

VERSION
1.1



BRAND GUIDELINES

LOGO

Re-designed in 2015, the Busch Systems corporate logo should be used to establish the organization's identity in print and web based advertising. The following are examples of acceptable variations of the Busch Systems logo. See Page 2 for guidelines.

PORTRAIT



TWO COLOUR:
PMS 286 Blue
PMS 355 Green

LANDSCAPE



Our previous logo design was discontinued in 2014.
Our 30 year logo was in effect from 2015 - 2016.
Both of these logos are no longer acceptable for use.



1 COLOUR (grey or white)



ONE COLOUR:
PMS Cool Gray 11



WHITE
For use on a Dark Background

LEGEND



Acceptable for use



Discontinued (do not use)

LOGO

DO'S & DON'TS

DO

Choose the proper logo orientation:

Make sure to choose the best logo orientation (portrait or landscape) to fit the design space.

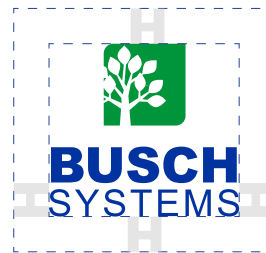
Add space around the logo:

Always allow for some space to breathe. Do not crowd the space around the logo.

Only use the logo colours shown on Page 1:

Only use the standard two colour PMS blue & green, otherwise use grey or white for dark and/or coloured backgrounds (preferably PMS 286).

Minimum space required around the logo



Use the 'H' from the logo to determine the breathing room, as shown.



DON'T

Do Not Alter or Distort:

Never stretch, shrink, alter spacing or change the proportions of the logo or logo components.



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Do Not Use the Colour Logo on Colour Backgrounds:

Never use the colour logo on dark and/or colour backgrounds and never use a background colour that is not from the brand colour palette. See Page 4 for colour options.



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Do Not Add Filters, Effects or Strokes:

Never add embellishments such as drop-shadows, embossings, or strokes to the logo.



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Do Not Rotate:

Never rotate the logo.



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FONTS

As with our logo, consistent use of our corporate typefaces - FUTURA BK, FUTURA LT and FRANCOIS ONE reinforces Busch System's brand identity. Please use these fonts for marketing pieces.

Primary Typeface

Futura BK BT

Futura LT BT

Futura LT BT Light Italic

Futura LT Bold

Futura MD BT

Futura Lt Bold should be used for headlines and **Futura Lt Bt** may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

Secondary Typeface

Francois One

FRANCOIS ONE

Francois One should be used for headlines and not used for copy. Short headlines or phrases can be all caps, otherwise headlines and call-outs are sentence case.

Web Typeface

Droid sans

Droid sans Bold

Francois One

Droid Sans should be used for web copy and **Droid sans bold** may be used for sub headlines. Sub headlines can be used in all caps or sentence case. **Francois One** should be used for headlines and not used for copy.

Sub Web Typeface

Arial Regular

Arial Italic

Arial Bold

Francois One



Arial may be used as a sub web font should **Droid sans** be unavailable. **Arial** should be used for web copy and **Arial Bold** for sub headlines. Sub headlines can be used in all caps or sentence case. **Francois One** should be used for headlines and not used for copy.

COLOURS

Our logos and marketing materials should always be reproduced in our Busch Systems colour palette whether in print or on-screen. Be creative. When pairing colours together, use a combination of dynamic and neutral colours, not all dynamic or all neutral. We've defined a core set of colours (shown here with Pantone values) for you to start with. Please avoid the use of Black.



Primary Colours

Used for logo appearance and subtle accents in applications and printed materials.

	print	digital
	PANTONE 286 CMYK 100.75.0.0	HEX 0033A0 RGB 0.51.160
	PANTONE 355 CMYK 99.12.100.2	HEX 00964C RGB 0.150.76

Text Colours

Primary colours used for copy and content on a white or light coloured background.

















	print	digital
	PANTONE Cool Gray 11 CMYK 65.57.52.29	HEX 56565A RGB 85.86.90
	PANTONE Cool Gray 7 CMYK 43.35.35.1	HEX 99999A RGB 153.152.153

Colour Palette

Our rainbow of colours are used in bright, cheery applications while remaining in our corporate branding guidelines. Be creative. When pairing colours together, use a combination of dynamic and neutral colours, not all dynamic or all neutral.

Our colour bar shown here, made up of complimentary Busch Systems colour palette choices is an example of how to use the colour palette effectively.



	print	digital		print	digital		print	digital
	CMYK 38.0.100.0	HEX ABD037 RGB 171.208.55		CMYK 82.26.35.2	HEX 0C909D RGB 12.144.157		CMYK 0.0.0.20	HEX CCCCCC RGB 204.204.204
	CMYK 52.10.100.0	HEX 8AB53F RGB 138.181.63		CMYK 46.2.11.0	HEX 83CCDD RGB 131.204.221		CMYK 0.0.0.30	HEX B2B2B2 RGB 178.178.178
	CMYK 69.6.55.0	HEX 4AB291 RGB 74.178.145		CMYK 20.0.4.0	HEX 939598 RGB 200.233.241		CMYK 0.0.0.50	HEX 939598 RGB 147.149.152
	CMYK 76.21.53.3	HEX 399687 RGB 57.150.135		CMYK 73.33.2.0	HEX 3E90C9 RGB 62.144.201		CMYK 66.59.55.36	HEX 4D4D4F RGB 77.77.79
	CMYK 70.0.20.0	HEX 16BECF RGB 22.190.207		CMYK 2.20.88.0	HEX FACA3B RGB 250.202.59			
	CMYK 77.14.29.0	HEX 0EA5B3 RGB 14.165.179		CMYK 0.84.57.0	HEX F0525C RGB 240.82.92			

ICONS & IMAGERY

Busch Systems has an extensive library of icons, graphics and photography. For small advertisements, information sheets or web illustrations, use icons to convey your message. For large scale print or digital advertisements and marketing pieces use our selected photographs.

Social Media Icons

When using icons for contact info, please use the icons shown here. Text is acceptable as well.



Contact Icons

When using icons for contact info, please use the icons shown here. Text is acceptable as well.



Directional Icons

When using icons for directional purposes, particularly for web or drop-down menus, page turns and zoom/expand buttons, please use the icons shown here.



Category Icons

Use category icons to add visual interest to headers and/or sub-headers. Please use light grey on light backgrounds and white on colour or dark backgrounds.



Banner

Our standard tagline banner can be used in advertisements and promotional items. Usually used overtop of a lifestyle image.



Imagery

Our product photography must portray and highlight the functionality, quality, and overall aesthetic of each container.



lifestyle

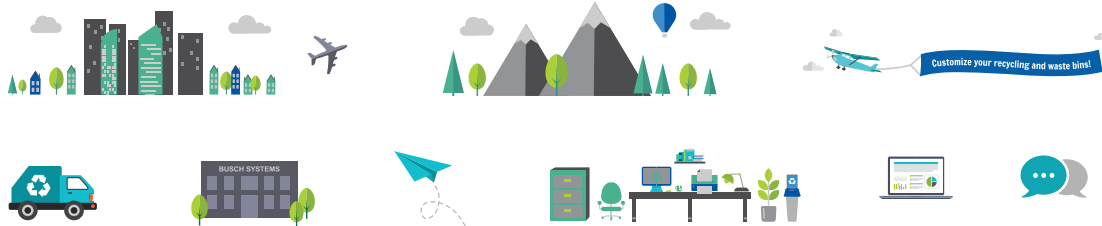
studio

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Graphics

When appropriate, pictorial icons make a great visual. Below are some examples of our graphics. They are flat, with minimal colours. Avoid drop shadows or filters. When graphics are combined into a scene, please ensure that they are scaled proportionately.



“Binnovators”

The Binnovators are the mascots for the Kids line of products. Only to be used for kids or school related material.



“Hedgy”

Hedgy is a new mascot for Busch and is based off of the “Hedgehog Concept”. Usually used in sale campaigns.



Container Graphics

Container graphics are used to highlight certain bins when imagery is not appropriate.

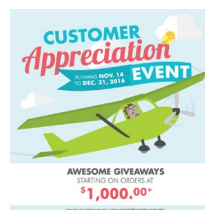
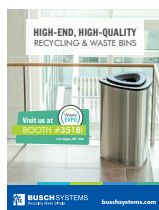


People Graphics

Our style of people is minimal, with little to no distinguishing facial features. Used for visual representation of industries.



EXAMPLES OF OUR ADVERTISING





Questions or Inquiries:

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