

**This is a guide to the basic elements
that make up BIECO.**

**Our logo - Symbol is a very valuable asset.
We must treat it nicely.**



BIECO

Building Trust in Ecosystems
and Ecosystem Components

This logo is to be used for all printed collateral including all printed publications, advertising, billboards, posters, flyers .

This is our logo to be used for all screen work, including websites, banners and presentations.

Please make sure you are using the latest

01 Space around the logo
Always leave the logo some space to breathe. Use white or neutral backgrounds.

02 If the unavoidable happens...
If it's unavoidable to sit the BIECO logo on a colour (we prefer Green) or a photo, use the negative logo.

03 Red alert!
Do not sit the logo on yucky colours.

04 Not cool
Do not use the negative logo on backgrounds that are too light or cluttered.

05 Not right
Do not rotate the logo.

06 Not outstanding
Do not add embellishments like drop-shadows, embossings etc. to the logo.

01 ✓



02 ✓



03 ✗



04 ✗



05 ✗



06 ✗



Black and White Version



Observe the distance and size in the logo-symbol



Our typeface. Print.

Century Gothic

The Century Gothic type family is our corporate font.
Century Gothic is a nice, simple font, good for
anything from headlines to text. Use Century Gothic
wherever possible.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+

Century Gothic Bold

Century Gothic also comes in bold.
It's called Century Gothic Bold.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+

Our typeface. Online.

PC
Arial Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+

Mac
Helvetica Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

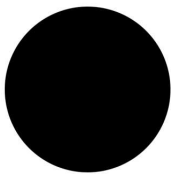
abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+

Our colours are what give us
our personality. We're bright,
bold, colourful and confident.
They're simply loud and clear.

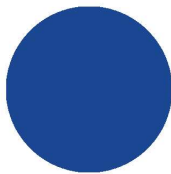
These are our project
colours for text and headers.



BIECO Text

CMYK 00/0/0/100

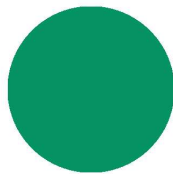
RGB 35/31/32



BIECO Blue

CMYK 100/85/10/0

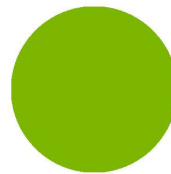
RGB 28/71/146



Trust Green

CMYK 85/20/75/5

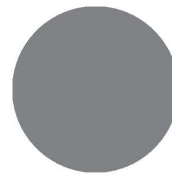
RGB 5/147/98



BIECO Green

CMYK 55/5/100/0

RGB 130/186/65



Cool Gray

CMYK 0/0/0/60

RGB 128/130/133

You can only reproduce the
BIECO logo using This colours.

Wherever possible, the BIECO logo should appear with the strapline. The logo has been set in a number of different formats. Pick the one that best suits the usage.

01 Strapline – align right

House font – Century G Bold.
Font size – 1/3 cap height of logo. “BIECO.com” – 50% of BIECO Logo. Never recreate this line in another font.

02 Strapline – align below

House font – Century G Bold.
Font size – 1/4 cap height of logo. “BIECO.com” – 50% of BIECO Logo. Never recreate this line in another font.

03 / 04 Strapline

House font – Century G Bold.
Font size – Cap height of logo. “BIECO.com” – 50% of BIECO Logo. Never recreate this line in another font.

Spacing of the strapline

The strapline always sits the height or the width of a cap ‘X’ for consistency throughout.

01



02



03



04





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