



LOGO DESIGN

Manual & Guidelines



Color Palette

For digital use:



#e01f26



#404da1



#104a9f



#00ade5



#dab028

For printing:



Pantone P 48-8C



Pantone P 99-15 C



Pantone P 102-8C



Pantone P 115-8C



Pantone P 7-16C

Typography

BIKO: regular & bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

0123456789!?.#

Logo



Logo variation



Logo- clear space

Clear space prevents type imagery or other graphic elements from interfering with the legibility of the logo.



Logo- Minimum reduction



30% reduction
(will depend on where it
is placed)