bfound

Brand Guidelines 2015

1. BRAND IDENTITY

1.1 BRANDMARK

The Bfound logo is composed of two elements – the symbol and the wordmark.

Always use approved master artwork.

WORDMARK

SYMBOL

bfound

BRANDMARK

1.2 BRANDMARK
ARABIC

The Bfound logo is composed of two elements – the symbol and the wordmark.

Always use approved master artwork.

WORDMARK

SYMBOL

بيفاوند

BRANDMARK

1.3 BRANDMARK
    REVERSED

1.4 MINIMUM SIZE

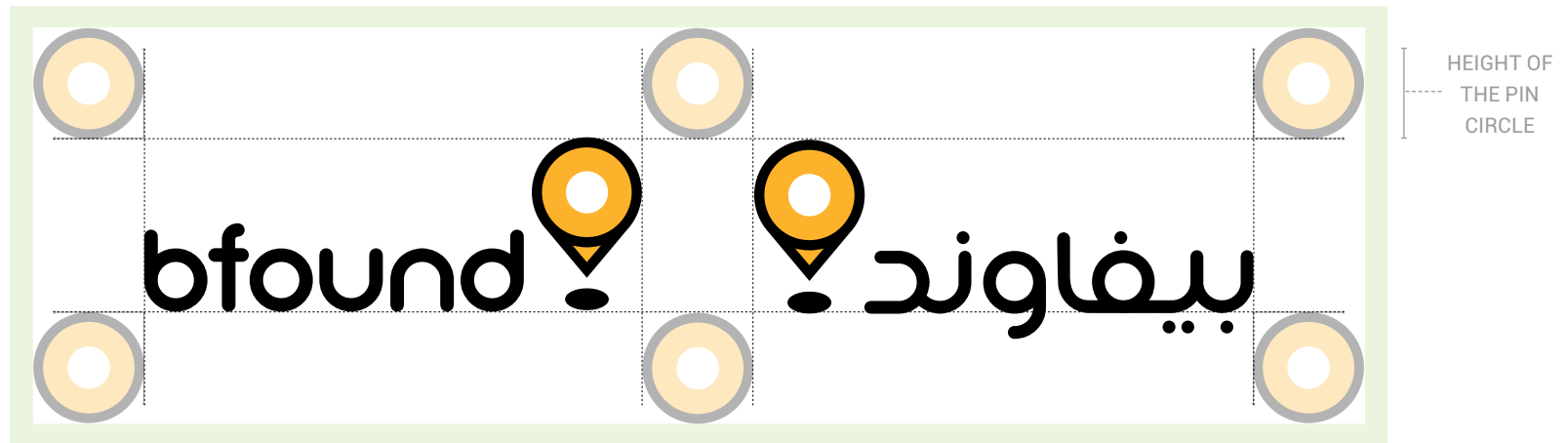The Bfound brandmark
must never be
reproduced less than
213 pixels in width.

For smaller sizes,
the brandmark should
be used without the
strapline.

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——— 213 pixels ———

بيفاوند

——— 213 pixels ———

bfound

——— 213 pixels ———

بيفاوند

213 pixels

1.5 CLEAR SPACE

Always allow a
minimum clear space
equal to the size of the
circle from the Bfound
location "pin" circle.

HEIGHT OF
THE PIN
CIRCLE

1.6 INCORRECT USAGE

Always use approved master artwork. Never alter or recreate the logo. Opposite are examples of incorrect uses of the logo.

NEVER ALTER THE
SPACIAL RELATIONSHIP
BETWEEN THE LOGO ELEMENTS

NEVER CHANGE THE COLOUR
OF THE LOGO

NEVER CHANGE THE
PROPORTIONS OF
THE LOGO

NEVER SET THE LOGO
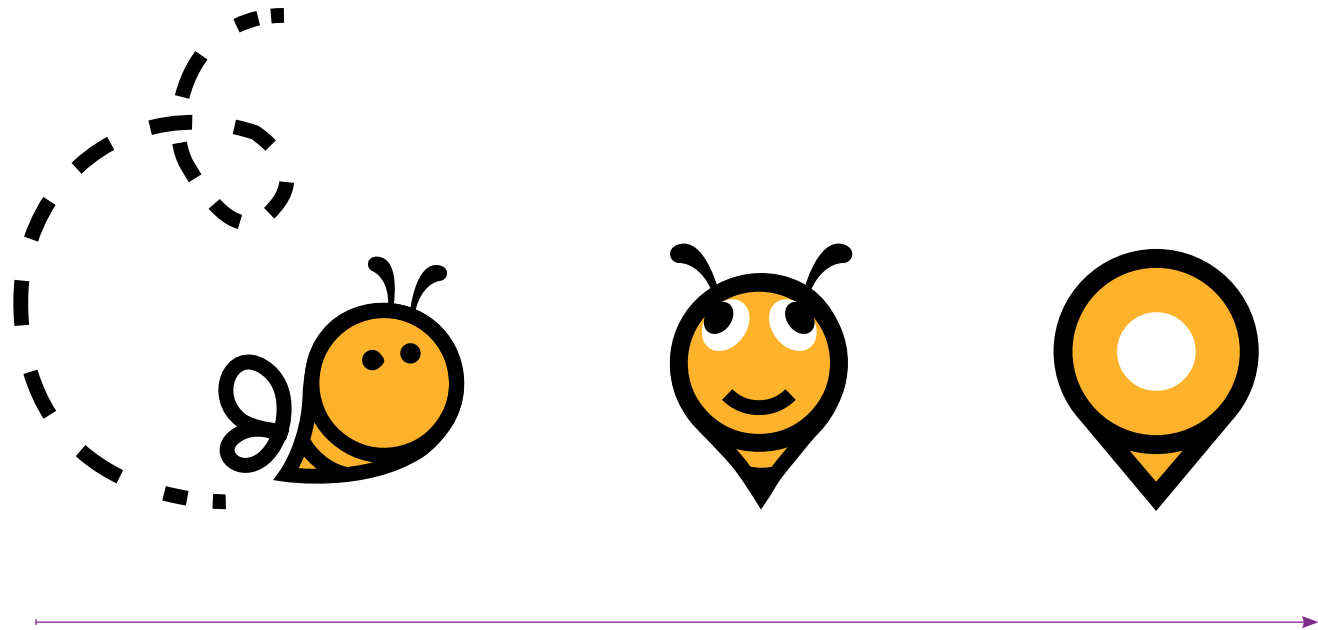AT ANY ANGLE

NEVER PUT A KEY-LINE
AROUND THE LOGO

NEVER PLACE THE LOGO
ON A BUSY BACKGROUND OR
IMAGE WITH SIMILAR COLOUR TONES

1.7 GRAPHIC ELEMENT

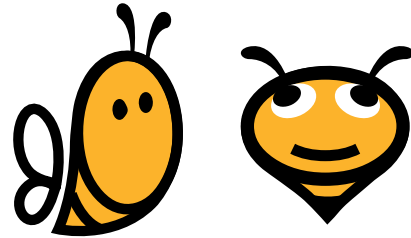The Bfound graphic element can be used for online animation.

It must always be used in this chronologique order shown here and should always end on the Bfound pin.
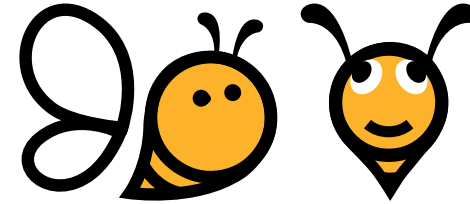
1.8 INCORRECT USAGE
OF GRAPHIC ELEMENT

Always use approved
master artwork. Never
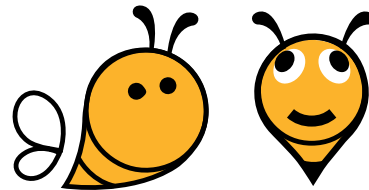alter or recreate the
graphic element.
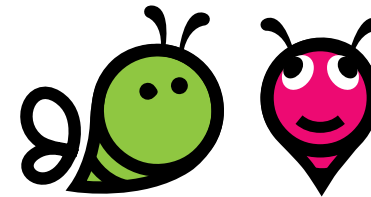
Opposite are examples
of incorrect use of
the logo.

NEVER STRETCH THE
GRAPHIC ELEMENT

NEVER CHANGE THE PROPORTIONS
OF THE GRAPHIC ELEMENT

NEVER ALTER THE STROKE WEIGHT
OF THE GRAPHIC ELEMENT

NEVER CHANGE THE COLOUR
OF THE GRAPHIC ELEMENT

1.9 COLOUR PALETTE

bfound green

white

yellow
#feb600

black
#212221

bfound purple

PRIMARY COLOURS

ACCENT COLOURS

The English typeface is Roboto. It is clean, modern and approachable whilst communicating a pragmatic confidence.

Roboto / Regular

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

0 1 2 3 4 5 6 7 8 9

Roboto / Bold

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

0 1 2 3 4 5 6 7 8 9

The Arabic typeface is GE SS Two. It is clean, modern and approachable whilst communicating a pragmatic confidence.

GE SS Two / Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١٠٩٨٧٦٥٤٣٢١

GE SS Two / Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
١٠٩٨٧٦٥٤٣٢١

2. BRANDMARK WITH STRAPLINES

2.1 BRANDMARK WITH PRIMARY STRAPLINE

The strapline
"Find everything. Everywhere."
should be used with the brandmark when used on print materials.

A space equal to the height of the location pin "dot" from the Bfound brandmark is to be used between the Bfound logo and strapline.

The Bfound brandmark with strapline lockup should be 192 pixels in width minimum.

Same rules apply for reversed Brandmark.

WIDTH
OF PIN
CIRCLE

bfound
Find everything. Everywhere.

HEIGHT OF
LOCATION
PIN DOT

bfound
Find everything. Everywhere.

192 PIXELS

MINIMUM SIZE

2.2 INCORRECT USAGE

Always use approved
master artwork.
Never alter or recreate
the logo. Opposite are
examples of incorrect
uses of the logo.

NEVER ALTER THE
SPACIAL RELATIONSHIP
BETWEEN THE LOGO ELEMENTS

NEVER CHANGE THE COLOUR
OF THE LOGO OR STRAPLINE

NEVER CHANGE THE
PROPORTIONS OF
THE LOGO

NEVER SET THE LOGO
AT ANY ANGLE

NEVER PUT A KEY-LINE
AROUND THE LOGO

NEVER PLACE THE LOGO
ON A BUSY BACKGROUND OR
IMAGE WITH SIMILAR COLOUR TONES

2.3 BRANDMARK WITH B2B STRAPLINE

The strapline *"The best way to be found"* should be used with the brandmark when used on print materials.

A space equal to the height of the location pin "dot" from the Bfound brandmark is to be used between the Bfound logo and strapline.

The Bfound brandmark with strapline lockup should be 192 pixels in width minimum.

Same rules apply for reversed Brandmark.

WIDTH
OF PIN
CIRCLE

HEIGHT OF
LOCATION
PIN DOT

bfound
The best way to be found

192 PIXELS

MINIMUM SIZE

2.4 INCORRECT USAGE

Always use approved master artwork. Never alter or recreate the logo. Opposite are examples of incorrect uses of the logo.

NEVER ALTER THE
SPACIAL RELATIONSHIP
BETWEEN THE LOGO ELEMENTS

NEVER CHANGE THE COLOUR
OF THE LOGO OR STRAPLINE

NEVER CHANGE THE
PROPORTIONS OF
THE LOGO

NEVER SET THE LOGO
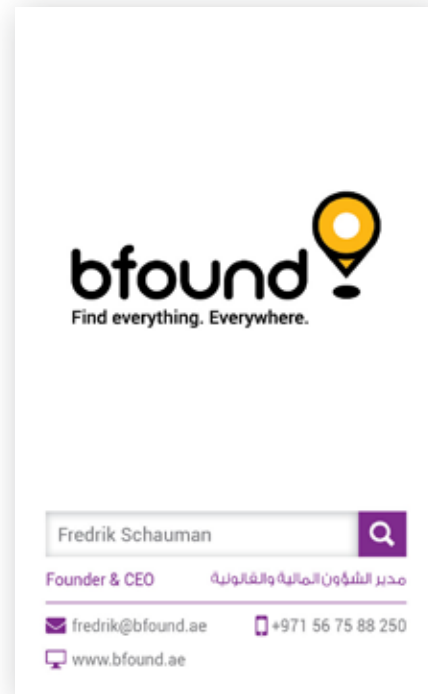AT ANY ANGLE

NEVER PUT A KEY-LINE
AROUND THE LOGO

NEVER PLACE THE LOGO
ON A BUSY BACKGROUND OR
IMAGE WITH SIMILAR COLOUR TONES

3. BRAND COLLATERAL

3.1 BUSINESS CARD

Fredrik Schauman

Founder & CEO

مدير الشؤون المالية والقانونية

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🖥 www.bfound.ae

bfound 📍

Find everything. Everywhere.

حميرا بزنس سنتر برج 2 | مكتب رقم B/2406 | التجمع رقم 5،
أبراج بحيرة الجميرا | ص.ب 770 213 | دبي، إ.ع.م.

Jumeirah Business Center Tower 2 | Office 2406/B, Cluster V,
Jumeirah Lake Towers | PO Box 213 770 | Dubai, U.A.E.

3.1 BUSINESS CARD

bfound
Find everything. Everywhere.

Fredrik Schauman

Founder & CEO   مدير الشؤون المالية والقانونية

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جميرا ليكس سنتر برج 2 | مكتب رقم 2406/B | التجمع رقم 5
أبراج بحيرة الجميرا | ص.ب 213 770 | دبي، إ.ع.م.

Jumeirah Business Center Tower 2 | Office 2406/B | Cluster V
Jumeirah Lake Towers | PO Box 213 770 | Dubai, U.A.E.

3.2 LETTERHEAD

4. ONLINE BRAND APPLICATION

4.1 BFOUND HOMEPAGE

4.2 SOCIAL MEDIA STYLE GUIDE

Here is an example of how to create assets for Social Media. Cover photos are used as per the given dimensions.

Profile picture should always contain the Bfound brandmark on green background. Dimensions should be a square of a maximum size of 500x500 pixels.
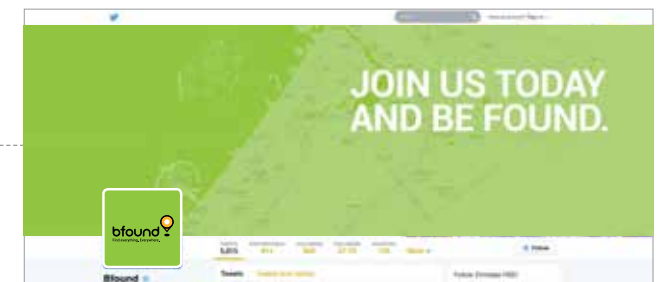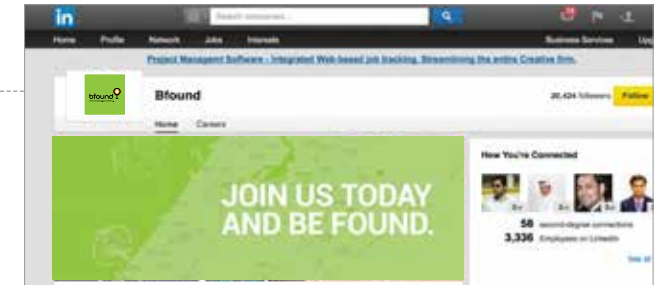
Background can change for tactical ads.

646 X 220 PIXELS

851 X 315 PIXELS

1500 X 500 PIXELS

THANK YOU

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Find everything. Everywhere.