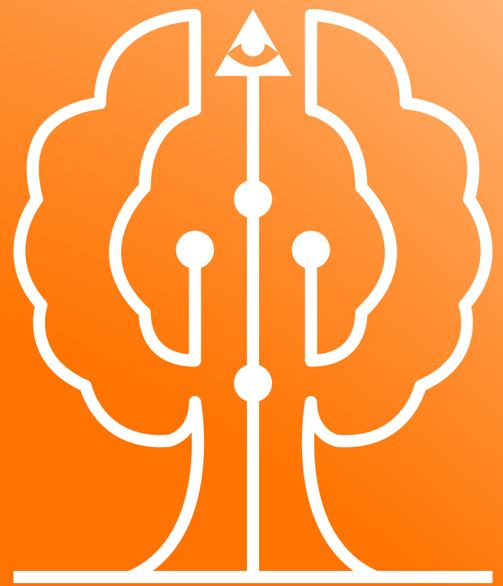
Brand Guidelines



BAINO

SOCIAL IMPACT

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Logo

Brand Guide Book

This document contains the rules for our visual communication system.

Follow these rules strictly to maintain brand consistency. This includes all of th ele-ments you may need - logo, typeface, colors, Iconography, and more. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

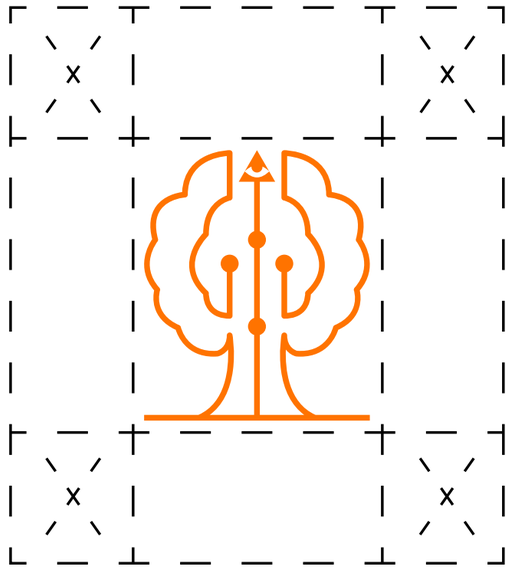
Master Logo

Logo Variations

Logo 3D MOCKUP

Logo Usage

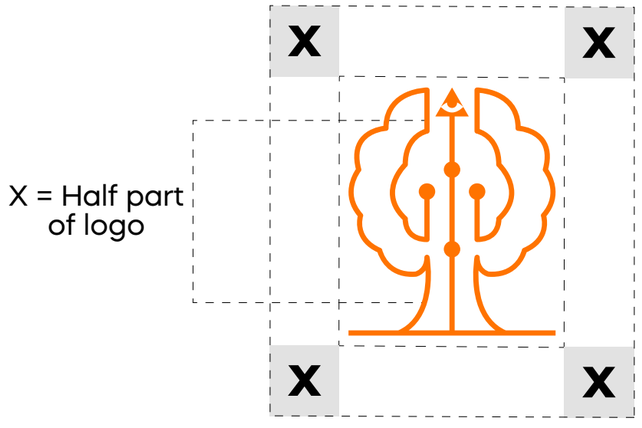
When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.” Always leave a clearspace area equal to the cap height of the logotype “LOGO.” Logo artwork comes with the clearspace dimensions included in the art board size.

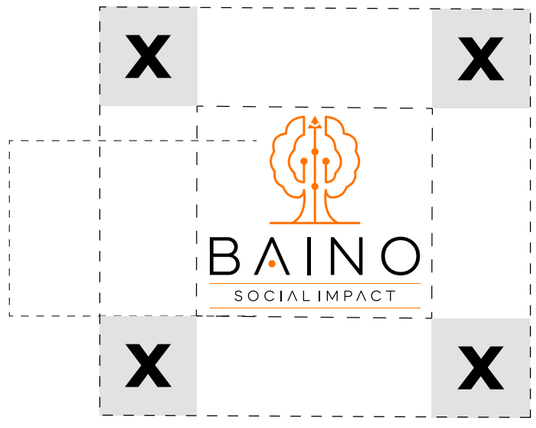


Logo Clearspace

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. When using the logo, maintain a minimum clear space of 50% all the way around. X is equal to half part of your logo.

FULL LOGO 50% CLEAR SPACE

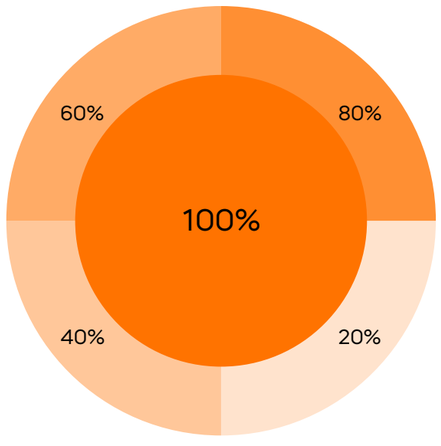




Brand Color

Color plays an important role in the brand identity. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the color scheme.

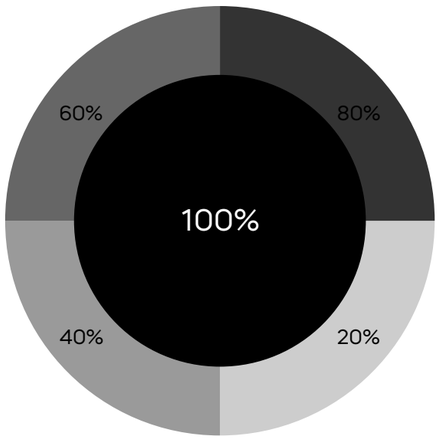
Primary Color



#FF7300

RGB(255,115,0)

CMYK(0,68,100,0)

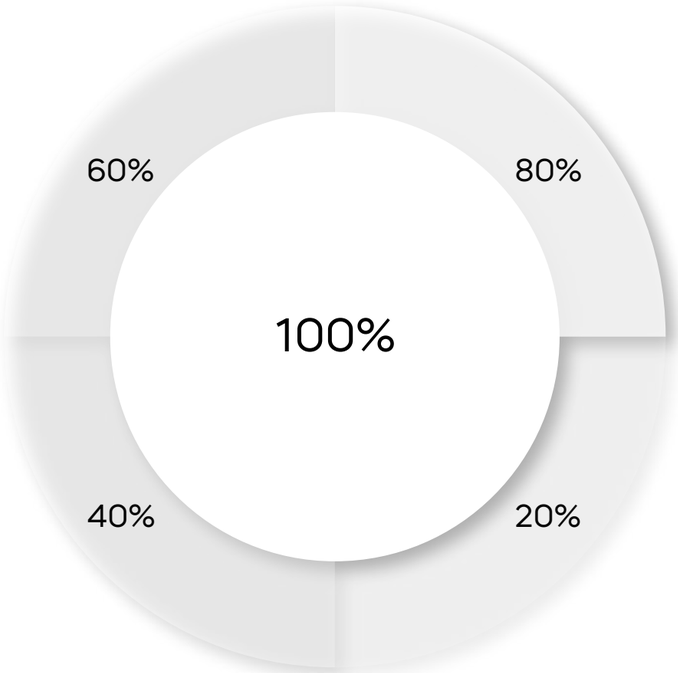


#000000

RGB(0,0,0)

CMYK(75,68,67,90)

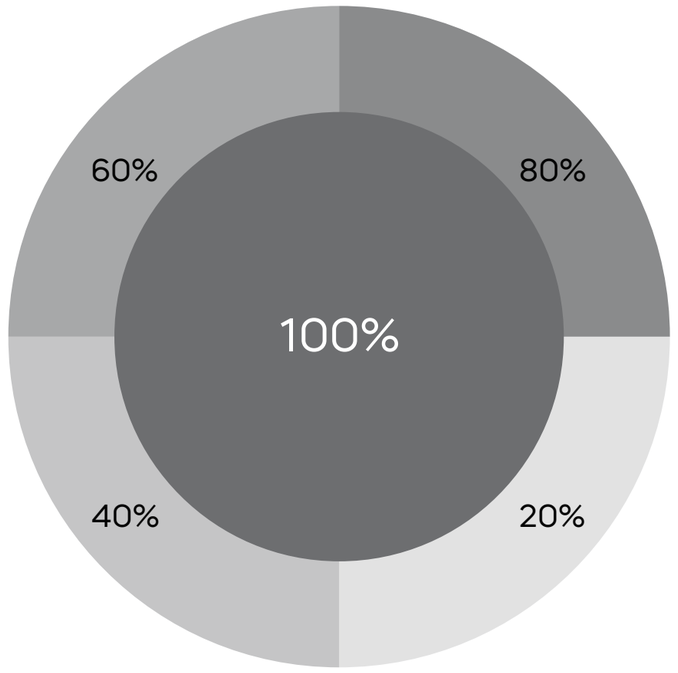
Secondary Color



#FFFFFF

RGB(255,255,255)

CMYK(0,0,0,0)



#6D6E70

RGB(109,110,112)

CMYK(58,49,47,15)

Color Usage

Following are the colour usage on fonts.
i.e. Headers Subheader and body text.

Headers, Sub-Headers & Body Text

- **The Dark Orange colour should be used on White coloured backgrounds.**
- **The Black colour should be used on White coloured backgrounds.**

Secondary Colour Usage

- **Secondary colors must be used where primary colours are not representing best.**
- **No other secondary colors used anywhere to represent the brand.**

Brand Font

Primary Font

Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. ... The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.

Aa

Font Name

Mazzard

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

1234567890

Secondary Font

Aa

Font Name

Montserrat

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

1234567890

Font Usage

Following are font usage in documentation.

Header

- Use uppercase capitalisation whenever possible.
- Make text left - aligned whenever possible.
- The recommended size is 16.

Sub-Headers

- Use uppercase capitalisation.
- Make text left - aligned whenever possible.
- The recommended size is 12.

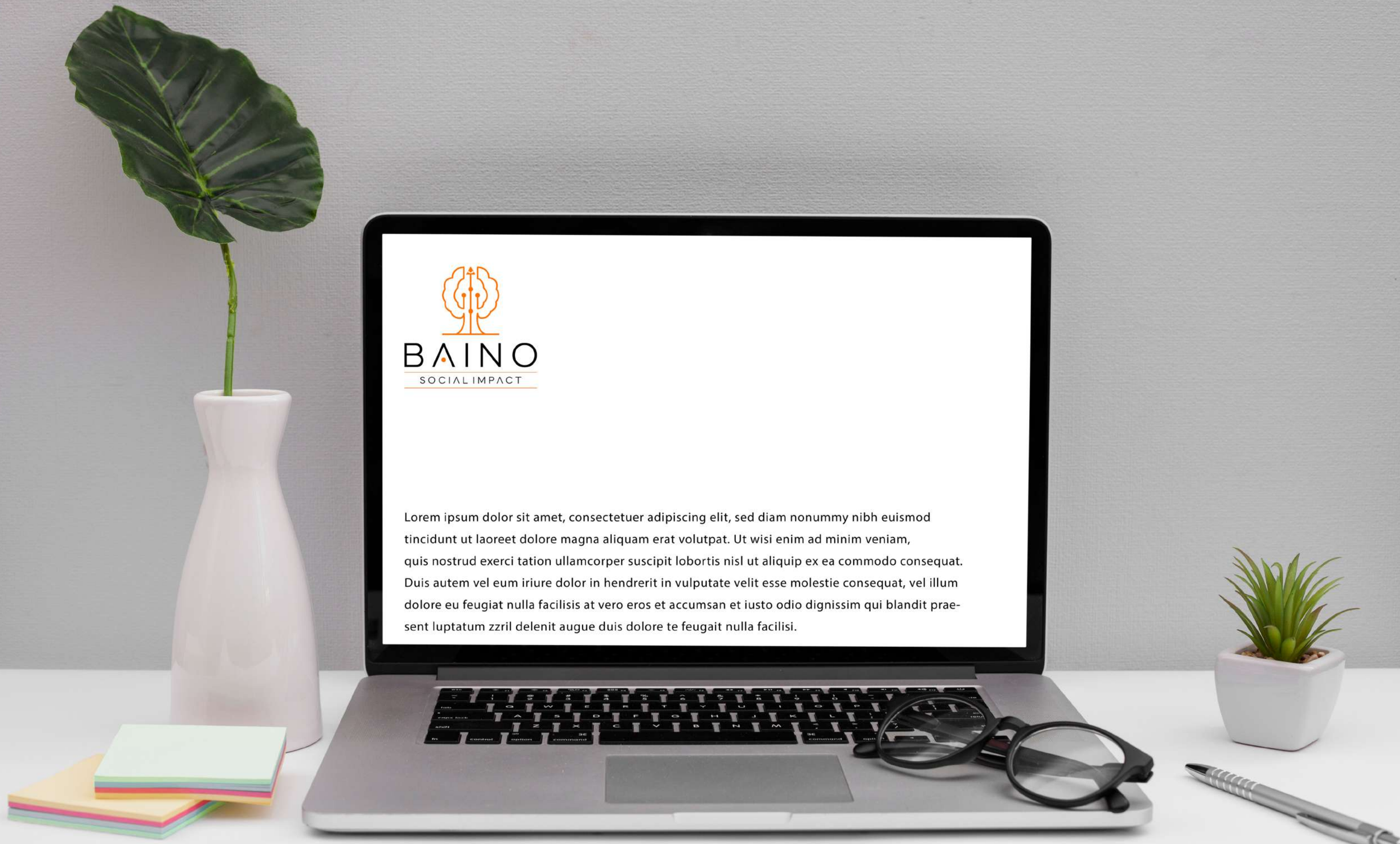
Body text

- Use sentence case.
- Make text left - aligned whenever possible.
- The recommended size is 10.

Stationary Kit

Application

Laptop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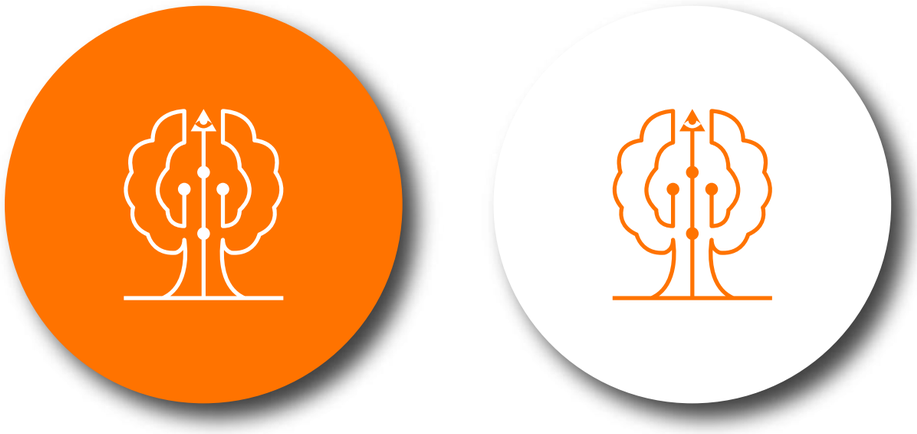
T-Shirt

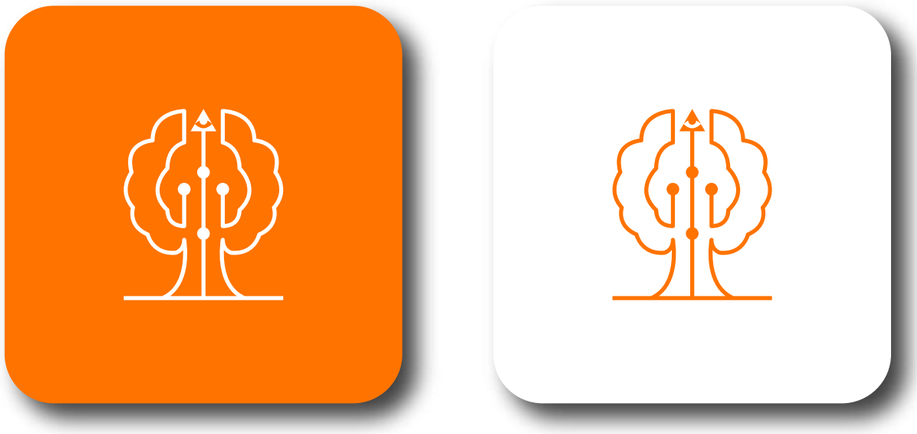
Brand Icon

FAVICON



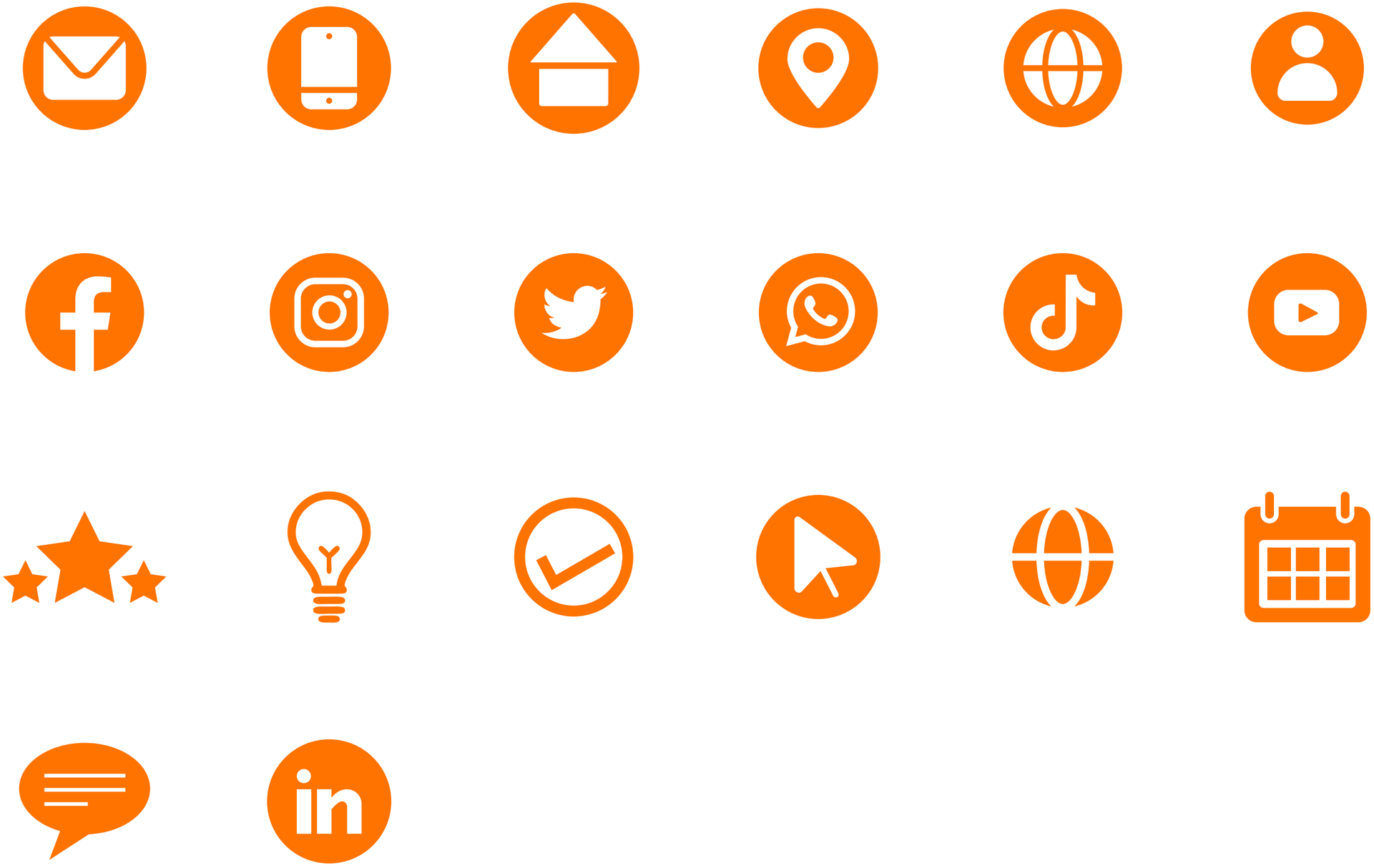
It needs to scale from massive screens right down to an icon that can be as small as 16 x 16 pixels, known as a favi-con. A great example of favicon design is the Google logo. ... The favicon can also be seen as a shortcut icon, a tab icon or a bookmark icon, so it needs to look the part.

APPICON



An app icon is a visual anchor for your product. You can think of it as a tiny piece of branding that not only needs to look attractive and stand out, but ideally also communicate the core es-sence of your application.Icon design and logo design are not the same thing.

Iconography



Logo Do's And Don'ts

Logo should always be given some breathing room.
Preferably placement is on white or neutral backgrounds.

Placement on dark backgrounds

DON’T place the logo on a color without sufficient contract

DON’T stretch the logo

DON’T rotate the logo

DO NOT add unnecessary embellishments like drop shadows, gradients, embossing etc. to the logo

Glossary

RGB

(RED, GREEN, BLUE) COLOR MODE IS FOR ANYTHING THAT IS COMPUTER-BASED DESIGN. THIS INCLUDES WEBSITES, APPS, BANNER AD AND ANY OTHER DESIGN CREATED FOR ELECTRONIC USE.

CMYK

(CYAN, MAGENTA, YELLOW, BLACK) COLOR MODE IS USED FOR PRINT DESIGN. THIS INCLUDES LOGOS, BUSINESS CARDS, STATIONARY, ILLUSTRATION, PACKAGING AND ANY OTHER DESIGNS USED FOR PRINT.

Raster

RASTER IMAGES ARE MADE UP OF A SET GRID OF DOTS CALLED PIXELS, WHERE EACH PIXEL IS ASSIGNED A COLOR VALUE. UNLIKE A VECTOR IMAGE, RASTER IMAGES ARE RESOLUTION DEPENDENT. WHEN YOU CHANGE THE SIZE OF A RASTER IMAGE, YOU SHRINK OR STRETCH THE PIXELS THEMSELVES, WHICH CAN RESULT IN A SIGNIFICANT LOSS OF CLARITY AND PRODUCE VERY BLURRY IMAGES..

Vector

VECTOR IMAGES ARE MADE UP OF POINTS, LINES, AND CURVES THAT CAN BE INFINITELY SCALED WITHOUT ANY LOSS IN IMAGE QUALITY.

Lossless

LOSSLESS IMAGE FORMATS CAPTURE ALL OF THE DATA OF YOUR ORIGINAL FILE. NOTHING FROM THE ORIGINAL FILE, PHOTO, OR PIECE OF ART IS LOST—HENCE THE TERM “LOSSLESS.” THE FILE MAY STILL BE COMPRESSED, BUT ALL LOSSLESS FORMATS WILL BE ABLE TO RECONSTRUCT YOUR IMAGE TO ITS ORIGINAL STATE.

Lossy

LOSSY IMAGE FORMATS APPROXIMATE WHAT YOUR ORIGINAL IMAGE LOOKS LIKE. FOR EXAMPLE, A LOSSY IMAGE MIGHT REDUCE THE AMOUNT OF COLORS IN YOUR IMAGE OR ANALYZE THE IMAGE FOR ANY UNNECESSARY DATA. THESE CLEVER TECHNICAL TRICKS WILL TYPICALLY REDUCE THE FILE SIZE, THOUGH THEY MAY REDUCE THE QUALITY OF YOUR IMAGE.

JPEG/JPG

JPEG IS A LOSSY RASTER FORMAT THAT STANDS FOR JOINT PHOTOGRAPHIC EXPERTS GROUP, THE TECHNICAL TEAM THAT DEVELOPED IT. THIS IS ONE OF THE MOST WIDELY USED FORMATS ONLINE, TYPICALLY FOR PHOTOS, EMAIL GRAPHICS AND LARGE WEB IMAGES LIKE BANNER ADS. JPEG IMAGES HAVE A SLIDING SCALE OF COMPRESSION THAT DECREASES FILE SIZE TREMENDOUSLY, BUT INCREASES ARTIFACTS OR PIXELATION THE MORE THE IMAGE IS COMPRESSED

PDF

PDF STANDS FOR PORTABLE DOCUMENT FORMAT AND IS AN IMAGE FORMAT USED TO DISPLAY DOCUMENTS AND GRAPHICS CORRECTLY, NO MATTER THE DEVICE, APPLICATION, OPERATING SYSTEM OR WEB BROWSER. AT ITS CORE, PDF FILES HAVE A POWERFUL VECTOR GRAPHICS FOUNDATION, BUT CAN ALSO DISPLAY EVERYTHING FROM RASTER GRAPHICS TO FORM FIELDS TO SPREADSHEETS. BECAUSE IT IS A NEAR UNIVERSAL STANDARD, PDF FILES ARE OFTEN THE FILE FORMAT REQUESTED BY PRINTERS TO SEND A FINAL DESIGN INTO PRODUCTION. BOTH ADOBE PHOTOSHOP AND ILLUSTRATOR CAN EXPORT STRAIGHT TO PDF, MAKING IT EASY TO START YOUR DESIGN AND GET IT READY FOR PRINTING.

PNG

PNG IS A LOSSLESS RASTER FORMATE THAT STANDS FOR PORTABLE NETWORK GRAPHICS. THINK OF PNGS AS THE NEXT GENERATION GIF. THIS FORMAT HAS BUIT IN TRANSPARENCY, BUT CAN ALSO DISPLAY HIGHER COLOR DEPTHS, WHICH TRANSLATES AND ARE QUICKLY BECOMING ONE OF THE MOST COMMON IMAGE FORMATS USED ONLINE.

EPS

EPS IS AN IMAGE FORMAT THAT STANDS FOR ENCAPSULATED POSTSCRIPT. ALTHOUGH IT IS USED PRIMARILY AS A VECTOR FORMAT, AN EPS FILE CAN INCLUDE BOTH VECTOR AND RASTER IMAGE DATA. TYPICALLY, AN EPS FILE INCLUDES A SINGLE DESIGN ELEMENT THAT CAN BE USED IN A LARGER DESIGN.

AI

AI IS A PROPRIETARY VECTOR IMAGE FORMAT THAT STANDS FOR ADOBE ILLUSTRATOR. THE FORMAT IS BASED ON BOTH THE EPS AND PDF STANDARDS DEVELOPED BY ADOBE. LIKE THOSE FORMATS, AI FILES ARE PRIMARILY A VECTOR-BASED FORMAT, THOUGH THEY CAN ALSO INCLUDE EMBEDDED OR LINKED RASTER IMAGES. AI FILES CAN BE EXPORTED TO BOTH PDF AND EPS FILES (FOR EASY REVIEWING AND PRINTING), AND ALSO JPEG, PNG, GIF, TIFF AND PSD (FOR WEB USE AND FURTHER EDITING).

TIFF/TIF

TIFF IS A LOSSLESS RASTER FORMAT THAT STANDS FOR TAGGED IMAGE FILE FORMAT. BECAUSE OF ITS EXTREMELY HIGH QUALITY, THE FORMAT IS PRIMARILY USED IN PHOTOGRAPHY AND DESKTOP PUBLISHING. YOU'LL LIKELY ENCOUNTER TIFF FILES WHEN YOU SCAN A DOCUMENT OR TAKE A PHOTO WITH A PROFESSIONAL DIGITAL CAMERA. DO NOTE THAT TIFF FILES CAN ALSO BE USED AS A "CONTAINER" FOR JPEG IMAGES. THESE FILES WILL BE MUCH SMALLER THAN TRADITIONAL TIFF FILES, WHICH ARE TYPICALLY VERY LARGE.

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Thanks For

TRUSTING US