

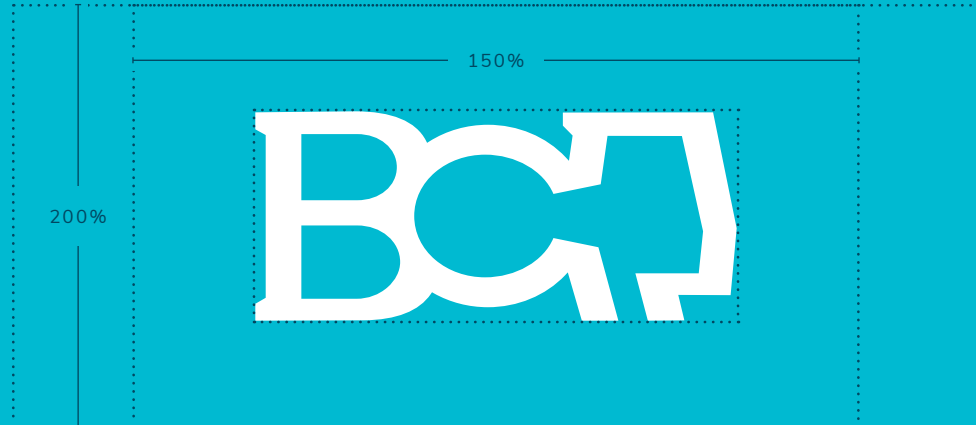
# BRAND GUIDELINES

## LOGO

# The Basics

Here are some basic rules when using our logo.

- Only show the logo in blue (pantone 3115) or white.
- Don't alter, stretch, modify, or rotate the logo.
- Don't animate the logo.
- Don't accessorize the logo with extra elements.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document. Horizontal empty space around the logo should be at least 150% of the logo's width. Vertical empty space around the logo should be at least 200% of the logo's height.



## LOGO

# Stacking

There are two acceptable ways to combine our logomark and logotype.

- The standard stack should be used for most symmetric or vertical designs.
- The horizontal stack should be used when vertical space is limited.

Standard Stack



**BUSINESS COUNCIL  
OF ALABAMA**

Horizontal Stack



**BUSINESS COUNCIL  
OF ALABAMA**



## LOGO

# Colorways

BCA's brand colors are:



Light Blue - Pantone 3115



Dark Blue - Pantone 4160 C  
(Pantone 308 U for uncoated printing)



White

When placed on light blue background, the logomark should be white and the logotype should be dark blue.

When placed on white background, the logomark should be light blue and the logotype should be dark blue.

When placed on dark blue background, the logomark should be white and the logotype should be light blue.

When placing the logo on an image, the logomark should be white and the logotype should be white. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.



**BUSINESS COUNCIL  
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## TYPOGRAPHY

# Nunito Sans

BCA's brand typeface is bold and legible, while remaining approachable.

We combine both black and bold versions in our logotype. We use all three weights in other BCA branding pieces.

**Black**

**Bold**

Regular