

BourbonBlog

LOGO GUIDELINE

1. BRAND LOGO

2. REGULATIONS

3. PROMOTION

1. BRAND LOGO

BOURBON
BLOG





Primary logo

BOURBON BLOG

BOURBON BLOG

One line logo

One line logo is used when layout space (especially height) is limited.



Small logo

Small logo is used when the logo width gets about less than 30mm/100pixel.



One line small logo

Small logo is used when the logo width gets about less than 30mm/100pixel.





Badge

Small logo is used when the logo width gets about less than 30mm/100pixel.



Minimal icon

Small logo is used when the logo width gets about less than 30mm/100pixel.





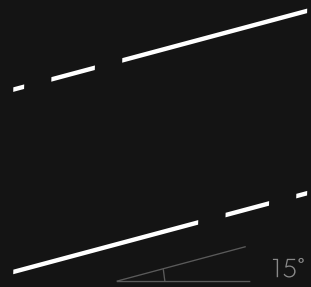
One-color black & white

Use is limited to one-color printing (including foil print) when multiple color is not available.

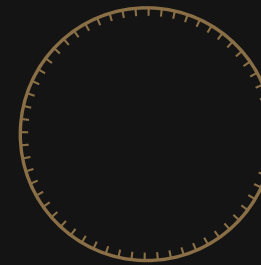


Symbol

The antlers shape is secretly implied which represents some nostalgic memory.



Dotted line



Barrel stamp

Elements

These elements are also available for desining components.

BB Black

HEX #141414

C 70
M 56
Y 58
K 55

BB Gold

HEX #8a6f46

C 35
M 30
Y 60
K 18

BB Black

HEX #FFFFFF

C 0
M 0
Y 0
K 0

2. REGULATIONS



126 pixel



54 pixel



42 pixel



164 pixel



74 pixel



14 pixel

Minimum size (on display)

To ensure great legibility, follow the minimum size specifications .



0.76 inch (20mm)



0.29 inch (7.3mm)



0.2 inch (5.3mm)



1.11 inch (28mm)



0.43 inch (11mm)



0.14 inch (3.5mm)

Minimum size (on print)

To ensure great legibility, follow the minimum size specifications .

x B

The clear space always surrounds the brand mark with sufficient free space, which at a minimum must equal 0.5x the height of the "B" shape.

0.5x



0.5x



0.5x

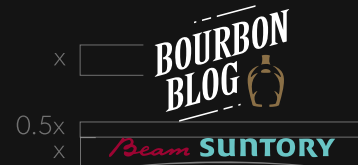
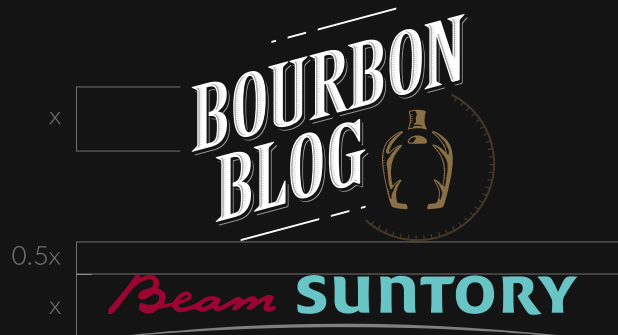


Clear space

The logo is a valuable asset that must always appear in an uncluttered space.



Use either primary logo or small logo. Basically the partner logo should be the same width as the brand mark, and keep 0.5x spacing between logos.



If the partner logo is short height and wide width, it can be larger size until "x" height.

Partner lockup

Follow these rules when locking up the brand mark with any Brand mark partner logo



DO NOT
rotate the logo.



DO NOT
change the proportion.



DO NOT
change the ratio of the logo elements.



DO NOT
change the color.



DO NOT
swap the symbol with any other one.



DO NOT
change the font.



DO NOT
trim the logo without appropriate reason.



DO NOT
use a background image which doesn't provide sufficient contrast.

Incorrect usage

Follow these rules when locking up the brand mark with any Brand mark partner logo

WHITE

BLACK

MONO-WHITE

MONO-BLACK

WHITE

BLACK

MONO-WHITE

MONO-BLACK



Contrast chart

One line logo is used when layout space (especially height) is limited.

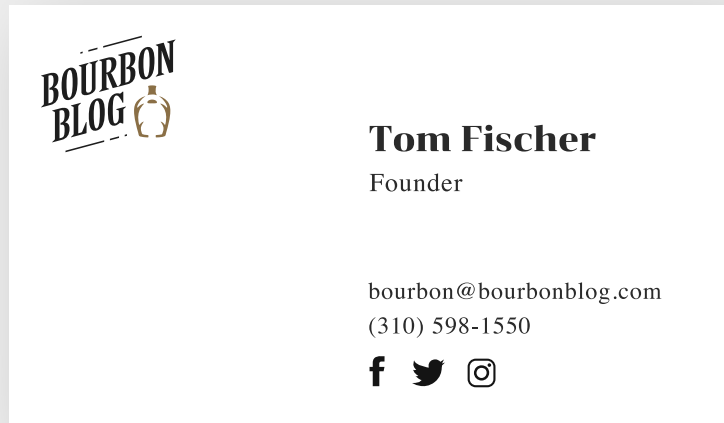
3. PROMOTION



Flask design idea



Coaster design idea



THANK YOU