

bibb!io®

Style Guide

JULY 2019



The image shows the 'biblio' logotype in its full color positive variation. The letters are dark grey. The dot on the 'i' is green, the dot on the 'l' is orange, and the dot on the 'o' is blue. A registered trademark symbol (®) is located to the right of the 'o'. The logotype is centered on a white background.

0%

20%

Full colour positive

The Biblio logotype is a bespoke element, in that it is a creative departure from any specific font and cannot be replicated using live type.

Use the positive variation on white or on grey backgrounds that have a maximum 20% tint.

The logotype is a registered trade mark through the UK Intellectual Property Office: UK00003027251.



The image shows the 'biblio' logotype in its full color reverse variation. The letters are white. The dot on the 'i' is green, the dot on the 'l' is orange, and the dot on the 'o' is blue. A registered trademark symbol (®) is located to the right of the 'o'. The logotype is centered on a black background.

60%

100%

Full colour reverse

The logotype's reversed variation can be used against black backgrounds that have a minimum tint of 60%.



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A horizontal rainbow gradient bar is located at the bottom of this image.

Monochrome

100% black. Used against white or background colours that are light enough to maintain legibility.

This version can also be overlaid upon an area of photography that is light and simple enough to maintain legibility.

Watermarking using a semi-opacity is permitted, provided the logo maintains legibility.



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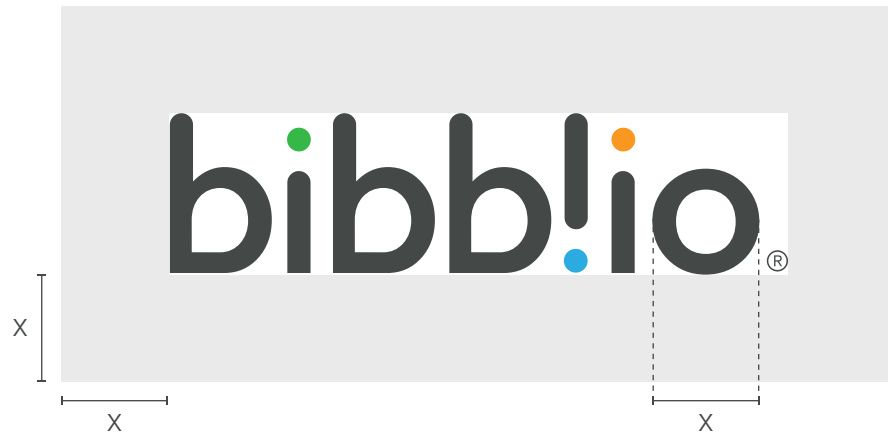
A horizontal rainbow gradient bar is located at the bottom of this image.

White out

Knocked out colour. Used against black or background colours that are strong or dark enough to maintain legibility.

This version can also be overlaid upon an area of photography that is dark and simple enough to maintain legibility.

Watermarking using a semi-opacity is permitted, provided the logo maintains legibility.



Clearspace

In order to maintain the integrity of the logotype, it's important that no other logos, type or graphical elements infringe on it's space.

They must be at least the width of a Bibbio 'o' away.

Rotation

The Bibbio logotype should be fun. As such, rotation is permitted, so long as the angle works aesthetically with the surrounding elements and with any background elements, patterns or photography.

The clearspace and minimum size rules still apply.

Minimum size

The minimum size of the logotype for print applications is 15mm wide.

The registered trademark symbol may be omitted if it becomes eligible or could suffer colour bleeding.



Do not unproportionately scale the logotype



Do not change any colours within the logotype



Do not attempt to recreate the logotype



Do not add, remove or alter any element within the logotype



Do not distort the logotype or place it in perspective



Do not apply any effects to the logotype



Do not place the logotype upon busy photography

Primary palette

Logo Charcoal

434747

R	67	C	70
G	71	M	60
B	71	Y	60
		K	40

Logo Green

39B54A

R	57	C	75
G	181	M	0
B	74	Y	100
		K	0

Logo Blue

27AAE1

R	39	C	71
G	170	M	16
B	225	Y	0
		K	0

Logo Orange

F7941E

R	247	C	0
G	148	M	49
B	30	Y	100
		K	0

Red

BE1E2D

R	190	C	17
G	30	M	100
B	45	Y	97
		K	7

Purple

644E96

R	100	C	73
G	78	M	82
B	150	Y	4
		K	0

Secondary palette

Grey

71778C

R	113	C	60
G	119	M	50
B	140	Y	31
		K	5

Sand

B3972A

R	179	C	31
G	151	M	34
B	42	Y	100
		K	4

Teal

339999

R	51	C	78
G	153	M	21
B	153	Y	41
		K	1

Rose

D44F60

R	212	C	14
G	79	M	84
B	96	Y	55
		K	0

The majority of Biblio's graphics and illustrations stick rigidly to the Primary palette, including shades of grey (typically at 5%, 20%, 30% and 60% black).

Occasionally, when Primary palette colours do not suffice and when the situation requires it, colours from the Secondary palette are used as support.

When used selectively, gradients from palette colours into registration black can look effective in designs.

Roboto Light

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789
@%&#\$£€

Roboto Light is used for the majority of headlines and body text, both offline and online.

Roboto Regular

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789
@%&#\$£€

Roboto Regular is used for small text that might become washed out or too thin when in the Light style. It is also for main headlines. It can also be used for white text on a dark background, for clarity or to avoid colour bleed into the lettering.

Roboto Black

**Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789
@%&#\$£€**

Roboto Black is reserved for instances where bold labels are required, such as one-word tags, numerals and currency symbols in illustrations.

It's about recommendations

We use photography of people consuming digital media as a reminder to our customers that this is who will eventually benefit from our product. We also use compositions of the modules in-situ on laptops and devices to give an at-a-glance understanding of the service.



On a gradient

Visualising the tech behind our recommendation platform isn't easy, so we instead rely on color gradients to represent the vibrancy and energy you feel from discovering great quality content through the product.





Logo Resource

Positive and reverse vectored versions of the Biblio logo are available to download from <https://www.biblio.org/media>

Getting in touch

If you would like any advice on applying the Biblio brand, please contact our Chief Experience Officer, Rich Simmonds.
rich@biblio.org