



Corporate Guidelines

1 Who should use these guidelines

Welcome

These guidelines have been produced specifically for designers, printers and other communications specialists who are responsible for creating communication pieces for Better Never Stops.

We are proud of our brand and are trusting in you to maintain our visual identity.

We ask you to read through the guidelines thoroughly before you start to make choices that affect the image. The rules are important for a consistent look and feel for Better Never Stops.

We have included the master artwork logo files along with a visual of the item. Please use these files without modifications.

These guidelines detail the platform and inspiration behind the Better Never Stops brand and outline the basic rules for the identity. The elements are: Our logo, our typefaces, and colours.

2 Logotype Variants

Master Logo files have been created in Ai, in Pantone and CMYK pdf, jpeg and png.

BNS logo P.ai = BNS Master Logo Pantone
BNS logo CMYK.ai = BNS Master Logo CMYK
BNS logo .jpg = BNS Master Logo CMYK Hi res 300dpi
BNS logo .png = BNS Master Logo rgb low res 72dpi

BNS logo long P.ai = BNS Master Logo Long Pantone
BNS logo long CMYK.ai = BNS Master Logo Long CMYK
BNS logo long .jpg = BNS Master Logo Long CMYK Hi res 300dpi
BNS logo long .png = BNS Master Logo Long rgb low res 72dpi

BNS logo long rev P.ai = BNS Master Logo Long Pantone
BNS logo long rev CMYK.ai = BNS Master Logo Long CMYK
BNS logo long rev.jpg = BNS Master Logo Long Reversed CMYK Hi res 300dpi
BNS logo long rev.png = BNS Master Logo Long Reversed rgb low res 72dpi



BETTER NEVER STOPS™





Be Ambitious · Have Fun · Live Your Dream

BNS logo +V P .ai = BNS Master Logo + Values Pantone
BNS logo +V CMYK .ai = BNS Master Logo + Values CMYK
BNS logo +V .jpg = BNS Master Logo + Values CMYK hi res 300dpi
BNS logo+V.png = BNS Master Logo rgb + Values low res 72dpi



BNS logo P Rev = BNS Master Logo Pantone Reversed
BNS logo CMYK Rev = BNS Master Logo CMYK Reversed
BNS logo Rev .jpg = BNS Master Logo CMYK Reversed Hi res 300dpi
BNS logo Rev.png = BNS Master Logo rgb Reversed low res 72dpi



BNS logo P +V rev.ai = BNS Master Logo + Values Pantone
BNS logo CMYK +V rev.ai = BNS Master Logo + Values CMYK
BNS logo +V rev.jpg
= BNS Master Logo CMYK + Values hi res 300dpi
BNS logo +V rev.png
= BNS Master Logo rgb + Values low res 72dpi

Product Logo : SECCCESS



SEC logo P.ai = SECCCESS Master Logo Pantone
SEC logo CMYK.ai = SECCCESS Master Logo CMYK
SEC logo.jpg = SECCCESS Master Logo CMYK hi res 300dpi
SEC logo.png = SECCCESS Master Logo rgb low res 72dpi



BNS logo +V L P.ai = BNS Master Logo + Values Long Pantone
BNS logo +V L CMYK.ai = BNS Master Logo + Values Long CMYK
BNS logo +V L .jpg = BNS Master Logo CMYK + Values Long hi res 300dpi
BNS logo +V L.png = BNS Master Logo rgb + Values Long low res 72dpi



BNS logo mono Ai + BNS Logo Black.ai



BNS logo P +V L.ai = BNS Master Logo + Values Long Reversed Pantone
BNS logo CMYK +V L.ai = BNS Master Logo + Values Long Reversed CMYK
BNS logo rev +V L .jpg
= BNS Master Logo CMYK + Values Long Reversed hi res 300dpi
BNS logo rev +V L.png
= BNS Master Logo rgb + Values Long Reversed low res 72dpi



SEC logo rev P.ai = SECCCESS Master Logo Reversed Pantone
SEC logo rev CMYK.ai = SECCCESS Master Logo Reversed CMYK
SEC logo rev.jpg = SECCCESS Master Logo Reversed CMYK hi res 300dpi
SEC logo rev.png = SECCCESS Master Logo Reversed rgb low res 72dpi

2 Colour Palette

The Logo's are in 3 Colour Pantone and full colour CMYK with the reversed versions.

With Values in Pantone, CMYK, RGB & Hex breakdowns



Pantone: 7708
C 100 M 58 Y 40 K 20
R 0 G 85 B 111
Hex: 00546F



Pantone: 3135
C 100 M 23 Y 30 K 0
R 0 G 138 B 171
Hex: 008AAB



Pantone: 382
C 30 M 0 Y 100 K 0
R 196 G 214 B 0
Hex: C3D500

Supporting Colour Palette

With Values in CMYK, RGB & Hex breakdowns



C 0 M 0 Y 0 K 80
R 88 G 89 B 91
Hex: 58585B



C 84 M 0 Y 24 K 0
R 0 G 180 B 199
Hex: 00B4C7



C 100 M 27 Y 0 K 0
R 0 G 138 B 208
Hex: 008AD0



C 68 M 69 Y 0 K 0
R 104 G 97 B 177
Hex: 6761AB



C 16 M 73 Y 100 K 0
R 211 G 102 B 43
Hex: D3652A



C 0 M 51 Y 100 K 0
R 247 G 146 B 30
Hex: F7911D



C 14 M 85 Y 41 K 0
R 212 G 77 B 110
Hex: D34C6E



C 30 M 83 Y 11 K 0
R 182 G 79 B 144
Hex: B54E90



C 60 M 20 Y 50 K 0
R 112 G 166 B 144
Hex: 6FA58F



C 46 M 53 Y 100 K 0
R 156 G 124 B 57
Hex: 9B7C38

3 Fonts

Ubuntu Family

The Ubuntu Font Family has been selected to compliment the Logo, The Family consists of Light, Light Italic, Regular, Regular Italic, Medium, Medium Italic, Bold and Bold Italic, Helvetica maybe substituted for PP template and Digital usage.

UBUNTU LIGHT


abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$&!?

4 Clear Space Rule

Clear Space

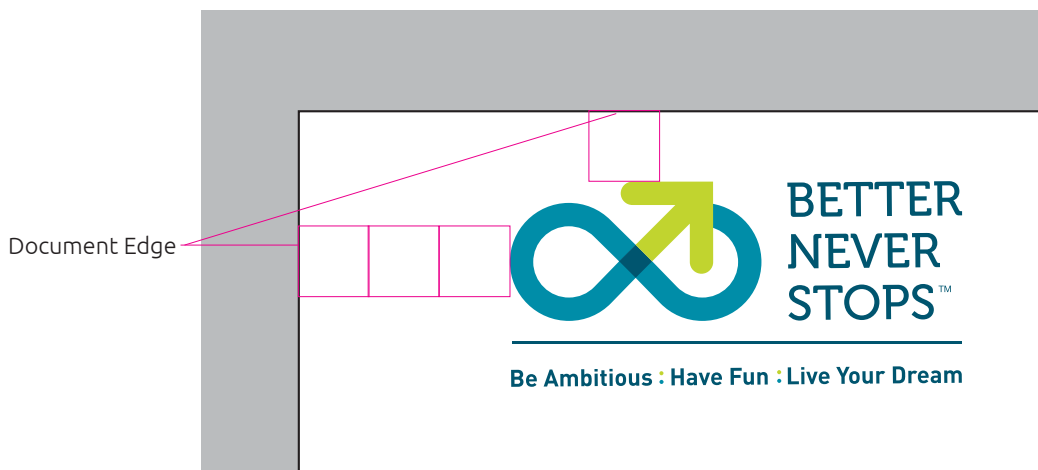
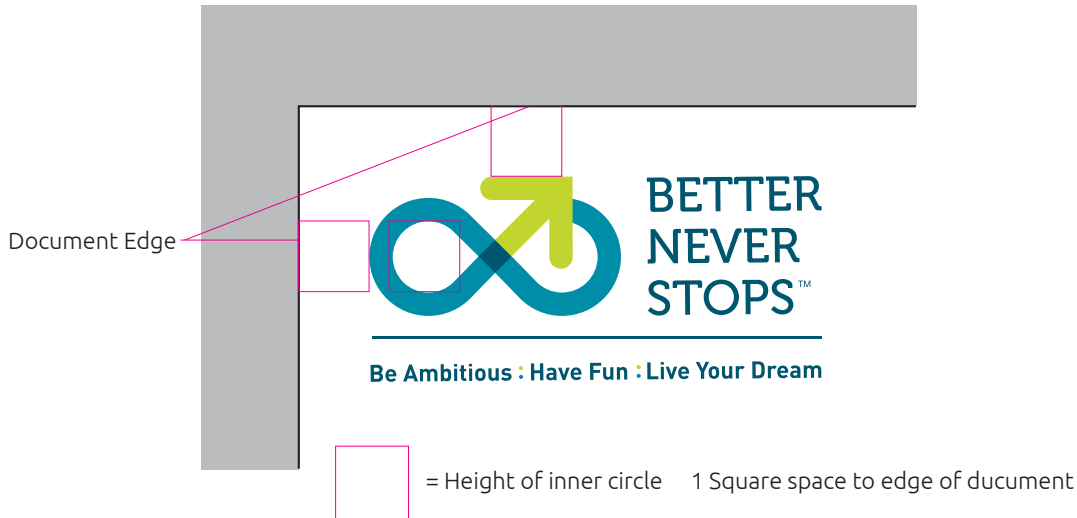
It is important to keep the logo clear of any other graphic elements. To ensure this, an exclusion zone or 'clear space' rule has been established to indicate the closest any other graphic image can be positioned in relation to the logo.



 = Height of inner circle

4 Positioning

The positioning method for the Logo is the Height of the L X 2 from the edge of the document as shown the same principle applies to both the ranged right and ranged left variants as shown. The Logo can also be placed centered.



4 Minimum Size



Minimum size

The minimum size for all printed material is 25 mm width 150 pixels for on screen usage such as websites or Power Point.

The logo should never be used less than this size as this would lead to a compromise of legibility.