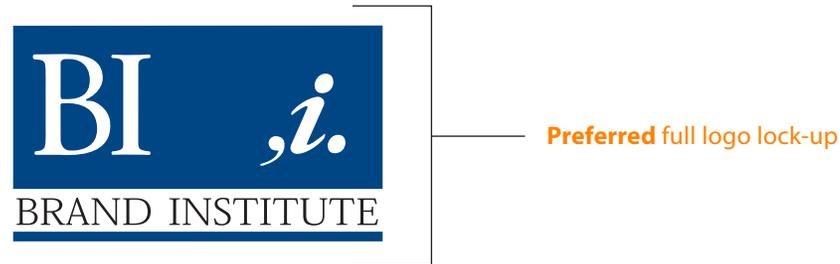


Logo

How to use the Brand Institute logo



Core

To understand the Brand Institute logo, one must first consider the meaning of our corporate name. Brand “Institute” implies academia or higher education, a place of learning - we our experts in our industry and are more knowledgeable than any of our competitors. We are a professional company; we wear suits and ties and are reputable in our demeanor and conduct.

The “BI” acronym stands out and provides a sense of professionalism and creativity. It also serves as a catalyst to encourage the industry to adopt the abbreviated name “BI” when referring to our company, something that is shorter and quicker to say. The italicized “i” conveys a sense of innovation, forward-thinking and responsive service.

The BI color blue is intended to position us as leaders within our industry. Besides blue being a universal corporate color, psychologically it is associated with intelligence, composure and confidence. Blue is also widely considered a color that connotes power and respect.

The use of a rectangle is simple, pure and geometric, suggesting proven and trusted methodology and further emphasizing a sense of professionalism. People throw around the cliché think outside the box whenever they refer to creative work that is unique and original. In our industry, the real challenge is being creative inside the box or within the regulatory and legal environment in which our company operates.

The space between “BI” and the lower case “i” represents positioning and how we understand that defining your brand’s positioning is at the center of any branding project. This visual space represents our ability to carve out a targeted, unique space for our clients and their products.

Ultimately our logo is unique, just like the identities we create for our clients. It is a conversation starter. It is different. And people remember it.



Colors

When on a white background or light photographic background, the BI logo should always be in BI blue Pantone® color (offset) or in its CMYK equivalent (digital).

Primary



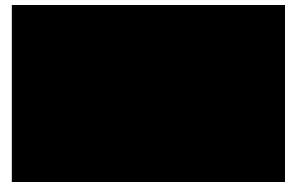
BI Blue

CMYK: 100, 84, 11, 3

RGB: 0, 50, 160

Pantone® 288 CV

Secondary



Black

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

Pantone® Black C

Complimentary



BI Orange

CMYK: 0, 60, 100, 0

RGB: 255, 131, 0

Pantone® 151C

Preferred full logo lock-up



Exception



Colors

The BI logo should always be in BI Blue. When a dark-colored background or dark photograph must be used, then the logo should have a white border around the entire logo. The logo should never be used in any other color(s).

Logo

Clear space and minimum size



Minimum size for print 1.5" width



Minimum size on screen 65 pixels width

Creating clear space

The clear space and minimum sizes specified here are ideal, even for digital application, but should be adjusted as needed.

Logo

What NOT to do



Always scale proportionally.



Always use horizontally.



Use in designated color only.



Keep all elements in the correct place.



Do not use on similar shade of blue or dark color without a white border.