



Logo Guidelines

Logo Guidelines

This document contains the rules for our visual communication system.
Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for branded communications.

Last updated May 2018.

Primary Word mark

The BEK logo neatly defines the brand as professional, accessible, and modern. Utilize the logo in its horizontal orientation whenever possible.

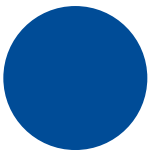
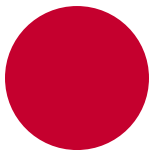


Word mark

Color Palette

The core color palette is intentionally limited so as to not dilute the brand visuals.

Primary Palette



Hex	#BA0C2F	#004C97
RGB	186, 12, 47	0, 76, 151
CMYK	0, 94, 75, 27	100, 50, 0, 41
Pantone	200	2945

Logo Color

The primaryfull color logo is the preferred version and should be used whenever possible. However, other logo colors within the approved color palette is permissible. Black and white are also approved logo colors.



Logo Color

Primary Full Color



Primary Grayscale



Primary Single Color



Whitespace

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. These visuals are used to define minimums.

The minimum whitespace around the mark is equivalent to the distance between the circle and letters.



Minimum Sizes

If the logo must be made larger or smaller, it must change without distortion (i.e. stretching logo to fit a unique space). The height of the logo may not be changed without also changing the width proportionally.

Maintaining this minimum sizes identified here will ensure legibility and readability of the logo. Ideally, keeping the logo at .50" in height is acceptable to maintain the balance of logo-to-content ratio.



Minimum Size



0.50" inches

Typography

The Proxima Nova family is a complete reworking of Proxima Sans (1994). The original six fonts (three weights with italics) have been expanded to 48 full-featured OpenType fonts. There are three widths: Proxima Nova, Proxima Nova Condensed, and Proxima Nova Extra Condensed. Each width consists of 16 fonts—seven weights with matching italics.

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and classic sans faces. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

Proxima Nova

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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