

BOGMARBB

BOGMAR Logo

Size & Spacing

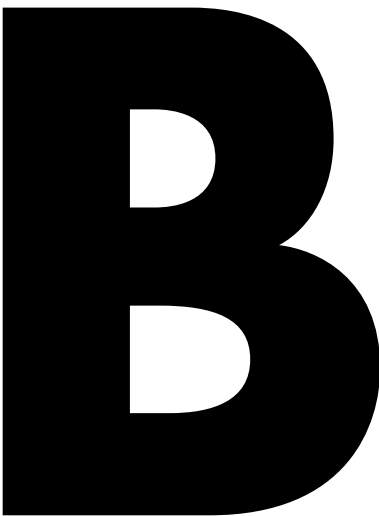
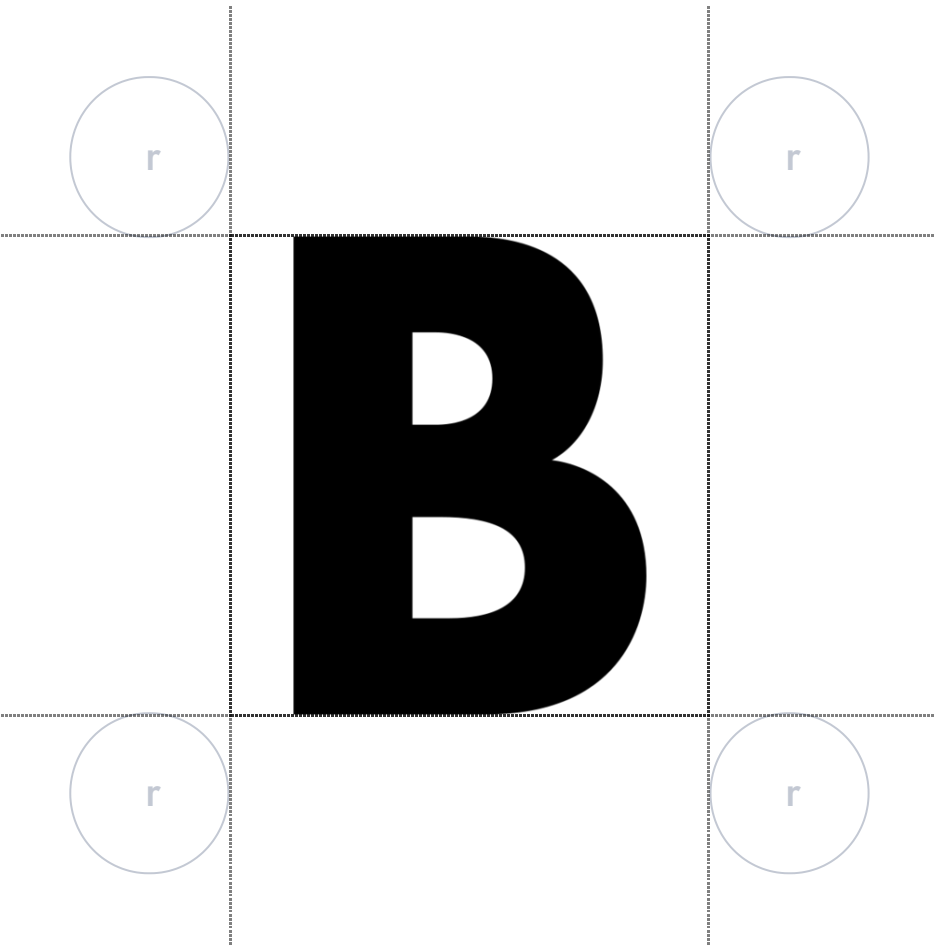
Maintain spacing of at least R around the logo. Where $R = \frac{1}{3}$ times the mimimal logo dimension (smaller of logo width and logo height)



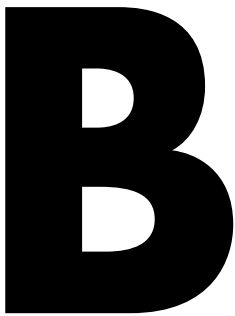
BOGMAR Icon

Size & Spacing

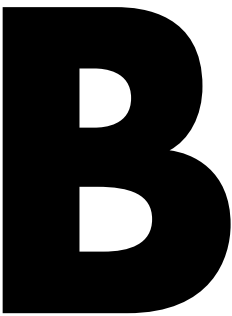
Maintain spacing of at least r around the brand icon. Where $r = \frac{1}{3}$ the unit square around the icon. The unit square is defined by the largest of icon width or height.



Use the full logo when possible, and the symbol alone for space-constrained applications such as profile images and app icons



Full color



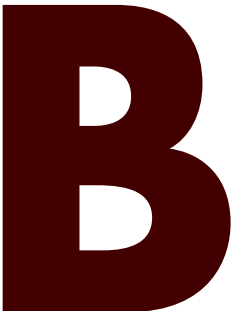
Print



Variant 1



Variant 2



Variant 3

 Color palette

Background

#f8f5f5

Foreground

#000000

Accent 1

#c60000

Accent 2

#840000

Accent 3

#420000





 Buyer persona

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▣ Typography

▮ Headings

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Lorem ipsum dolor sit amet

P Subtitle

Lorem ipsum dolor sit amet

¶ Title font

Brandmark Sans 14 Color

Font name

Normal

Font weight

Normal

Font style

¶ Subtitle font

Brandmark Sans 2 Color

Font name

Normal

Font weight

Normal

Font style