



**Behavioral IQ: The Art of
Authentic Interaction™**

BRAND GUIDE

01

About

About

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02

Logo

Logo

- B-IQ logo with the TM

UTILIZE THE **OXFORD BLUE VERSION** PRIMARILY,
WHITE VERSION WHEN ON DARK BACKGROUND



**B-IQ Full Color
Version**



**B-IQ Oxford Blue
Version**



**B-IQ White
Version**

- Division Logos used
with B-IQ Branding



ONLY UTILIZE THE OXFORD BLUE DIVISION LOGOS WHEN USED WITH B-IQ DESIGN

03

Color

Primary Color

#1B263B

Oxford Blue

RGB - 7/38/59

CMYK - 54/36/0/7

#28456A

Indigo Dye

RGB - 40/69/106

CMYK - 62.26/34.91/75/20

#50606D

Payne’s Gray

RGB - 79/96/103

CMYK - 71.88/54.69/43.75/19.92

#A1A1A4

Cadet Grey

RGB - 161/161/164

CMYK - 2/2/0/38

#F4F4F4

White Smoke

RGB - 244/ / 244 244

CMYK - 0/0/0/4

Accent Color

#CC9933

Yellow Gold

CMYK - 0/25/75/20

RGB - 204/153/51

04

Typography

Typography

Proxima Nova

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Pellentesque sapien sem, porttitor
sed commodo a, accumsan ut nisl. In
hac habitasse platea dictumst. Nam
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Calibri

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
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sed commodo a, accumsan ut nisl. In
hac habitasse platea dictumst. Nam
auctor ullamcorper metus ut aliquet.

Primary Typeface | Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!()*&%\$@#

Secondary Typeface | Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!()*&%\$@#

Typography In Use

Simple, Powerful & Personal

Header | Proxima Nova Bold - Sentence Case 48 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sapien sem, porttitor sed commodo a, accumsan ut nisl. In hac habitasse platea dictumst. Nam auctor ullamcorper metus ut aliquet.

Sub-header | Proxima Nova Bold - Sentence Case 24 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sapien sem, porttitor sed commodo a, accumsan ut nisl. In hac habitasse platea dictumst. Nam auctor ullamcorper metus ut aliquet.

Body Text | Calibri Regular - Sentence Case 18 pt

*Calibri should always be used in Regular or Light. Never bold.

05

Name Usage

Name Usage

Behavioral IQ: The Art of Authentic Interaction™

Fully Written | Write out all words with no hyphen. Use the ™ in superscript, sentence case capitalization with all caps “IQ”, do not use as ALL CAPS

Behavioral IQ

Abbreviation 1 | Write out all words prior to colon, with no hyphen, capitalize “B” and “IQ”

B-IQ

Abbreviation 2 | Abbreviate with hyphen, all caps