



**BRANDBOOK**

# TABLE OF CONTENTS

- 2 Introduction
- 3 Logo
- 7 Colors
- 8 Typography

# INTRODUCTION

## THE BAMBOO WAY

Bamboo Solutions provides innovative products for the management of applications, processes, data and users on the Microsoft Sharepoint platform. Key among our values is the desire to deliver world-class products and services that maximize our customers' investment in SharePoint. Our priorities and product development initiatives are driven by customer feedback, so transparency and openness are highly valued at Bamboo.

The purpose of this document is to establish and communicate Bamboo Solution's branding guidelines. We need to ensure that our brand maintains a consistent look and feel wherever it is seen, and this requires strict dedication to standards. This style guide is provided to keep the brand focused and unique.



## OUR LOGO

Our logo is the most visible element of our identity — a universal signature across all Bamboo Solutions communications.

We use the same version in print, on screen, and on our products. Our logo is a bold, simple, graphic statement. The logo is made up of two elements: the symbol and the logotype.

The following pages cover the correct usage to ensure that our logo always looks its best.



## LOGO CLEARSPACE

To ensure that our logo is clearly visible in all applications, surround it with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter — to maximize the recognition and impact of our identity.

An invisible rectangular margin, equal in width to the “B” (or 50% the symbol’s height) in the illustration at left should be maintained around the perimeter of the logo. In special circumstances when a 50% clear zone isn’t available or possible, use the second option of 25% clear space.





Full Color Positive Logo



Full Color Reverse Logo on Bamboo Medium Green Background



Full Color Reverse Logo on Gray Background



Full Color Reverse Logo on Black Background



One Color Positive Logo



One Color Reverse Logo

## LOGO TREATMENT

To the left are alternative treatments for the Bamboo Solutions logo. They should be used when the preferred treatment of the full-color logo is not a viable option. The preferred treatment is the full-color logo against a white background, but it can sit either against the Bamboo Solutions green background, or when necessary, against a full black or gray background. No other colors should be used behind the logo.

## Bamboo Solutions

**Text Representation:** Bamboo Solutions is set in all lowercase in our logo, but when you use the company name in communications you create, Bamboo Solutions should be spelled with a capital "B" and "S".



DON'T rearrange the logo elements



DON'T change the proportions between the symbol and logotype



DON'T rotate the logo



DON'T stretch the logo



DON'T use gradients in the logo



DON'T mix colors from the palette



DON'T outline the logo



DON'T add a drop shadow to the logo



DON'T use the symbol as a holding shape for imagery or graphics



DON'T use unapproved colors



DON'T place the logo on a color without sufficient contrast



DON'T use over a busy image



DON'T make alterations to the words within the logo



DON'T use the logo as a repeated pattern, "wallpaper," or decorative device



DON'T use without the registration mark

# INCORRECT USE

To maintain the integrity of the Bamboo Solutions logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Bamboo Solutions logo that should be avoided.



Light Green

**CMYK** 33, 1, 85, 0  
**RGB** 182, 210, 84  
**HEX** B6D254



Medium Green

**CMYK** 58, 19, 87, 3  
**RGB** 120, 160, 81  
**HEX** 78A051



Dark Orange

**CMYK** 0, 68, 99, 0  
**RGB** 244, 115, 33  
**HEX** F47321



Blue

**CMYK** 65, 15, 0, 0  
**RGB** 68, 173, 226  
**HEX** 44ADE2



Light Orange

**CMYK** 249, 161, 52  
**RGB** 0, 43, 89, 0  
**HEX** F9A134



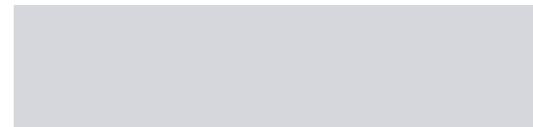
Dark Green

**CMYK** 87, 45, 100, 51  
**RGB** 27, 70, 32  
**HEX** 1B4620



Light Gray

**CMYK** 7, 5, 4, 0  
**RGB** 234, 235, 238  
**HEX** EAEBEE



Medium Gray

**CMYK** 15, 11, 9, 0  
**RGB** 213, 215, 220  
**HEX** D5D7DC

# COLORS

Our colors are what gives us our personality. We're bright, bold, and colorful.

# Segoe UI Light for Headlines

Segoe UI Regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse porttitor in metus nec varius. Vivamus ac tempor nulla. Vivamus id felis dolor. Donec sapien nulla, hendrerit a aliquet suscipit, pharetra quis augue. Quisque ut purus in nulla elementum blandit. Sed nulla enim, fermentum a ex eu, viverra luctus mi.

[BUY ONLINE](#)

## Helvetica Neue Condensed Bold for Secondary Font in Print

## TYPOGRAPHY

Typography is a key element to communicate a unified personality for Bamboo Solutions. We have selected Segoe UI as our company font.

On the web, Segoe UI Light is used for headlines, Segoe UI Regular for body copy, and Segoe UI Bold for CTA buttons.

On our print materials, we may use Helvetica Neue Condensed Bold sparingly as a secondary font as headers. Body copy should always be set in Segoe UI.



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