

OVERVIEW

Included in this presentation is the refreshed Black Bear logo, new branding elements and simplified color scheme for the up-coming rebrand.

LOGO

ICON:



Black Bear
Design

The icon version can be used with or without the typography. When using just the icon, do not place it on a busy background or an unofficial color.

This is best used as social media profiles, favicons, a homepage button and signage. Also approved for any company collateral.

EMBLEM:



The emblem logo can be used on any official background or promotional items. This option is best for screenprinting and stamping, and also approved for any company collateral.

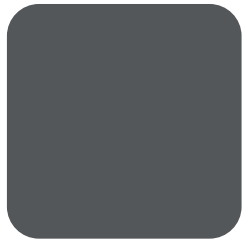
IDENTITY SYSTEM REBRAND

BLACK BEAR DESIGN



p: 678.534.1143
f: 404.585.3011

COLOR



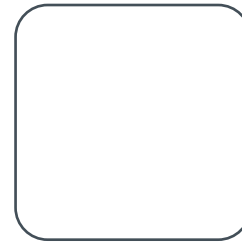
pantone
425



pantone
430



pantone
7704



white

The colors above are the official corporate colors of Black Bear Design Group. The logo, in the three versions, is to only be used in one of these PMS colors. When using the outline version, the background must only be one of the above colors unless otherwise approved.

The Black Bear icon and the typography must be the same PMS color when used together.

TYPOGRAPHY

LOGO:

Walkway Bold

PRIMARY:

TUNGSTEN MEDIUM

SECONDARY:

DIN PRO REGULAR
DIN PRO MEDIUM

DOCUMENT:

Helvetica Neue Light