

# **BOOMBIT**

**brand book**

## BASIC LOGO VERSION

Our logo is the main element of the BoomBit visual identity. It consists of lettering with the name of our brand and a rectangular background of uniform color.

The logo constitutes a uniform entity and should not be modified nor distorted.



**BOOMBIT**

## LOGO RATIO AND CLEAR SPACE

The structure of the logo is described by the height of the letters.

$x$  = height of letters in the logo

The logo should be accompanied by its clear space.

The clear space in an area surrounding the logo, where no other graphical elements are allowed. The clear space also indicates the minimum distance from the layer borders that should be maintained. This way the logo will be clearly visible.



## LOGO WITH A ROUNDED CORNER

In the case of applications and other promotional materials, where it is best to use the logo in the corner, the version of the logo with a rounded corner should be used.

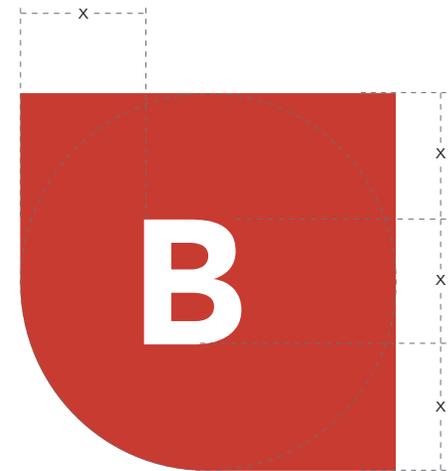
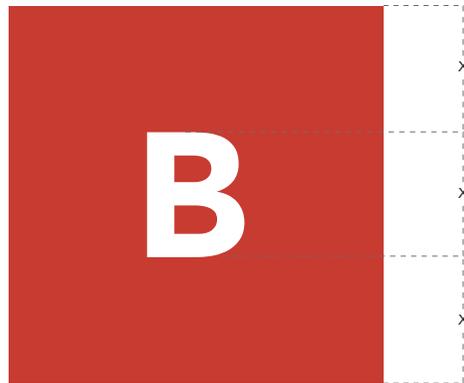
This version of the logo should be located directly in the top right corner.



## SQUARE AND MINIATURE LOGO

Use a "3x" side square in instances where a square version of the logo should be used. The letter should be placed in the centre of the logo, both horizontally and vertically.

The miniature or square version of the logo can also include the background version with a rounded bottom-left corner. The "B" letter in this case should be centered horizontally with a distance of "x" from the left border.



## TYPOGRAPHY

The BoomBit logo uses the Avenir font in its black variant in CAPS.

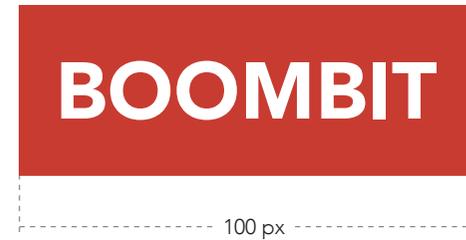
# AVENIR BLACK

aąbcćdeęfghklłmnńoópqrsśtuvwxyzź 1234567890  
AĄBCĆDEĘFGHKLŁMNŃOÓPQRSŚTUVWXYZŹ

## MINIMUM SIZE

The minimum size of the logo guarantees optimal visibility for various reproduction techniques.

Minimum logo size for electronic use



Minimum logo size for print



## BASIC COLOR VERSIONS

Red and white are basic colors of the BoomBit logo.

When engraving or printing the monochromatic version you should use the black and white version of the logo.

Basic color version



R 200 G 60 B 50

C 15 M 90 Y 90 K 5

#c73c34

Pantone 7626 C

Monochromatic version



R 0 G 0 B 0

C 60 M 40 Y 20 K 100

#000000

Pantone Black C

## COMPLEMENTARY COLORS

Colors recommended for use with the red BoomBit color.



**BOOMBIT**

R 56 G 83 B 104  
C 82 M 60 Y 42 K 25  
#385368  
Pantone 7545 C



**BOOMBIT**

R 222 G 215 B 206  
C 12 M 12 Y 16 K 0  
#dfd8cf  
Pantone Warm Gray 1 C



**BOOMBIT**

R 253 G 185 B 51  
C 0 M 30 Y 90 K 0  
#fdb933  
Pantone 1235 C



**BOOMBIT**

R 92 G 192 B 202  
C 60 M 5 Y 20 K 0  
#5cbdca  
Pantone 7709 C

## USE OF LOGO WITH DIFFERENT BACKGROUNDS

The logo should always be accompanied by a background.

A logo without the red background can only be used when the entirety of the printed or digital material is in the red BoomBit color, there are no other visual elements present, and the text content is placed outside of the logo's clear space.

For example, a red flag with the BoomBit name, fully red splash screen, full document page.



## USE OF LOGO IN APP ICONS

In the case of application icons, use the logo version with the rounded corner.

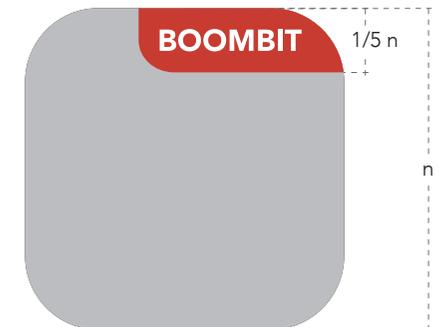
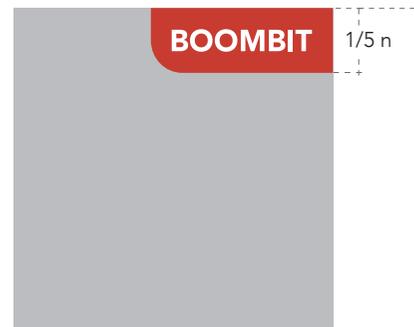
The logo should be placed in the top right corner with a  $\frac{1}{5}$  size of the icon height.

In the case of icons with irregular corners, expand the right side of the logo area by an additional  $x$  value.

logo for square icons  
without rounded corners



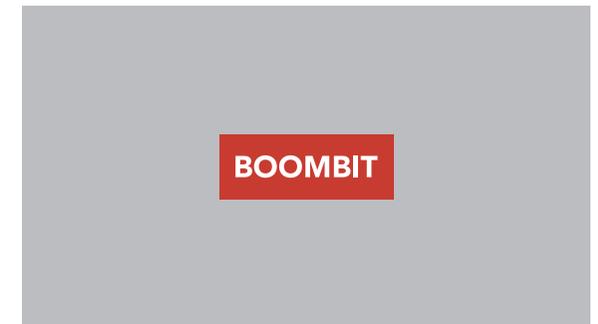
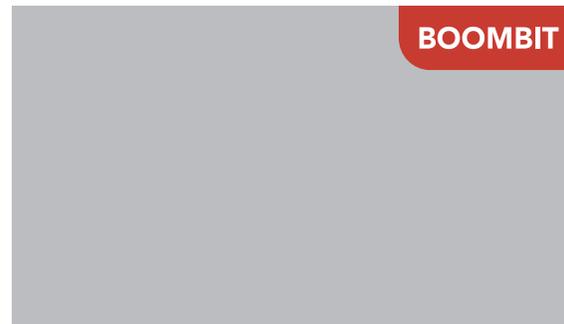
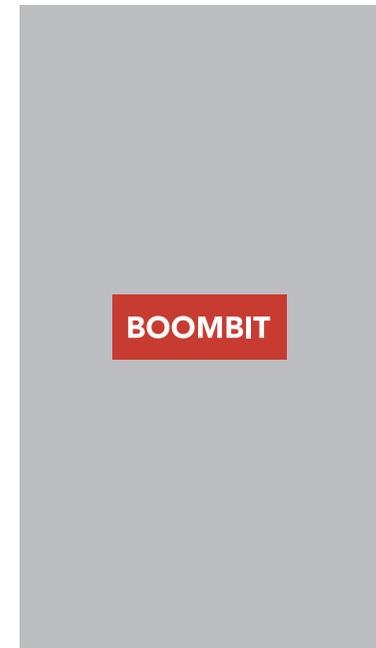
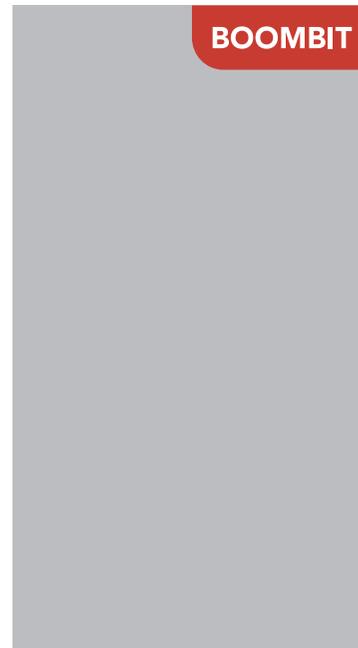
logo for square icons  
with rounded corners



## USE OF LOGO IN APPLICATION SPLASH SCREENS

Two versions of the logo are allowed for application splash screens:

1. Rounded version of the logo in the top right corner with a height of  $1/10$  of the length of the longer side in the vertical version.
2. Rounded version of the logo in the top right corner with a height of  $1/5$  of the length of the shorter side in the horizontal version.
3. Centered logo with height of  $1/10$  of the length of the longer side of the splash screen in its vertical version.
4. Centered logo with height of  $1/5$  of the length of the shorter side of the splash screen in the horizontal version.



## INCORRECT LOGO USE EXAMPLES

Use of the logo without its background is prohibited.



Use of the logo without its clean space is prohibited.

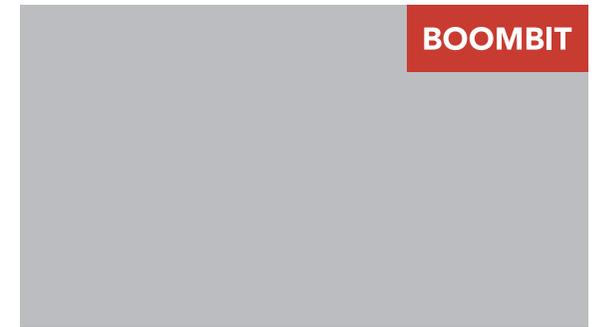
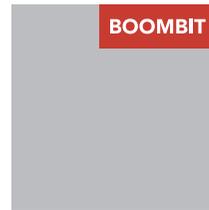


Distorting the logo or using different colors that those described in the brand book is prohibited.



## INCORRECT LOGO USE EXAMPLES

Placing the rectangular logo in the corner of the icon or splash screen is prohibited.



Using the logo with all rounded corners is prohibited.

