

# Bzzworld Travel

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## Logo & Brand Identity Guidelines



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# 0.1 Logo Specifics

## Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



## Debunking



# 0.2 Typeface Details

## The Typeface Family

Only one font styles is used for the logo, and it is Quicksand Regular. However, the Open Sans font family will be used across the brandings.

The Open Sans family consists of 6 typeface widths: Open Sans, Open Sans Bold, Open Sans Light, Open sans light italics, Open Sans Bold & Italics. Each of the 4 type widths contains 6 fonts: 3 weights and 3 italics.

The huge variety of font weights and widths will ensure immenense flexibility, and consistency for the future growth of the Bzzworld travels identity.

## When to Use:

Quicksand Regular is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line

Open Sans Regular is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

## When to Use:

Roboto Regular and Bold and Open sans regluar and bold can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondance.

Quicksand (Regular)  
A B C D E F  
a b c d 2 3 4 5  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ^ & \* ( )

Roboto (Regular)  
A B C D E F  
a b c d 2 3 4 5  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ \$ % ^ & \* ( )

# 0.2.1

# Typography in Use

## When to Use:

Quicksand Regular is used for the logo wordings, Roboto regular can also be used to highlight the second part of the tag-line.

Open Sans Regular is used in all the body text for both print and digital content. Titles and headers for both print and digital content will use Open Sans Bold.

Quicksand Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

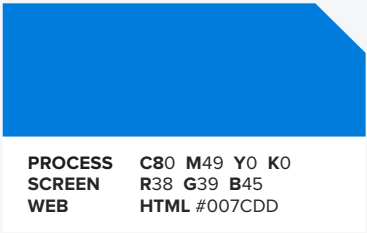
Roboto Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Open Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()



# 0.3 Colour Specifications

Pantone 285 C



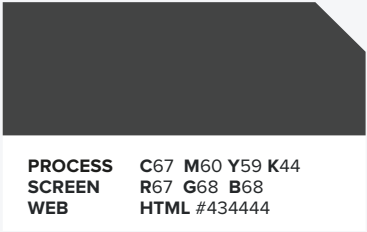
Bzzworld Travel

Pantone 1595 C



Bzzworld Travel

Pantone 446 C



Bzzworld Travel

## 0.4 Logo Styles

### Primary Full Tone Colour

This is the primary logo to use, This is your main go-to version of the logo, except for limited exceptions below.



### Primary Full Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic.



### Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



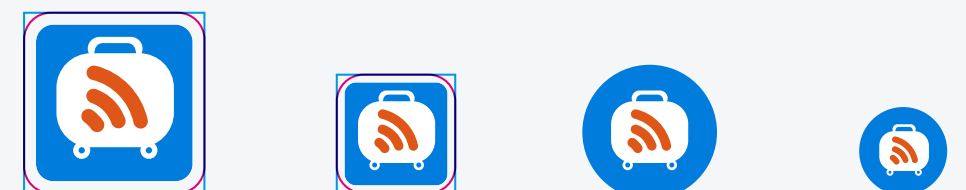
### Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where coarse halftones screens are used.



### Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

0.5

Logo Best Practices

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo missuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Quicksand Regular

Do Not: Slzing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Fancy Emboss & 3D

Do not emboss, engrave or 3D transform the logo in any graphics design form. For real material emoboss and engrave use the solid black version.



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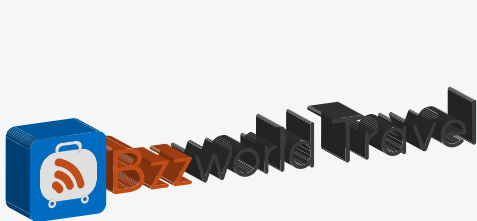
Bzzworld Travel



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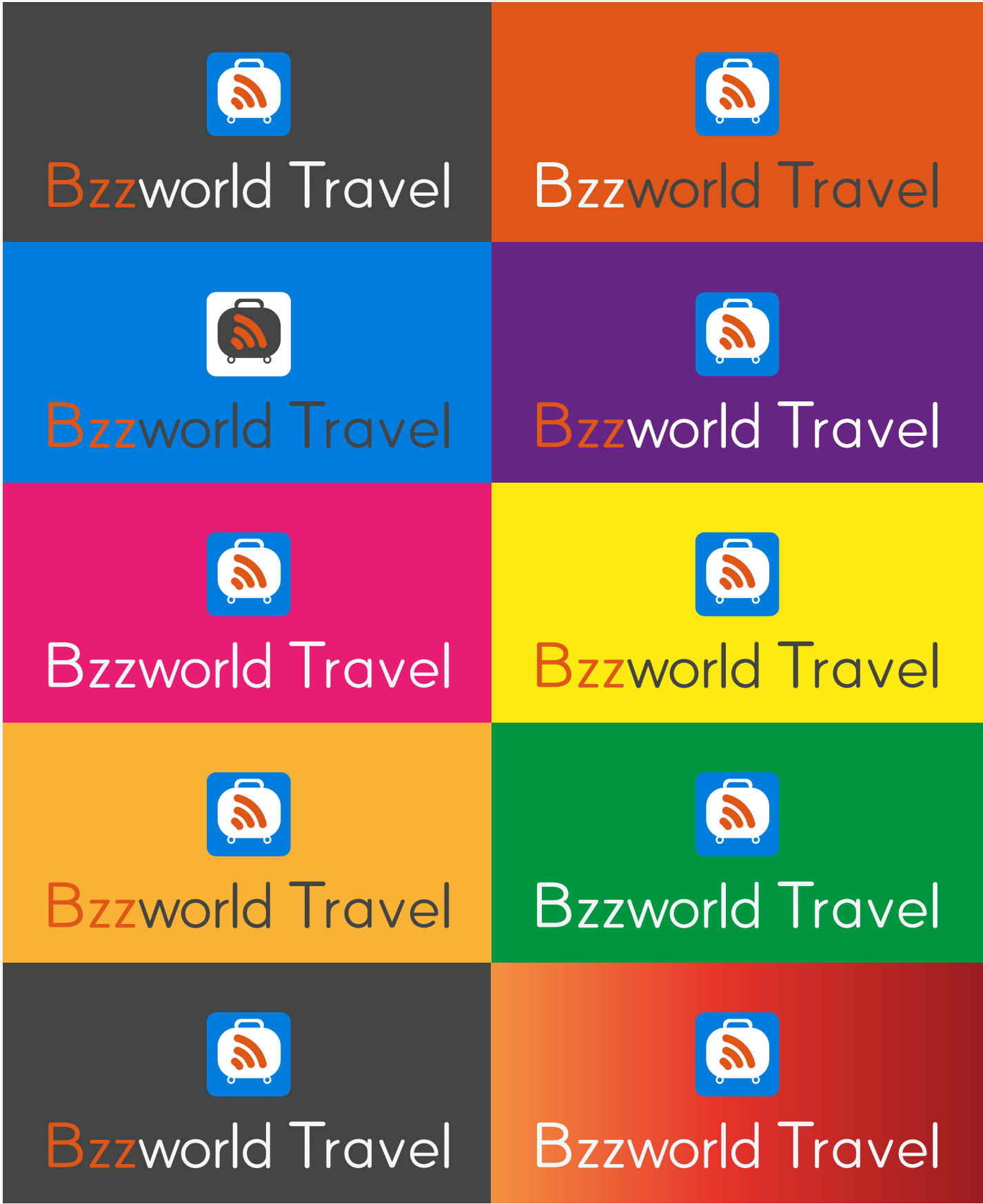




0.5.a

Logo Best Practices

Solid Background Variants



0.5.b

Logo Best Practices

Background Variants

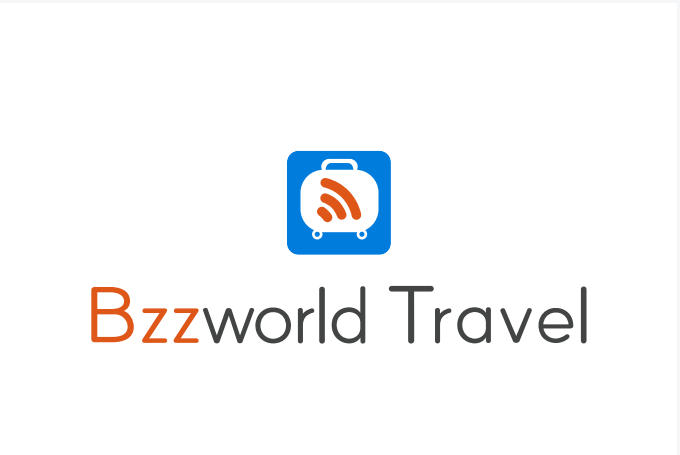
White opacity for backgrounds : 50%



Black opacity for backgrounds : 50%



Solid White Background



Solid Black Background



Solid Blue Background



Solid Orange Background



0.5.c

Logo Best Practices

Using the logo

