

**BEE BREEDERS**

ARCHITECTURE COMPETITION ORGANISER

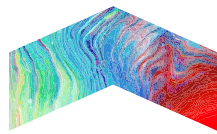
Visual  
identity  
guidelines

2019

# Logo

01

Primary logo consists of  
arrow icon, name of the brand and  
explanatory tagline in all caps.



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# Logo usage

02

## Full color

Logo must be used in full color on white background wherever possible, however it can also be used inverted on black background.



## Monochrome

Black and white logo must be used on facsimile, stamps and other black and white publications.

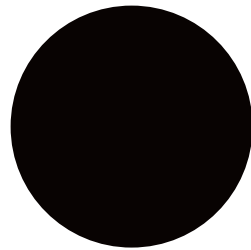


## Icon

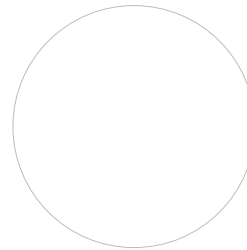
Logo symbol can be used separately in cases when the space is not enough to provide legibility, for example social media icons.



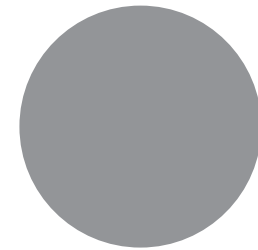
A monochrome colour scheme should be maintained throughout designs. Primary colours - black and white - should be used for headings, body text and backgrounds, while grey should be used for additional details.



RGB - 0 / 0 / 0  
CMYK - 30 / 30 / 30 / 100  
PANTONE Black C



RGB - 255 / 255 / 255  
CMYK - 0 / 0 / 0 / 0  
PANTONE Opaque white



RGB - 117 / 120 / 123  
CMYK - 0 / 0 / 0 / 50  
PANTONE Cool Grey 9



# Logo proportions

04

## Buffer zone

The buffer zone around the logo prevents visual competition with other design elements. Its dimensions are determined as a unit as wide as the arrow icon.



## Minimal reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained. In cases where space is below the recommended size, the logo must be used without the tagline.



10 mm / 40 px



5 mm / 20 px

# Logo don'ts

05

Logo must not be deformed or rotated. It is forbidden to change its proportions, apply effects, shadows and transparency. Logo must not be used on backgrounds or photos, if its legibility is affected.

