



GRAPHIC GUIDELINES

BBA Logo

Main 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.



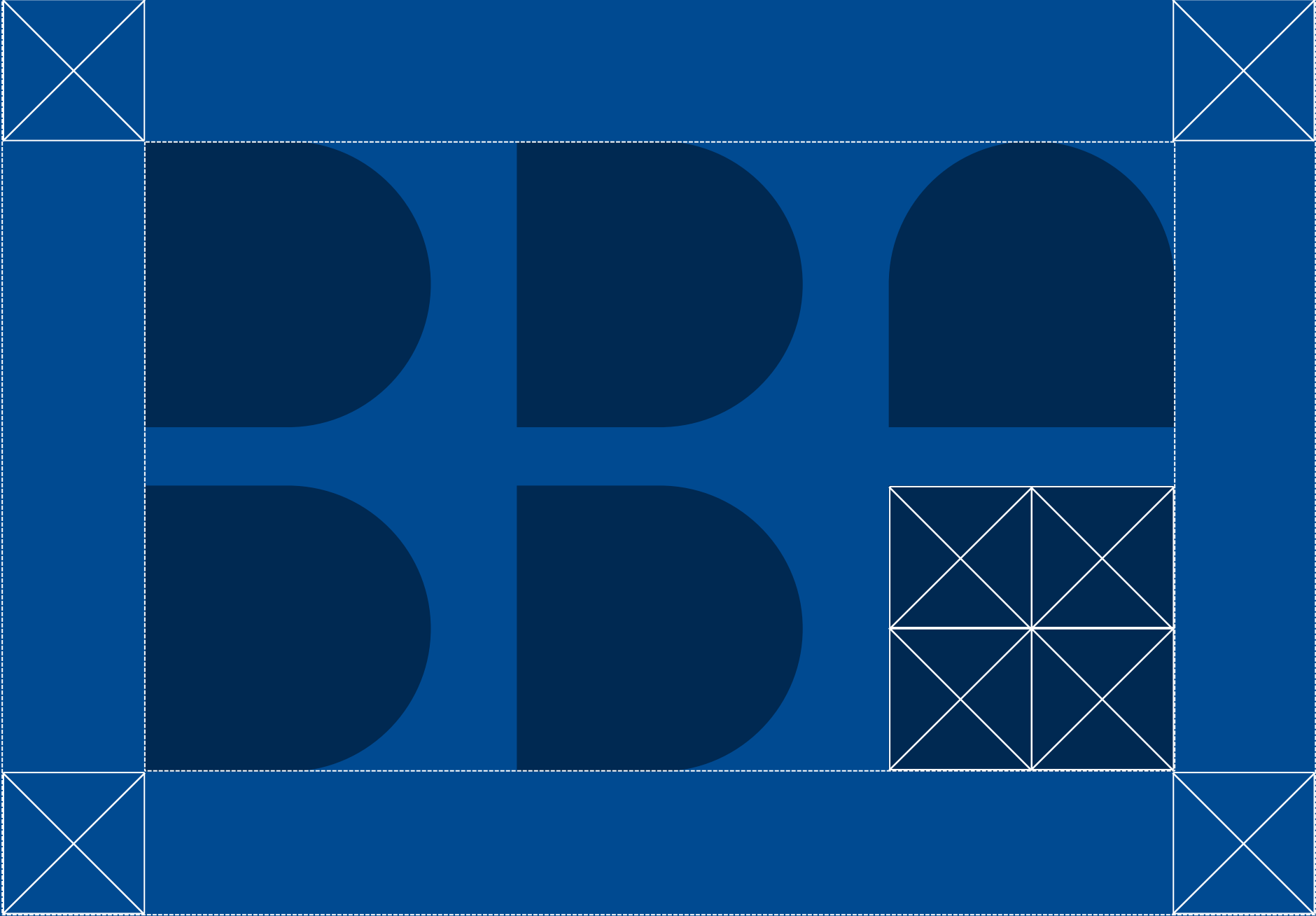
Main Logo

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.



Main Logo

Main colours

The logo is a single colour in White or Navy. Regardless of the colour chosen, it must create sufficient contrast with the background on which the logo appears.

NAVY



Print

PMS 281 C
PMS 2147 U
CMYK 100.85.23.5

Web

RGB 0.41 .82
HEX #002952

WHITE



Print

Paper

CMYK 0.0.0.0

Web

RGB 255.255.255
HEX #000000

NOTE : No other colours are allowed for the logo.

EXCEPTION

Black versions are reserved for single-colour applications only (engraving, embossing, single-colour print).

WHITE ON A NAVY BACKGROUND



NAVY ON A WHITE BACKGROUND



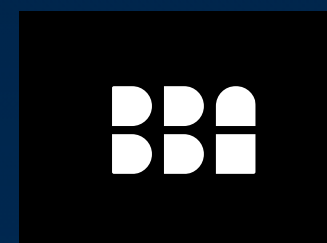
WHITE ON A DARK PHOTO BACKGROUND



NAVY ON A LIGHT PHOTO BACKGROUND



BLACK VERSIONS

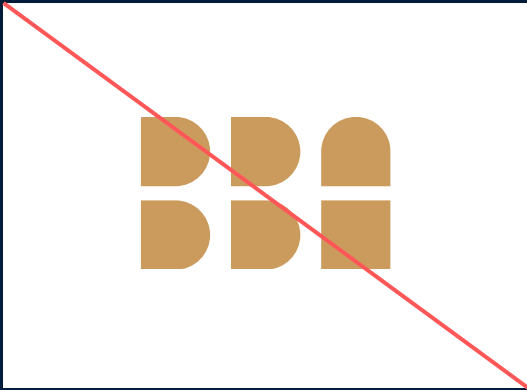


Main Logo

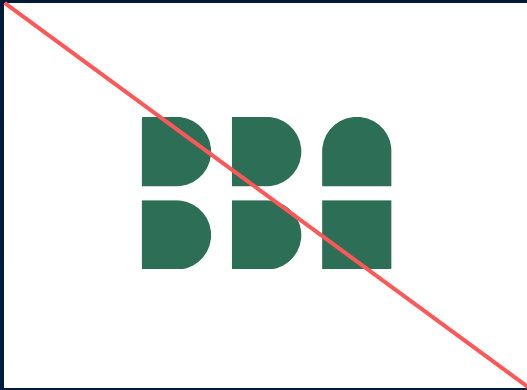
Avoid

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

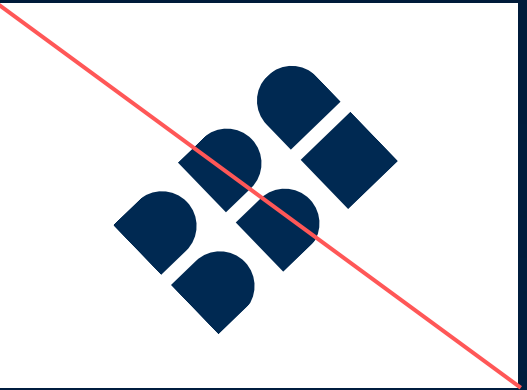
SAND COLOUR



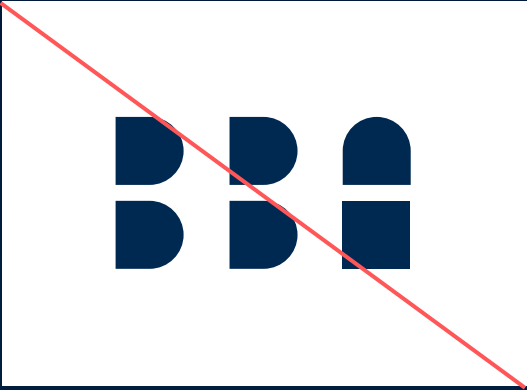
LICHEN COLOUR



PUT AN ANGLE



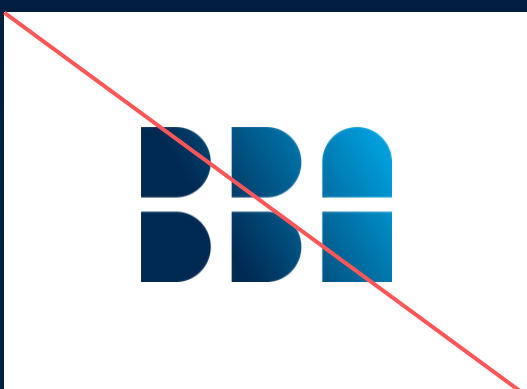
CHANGE THE SPACING



PUT AN OUTLINE



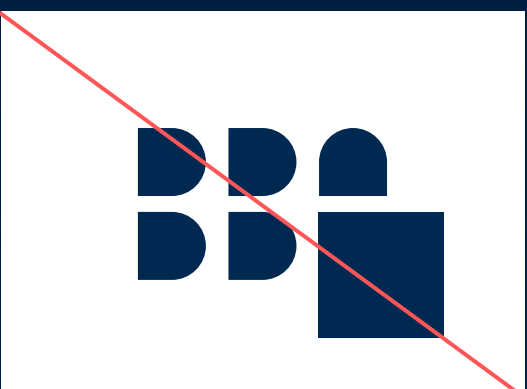
USE A GREDIENT



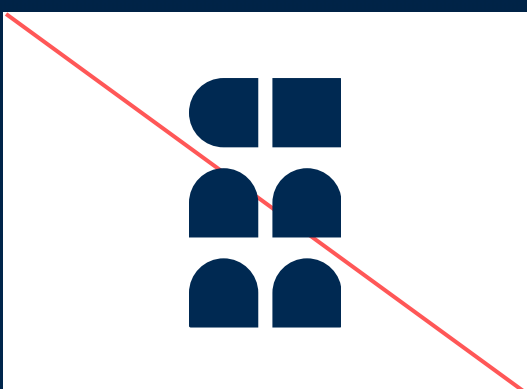
CONDENSE THE SHAPES



CHANGE THE PROPORTIONS



USE THE LOGO VERTICALLY



ELEMENTS IN THE SAFETY ZONE



USE A DROP SHADOW



BAD CONTRAST



BBA CONSULTANTS



FOR ANY FURTHER QUESTIONS REGARDING
THE BBA CORPORATE IDENTITY, PLEASE CONTACT:

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