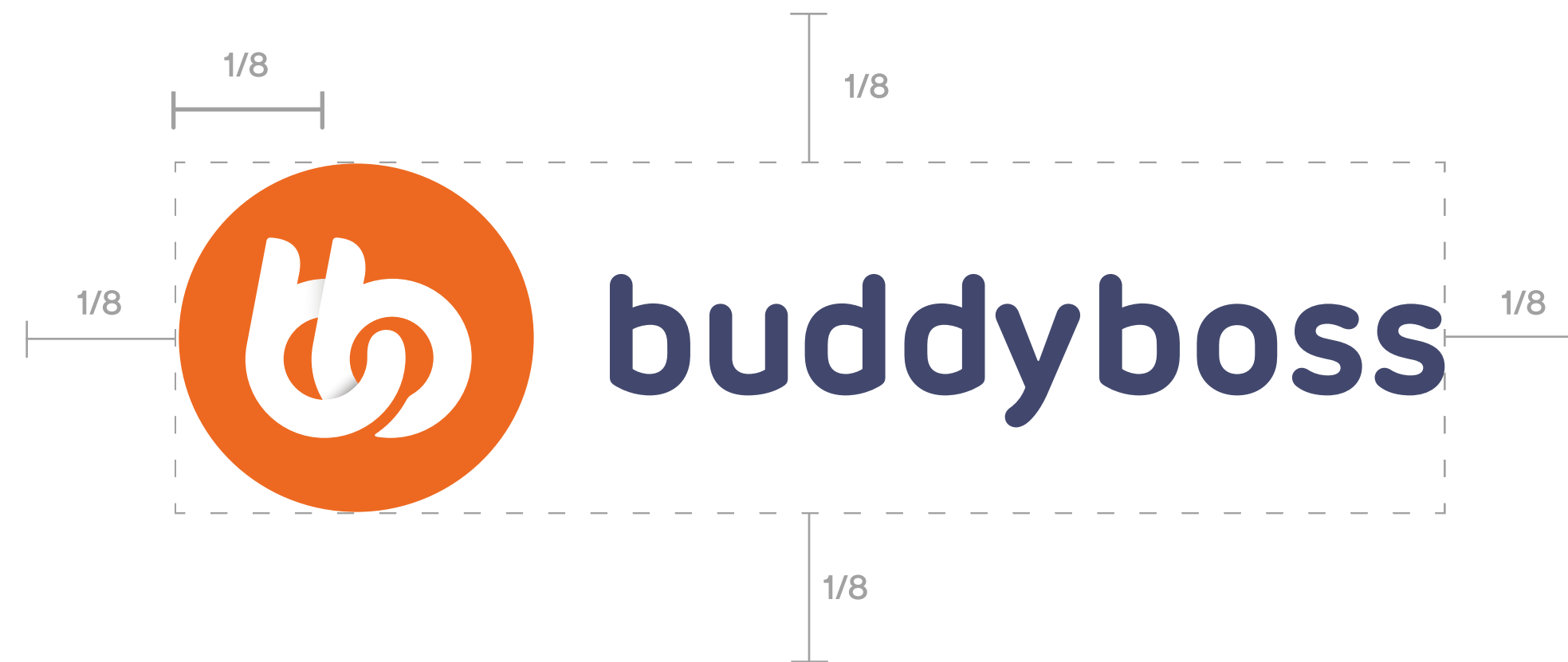**buddyboss**

BRAND GUIDELINE

CONTENTS

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.

04.

LOGO

1/8

1/8

1/8

1/8

1/8

The BuddyBoss Logo

This is our primary logo. It is the first way we signify the presense 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.
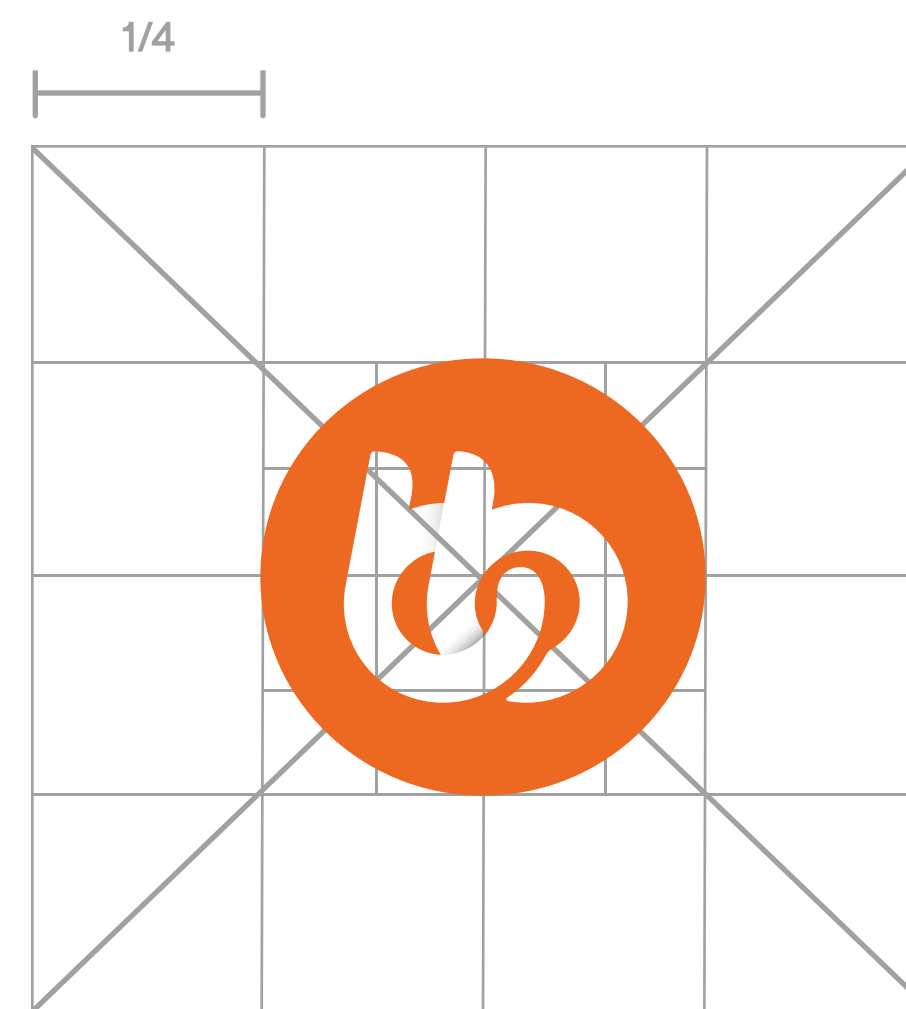
Colour

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

1/4

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 to 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

White on Primary Orange

Use the white version of the logo on dark backgrounds

Primary Orange

Use the Orange version of the logo on white backgrounds
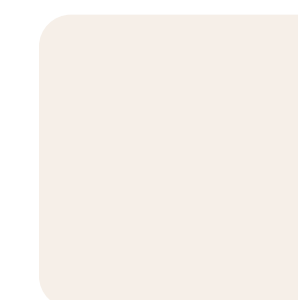
07.

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 Orangei, BuddyBoss Dark Orange, and BuddyBoss Light Orange. We have a select set of secondary colours that help the primary BuddyBoss colors stand out.
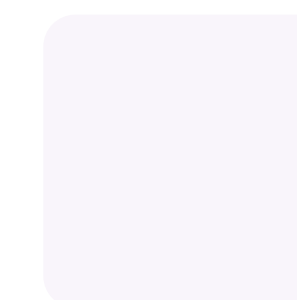
Primary

#DF613C
R:223, G:97, B:60

#F6EFE8
R:246, G:239, B:232

#F9F5FB
R:153, G:152, B:152

Secondary

#640398
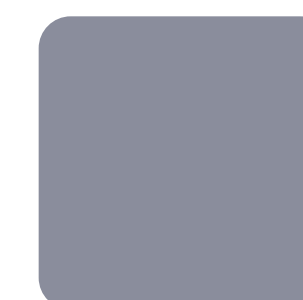R:100, G:03, B:152
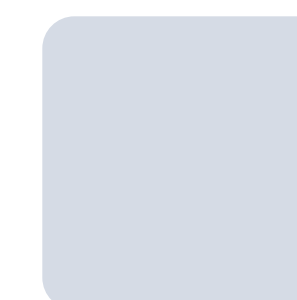
Tertiary
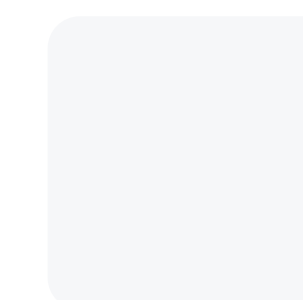
#466DD8
R:70, G:109, B:216

Neutrals

#41476C
R:65, G:71, B:108

#8B8D9D
R:139, G:141, B:157

#AEBBCF
R:174, G:187, B:207

#D6DCE6
R:214, G:220, B:230

#F7F8FA
R:247, G:248, B:250

08.

TYPOGRAPHY

Aa

Athletics

Medium | Bold | Extra Bold

Brand Font

Our brand font is **Athletics** used for headlines and subtitle texts.

# Header 1	Bold	58px | 64px
# Header 2	Extra Bold	52px | 58px
## Header 3	Extra Bold	44px | 50px
### Header 4	Extra Bold	32px | 40px
Header 5	Bold	32px | 40px
Header 6	Extra Bold	30px | 37px
Subtitle 1	Medium	24px | 30px
Subtitle 2	Bold	24px | 30px
Subtitle 3	Bold	22px | 27px

09.

TYPOGRAPHY

Aa

SanFrancisco Pro

Regular | Bold

Brand Font

Our brand font is **SF Pro Display** used for body and label texts.

Body Extra Large	Regular	20px | 30px
Body Large	Regular	18px | 26px
Body Default	Regular	16px | 24px
CAPITALIZED	**Bold**	22px | 24px
Label Large	**Bold**	18px | 22px
Label	**Bold**	16px | 20px

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

- ⊗ 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