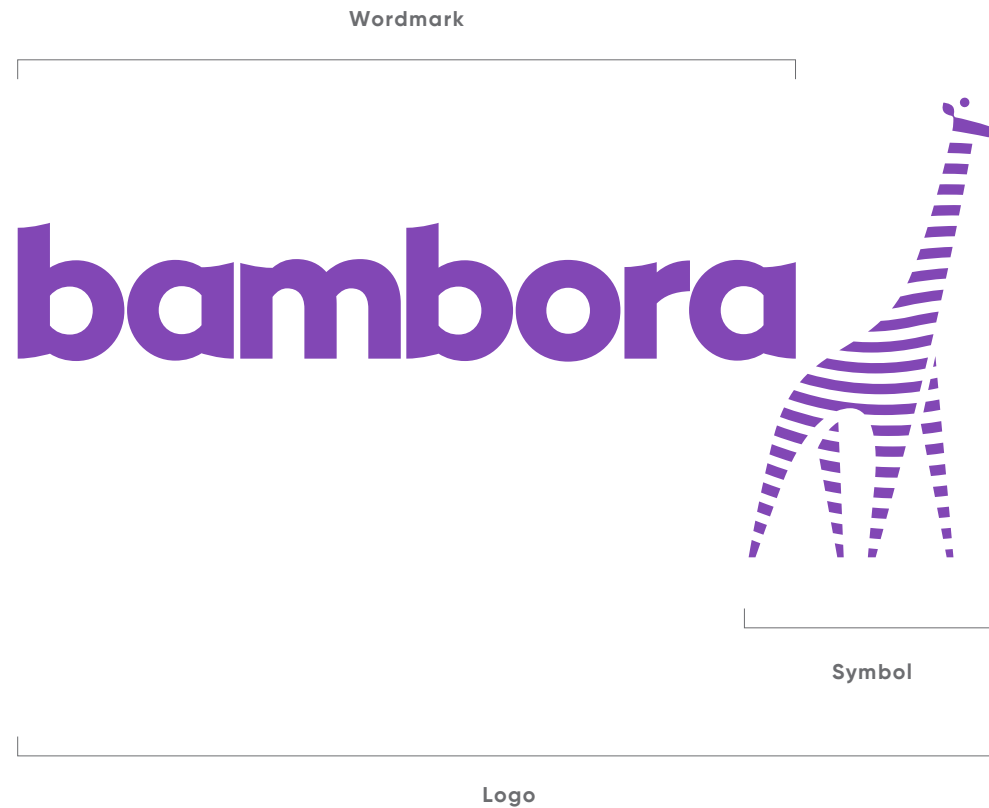


Logo.

The logo elements

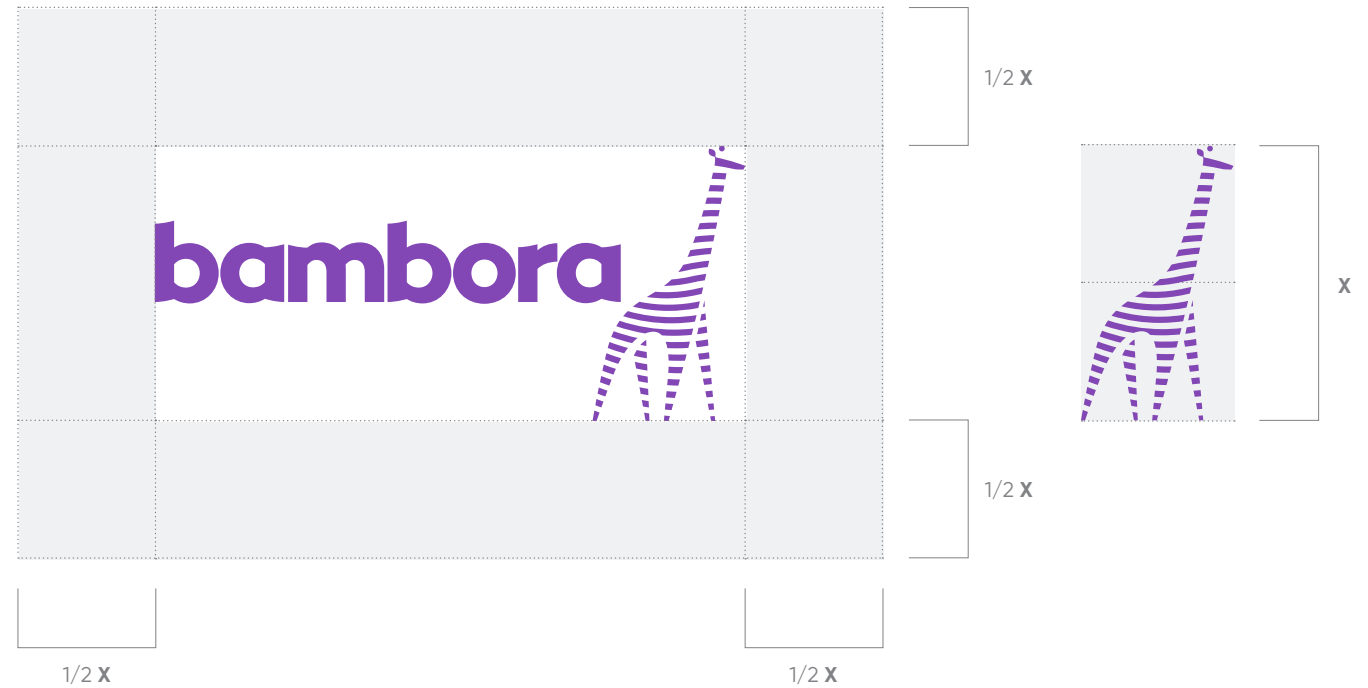
This is the Bambora logo. It consists of the wordmark and symbol put together in a lockup with these exact proportions.



Clearspace

To ensure integrity and visibility, our logo should always be kept clear of competing copy, images, and graphics. The clearspace is therefore the smallest distance allowed between the logo and any other graphic element or edge.

The clearspace for the logo is half the height of the symbol.



Clearspace examples

This page illustrates the importance of clearspace. In the two examples at the top, other graphic elements are too close, compromising the impact of our logo.

In the two examples below, the logo has enough room to ensure integrity.

The clearspace defined here is only the minimum distance allowed. Use more space when possible.



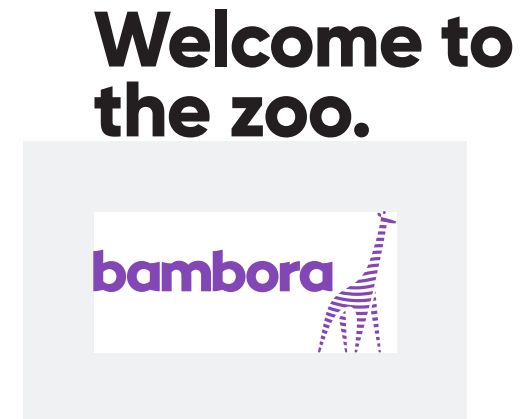
The Mastercard logo is too close and is competing with our logo.



The copy is too close to our logo.



Now there is enough space between the two logos, but the more space the better.



The copy is now at an acceptable distance from our logo, but the more space the better.

Wordmark

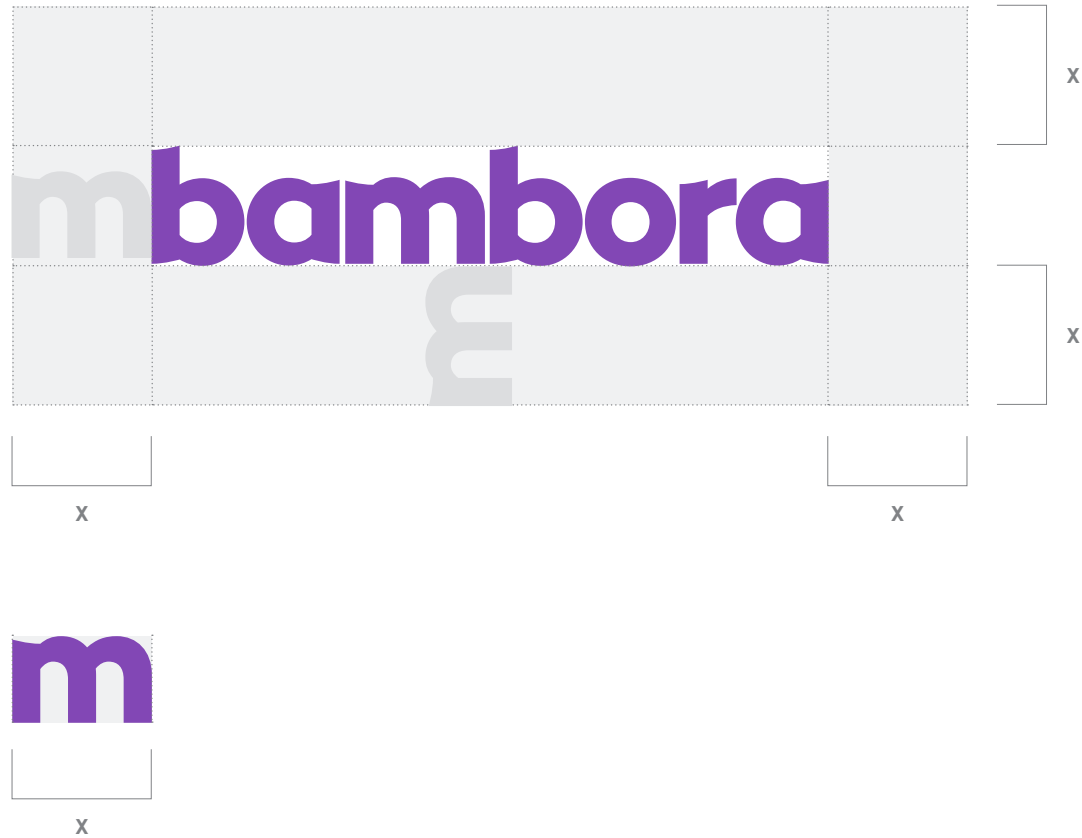
This is our wordmark. It is a bold and bespoke sans serif. We use the wordmark alone on surfaces where the logo lockup is hard to place or creates awkward spaces.

The wordmark 'bambora' is displayed in a bold, purple, sans-serif font. The letters are thick and closely spaced, with a modern, clean aesthetic. The 'b' and 'o's have a slightly rounded, friendly feel, while the 'r' and 'a' are more angular.

Wordmark

Wordmark clearspace

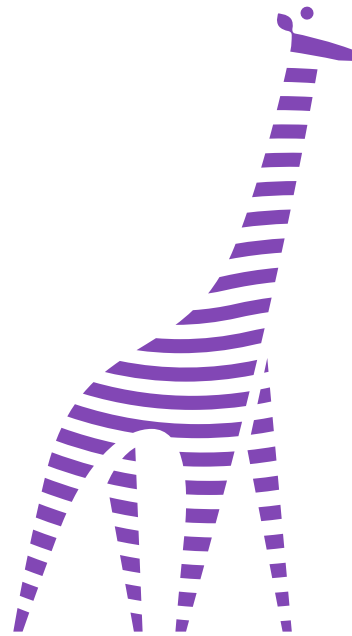
The minimum clearspace around the wordmark is equal to the width of the "m".



Symbol

This is our symbol. It is known to most Bamborians as the Zebraff, a giraffe with the stripes of a zebra.

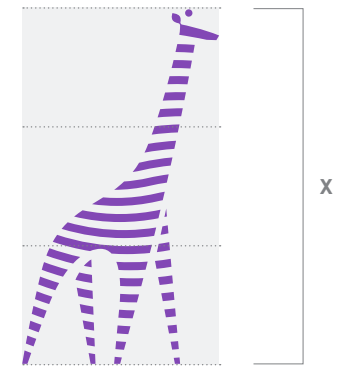
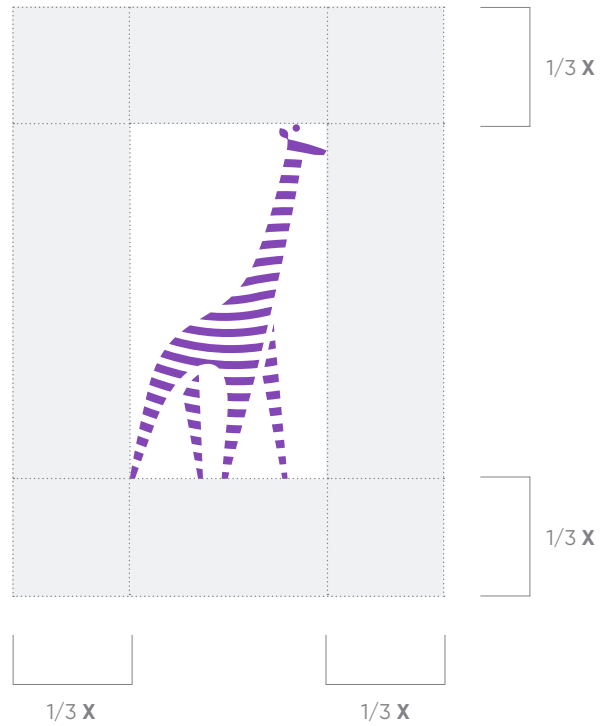
The giraffe has the capacity to see things from above, from a higher level than everyone else. It has a unique overview and therefore a broader, more intelligent perspective on things. Just like our symbol, Bambora is a cross-breed of many companies.



Symbol

Symbol clearspace

To ensure integrity and visibility, the minimum clearspace around the symbol is equal to a third of its height.



Minimum sizes

Our logo, wordmark and symbol should never be used in smaller sizes than specified on this page. This ensures visibility and impact in all situations.



Print
25 mm



Print
20 mm



Print
7 mm



Digital
90 px



Digital
70 px



Digital
30 px

Logo color

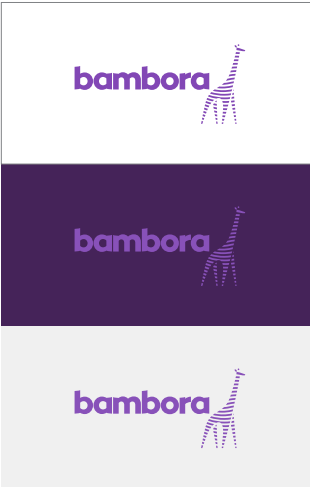
The primary color used for our logo is **Bambora Purple**. To ensure legibility, we only use this color option on either a white, grey or Amethyst background.

The white logo is used on a Bambora Purple or Amethyst background. It can also be used over images, or other darker color in third party communication.

The black color option is only used over images, or in third party communication.

The grey logo is only used over a white background in digital media.

Purple



White



Black



Grey



Logo misuse

To remain visually consistent, the logo should **never be altered in any way**.

Ask your design team for the correct versions of the logo.



Don't use the old vertical logo lockup.



Don't apply two different colors or use an old two-color logo.



Don't use the old mini version of the logo with wider stripes.



Don't use our dark purple Amethyst for the logo.



Don't put the logo in any other color than specified on the previous page.



Don't apply any treatment to the logo.



Don't warp or change the proportions.



Don't tilt the logo.



Don't try to recreate the logo using a different typeface.



Don't change the size of only one logo element, always scale the whole logo proportionally.



Although seemingly tempting, never provide the Zebraff with equipment.



Never chop off parts of, or mutilate the Zebraff.

Logo placement

There are five different options for logo placement, keeping the system flexible yet consistent.

The five placement options are:

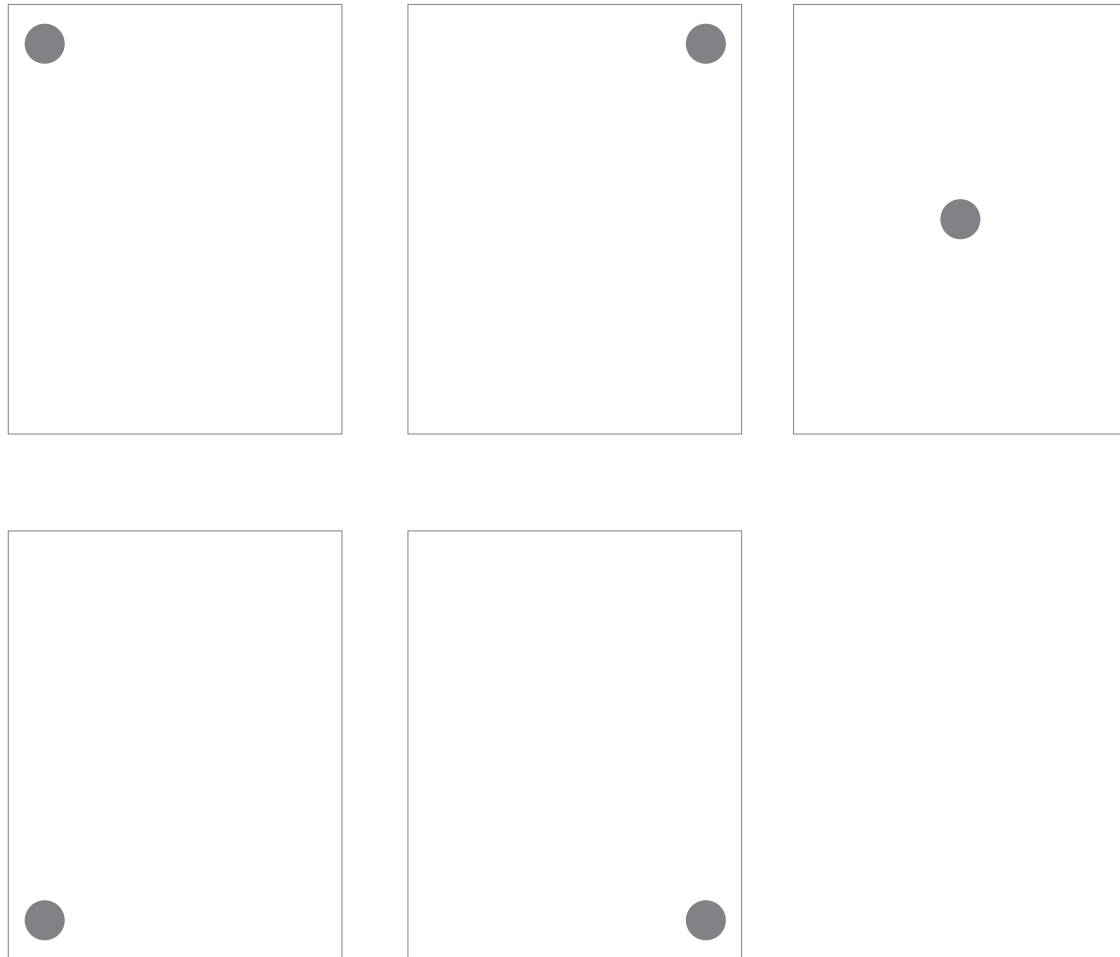
Upper left corner

Upper right corner

Center

Lower left corner (preferred)

Lower right corner (preferred)

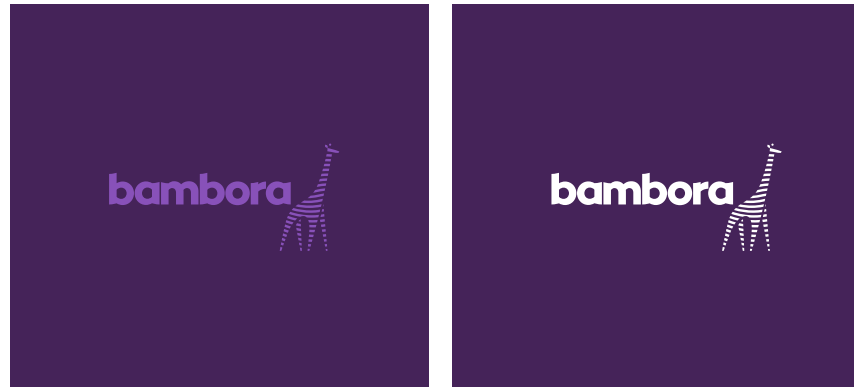


Logo clarity

When the logo is placed over a colored background or image, it is most important that the logo remains fully visible.

Make sure that contrasts are high enough and that the logo stands out when it is placed on a colored background.

Pay extra attention when placing the logo over an image. Make sure that **the area behind the logo is as clean and free from graphic noise as possible**. Also make sure that the contrast between logo and image is high enough.



These examples illustrate enough clarity and contrast between the logo and the background.



There isn't enough contrast between the logo and the background.



This image is too busy and the logo disappears. We also never use the purple logo over images.