

The logo of a company is their image, their voice, their values, their mission, all condensed into a unifying image. It is not different here at Boostability. Our logo embodies our company's history, mission, product, and goals, so we want to preserve the integrity of the logo so that it can continue to reflect and represent these elements.

Even minor variations will undermine and compromise the image of the branding. We ask that you do not skew, stretch, plagiarize or attempt to recreate the Boostability logo in any way.



Primary logo - in color

Many brands are recognizable solely by the logotype the brand uses. The Boostability logotype has been custom created to be unique to us. The simple and timeless nature of the logotype anchors every piece of Boostability communication.

To maintain the logo's integrity, always use the original artworks supplied and adhere to the guidelines below when using the logo.



LOGOTYPES

The primary logo, using Pantone 541 C or white, should be used in almost every case. In extreme cases where that will not be aesthetically possible, a grayscale logo can be used.

EXCLUSION ZONE

To ensure the Boostability logotype stands out and remains uncrowded, always leave a clear space equal width of the "B" in "Boostability" around the logotype.

This area should be kept clear of any graphic elements (including obstructive elements of a photographic background). This exclusion zone is built into the original artwork.

MINIMUM REPRODUCTION SIZE

To maintain the integrity of the logo, a minimum print size has been determined for the logo of 30mm.

Don't print it smaller than 30mm wide under any circumstances.



30mm



LOGO DONT'S

The logotype should never be closer to the edge of a document than its exclusion zone. The logo must be kept separate and distinct from other elements used in the same format and must never be used in a sentence. The logotype should never be re-proportioned or distorted in any way.

In addition, do not add embellishments like drop-shadows, embossing, etc. to the logo.

Always use the original artwork supplied. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application. When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - **logos should not be taken from this document.**



WRONG!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



CORRECT!

The logo's shape is consistent with the initial design, retaining balance and legibility.



WRONG!

The backdrop for the logo's placement is too similar to the primary color - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors assigned to the logo.



CORRECT!

In black and white applications, the logotype can appear in grayscale or reversed-out white.

When the logo needs to be engraved or embossed, it can appear in hairline.

When the logo needs to appear on a black background, the reversed-out white version can be used.



WRONG!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



CORRECT!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



WRONG!

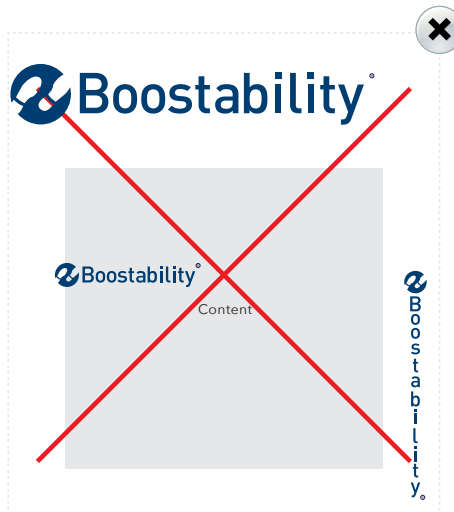
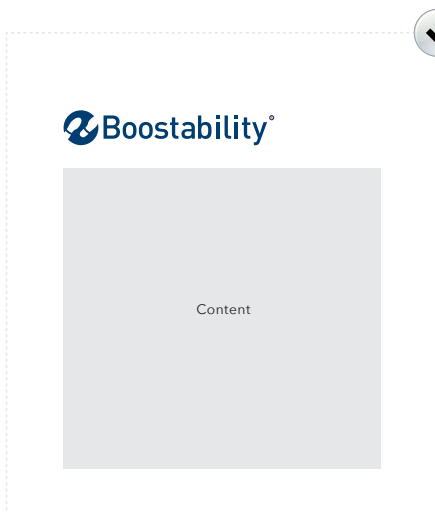
A color outside of the selected brand color scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



CORRECT!

The logo is presented in its primary colors using the primary typeface that has been selected for the logotype.



In most cases, use of one company logo is all that is required. If an advertisement is made by your company, then that logo is usually all that is required for recognition by your audience and/or customers.

The logotype can be positioned in any corner or be centered at the top, middle or bottom of a page or screen. The logotype should never be closer to the edge of a document than its exclusion zone.