



Biodrier  
Identity Guidelines

May 2011

## Identity: Full colour logo

The Biodrier logo represents the brand for the hand drier product range.

Applying the rules of the new identity uniformly and consistently across all media will ensure the brand is perceived effectively.



Logo in full.

Biodrier full colour logo.

## Alternative web identity: Full colour logo

The Biodrier.com logo represents the brand for the hand drier product range when promoting the online portal.

Applying the rules of the new identity uniformly and consistently across all media will ensure the brand is perceived effectively.



Logo in full.

Biodrier.com full colour logo.

## Identity: Reversed logo

Wherever possible the full colour version of the logo should be used. If this is not possible the reversed coloured background version should be used.



Logo in full.

Biodrier reversed logo.

## Alternative web identity: Reversed logo

Wherever possible the full colour version of the logo should be used. If this is not possible the reversed coloured background version should be used.



Logo in full.

Biodrier.com reversed logo.

## Identity: Mono logo

Wherever possible the full colour version of the logo should be used. If this is not possible the mono version here should be used.



Logo in full.

Biodrier mono logo.

## Alternative web identity: Mono logo

Wherever possible the full colour version of the logo should be used. If this is not possible the mono version here should be used.



Logo in full.

Biodrier.com mono logo.

# Minimum Clearspace

When using the logo, allow it to “breathe” and have maximum impact by preserving a minimum clear space zone around it.

The minimum clear space is equal to the width of the letter o, as illustrated.

Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, and the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



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# Colours

Two swatches have been chosen for the Biodrier logo and these must be strictly adhered to throughout all media.

CMYK is the print industry standards for colour match and RGB and Web (Hex) colours are included for digital and online work.

## SWATCH 1

Web: #004990

RGB: R0 G73 B144

CMYK: C100 M72 Y0 K18



## SWATCH 2

Web: #788BBC

RGB: R120 G139 B188

CMYK: C50 M36 Y0 K9

