



# BRAND

# GUIDELINES



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## **What is a brand identity?**

The Ballistic Barrier Products (BBP) brand means the mental image people form as they encounter BBP in places like in the store, on trade shows, websites, social media, advertising, other marketing communication and sales or tech support interactions. The BBP logo is the most immediate representative of our company, our people and our brand to the world.

The BBP brand identity needs to be visually represented by using correctly its designed elements, such as logos and colors, supporting artwork, typography and imagery.

## **Why follow these guidelines?**

We want to build and maintain a cohesive, high-quality brand image for BBP across all visual media and everywhere else people can encounter it.

The brand guidelines in this document have been created to help people working with BBP to correctly depict and communicate the high-quality BBP brand out to the world in different applications and media.

# 01 LOGO

## About the logo

Our logo is the most recognizable and memorable asset of our brand. The logo consists of a symbol (the logomark) depicting bullets hitting a barrier, while forming letters BB. Next to the logomark is the logotype, our written company name, set in Colaborate typeface.

The visual style of the logo conveys and image of a strong and robust company on a mission to protect lives through innovative ballistic protection solutions.

## Logo structure

The logo consists of:

- 1 The Logomark
- 2 The Logotype

## Two versions

- a **Full-color logo** is to be used on white or very light backgrounds.
- b **White logo** is to be used on dark backgrounds.

See [page 5](#) for downloadable logo files.

## a Full-color logo

3



## b White logo



# 01 LOGO

## LOGOMARK

### Use

The logomark can be used without the logotype (company name) in cases when the brand needs to be less prominent, and when space is limited. For example in social media profiles, the website favicon, or as watermarks on the backgrounds of marketing videos or images.

Always use the original logo files provided in the logo pack. See [page 5](#) for downloadable logomark files.



# 01 LOGO

## CLEAR SPACE AND SIZE

### Ensure good visibility

Always keep the immediate area around the logo clear. Don't place other logos, text or graphic elements too close.

Minimum clear space for the primary logo is 1/2 of the logo's height and for the logomark logo 1/3 of the logo's height.

Avoid using the logo at very small sizes, as it can become illegible. See minimum sizes to the right side of this page.

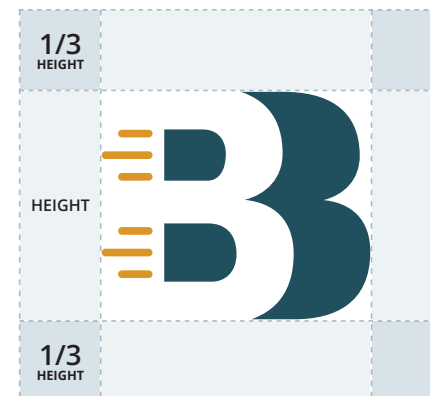
Always use the logo files provided. Do not re-create.

### Download logo assets

Assets can be downloaded from OneDrive in 3 different formats for different uses and applications.

- **PNG:** Digital use (online and digital documents)
- **SVG:** Websites
- **PDF:** Print media

[Download logo assets here](#)



Height: 24px / 0,34 in  
Logo minimum size



Height: 13px / 0,18 in  
Logo minimum size

# 01 LOGO

## ON BACKGROUNDS

### Logo on backgrounds

Use the full-color logo on top of very light backgrounds and the white logo on very dark backgrounds. Make sure there is enough contrast between the logo and the background.

When using the logo on top of an image, use either a light or a dark color overlay on top of the image, below the logo, to ensure proper logo visibility. Use the full-color logo with white overlays and white logo with dark overlays.

You can use the logo on top of an image without an overlay only if the area in the background image is either light enough for the full-color logo, or dark enough for the white logo.



Full-color logo only on light backgrounds.



White logo only on dark backgrounds.



Dark overlay on background image with the white logo.



White overlay on background image with the full-color logo.



# 01 LOGO

## MISUSE

### Don't do

- Don't alter, rotate, or modify the logo
- Don't re-create the logo in any way
- Don't add any effects on the logo
- Don't use previous versions of the logo

### Do instead

Always use the logo versions provided and follow the guidelines in this document to ensure their correct use.

### Always:

- Choose the right version for the right background
- Follow the clear space guidance.



Don't distort the logo. Always resize it by keeping its original proportions (W\*H) intact.



Don't add drop shadows or any other effects on the logo.



Don't color the logo with any other colors.



Don't add drop shadows or any other effects on the logo.



Don't re-create the logo using any other typeface.



Don't add any effects on the logo.



Don't change the size or position of the logomark (BB) or logotype.



Don't add drop shadows or any other effects on the logo.

# 02 ARTWORK

## TAGLINE 1

### For the residential segment

Home Safe Home tagline was designed to appeal primarily to homeowners. It's a twist on the familiar idiom "home sweet home". The word SAFE is drawn with the font No Safety Zone, which looks like thick sheet metal.

### Download tagline assets

Assets can be downloaded from OneDrive in 3 different formats for different uses and applications.

- **PNG:** Digital use (online and digital documents)
- **SVG:** Websites
- **PDF:** Print media

[Download tagline assets here](#)

HOME  
SAFE  
HOME



#### Clear space

Keep a size of approx. 1/4 of the height of the artwork around it clear of text and other images and graphics.



## 02 ARTWORK

### TAGLINE 1: EXAMPLES

These are examples of how the tagline has been used in videos and the website. Always use the tagline on dark backgrounds matching the brand color palette. Also try your best to follow the guidelines for clear space around the tagline.

HOME  
SAFE  
HOME

Visit for more: [ballistic-barrier.com](http://ballistic-barrier.com)

HOME  
SAFE  
HOME

Bullet-Resistant Protection  
for Windows and Doors

Visit [ballistic-barrier.com](http://ballistic-barrier.com) for more

HOME  
SAFE  
HOME

Protect who you love

With bullet-resistant window shades and door shields. Cheaper & lighter than bullet-resistant glass or doors. Easy installation, like conventional roller shades.

# 03 COLORS

## Primary brand colors

Ballistic Denim and Muzzle Fire are the two primary brand colors. Every other color in the brand color palette stems from them. Pay attention to the guidelines for how to use each color. See existing brand elements (website, brochures, videos, social media posts etc.) for examples on how these colors have been used in the company visual identity.

## Secondary colors

These secondary colors can be used either as background colors or secondary accent colors when colors Muzzle Fire or Gold can't be used due to bad contrast or when they need some support (e.g. primary and secondary button colors on the website).

## Global colors

White is naturally one of the background colors. Black should be used as the default body text color.

### BALLISTIC DENIM

**For:**

Backgrounds, lead paragraph color. Can be used together with darker shades (1 & 2, below).

**HEX:** #264F60

**RGB:** 38-79-96

**CMYK:** 85-54-42-35

**PMS:** 7477C

#### BD DARKER 1

**For:**

Same as Ballistic Denim

**HEX:** #183748

**RGB:** 24-55-72

**CMYK:** 93-66-47-48

#### BD DARKER 2

**For:**

Same as Ballistic Denim

**HEX:** #192c36

**RGB:** 25-44-54

**CMYK:** 90-67-53-62

### MUZZLE FIRE

**For:**

Headings, list bullets and numbering, background color only for small UI elements (e.g. buttons). Not for coloring large areas.

**HEX:** #df970f

**RGB:** 223-151-15

**CMYK:** 11-44-98-2

**PMS:** 7555C

#### GOLD

**For:**

Same as Muzzle Fire but on dark backgrounds

**HEX:** #FABD41

**RGB:** 250-189-56

**CMYK:** 1-29-81-0

#### LIGHT BEIGE

**For:**

Backgrounds

**HEX:** #f4efe6

**RGB:** 244-239-230

**CMYK:** 5-6-11-0

#### BLUE

**For:**

Small UI-element (e.g. buttons) backgrounds. No large backgrounds

**HEX:** #0092cf

**RGB:** 0-146-207

**CMYK:** 79-28-2-0

#### SKY BLUE

**For:**

Subheadings & ingress paragraphs on dark backgrounds

**HEX:** #a4daf4

**RGB:** 164-218-244

**CMYK:** 39-0-2-0

#### LIGHT BLUE

**For:**

Backgrounds, Subheadings on dark backgrounds

**HEX:** #3a3a3a

**RGB:** 58, 58, 58

**CMYK:** 13-0-4-0

#### LIGHT GRAY

**For:**

Backgrounds

**HEX:** #edf2f5

**RGB:** 237-242-245

**CMYK:** 9-3-4-0

#### WHITE GRAY

**For:**

Backgrounds

**HEX:** #fafafa

**RGB:** 250-250-250

**CMYK:** 2-1-2-0

#### LIGHT GOLD

**For:**

Subheadings on dark backgrounds

**HEX:** #fddeaa

**RGB:** 253-222-170

**CMYK:** 1-15-39-0

#### WHITE

**For:**

Backgrounds

**HEX:** #FFFFFF

**RGB:** 255-255-255

**CMYK:** 0-0-0-0

#### BLACK

**For:**

Text

**HEX:** #1d1d1d

**RGB:** 28-28-28

**CMYK:** 0-0-0-100

# 04 TYPOGRAPHY

## PRIMARY FONT

### Open Sans

Open Sans is the primary font family which is to be always used in both digital and print applications. It's a handy & completely free font available at Google Fonts. It can easily be used as a web font as it's hosted and distributed by Google.

#### Open Sans Regular (400)

- Body text

#### Open Sans Semibold (600)

- Main headings (H1)
- Medium headings (H2, H3)
- Lead paragraphs
- Lists or short texts for light text on dark backgrounds to increase legibility

#### Open Sans ExtraBold (800)

- Medium headings (H2, H3, H4, H5)
- Small headings (H4, H5)

#### Info: Open Sans

Open Sans is a free humanist sans-serif font designed by Steve Matteson and freely available at Google Fonts. It's free to use in commercial work. Refer to the SIL Open Font License 1.1 for exact details on what the conditions and restrictions are.

**Download:** <https://fonts.google.com/specimen/Open+Sans>

**License:** [https://scripts.sil.org/cms/scripts/page.php?site\\_id=nrsi&id=OFL](https://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&id=OFL)

### Open Sans Regular

Abc

abcdefghijklmnopqrstuvwxyzaäö  
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
 (.,:;!£\$&@\*) 0123456789

### Open Sans Semibold

Abc

abcdefghijklmnopqrstuvwxyzaäö  
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
 (.,:;!£\$&@\*) 0123456789

### Open Sans ExtraBold

Abc

abcdefghijklmnopqrstuvwxyzaäö  
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
 (.,:;!£\$&@\*) 0123456789

# 04 TYPOGRAPHY

## OTHER FONTS

### Tahoma Bold

Fallback font to be used for text headings only when access to and / or installation of Open Sans font family is not possible.

### Calibri

Fallback font to be used for body text only when access to and / or installation of Open Sans font family is not possible.

### Colaborate Bold

Colaborate Bold font is only used in the BBP logotype. The use of this font is reserved only for the designers building the core brand elements, so don't use this font.

### No Safety Zone

No Safety Zone font is used only sparingly in some marketing applications, such as in tagline artwork (e.g. word "SAFE" in Home Safe Home). This font is not to be used without consent from the designers.

### Tahoma Bold

**Abc**

abcdefghijklmnopqrstuvwxy<sup>z</sup>åäö

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ<sup>ÅÄÖ</sup>

(.,:;!£\$&@\*) 0123456789

### Calibri

**Abc**

abcdefghijklmnopqrstuvwxy<sup>z</sup>åäö

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ<sup>ÅÄÖ</sup>

(.,:;!£\$&@\*) 0123456789

### Colaborate Bold

**Abc**

abcdefghijklmnopqrstuvwxy<sup>z</sup>

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ

(.,:;!£\$&@\*) 0123456789

### No Safety Zone

**ABC**

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU-

VWXYZ

(.,:;!\$@\*) 0123456789

#### Info: Tahoma Bold & Calibri

Tahoma Bold and Calibri are fonts licensed and delivered with Microsoft Windows and Office. These are just fallback fonts. Always try to use the primary font Open Sans freely available at Google Fonts.

#### Info: No Safety Zone

No Safety Zone is a licensed grunge styled font designed by Daniel Hochard at Imagex Fonts. The non-exclusive license is purchased and held by Astra Veda. It allows 5 users within Astra. Access to and use of this font is limited to designers working with the brand visual identity.

#### Info: Colaborate Bold

Colaborate is a free sans-serif font designed by Ralph Oliver du Carrois. It's licensed under the GNU General Public License as published by the Free Software Foundation v. 3 or any later version. Access to and use of this font is limited to designers working with the brand visual identity.

# 05 BADGES

## CERTIFICATION LOGOS

### Official UL Marks

Ballistic Barrier Products has met the requirements for UL certification and has been awarded a Certificate of Compliance by the UL LLC.

View: [Official UL certificate PDF](#)

### Unofficial Made In USA badge

BBP products are made in the United States of America and therefore comply with the Federal Trade Commission's Made in USA Standard.

BBP has not been awarded with an official badge by the FTC.

### Download assets

These assets can be downloaded from OneDrive in 3 different formats for different uses and applications.

- **PNG:** Digital use (online and digital documents)
- **SVG:** Websites
- **PDF:** Print media

[Download badge assets here](#)

