b-side

BRAND GUIDELINES

LOGO

The b-side logo is used horizontally
The default option is pink, with other
colour used as an alternative where
needed. There are also mono and
white/reverse versions provided in
the logo pack for use on busy or dark
backgrounds.

COLOURS

CMYK: 0 / 75 / 90 / 0
RGB: 234, 91, 37
Hex: #EB5B25

CMYK: 30 / 0 / 88 / 0
RGB: 199, 213, 55
Hex: #C7D537

CMYK: 0 / 100 / 0 / 0
RGB: 230, 0, 126
Hex: #E6007E

CMYK: 70 / 0 / 20 / 0
RGB: 41, 185, 206
Hex: #28B8CE
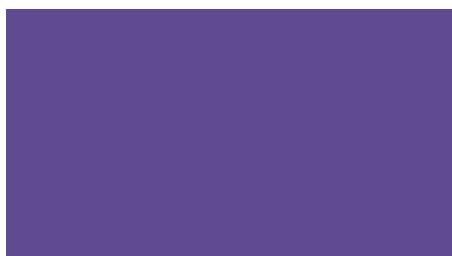
CMYK: 75 / 82 / 12 / 1
RGB: 97, 67, 137
Hex: #614389

CMYK: 0 / 0 / 0 / 85
RGB: 74, 74, 73
Hex: #4A4A49
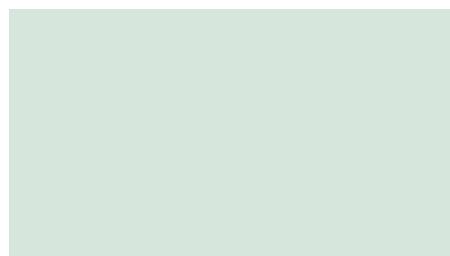
CMYK: 15 / 3 / 13/ 0
RGB: 225, 235, 228
Hex: #E1EBE3

FONTS

The b-side font is Sofia Pro. This is included in the logo pack and can be installed on computers.

HEADER – SOFIA PRO SEMI BOLD

Body – Sofia Pro Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus molestie lobortis libero eu aliquet. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla sodales imperdiet iaculis. Quisque elementum congue elit nec sodales. Praesent a ultrices eros, eu scelerisque lacus. Sed lorem quam, gravida sit amet mattis ut, venenatis eget quam. Aenean scelerisque nisi non libero facilisis sodales. Duis vulputate nulla ac dolor iaculis fermentum. Nunc euismod maximus felis sed luctus. Maecenas volutpat mauris quam. Duis tempus metus ac ex placerat, quis viverra nibh dapibus. Pellentesque semper ullamcorper gravida. Mauris molestie nibh justo, non vestibulum mi aliquam vel.

SUB HEADER – SOFIA PRO SEMI BOLD

In pellentesque sed erat a euismod. Praesent ac ullamcorper magna. Mauris vitae suscipit purus, vitae commodo est. Donec ultrices a diam id aliquet. Cras pharetra nec felis in posuere. Aliquam scelerisque aliquam mollis. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque non ipsum elit. Praesent euismod lorem vitae felis viverra fringilla.

CIRCLES

The b-side circles are used as a bold graphic when an image is not available. They do not replace the logo, but provide an asset to the brand that is visually recognisable and iconic.

They should be used in alternating colours - ie. the background should contrast with the circle itself, like so:
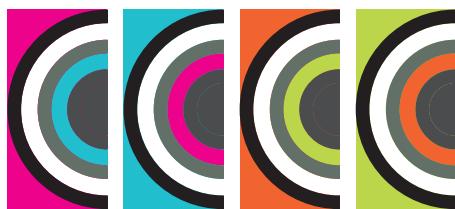
The circles should be used large and as the primary focus of the design. They can be half off the page so that only a semi circle is visible, or full size, like a bullseye.