Logo Mark

BrokatTechnologies™ —— Word Mark

Identity Standards and Guidelines

This Identity Standards and Guidelines manual has been created for the use, execution, and maintenance of the Brokat Technologies identity.

Contents

Brokat Technologies Identity and Lockups

The Brokat Technologies identity consists of a word mark and a logo mark. Both elements should always be used together, never separated. There are four ways to display the word mark with the logo mark, but the stacked lockup is preferred and should be used if space allows. Do not alter the art provided.
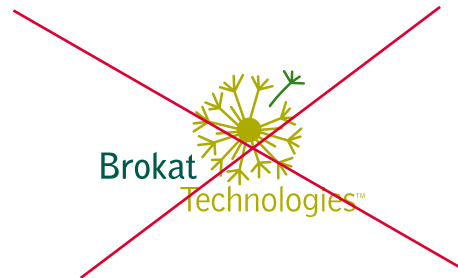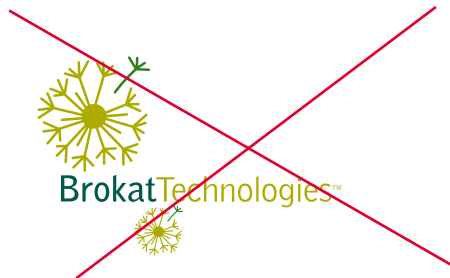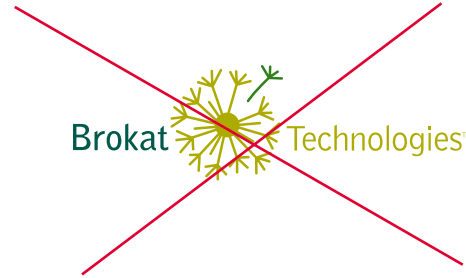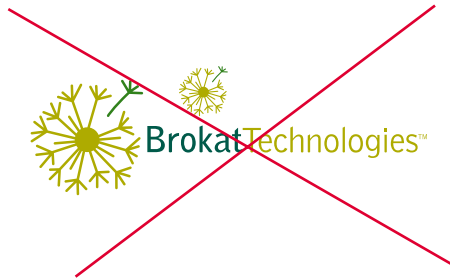

Stacked Mark

Horizontal Mark
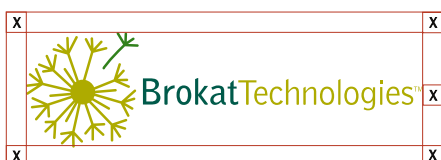

Vertical 1 Mark

Vertical 2 Mark

INCORRECT LOCKUPS

Clearspace   Minimum clearspace must be maintained surrounding the identity(s) as shown below. The clearspace surrounding the identity(s) is equal to the height of the lowercase letters of word mark; indicated by the "X" measurement shown below.
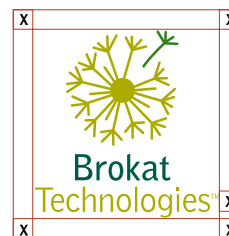

Horizontal Mark

Stacked Mark

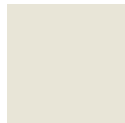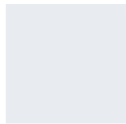Vertical 1 Mark

Vertical 2 Mark

Colors   The Brokat Technologies identity is made up of three spot colors: PANTONE 364, PANTONE 343, and PANTONE 399. The CMYK equivalents are used for print applications. The RGB and HEX equivalents are used for online applications. Use only these specified colors with the identity. Do not alter or replace these colors. In a situation where the identity can only be one color, use black or reverse all elements to white.

PANTONE	PANTONE 364	PANTONE 343	PANTONE 399
CMYK	C72, M0, Y100, K43	C100, M0, Y69, K60	C0, M0, Y100, K43
HEX	#336600	#003333	#999933
RGB	R51, G102, B0	R0, G51, B51	R153, G153, B51

Background Colors

The Brokat Technologies Identity uses three background colors when necessary: PANTONE 5455, PANTONE 5803, and PANTONE 2716. The CMYK equivalents are used for print applications. The RGB and HEX equivalents are used for online applications. Use only these specified colors for print and Web communications.
Do not alter or replace these colors.

PANTONE	PANTONE 5455	PANTONE 5803	PANTONE 2716

	PANTONE 5455	PANTONE 5803	PANTONE 2716
PANTONE	PANTONE 5455	PANTONE 5803	PANTONE 2716
CMYK	C6, M0, Y0, K9	C0, M0, Y11, K15	C47, M34, Y0, K0
HEX	#DAE3E5	#CCCC99	#9999CC
RGB	R218, G227, B229	R204, G204, B153	R153, G153, B204

Accent Colors

Use accent colors to highlight information in print and online materials: PANTONE 130, PANTONE 103, and PANTONE 2758. The CMYK equivalents are used for print applications. The RGB and HEX equivalents are used for online applications. Do not alter or replace these colors.

	PANTONE 130	PANTONE 103	PANTONE 2758
PANTONE	PANTONE 130	PANTONE 103	PANTONE 2758
CMYK	C3, M40, Y95, K0	C0, M0, Y100, K18	C100, M76, Y0, K38
HEX	#F67B1E	#CCCC00	#000066
RGB	R246, G126, B30	R204, G204, B0	R0, G0, B102

Logo Sizes   The Brokat Technologies identity has four logo lockups. Below are minimum height specifications for logo lockups. Do not use the identities smaller than the height sizes specified.

Size (Print)   Horizontal Mark, minimum allowable height: 7/16 inch or 10mm
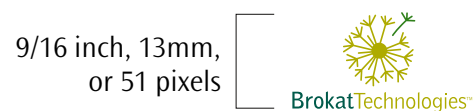Size (Web)   Horizontal Mark, minimum allowable height: 39 pixels

7/16 inch, 10mm,
or 39 pixels

Size (Print)   Stacked Mark, minimum allowable height: 7/16 inch or 10mm
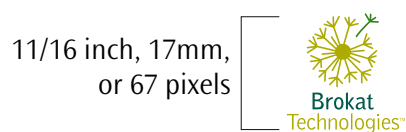Size (Web)   Stacked Mark, minimum allowable height: 39 pixels

7/16 inch, 10mm,
or 39 pixels

Size (Print)   Vertical 1 Mark, minimum allowable height: 9/16 inch or 13mm
Size (Web)   Vertical 1 Mark, minimum allowable height: 51 pixels

9/16 inch, 13mm,
or 51 pixels

Size (Print)   Vertical 2 Mark, minimum allowable height: 1/16 inch or 17mm
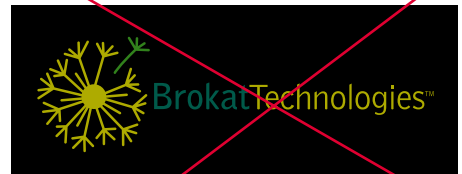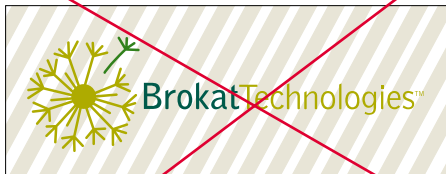Size (Web)   Vertical 2 Mark, minimum allowable height: 67 pixels.

11/16 inch, 17mm,
or 67 pixels

Identity Usage   The Brokat Technologies identity should be used on a white or light background color (PANTONE 5455 or PANTONE 5803). See specified background colors on page 4. When necessary to use on black or PANTONE 2716 background color, reverse the identity elements to white. Do not use the identity on a high-contrast, textured background.
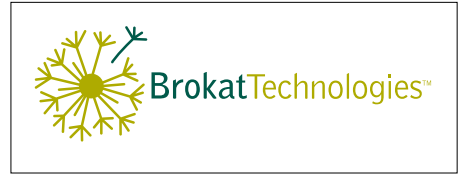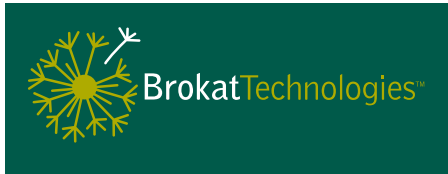
CORRECT USES

INCORRECT USES

Identity Usage   The Brokat Technologies identity normally prints in three colors. However, when necessary to print in two colors, use identity displayed below.

INCORRECT USES