

Brand Guidelines

Introduction

Why branding guidelines?

The brand identity is the visual expression of a brand. It's the face of the company, its business card to the outside world.

These guidelines aim to ensure a consistent look and feel in all of Be-cause health's communications, both internally and externally, whether online, in print or out in the field. We are proud of our visual identity and strive to represent it in an instantly recognisable manner.

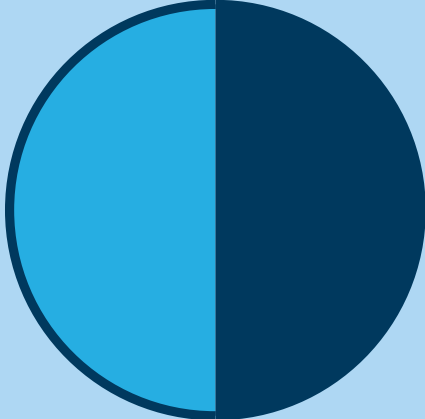
There are a number of guidelines that are essential to follow: how to use the logo, what colours to use, etc. Never stray from these basic principles to guarantee a consistent brand identity.

This is however not a rigid set of rules and regulations aimed at dictating every pixel, but rather serves as an inspiration to help and guide the designer, author, employee ...

Table of contents



LOGO 5



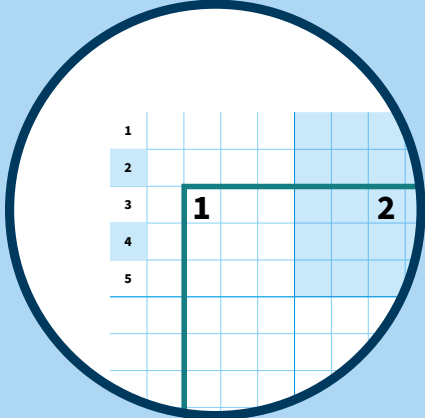
COLOURS 11



TYPOGRAPHY 14



DESIGN ELEMENTS 16



GRIDS 18



LAYOUT 19



Logo

Logo

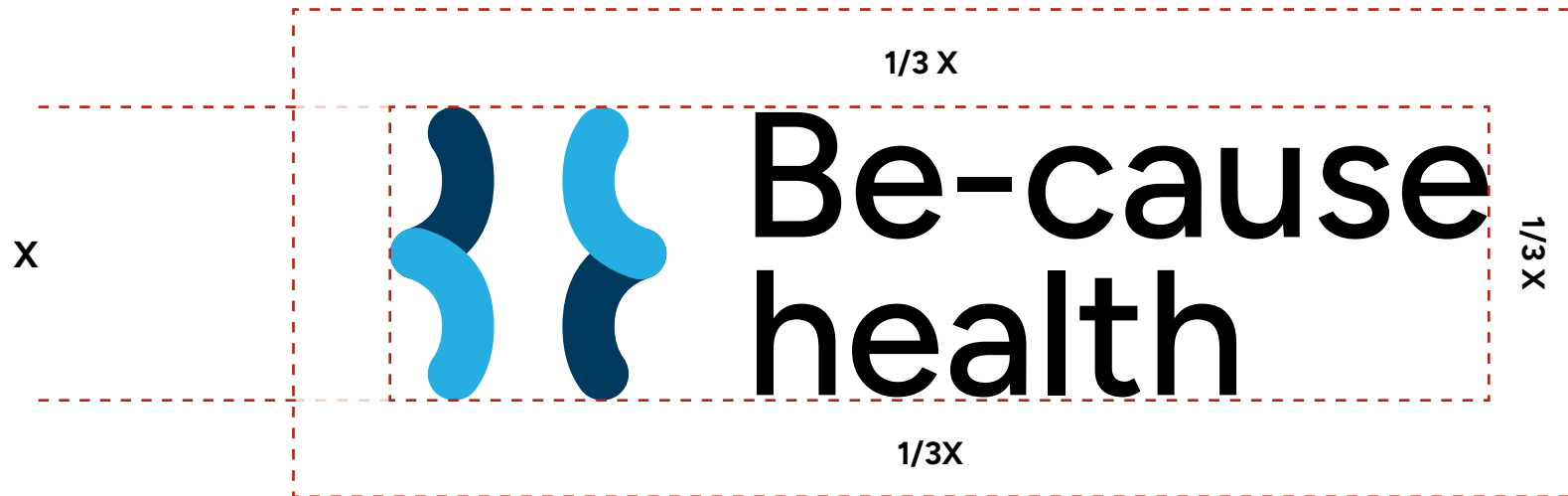
The logo is displayed in colour as standard.
The logo consists of a word mark and a visual mark that are always displayed together.

Ensure that the logo is always clearly visible and recognisable and is applied consistently wherever it appears.



White space

The white space is the mandatory empty space around the logo. This is equal to a third of the height of the logo.



Logo black/white

Different rules apply here than for the logo in colour. In the black/white version, the logo is made up of one colour. This shape is then completely black or completely white.

These versions are used if there is insufficient contrast to work with colour. Or if printing will be done in black/white. This applies to both the logo and word marks.

In the black/white version, the word mark takes on the colour of the logo.



Logo with tagline

XXX



Incorrect use

You may not modify the image mark, word mark or logo. It is therefore not permitted to distort, mirror, skew, disassemble, modify the font, change its position, apply effects, etc.



Mirror image mark



Word and image mark swap places



Show logo in outline



Distort logo



Using wrong colors in the logo



Apply effects



Place a shadow under the logo



Place a frame around the logo



Changing the ratio of the word mark and image mark

Tagline

xxx

Belgian platform for global health

Belgian platform
for global health

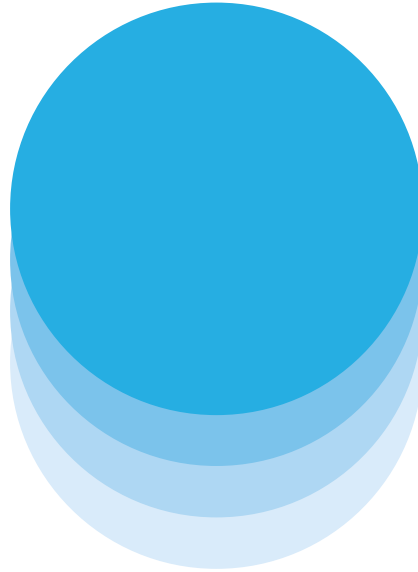
Belgian
platform for
global health



Colours

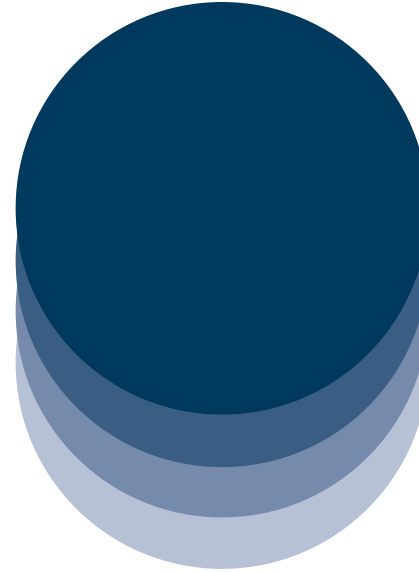
Primary colours

The primary colours are always the first choice to use in communication. The **light blue** and **dark blue** are the primary colours. The primary colours can be used in 4 different gradations: 100%, 75%, 50% and 25%.



Be-cause health - light

CMYK 71 10 2 0
RGB 38 174 226
HEX #26aee2

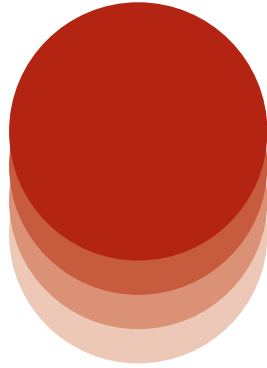


Be-cause health - dark blue

CMYK 90 47 0 63
RGB 0 57 93
HEX #00395d

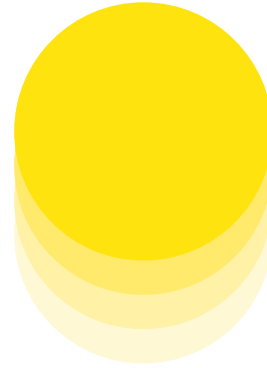
Secondary colours

To better align the communication with the image material, 3 secondary colours can be varied. The secondary colours can be used in 4 different gradations: 100%, 75%, 50% and 25%. We combine the secondary colours with black and white.



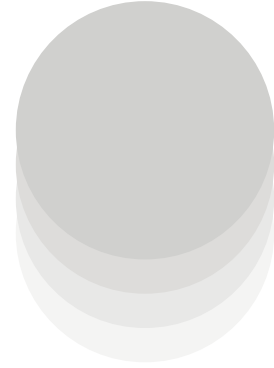
Be-cause health - red

CMYK 0 93 95 28
RGB 179 37 18
HEX #b32512



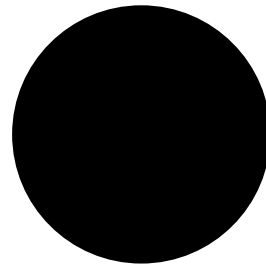
Be-cause health - yellow

CMYK 0 7 90 0
RGB 255 227 15
HEX #ffe30f



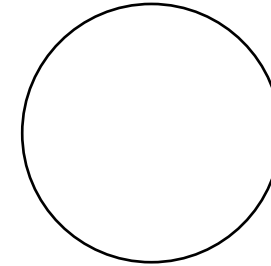
Be-cause health - grey

CMYK 0 0 2 25
RGB 208 208 206
HEX #d0d0ce



Be-cause health - black

CMYK 0 0 0 100
RGB 26 26 26
HEX #1a1a1a



Be-cause health - white

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff



Typography

Figtree

Figtree is a free downloadable font that can be found on Google Fonts. This font can be used **offline and online** and supports over 200 languages. The family also includes italic.

For Figtree we use the standard size **9 pt for text blocks**. This can of course be adjusted to the carrier.

<https://fonts.google.com/specimen/Figtree>

Figtree
FIGTREE

Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black



Design elements

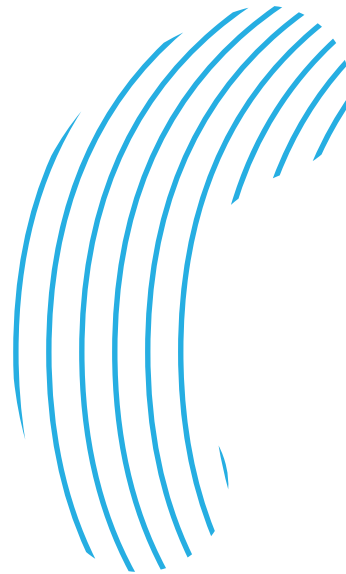
Design elements

The design elements originate from the Be-cause health logo.

We take the arc from the logo as a starting point. This shape is filled with patterns that indicate connection and networking.



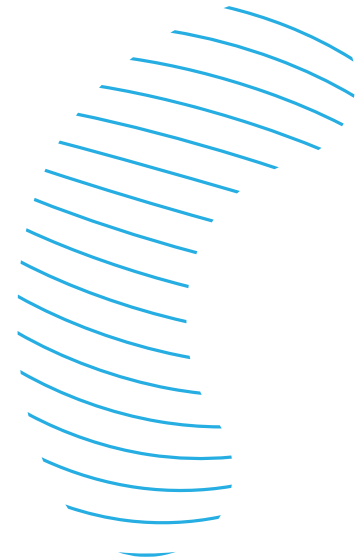
vertical line grid



circle line grid



horizontal line grid

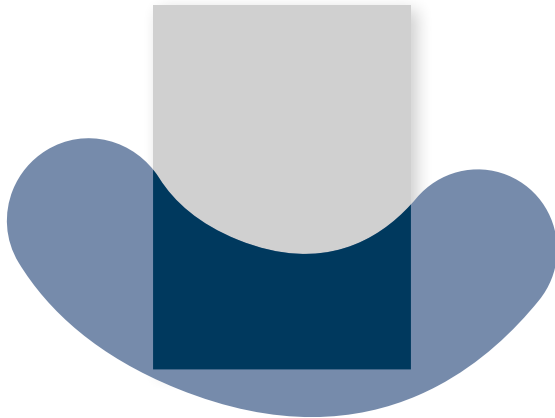


Design elements

Here are some examples of how the design elements can be used in the design system.

- Shape in background
- Image in shape in background
- Combination of image in shape in background and shape in foreground
- Combination of shape in background and shape in foreground
- Descending shapes

Design elements may be used in a descending order





Grid

Grid

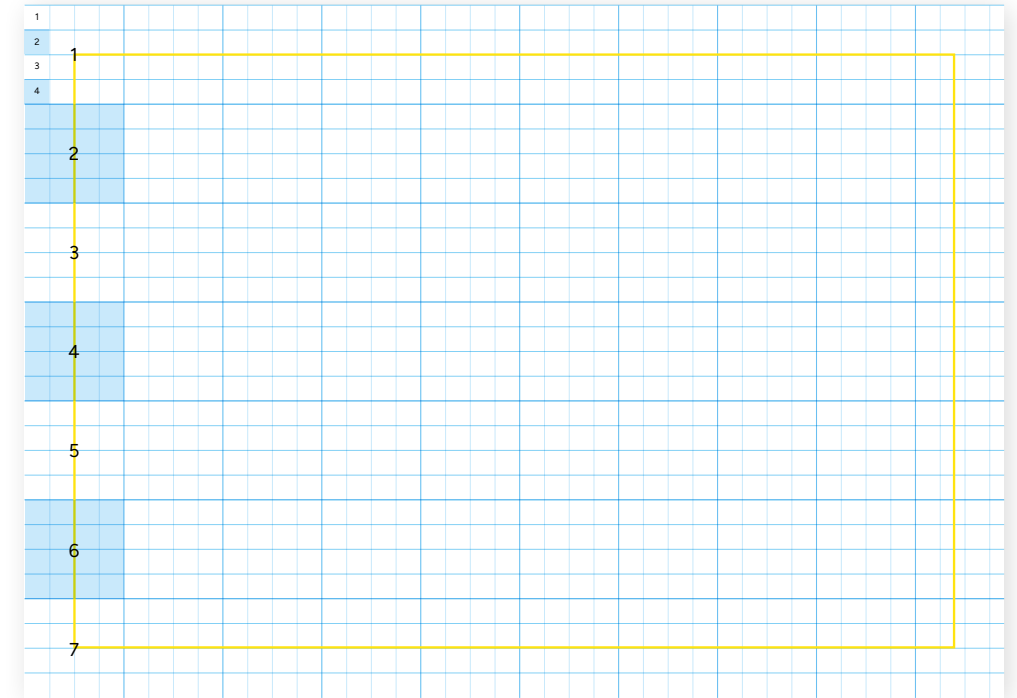
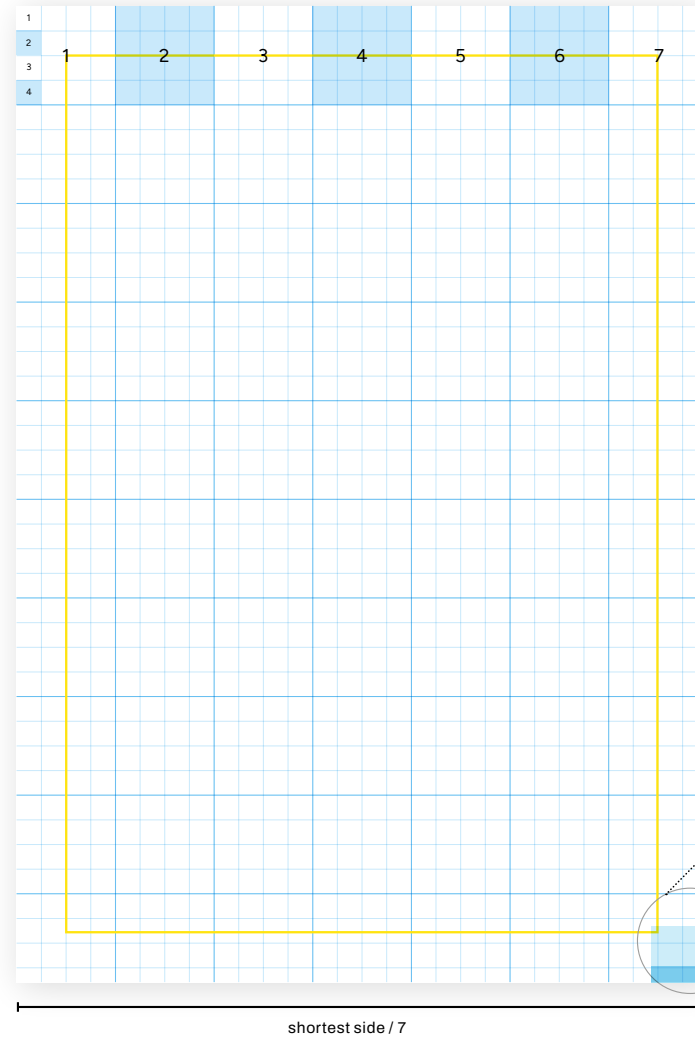
Portrait & landscape format

The grid is a grid of invisible squares. It forms a basic framework of guide lines on which all graphic elements can be positioned correctly.

The grid works on any size. That is why we do not mention units in millimeters but a universal formula to determine the grid.

Determine grid via formula

- Divide the shortest side of the canvas by 7 and divide the result by 4 again.
- Start the grid from the top left corner. For a DIN A-format document (such as A5, A4, A3, ...) a grid is created as shown here.
- Use a margin of 2 grid squares all around as a type area.



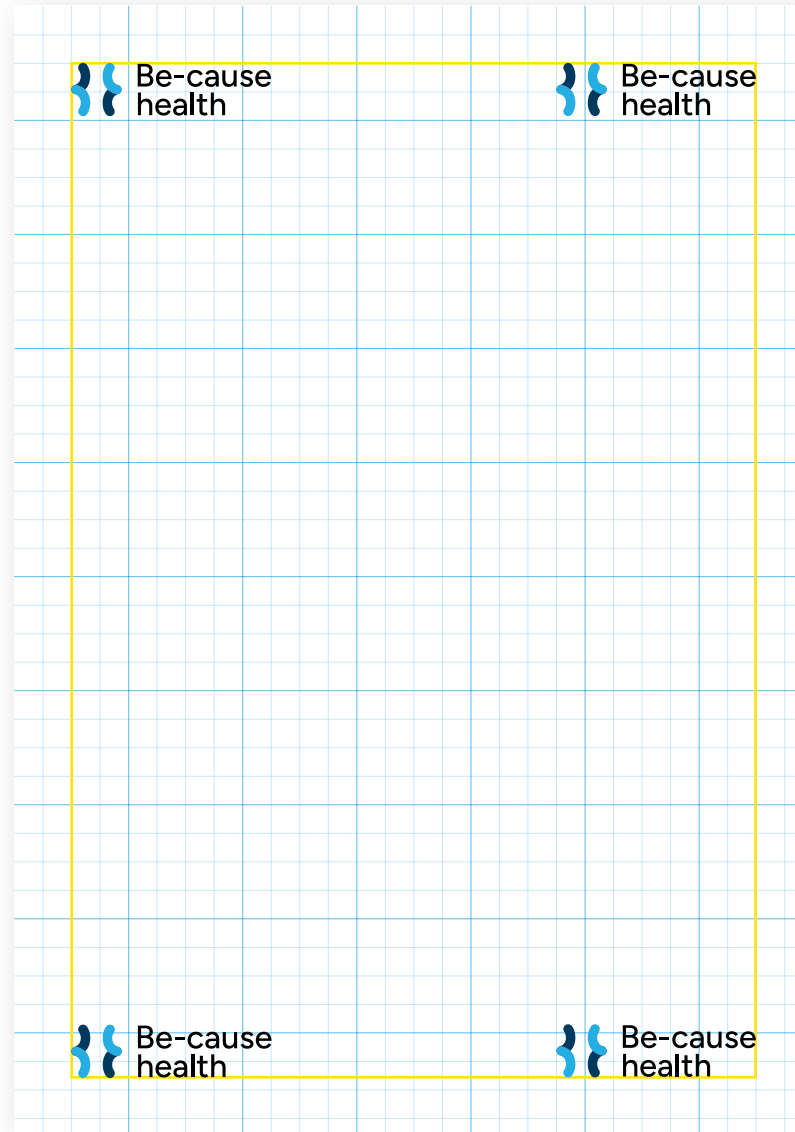
On the long side, you will often not end up with a complete grid square. By applying the same margin all around, you still create a correct type area.

Position logo

- The logo is always 7 grid squares wide
- Position the wordmark on the margin, 2 grid squares from the page edge.
- The logo can be at the top left, bottom left, top right or bottom right. Whatever suits the layout best.



—
logo = 7 grid squares wide



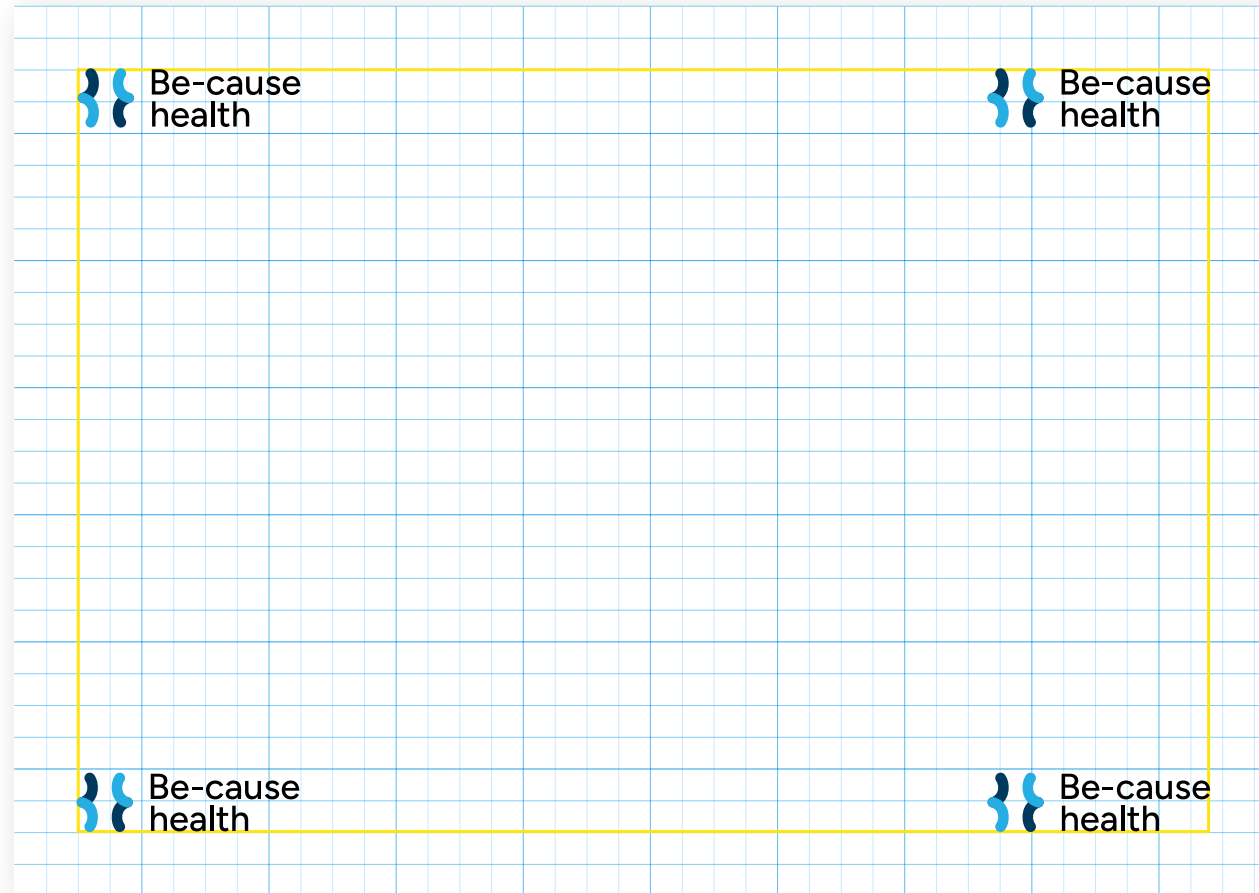
—
7 grid squares

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—
logo = 7 grid squares wide



—
7 grid squares



Layout





Towards health equity

 Be-cause
health





Be-cause
health

Belgian
platform for
global health

Heb je vragen?
Contacteer xxx