

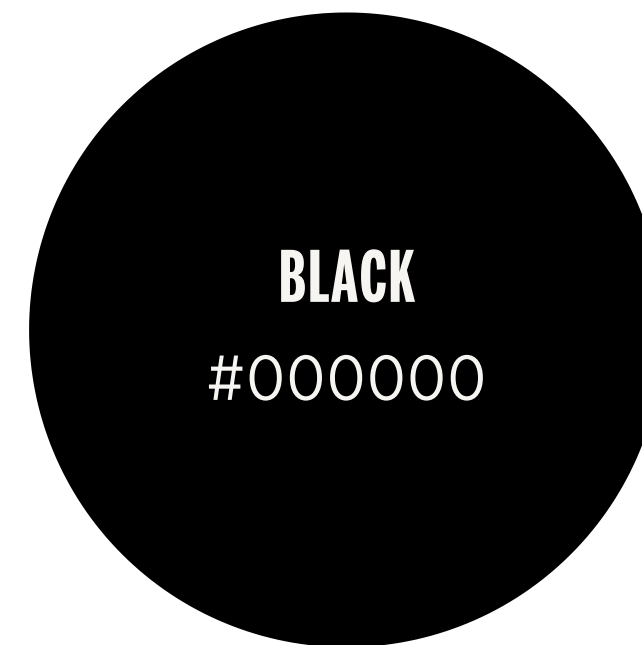
BIZBASH



BRANDING *Guide*

WHERE EVENT PROS GO.

BIZBASH*colors*



PRIMARY COLORS

BizBash logos, unless otherwise agreed upon, must be displayed with only the colors noted above, in addition to white.

Logos must be monotone or duotone where "Biz" is one color and "Bash" is a complimentary color from the palette.

For all colors, use CMYK/PMS for print and RGB/HEX for screen.

BIZBASH *colors*



DARK ORANGE

#f5881f



YELLOW GREEN

#a7c539



DARK MAGENTA

#923292



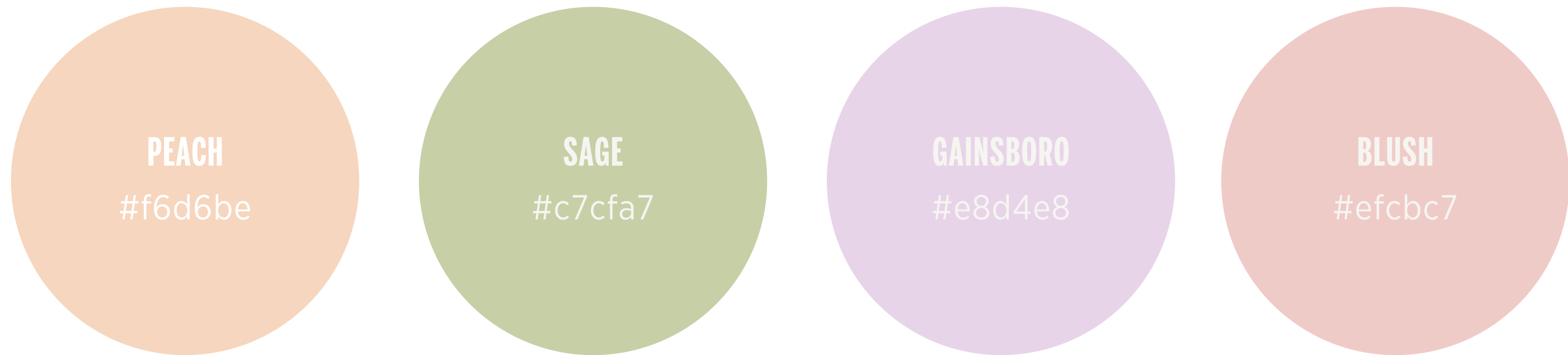
MEDIUM VIOLET RED

#da0a82

SECONDARY COLORS

The above accent colors may be used on their own or as a duotone gradient with any primary or tertiary color.
These colors may be used as a background, headline, or text color.

BIZBASH *colors*



TERTIARY COLORS

The above accent colors may be used on their own or as a duotone gradient with any primary or secondary color.
These colors may be used as a background, but should not be used as a text color.

BIZBASH *colors*



TERTIARY COLORS

The above accent colors may be used on their own or as a duotone gradient with any primary or secondary color.
These colors may be used as a background, but should not be used as a text color.

BIZBASH *logos*

BIZBASH
w h e r e e v e n t p r o s g o

LOGO | WITH TAGLINE

BIZBASH

LOGO | NO TAGLINE

BB

ICON

LOGO VARIATIONS

The BizBash logo may be used in different formats, colors, and sizes based on placement and background.
Main logo with tagline is preferred, but should only be used when the tagline is scaled to a legible size.

BIZBASH *logos*

BIZBASH
where event pros go

BIZBASH

BB

BIZBASH
where event pros go

BIZBASH

BB

DUOTONE LOGOS

BIZBASH *logos*

BIZBASH
where event pros go

BIZBASH

BB

BIZBASH
where event pros go

BIZBASH

BB

BIZBASH
where event pros go

BIZBASH

BB

MONOTONE LOGOS



BENTONSANS EXTRACOMP BOLD

HEADLINE FONT

BentonSans ExtraComp Bold should be used for all headline/main text, as well as calls-to-action.

Mak

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1234567890



GOTHAM NARROW BOLD

SUBHEAD FONT

Gotham Narrow Bold should be used for all secondary headers/text.

Mak

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



GOTHAM NARROW BOOK

TEXT FONT

Gotham Narrow Book should be used for all main body text, captions, and descriptions.

Mak

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BIZBASH fonts

Daydream

ACCENT FONT

Daydream (or a handwritten font) should be used for accents, flourishes, or secondary text.

Mak

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*