

BROSIX Corporate Identity Guidelines



DEFINITION OF BROSIX LOGO

The Brosix LOGO

- The BROSIX corporate logo is a representation of the company and its product to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.
- Logo in its various formats is a separate package, available for download. The current document represents its use in different environments.
- There are three versions of the Brosix logo

1) Standard logo



2) Alternative Logo



3) Logo 3D



4) Logo 2D



5) 1 color logo (for light background)



6) 1 color logo (for dark background)



1. Standard logo

- This logo should always be placed on a light background
- The standard logo has two versions

1) without a tag line



2) with a tag line



- The BROSIX standard logo is appropriate for all types of web publications and print visual materials. It should be used without a tag line in a contextual publication or visual material, where there is a text definition of Brosix Instant Messenger.
- The tag line should be added to the logo when it appears on a material with no other definition of the product.
- The Standard logo is also appropriate for stationary, when a good quality of print is possible. If quality of print is not possible, then other types of the logo should be used.

2. Alternative logo

- This logo should always be placed on a light background
- The standard logo has two versions

1) without a tag line



2) with a tag line



- The BROSIX alternative logo is appropriate for all types of web publications and print visual materials. It should be used without a tag line in a contextual publication or visual material, where there is a text definition of Brosix Instant Messenger.
- The tag line should be added to the logo when it appears on a material with no other definition of the product.
- The alternative logo is also appropriate for stationary, when a good quality of print is possible. If quality of print is not possible, then other types of the logo should be used.

3. Logo 3D

- This logo should always be placed on a light background
- The standard logo has two versions

1) without a tag line



2) with a tag line



- The BROSIX Logo 3D is appropriate for all types of web publications and print visual materials. It should be used without a tag line in a contextual publication or visual material, where there is a text definition of Brosix Instant Messenger.
- The tag line should be added to the logo when it appears on a material with no other definition of the product.
- The Logo 3D is also appropriate for stationary, when a good quality of print is possible. If quality of print is not possible, then other types of the logo should be used.

4. Logo 2D

- This logo should always be placed on a light background
- The standard logo 2D has two versions

1) without a tag line



2) with a tag line



- The BROSIX logo in 2D is appropriate for all types of web publications and print visual materials, when design requires more flat visualization. It should be used without a tag line in a contextual publication or visual material, where there is a text definition of Brosix Instant Messenger.
- The tag line should be added to the logo when it appears on a material with no other definition of the product.
- The Logo in 2D variation is also appropriate for stationary, when a good quality of print is possible. If quality of print is not possible, then other types of the logo should be used.

5. Mono color logo (light background)

“Logo 1 color”

- This logo should always be placed on a light background.
- Should be used on places that only allow one color over a light background.
- For example, it is appropriate for all types of print stationary materials with light surface. The “Logo 1 color” is appropriate to use when the print is bigger and the circle outline could be visually effective.



6. One color logo (dark background)

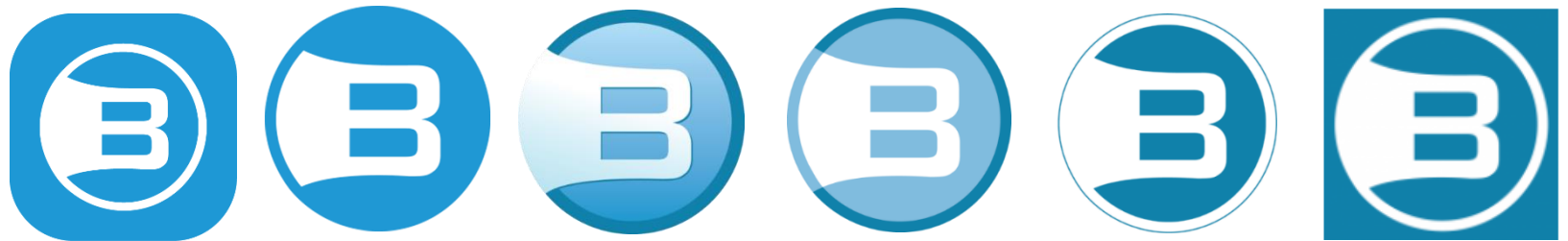
“Logo 1 color dark background”

- This logo should always be placed on a dark background.
- Should be used on places that only allow one color over a dark background.
- For example, it is appropriate for all types of print stationary materials with dark surface. The “Logo 1 color dark background” is appropriate to use when the print is bigger and the circle outline could be visually effective.



7. Using only the B sign without the name BROSEX and the tag line

- The B sign in a proportional circle is used in cases with limited space as web, mobile or desktop application icons. For example:
 - App Store
 - Google Play
 - Windows Application
 - Mac Applications
 - etc.



DEFINITION OF COLORS

1. Standard logo

Colors:



Blue

RGB 31:152:213

CMYC 75:26:0:0

Web #1f98d5



Black

RGB 35:31:32

Web #231f20

White

RGB 255:255:255

Web #ffffff

2. Alternative logo



Colors:

Blue

RGB 31:152:213

CMYC 75:26:0:0

Web #1f98d5

Black

RGB 35:31:32

Web #231f20

White

RGB 255:255:255

Web #ffffff

3. Logo 3D



Colors:

Dark blue

RGB 5:128:169

CMYC 86:39:20:1

Web #0580a9



Light blue

RGB 128: 188: 220

CMYC 48:12:5:0

Web #80bcd9

Black

RGB 35:31:32

Web #231f20

White

RGB 255:255:255

Web #ffffff

4. Logo 2D



Colors:

Dark blue

RGB 5:128:169

CMYC 86:39:20:1

Web #0580a9

Light blue

RGB 128: 188: 220

CMYC 48:12:5:0

Web #80bcd9

Black

RGB 35:31:32

Web #231f20

White

RGB 255:255:255

Web #ffffff

5. One color logo (light background) “Logo 1 color”



Colors:

Dark blue

RGB 5:128:169

CMYC 86:39:20:1

Web #0580a9

6. One color logo (dark background) “Logo 1 color dark background”



Colors:

White

RGB 255:255:255

Web #ffffff

7. Logo in Black and White

- Using the Brosix Logo in B&W is not recommended.
- When color or printing prohibits color use, it may be used in all black or reversed out to white.

SIZES AND ELONGATION

1. Sizes

a) 50 pixel logo used for:

- email newsletter
- web banner

b) 72 pixel logo used for: • web page

c) Other sizes may be used on appropriate places

Top placement

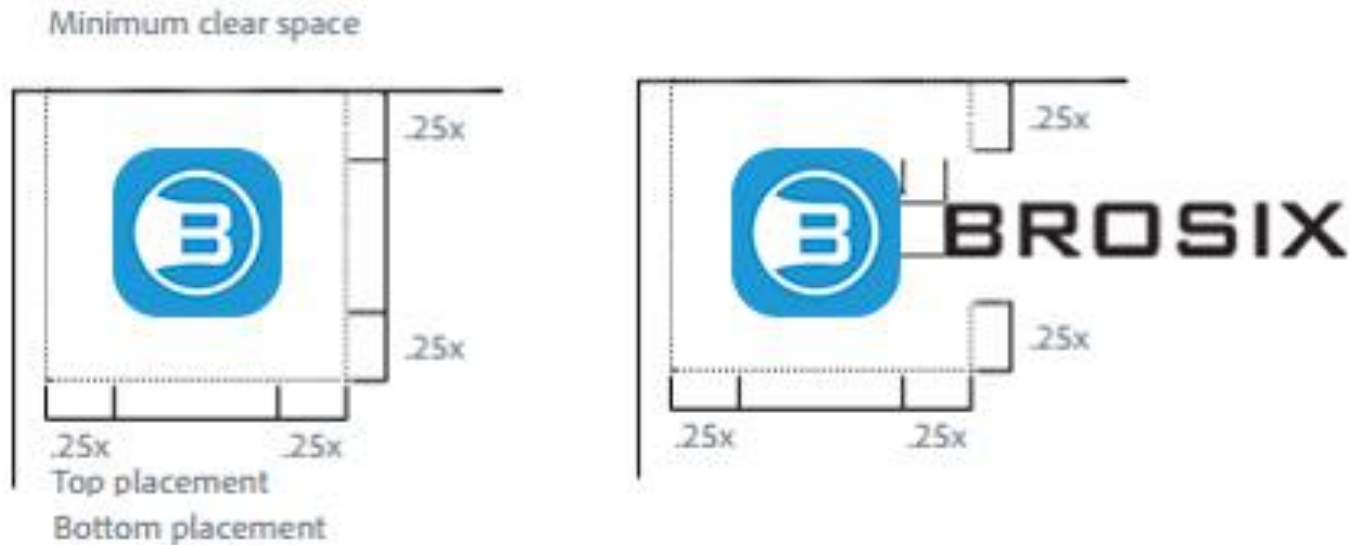


Bottom placement



2. Elongation

- Title BROSIX is centered vertically to the corresponding B in the circle.
- Minimum clear space in logo size 50x50px



TYPOGRAPHY: CORPORATE TYPEFACES

Typography: Corporate typefaces

The BROSEX logo and its slogan line is using specific font:

Font name: Bank Gothic Md BT

TrueType Outlines

Font name: BankGothic Md BT
Version: Version 2.001 mfgpctt 4.4
TrueType Outlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,; ' " (!?) +-*/=

12 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. 1234567890

18 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. 1234567890

24 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. 1234567890

36 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

48 THE QUICK BROWN FOX JUMPS OVER TI

60 THE QUICK BROWN FOX JUMPS

72 THE QUICK BROWN FOX JL