Logo

Logo

SEE BEYOND

BBA is a firm that delivers innovative and clever solutions thanks to its team of talented engineers and professionals who unlock the potential of natural resources. The idea behind the logo takes its inspiration from this approach; the BBA logo frees the shapes already present in the letters forming the firm's name. The stylized and simplified shapes can now be found throughout the firm's graphic universe.

NOTE

In a communication, such as an ad or the first page of an official document, the logo must always be accompanied by the URL of BBA's website. However, you do not need to repeat the URL with each use of the logo in a document containing several pages or include it on promotional items (helmets, pencils, bags, etc.).
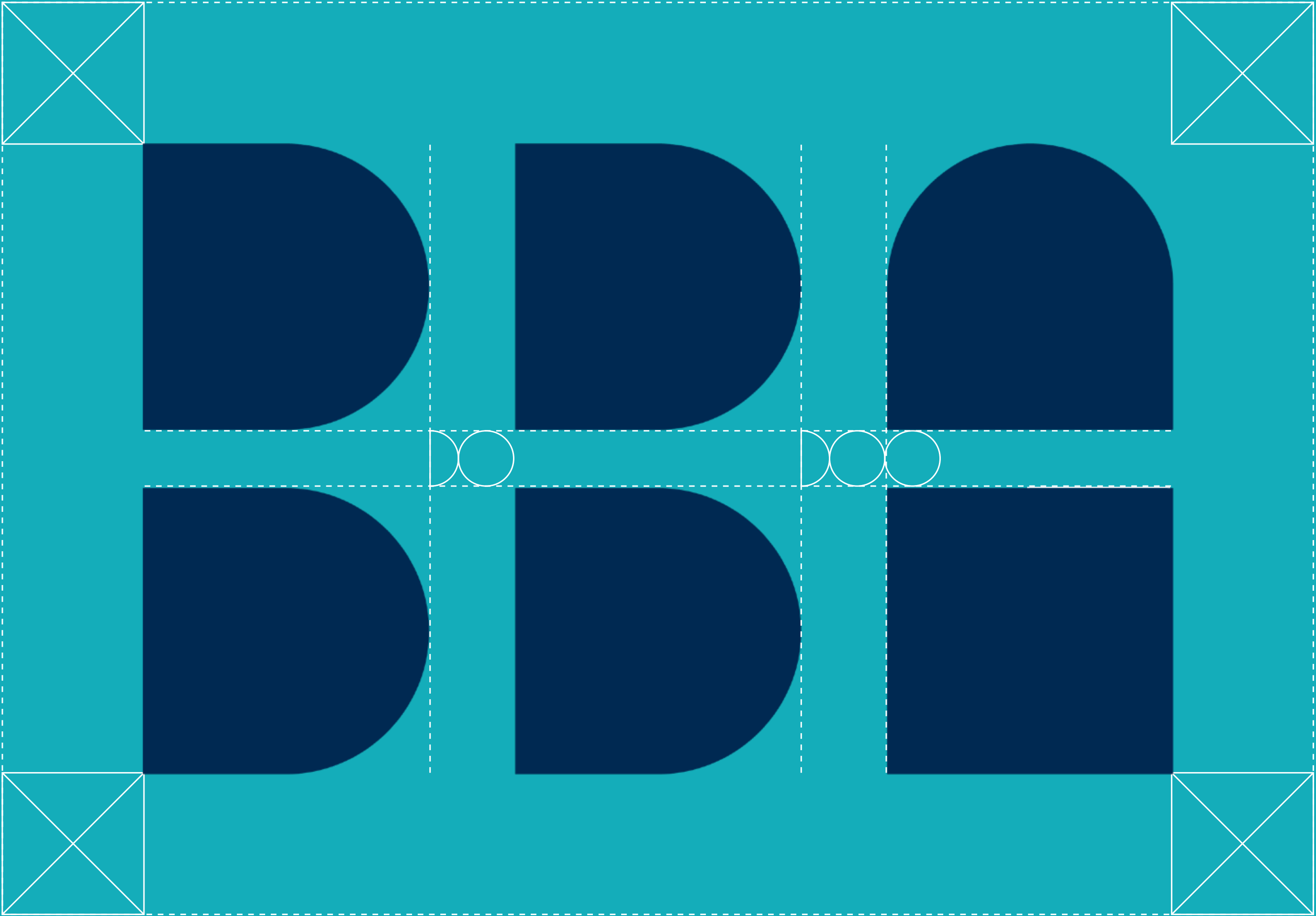
Logo

SAFETY AREA
In order to maximize its impact, the logo must always be surrounded by a safety area. This area is a clear space that marks the distance the logo must be placed from the edge of all material it appears on.

The safety area is equal, both in height and in width, to a quarter of the square that forms the base of the letter A.

MINIMUM SIZE
For the logo to be sufficiently visible, its size—measured by the distance between its vertical edges—must not be less than the minimum size shown here.

MINIMUM SIZE

Height: Print = 0.2 in. | Web = 20 pixels

Logo colours

The logo is a single colour and uses one of the following four colours: Navy, Aqua, Snow and Coal. Use Navy or Aqua whenever possible. Regardless of the colour chosen, it must create sufficient contrast with the background on which the logo appears. In the event a logo must be one colour, Aqua takes priority.

However, in digital applications, care must be taken with colour contrast, in accordance with WCAG AA web accessibility guidelines.

* EXCEPTIONS
In two of the cases opposite, the contrast does not comply with WCAG AA guidelines. However, as long as the logo is sufficiently legible, they are permitted in print media.
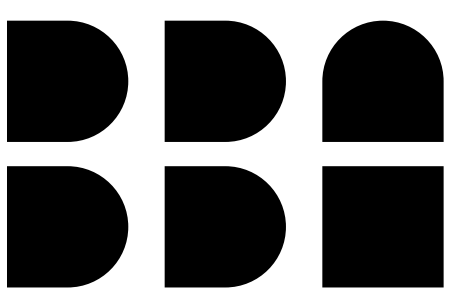

Navy   Aqua   Coal   Snow

Avoid

The logo is an unalterable whole and cannot be changed in any way. This rule helps build a strong identity.

These are examples of what to avoid:
1. Apply more than one colour.
2. Use a colour other than one of the four official colours.
3. Apply a drop shadow.
4. Make a shape bigger.
5. Add a gradient.
6. Tighten the kerning.
7. Use an outline.
8. Tilt the logo.
9. Change the letters' proportions.
10. Condense the letters.
11. Use secondary colours.
12. Position the logo vertically.
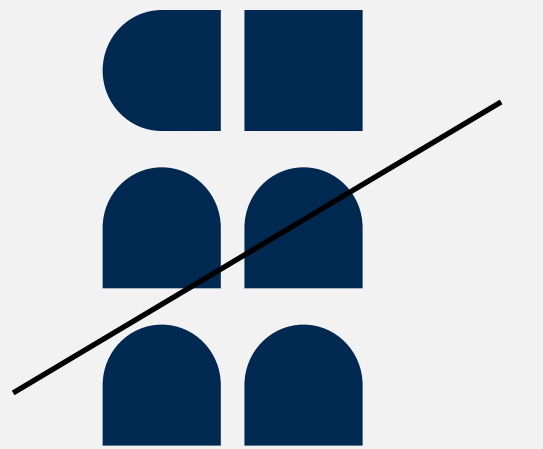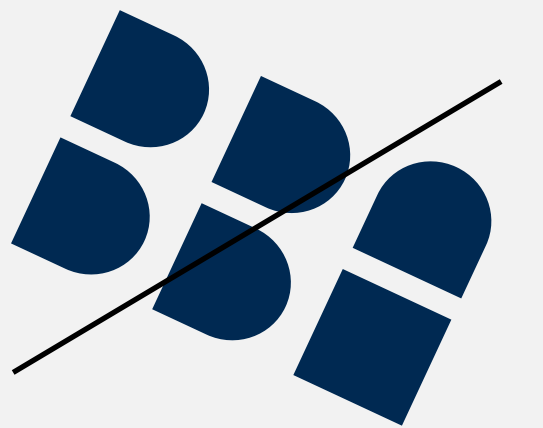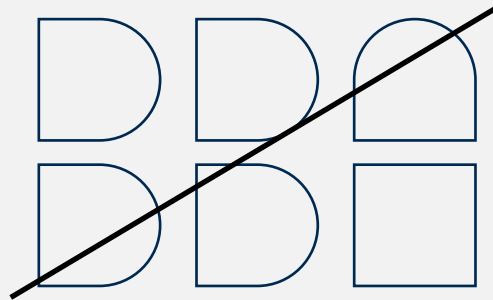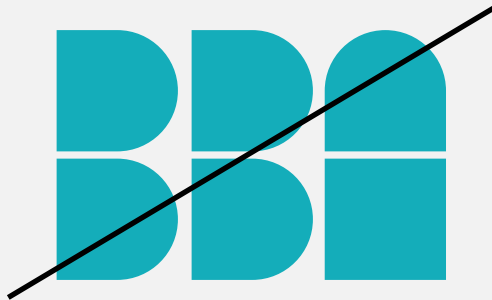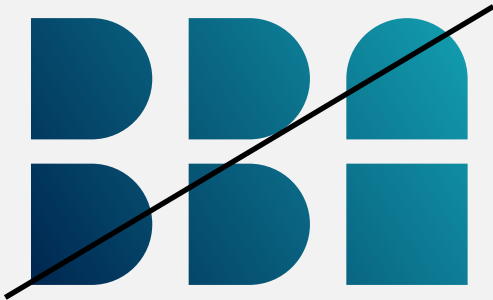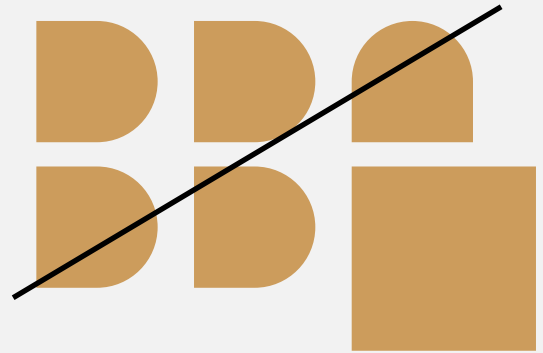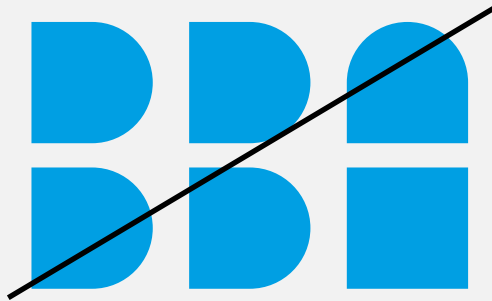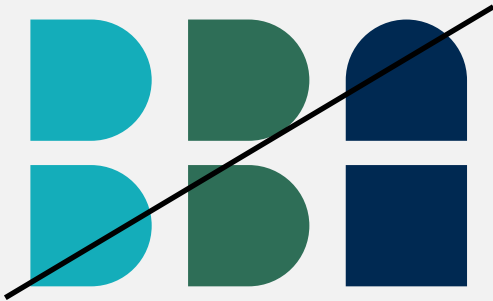
For any further questions regarding the BBA corporate identity, please contact:
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BBA.CA