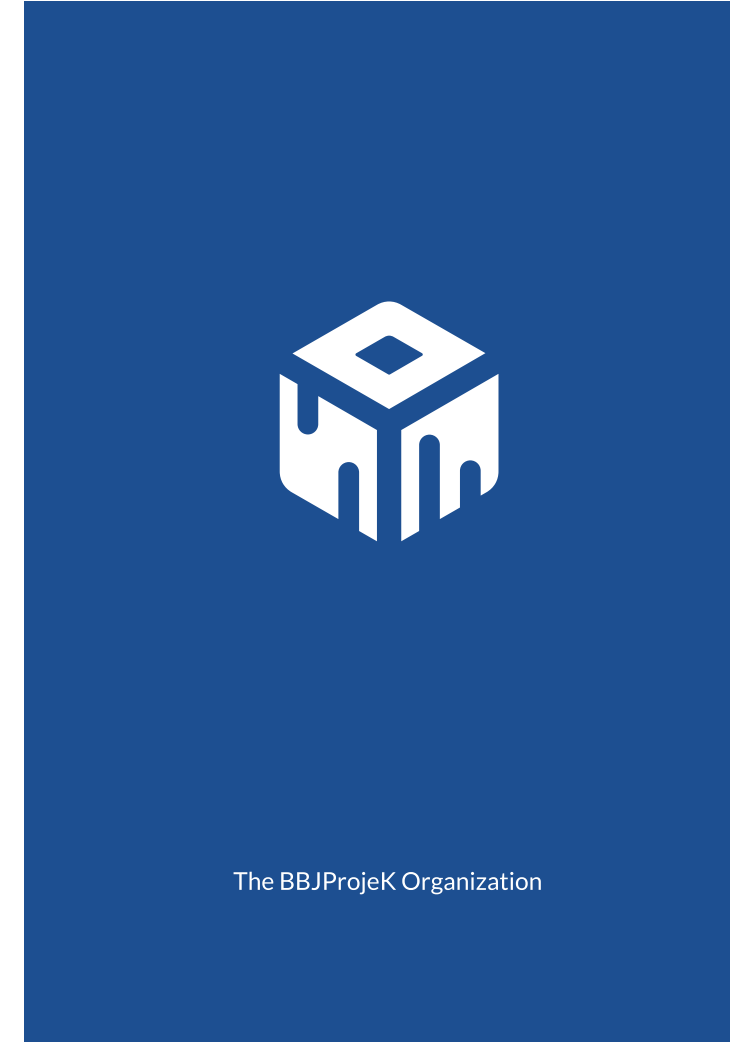
Stationery
FOLDERS

04c

The shipping tag holds a pivotal role as a tangible representation the brand.

Lato is used for the whole text, conveying essential shipping information.

Dimensions are variable, accommodating diverse shipping needs.

From: BBJProjeK Org

Calle Islas Chafarinas, 2
28905 Getafe, España

Lot Number: N/A

To: John Smith

Avenida Isabel de Palencia, 7
28905 Getafe, España

Order nr.:
YSEB/0092

Parcel nr.:
lpY22/039-RT

000A/0465

Stationery
SHIPPING

04e

In the realm of our brand identity guidelines, the concept of "merch" embodies more than just products; it encapsulates the very essence of our brand experience.

Each item, curated and designed, serves as a tangible extension of our brand's identity and values.

From apparel to accessories, every piece is imbued with the essence of our brand, fostering a deeper connection with our audience.

Learn more about it at: https://wiki.bbjprojek.org/docs/category/branding/

Stationery
MERCH

04f

SSD Prototype

Wi-Fi Network Card

In our brand identity guidelines, contact cards serve as vital tools for fostering connections and representing our brand with professionalism and distinction.

Each card is designed to embody our brand's essence and convey essential contact information with clarity and elegance.

It uses DM Sans and Source Serif 4 font, our contact cards exude sophistication and readability, ensuring that recipients can easily engage with our brand.

Stationery
CONCTACT CARDS
04e

Assets

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.

Logo Assets
https://wiki.bbjprojek.org/media/BBJProjeK%20Brand%20Toolkit%202024IV.zip

Logo Product Lockups
https://wiki.bbjprojek.org/media/BBJProjeK%Product%20Lockups%202024IV.zip

Color Assets
https://wiki.bbjprojek.org/docs/branding/design/#bbjprojek-brand-colours

Typography Assets
https://get.cdn.bbjprojek.org/download_private_full?token=g5UE70r1n8pO2CPCAvR1kVp3xKqJHzJNuDmO

Assets
DOWNLOADS
O5a

Support & Help

06

Need help?
You can always reach us at our email
hello@bbjprojek.org.

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

C. Islas Chafarinas, 2, 28905 Getafe, Madrid.

Support & Help
GETTING HELP

06a