

BBYO BRAND GUIDELINES FOR TEENS

This document is intended to serve as a basic style guide for BBYO members who are designing documents, signage, wearables and any other materials associated with BBYO's brand. A more complete set of organizational brand guidelines, templates and information can be found at bbyo.org/brandcentral.

PRIMARY LOGO: CORRECT USE



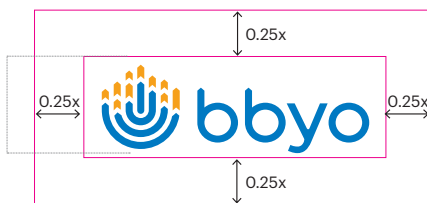
Our primary logo is our core logotype, and should be used whenever possible to promote our brand.

ALTERNATE LOGO COLOR VARIATIONS



There are only three approved color variations for the primary logo: full color (blue and orange), black and white. The logo should never be modified in any other way.

CLEAR SPACE



Always keep the primary logo clear of any graphics, imagery or text. This ensures that it is never visually dominated by other elements.

Recommended clear space is 1/4 the height of the menorah in the logo. For example, if after you size place your logo, the menorah is 2" tall, then you should allow at least .25" of clear space.

PRIMARY LOGO: INCORRECT USE



Do not stretch the logo. Stretching might be good for you, but it is bad for logotypes.



Do not try to redraw or trace the logo yourself. If you can't find the format you need, contact the Marketing and Communications department!



Do not rearrange or move elements of the logo.



Do not use another typeface with the logo.



Do not outline the logo.



Do not re-color the logo.



No. Just no.



Do not add effects to the logo. These include but are not limited to: drop shadows, glows, textures, layer effects, etc.

TAKE HOME MESSAGE

The primary logo is BBYO's main logo and should be visible on all external communications. The primary logo shouldn't be altered in any way. Please contact info@bbyo.org with any questions.

THE MENORAH SYMBOL



The menorah symbol is our BBYO logo with no typeface attached. It is the least formal of our logotypes, and thus the most flexible. The menorah symbol allows you to be creative.

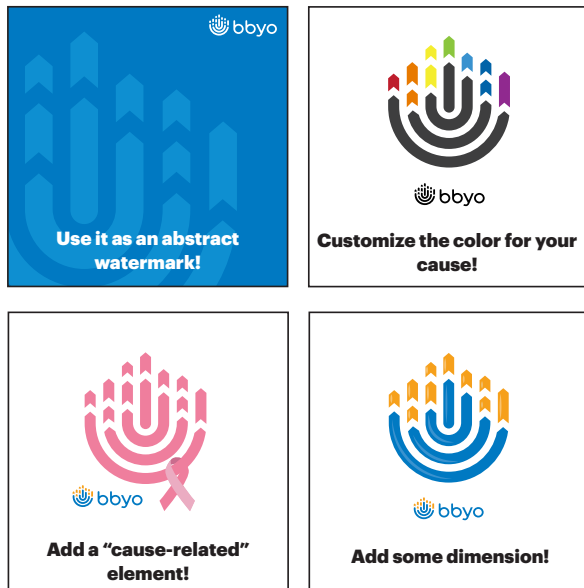
The menorah is more of a representative graphic element than a logo itself, which is why **it's required that you use our primary logo in conjunction with the menorah symbol.**

While the menorah symbol is meant to be fun and flexible, there is still one very important usage rule:

The menorah symbol CANNOT be used without our primary logo in close proximity.

Because the menorah is intended for use as a graphic element rather than a fully representational logo, **it must always be accompanied by the primary logo as seen here.**

WHAT CAN I DO WITH THE MENORAH?



Feel free to be creative.

The menorah is there to provide flexibility of our brand mark while still retaining a strong, iconic connection to our organization. You can alter the menorah in a variety of ways. It can be enlarged for bigger scale pieces such as the white transparent menorah seen above. An element can also be added or color changed when there is **a cause but cannot be changed without reason.**

PRIMARY COLORS

The BBYO logo is made up of two colors: BBYO blue and BBYO orange. Specific values are detailed below.



PMS 300 U
CMYK 100/44/0/0
RGB 0/121/193



PMS 144 U
CMYK 0/42/100/1
RGB 246/160/26

TYPOGRAPHY

Our two approved fonts are Graphik and Proxima Nova Condensed. If you do not have access to these fonts, the free alternatives are also listed below.

1. Graphik

(all weights)

Graphik is good for legibility and is the font you want to use for text heavy pieces like letters, brochure text, etc. **At bolder weights, Graphik becomes "fun" or "goofy," which is great for some messages, particularly ones related to programming and events.**

FREE ALTERNATIVE

Arial

(all weights)

A great Graphik alternative, Arial is readily available on most computers and conveys a similar mood/tone.

2. PROXIMA NOVA CONDENSED

(CAPS ONLY, BOLD, BOLD ITALIC, EXTRA BOLD, EXTRA BOLD ITALIC)

Proxima Nova Condensed is used best for emphasis in headlines, short phrases or sentences, but is not great for large blocks of text or readability. It's a display font, and should be used as such. **Be careful when combining with Graphik. These two fonts tend to clash if used at similar sizes and weights.**

FREE ALTERNATIVE

ROBOTO CONDENSED

(CAPS ONLY, BOLD, BOLD ITALIC)

Roboto is actually our web font, but can stand in if you don't have access to Proxima Nova Condensed.