



Branding Guide

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Welcome

BridgeNet International is a small firm focused on acoustic, software, and visualization solutions for the aviation, building, and government industries. This branding guide reflects our company and its core focus of providing solutions for our clients needs. Use the information in this guide in product deliverables to create a reliably consistent product. This guide is to be used for all physical and electronic products including: email signatures, memos, reports, graphics, videos, and brochures.

THE LOGO

The logo defines and represents what a company stands for. Our logo is no different. The logo consists of four icons that represent the company's four main focuses. The "swoosh" that makes up the N represents the company's constant growth in a fast paced industry.

The airplane and N-swoosh to
BridgeNet International



Icons

Airports				
Software				
Acoustics				
Visualization				

LOGO COLOR

Pantone + CMYK Coated

● P Process Black C ● P 106-15 C



CMYK
RGB

● 78 / 0 / 99 / 0
32 / 178 / 76

● 89 / 56 / 0 / 0
0 / 109 / 184

● 61 / 52 / 50 / 21
1 / 99 / 1 / 0

● 19 / 11 / 100 / 0
1 / 99 / 1 / 0

● 216 / 205 / 20
236 / 0 / 140

LOGO VARIATIONS

BridgeNet International has three acceptable logos. These logos are for use on all internal documents as well as requests from other companies to include the Bridgenet logo on their report or presentation. The first is removing the four icons. The second is having the four icons under “International”. The third is having the four icons moved to the left side, with the bottom of the icons lined up with the bottom of “BridgeNet”.



OTHER LOGO COLORS

Other than the standard black format, grey and white can be applied to “BridgeNet” and “International”. Applying all white to the logo can be another option. The one-color logos are typically used for physical marketing products and clothing. One color logos are not approved for use in documents.



LOGO MISUSE

These are misuses of the logo that break the consistency of our brand. Certain actions can misrepresent the company, change its meaning, or damage the company image.



Do not alter the proportions in any way whatsoever by stretching the logo vertically



Do not alter the proportions in any way whatsoever by stretching the logo horizontally



Do not move icons under both "Bridge" and "International"

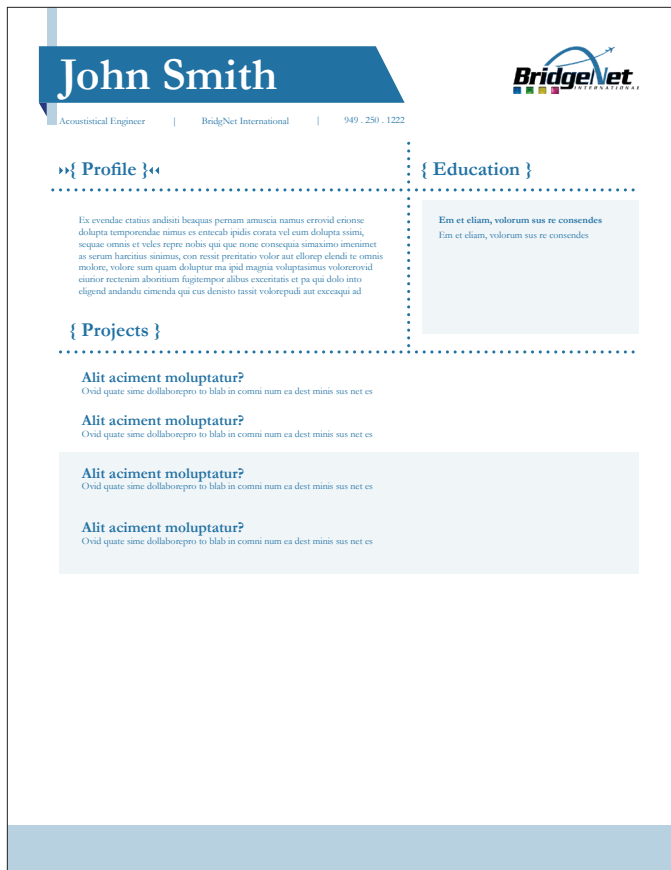


Do not change the logo to any unapproved colors

APPLICATION



DOCUMENTS



When placing the desired logo format on a document, remember the rule about not crowding the logo and leaving space around it.

Recommended fonts for documents:

Sarif:

Century
Georgia
Garamond
Palatino
Times

This is sample text
This is sample text
This is sample text
This is sample text
This is sample text

San Sarif:

Calibri
Century Gothic
Helvetica Neue
Tahoma
Verdana

This is sample text
This is sample text
This is sample text
This is sample text
This is sample text

EMAIL

Rather than placing the entire logo, only the icons rest on top of the contact information. Calibri is the font used for email body and signature.

Body Size

12 pt

Body Font

Calibri

Text Color



✉ Send
✕ Discard
📎 Attach
🔌 Add-ins
⋮

To:

Cc:

Subject:

B *I* U Aa A⁺

▼

Dear World,

Echo said Hello.

BridgeNet International
Hymie R. | Computer Specialist
 T: 949-250-1222 | C: 949-250-1225
 E: Info@AirportNetwork.com

Signature Size

11 pt

Signature Font

Calibri

Signature Color



Header

RGB: 0/122/206



Contact Information

RGB: 128/133/138

POWERPOINT

Please refer to the BridgeNet Powerpoint Guide/Template in a separate file.



Powerpoint cover slide



Powerpoint master slide

This branding guide was the combined effort of each division's input and reflects where BridgeNet started, where we are headed, and to educate those that wish engage themselves in the company brand.

