Brand Identity Guidelines

the
bbjprojek
organization

BBJProjeK is a tiny placeholder for big projects.

This document is designed for BBJProjeK designer team, associates, and the 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

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Contents

Introduction

01

Determining corporate usage parameters is vital to maintain 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.

Learn more about at the brand:https://wiki.bbjprojek.org/docs/team/

Corporate
Identity

02

O2a

Corporate Identity
CORPORATE COLORS

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.

	70% tint	50% tint	30% tint

PRIMARY COLOR

BLUE

rgb	29, 79, 145
hex	#1D4F91
pantone	7686 C

	70% tint	50% tint	30% tint

PRIMARY COLOR (DRK)

LIGHT BLUE

rgb	108,172, 228
hex	#6CACE4
pantone	284 C

AUTH BLUE

rgb	0, 106, 142
hex	#006A8E
pantone	7706 C

AUTH BLUE (DRK)

rgb	69, 162, 189
hex	#48A9C5
pantone	7702 C

RABBAU NEXT

rgb	91, 98, 54
hex	#5B6236
pantone	7749 C

70%
50%
30%

02b

Corporate Identity
COLOR ACCESSIBILITY

It is vital that our brand colors are used in a way that maximizes legibility to ensure accessible designs.

Here are some recommended color pairings that will maintain the readability of text by providing strong contrast.

All of these pairings comply with the AA level contrast of at least 4.5:1, while many also adhere to the AAA level contrast of 7:1.

White over Branding
(AAA)

Black over Branding
(AAA)

Black over white
(AAA)

White over black
(AAA)

White over Secondary
(AA)

Secondary over white
(AA)

White over Authority
(AAA)

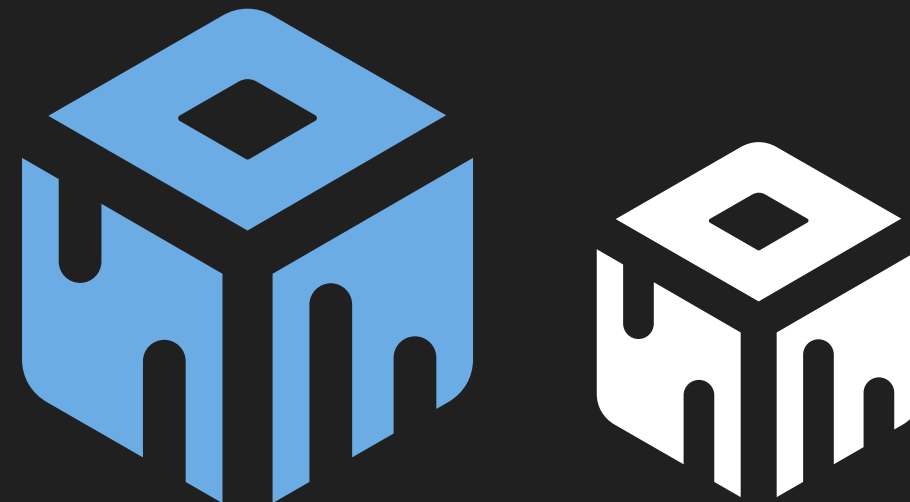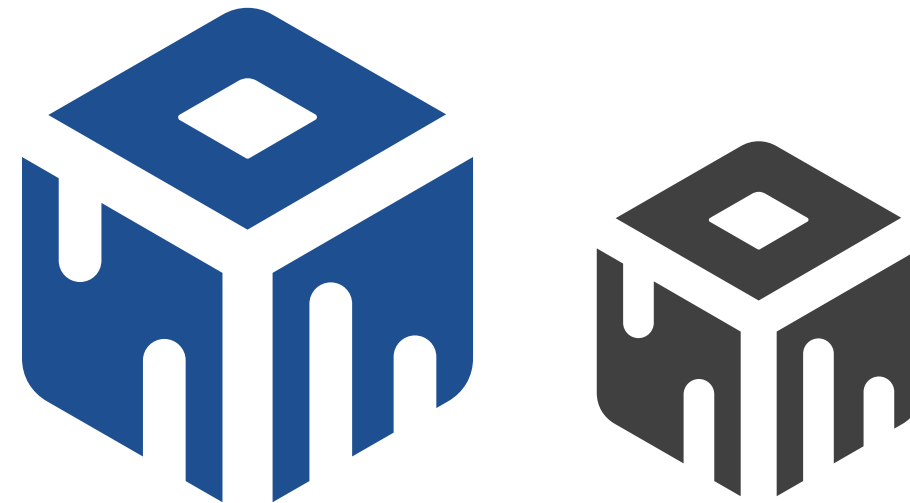**Black over Authority**
(AA)

02c

Corporate Identity
PRIMARY LOGOTYPES

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.

NOTE: Logo should be dark blue or dark grey on lighter backgrounds, and light blue or white on darker backgrounds.

O2d

Corporate Identity
ALTERNATIVE LOGOTYPES

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.

Extended Logo. Variant A

the
bbjprojek
organization

the
bbjprojek
organization

Extended Logo. Variant B

the
bbjprojek
organization

the
bbjprojek
organization

O2e

Corporate Identity
INCORRECT USES

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.

Do NOT resize the logo

Do NOT use unauthorized gradients

Do NOT change the logo layout

Do NOT recreate the logo with another font

O2f

Corporate Identity
LOCKUPS

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

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02f

Corporate Identity
LOCKUPS

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.

Example A

Example B

Corporate
Typeface

03

03a

Corporate Typeface
LOGO TYPOGRAPHY. A

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 also used as a typography for some design titles and documents.

DM Sans Regular

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

DM Sans Bold

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

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O3b

Corporate Typeface
HEADING TYPOGRAPHY

The BBJProjeK brand uses **IBM Plex Mono** 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, for the numbers.

IBM Plex Mono Regular

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

IBM Plex Mono Bold

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

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O3c

Corporate Typeface
TEXT & REGULAR TYPO.

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.

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

The alternative font **Verdana** will be used exclusively in cases where Lato font is not available. Verdana is a highly readable sans serif typeface family. It's installed by default on all Macintosh and Windows systems.

Lato Regular

ABCDEF abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&$%*()

Lato Bold

ABCDEF abcd1234

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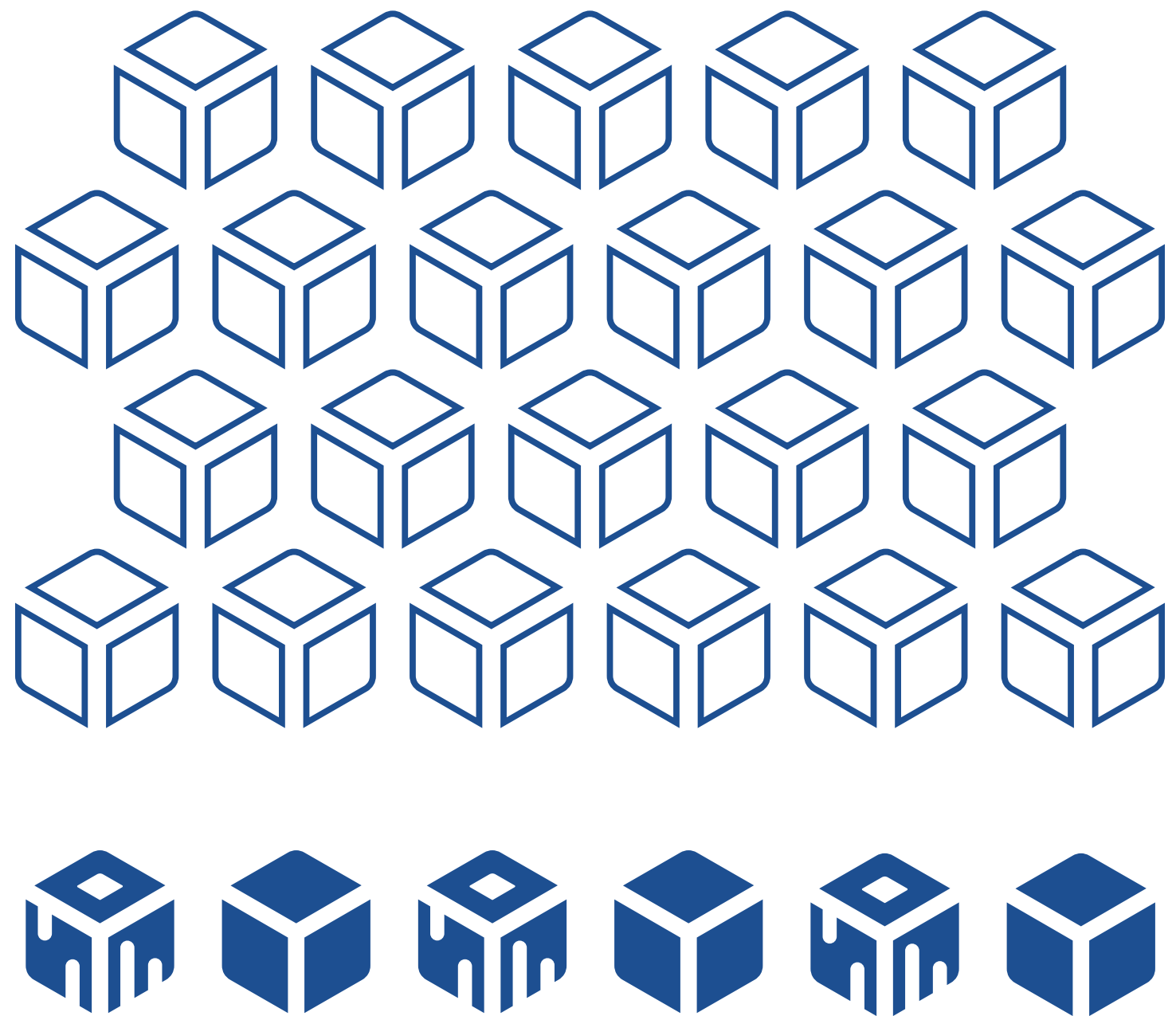
Stationery

04

04a

Stationery
PATERNS

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.

04b

Stationery
LETTERS

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: Lato Regular

the
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Name and surname
Company name

C.I.F. A-28/0XXXXX, Reg. Mercantil de Getafe, Tomo 1268, General 1034, Sección 3ª Libro Sociedades, Folio 12, Hoja 4532, Inscripción 1ª

Mod. DIRCOM-001

The BBJProjeK Organization
Rue du Général-Dufour 12, Geneva, Switzerland
**T.** +34 644 159 001 **E.** hello@bbjprojek.org
www.**bbjprojek.org**

04c

Stationery
LETTERS

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: Lato Regular

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T. +34 644 159 001 **E.** hello@bbjprojek.org
www.**bbjprojek.org**

The BBJProjeK Organization

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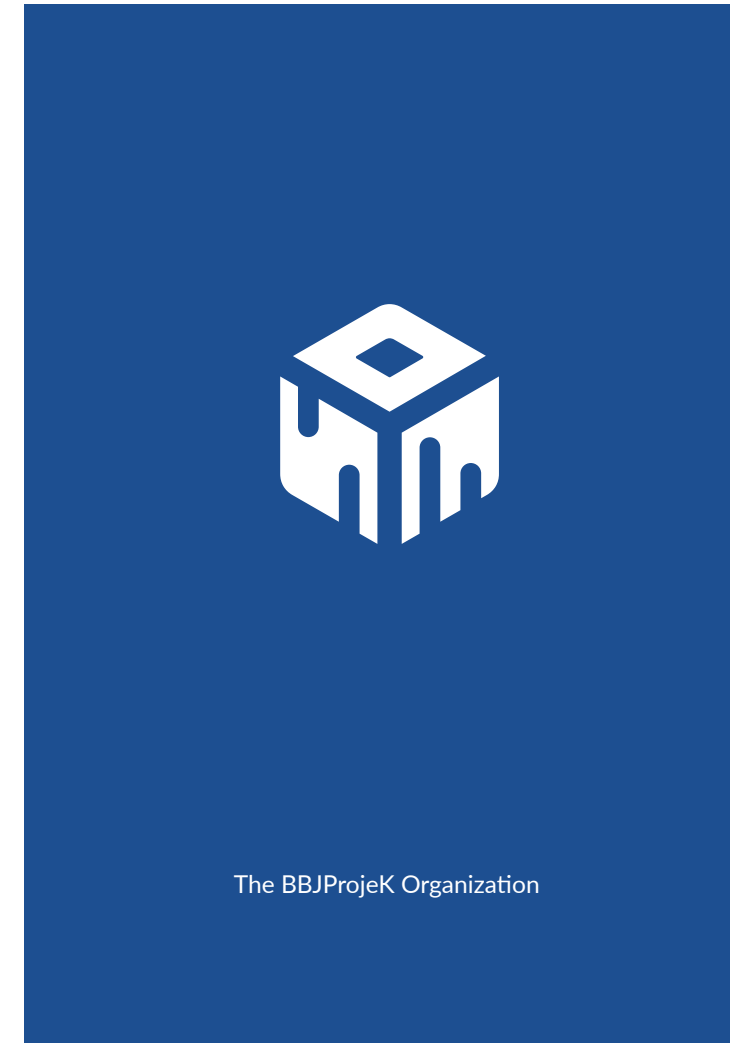
04d

Stationery
SHIPPING

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.:
IpY22/039-RT

000A/0465

04e

Stationery
MERCH

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.

Merch is made by the Locc Designers, a working group designated for creating the design. It uses different fonts and designs from this very document.
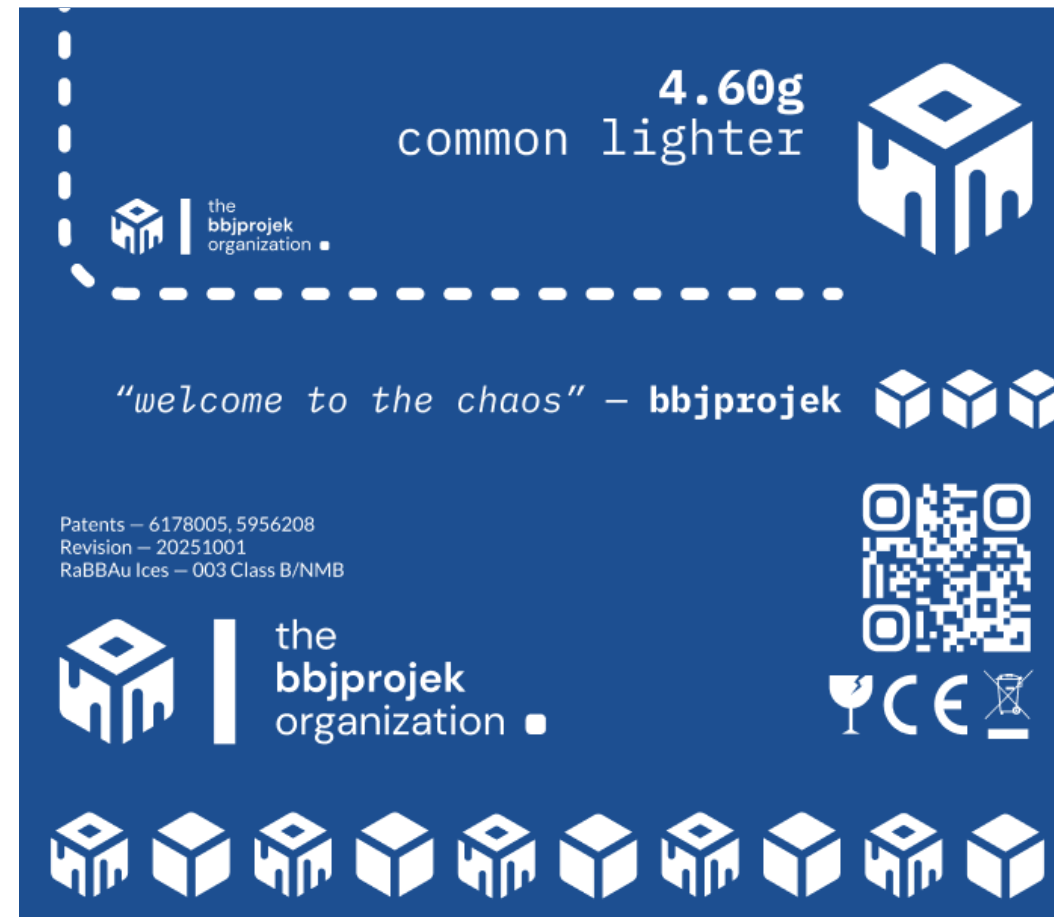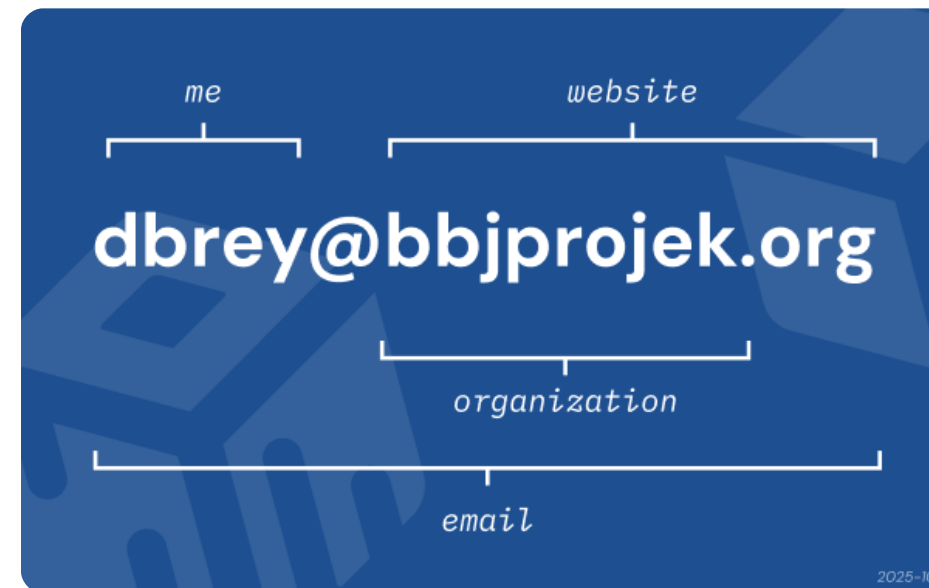
04f

Stationery
CONTACT CARDS

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, Lato font, and IBM Plex Mono, all in one.

Our contact cards exude sophistication and readability, ensuring that recipients can easily engage with our brand.

me

website

dbrey@bbjprojek.org

organization

email

2025-10

bbjprojek.org

Damian
Brey

CEO

+44 XX XXX XX X

C/ Islas Chafarinas, 2, 28905 Getafe

the
bbjprojek
organization ▪

dbrey@bbjprojek.org

Assets

05

05a

Assets
DOWNLOADS

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/guides/branding/
#bbjprojek-branding-colours

Typography Assets
https://get.cdn.bbjprojek.org/download_private_full?
token=g5UE70r1n8pO2CPCAvR1kVp3xKqJHzJNu
DmO

Support & Help

06

O6a

Support & Help
GETTING HELP

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:

Rue du Général-Dufour 12, 1204 Geneva, Switzerland.

BBJProjeK Brand Guidelines
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