

# BIBBA Identity essentials

## Logos



**Primary logo** - with full name/wording, preferably used on white



**Background** - All PNG and PDF logo files include a white circle behind to allow for placing over colour or image backgrounds. (JPEG has solid white background)

On white this will be invisible, but acts as a useful clear space around the logo.



**BW logo** - for use where colour is not available or required. Stripes are 60% black



**BIBBA**



**BIBBA**

**Icon** - for small size use and social media icon. Colour and mono variants logo file allows placement in square or circular social icon frames

## Brand Colours

Black		Brown	
CMYK	0 / 0 / 0 / 100	CMYK	55 / 60 / 65 / 33
RGB	0 / 0 / 0	RGB	106 / 84 / 71
HEX	# 000000	HEX	# 6A5447
Pantone	Black	Pantone	7505

## Secondary palette

Chalk	CMYK	0 / 0 / 10 / 10
	RGB	237 / 235 / 221
	HEX	# EDEBDD
Stone	CMYK	0 / 18 / 40 / 35
	RGB	185 / 161 / 125
	HEX	# B9A17D
Meadow	CMYK	30 / 0 / 90 / 45
	RGB	129 / 140 / 32
	HEX	# 818C20

## Fonts

### Helvetica

**Helvetica Bold for headings and sub-headings.**

Body copy in Helvetica Roman. Timeless, easy reading multi-weight font family with good clarity and visual impact.

### Arial - alternative

For use where Helvetica is unavailable, Arial offers a similar look and feel, and is readily installed on most computers.

**(do not use this to recreate the logo)**