



# BRAND GUIDELINE

## CONTENTS

OVERVIEW	03
LOGO	04
LOGOMARK	05
LOGO SPECIFICATIONS	06
COLOURS	07
TYPOGRAPHY	08
THANK YOU FOR NOT	09



## OVERVIEW

### BuddyBoss

The BuddyBoss logo is the cornerstone of our brand identity and design framework. It simply denotes quality and elegance, and it's meant to stand with the logotype and logo mark. The logotype creates immediate brand recognition and builds equity with every impression.



## LOGO

### The BuddyBoss Logo

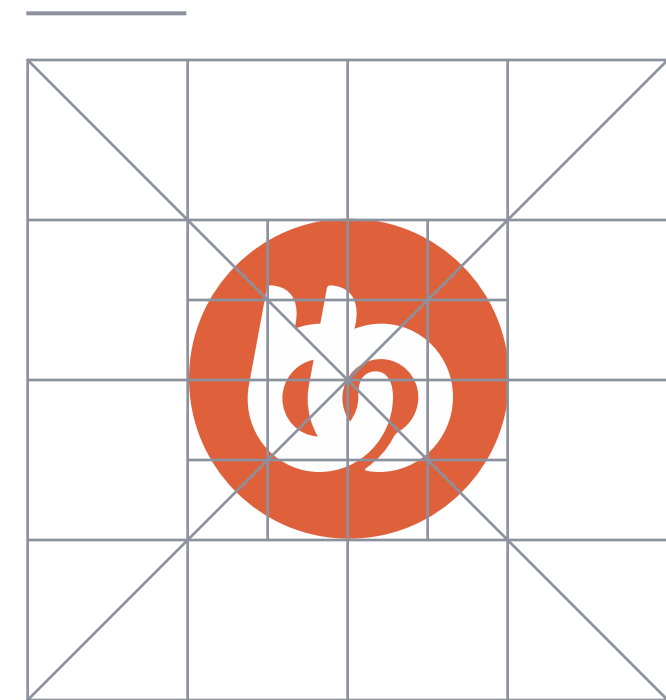
This is our primary logo. It is the first way we signify the presence of our brand. All communications should be signed off with the logo.

### Clear Space

The clear space around the BuddyBoss logo, allows it to stand out from surrounding elements. This clear space helps to avoid distraction of visual elements, such as other logos, text, illustrations or photography.

### Colour

The logo icon should primarily be in our BuddyBoss Orange (as seen the left) and used on a light-colored background for maximum impact and clarity.



## LOGOMARK

### The BuddyBoss Logomark

The BuddyBoss logomark is our secondary brand mark. It is reserved when space is limited or for special marketing initiatives.

### Clear Space

The clear space around the BuddyBoss logomark, allows it to stand out from surrounding elements. This clear space helps to avoid distraction of visual elements, such as other logos, text, illustrations or photography.

### Colour

The logomark should primarily be in our BuddyBoss Orange (as seen the left) and used on a white background for maximum impact and clarity.

## LOGO SPECIFICATION

### Colour Variations

The BuddyBoss logo is either Orange or white and always contrasts with the background. For optimum reproduction quality in all media



Primary Orange  
Use the Orange version of the logo on white backgrounds.



White on Primary Orange  
Use the white version of the logo on dark backgrounds.

## COLOURS

### Brand Colours

BuddyBoss Orange is our primary color. We use BuddyBoss Orange to clearly signify the presence of BuddyBoss, and to help our users immediately identify us. We rely heavily on BuddyBoss Orange, BuddyBoss Dark Orange, and BuddyBoss Light Orange. We have a select set of secondary colours that help the primary BuddyBoss colors stand out.



## TYPOGRAPHY

### Brand Font

Our brand font is **Sofia Pro Soft** used for headlines and body texts. Sofia Pro Soft was designed by Mostardesign Studio, France.

Font-family: "Sofia Pro Soft", sans-serif;

### Heading large

W:400; S:48px; LH:45px;

### Heading x-small

W:400; S:18px; LH:23px;

### Heading medium

W:400; S:24px; LH:28px;

### Body default

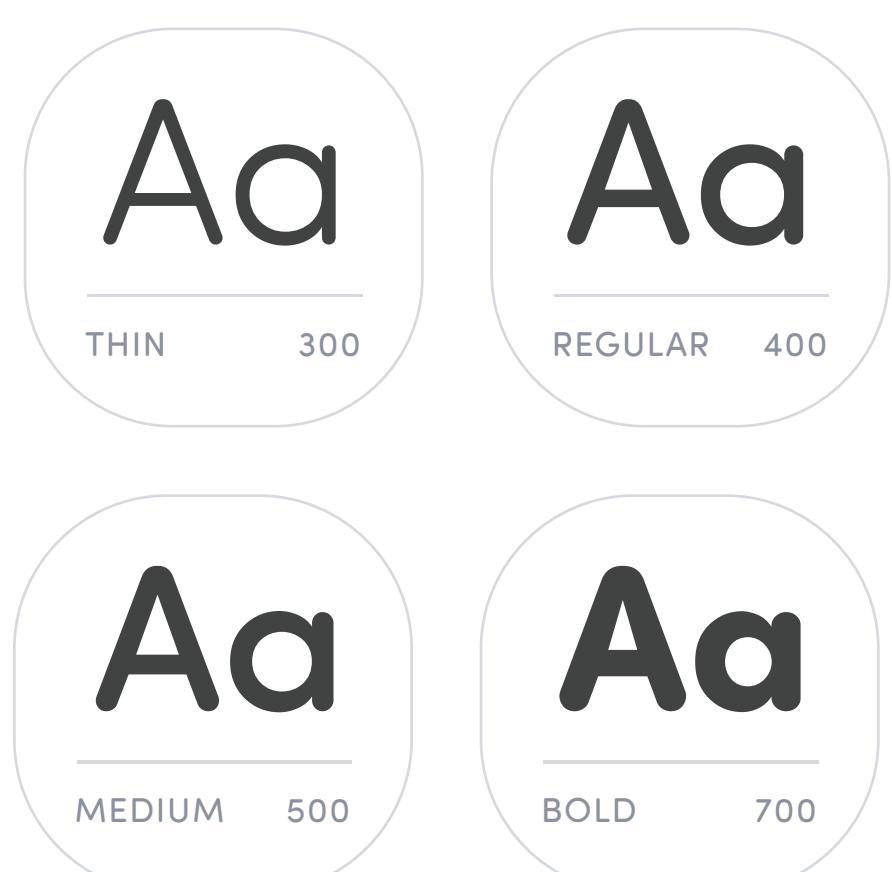
W:400; S:16px; LH:24px;

### Heading small

W:400; S:22px; LH:23px;

### Body small

W:400; S:14px; LH:20px;



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## THANK YOU FOR NOT

- Using any BuddyBoss artwork contrary to our guidelines
- Embellishing BuddyBoss logos with shadows or backgrounds
- Editing, changing, distorting or recoloring BuddyBoss logos
- Selling any BuddyBoss artwork without permission

### Improper Logo Usage

The BuddyBoss logo is a representation of our brand and should be treated with respect. When creating promotional collateral or anything that includes the BuddyBoss logo, consider the connotations of where you're placing it.