



BRAND GUIDELINES

Igniting Innovation.



introduction.

This brand manual contains the constituent elements of Bravent's visual identity. The brand image consolidation requires special attention to the following recommendations. The manual is intended as a document that guarantees a unity of criteria in the communication and public dissemination.

The manual must be a "living" tool and present in all the applications of the brand identity. The guidelines contained in this document are not intended to restrict creativity, but to be a guide that opens new creative possibilities to communicate its own essence.

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THE COMPANY

Bravent is consolidated as a technology consulting firm, an official Microsoft partner. It has leaders in the technical community who have demonstrated a great commitment to helping others optimize the use of Microsoft technology, which ensures the **continuous training** of our professionals, as well as access to the **most advanced technologies**.





BRAND VALUES

Bravent's greatest value is our team, without which our projects would not be **successful**.

We anticipate our customers' needs and provide them with **innovative and revolutionary solutions**.

The **talent** of our team and the use of their skills is always aligned with the objectives and goals of each project.



logo.



logo.

EVOLUTION

The current brand identity is formed through a **redesign** of the previous logo, based on a green 'comic sandwich' with a B inside.

In this restyling, the B of the brand name and the green color have been maintained.

All this is accompanied by the full name of the brand and the business group to which it belongs, as in the previous version.



logo.

CURRENT LOGO

The silhouette of the 'b' of Bravent has been defined as a differentiating element, created through basic geometric shapes, giving the isotype greater **simplicity**.

The brand name is incorporated in **lowercase** letters, giving more prominence to the isotype.

With all this, the whole (accompanied by the tagline with the name of the business group) reappears with a more current, modern air, linked to the values and activity of the brand.



logo.

VARIANTS

The logo is presented in two versions: horizontal and vertical, with the purpose of being able to adapt in the best possible way to the rest of the elements of the representation without losing neither the essence nor the style.

The main version will be the horizontal version, as long as the graphic material in which it is used allows its use.



logo.

SPACING

The best way to achieve the harmonic **balance** of the whole is to create a guide grid that serves as alignment.

We will use the isotype as a reference measure and it serves for the safety zone that any element must respect for the logo to breathe.



logo.

RESPONSIVE

When the representation space requires the logo to be scaled, a series of variants are contemplated that reduce the mark to its minimum **graphic representation**.

This minimum version should only be used when there is no room for the complete logotype, since its continued use may cause a disconnection between the different elements that make up the visual identity.



Minimum size
30 px



logo.

VARIACIONES

The variations of the logo include the main version and its monochromatic variants that correspond to the brand's color palette.



logo.

TAGLINE

The tagline defines the company's new slogan: **Igniting Innovation**



color.



color.

COLOR PALETTE

Green serves as the main base. It is inherited from the original logo of the brand, making reference to the origins. It is incorporated in a brighter tone.

Dark blue is the complementary color used to contrast the elements.

Both, in combination, form the main variation of the logo, on a **white** or light background.

RGB 0 3 45
CMYK 100 93 0 82
#00032D

RGB 222 223 0
CMYK 0 0 100 13
#dedf00

RGB 255 255 255
CMYK 0 0 0 0
#ffffff

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typography.

OUR TYPEFACE

The typeface used for the construction of the logo is **Gelion**, a modern and minimalist sans serif, with a geometric touch and minimal contrast of strokes, which combines perfectly with the isotype providing balance to the whole.

It will be used as the main typography of the brand.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



resources.



TYPE ELEMENTS

El punto (.) y la barra (|) son recursos tipográficos relacionados con el mundo **digital** y el entorno tecnológico que pueden realizarse con cualquier tipografía para hacer hincapié en la actividad de la empresa.

Se utilizarán en los títulos o claims, detrás de la última palabra, dando la sensación de **campo de texto** en el que el usuario puede continuar escribiendo.



IMAGERY

Images can be presented as main elements that give balance and value to the whole and support the content of the texts.

The context of the images should represent **Bravent's values and activity** (technology, digital, modernity...)

They can appear behind a mask with 80-90% opacity.

They will generally be presented in full bleed.



ICONOGRAPHY

Texts can be accompanied by icons that support the **message** to be conveyed.

In addition, they serve to distinguish the different services offered by Bravent, support the information in the text or image and fix the user's attention.

They can be in monochrome version or with details highlighted in green.

