

PRIMARY LOGO & IDENTITY OF .Bond

PRIMARY LOGO

This primary logo is our favourite and should always be used when circumstances allow. This is the clearest way we can represent our company visually.



LOGO COLOR VARIATIONS



COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette not only reinforces the cohesiveness of the brand, but also serves a psychological purpose by communicating certain feelings to your audience.



INCORRECT USAGE



Don't rotate the logo, it should always be used horizontally.

Do not distort or stretch the logo.

Make sure the logo is never cropped or incomplete and always adheres the exclusion zone guidance.

REACH OUT

www.nic.bond

ICON

It's important to consider the different ways to use our logo. When circumstances do not allow for the use of the primary logo, you can use the icon.



CLEAR SPACE AND MINIMUM SIZE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The clear space zone is measured by the logo height scaled down 50%.



4 mm height
16 mm wide



5 mm height
5 mm wide

To make sure our logo is always visible, we've determined a minimum display size for the digital and print applications.

PRIMARY TYPOGRAPHY

Montserrat

Montserrat is used for body text.



Avenir

Avenir is used for the logo wordmark, heading and subheadings.



CORRECT USAGE



The main rule for choosing the right logo version to put over a background is contrast. Logo must be clearly readable.

This is the preferred logo version.