

BIIAB Recognised Centre Logo Usage Guideline

Primary Logo (and inverted counterpart)

Immediately below is the logo that should appear most often—the one we should default to across all media. This is the logo we want people to visualise when they think of a BIIAB Recognised Centre.

The logo on the blue background below is the inverted version and is meant for use on dark backgrounds (the box is not a part of the logo).



Logo Colours

BII Orange and BII Dark Blue are the primary combinations for the logo.



BII Orange

CMYK 0/60/77/0
HEX #F5834B
RGB 245/131/75



BII Dark Blue

CMYK 84/69/50/44
HEX #2A3948
RGB 42/57/72

Logo Clear Space

Ensure that the clear space around the logo is always respected, and no other graphics or text intrude into this space. Use the height of the “Recognised Centre” banner as a visual guide for the amount of space you should give the logo.



Dos and Don'ts



DO use the official primary or the reverse versions of the logos and respect the guidelines as provided.



DO NOT compress, skew, rotate, or otherwise alter the proportions of the logo.



DO NOT change the colours, place on busy backgrounds, or apply effects such as dropshadow or strokes to the logo artwork.