

Brand Guidelines

The logo device

The blue BIBA logo is the principal device for BIBA. This is to be used on all communications.

Under no circumstances should the logo be distorted or amended.

The logo is available in Pantone blue, CMYK blue, black and white.

The logo is to be positioned bottom left on all communications.

The logo is to be used only once on the cover.

The BIBA logo



BIBA

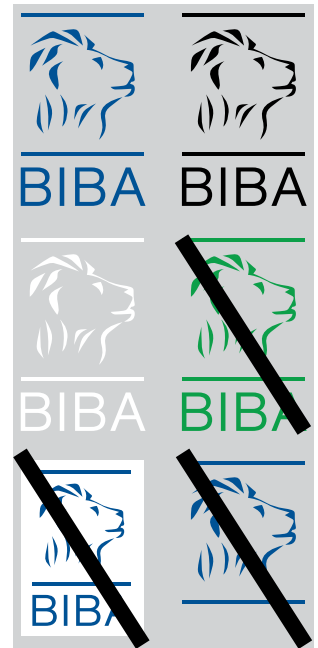
Usage

There are three colourways the logo can be used. In the first instance, the BIBA logo should always be used in the BIBA Pantone blue. Black and white options are also allowed.

Do not use any other colour, than the ones recommended.

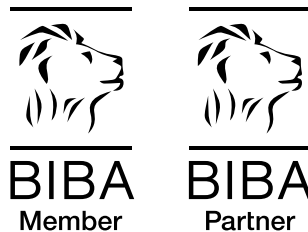
Do not use the logo within a panel.

Do not edit delete or use sections of the logo. Use only approved artwork.



Variations

Over time, various logos will be developed to serve specific purposes for BIBA. Guidance on using the correct logo will be given.



Minimum size

The optimum size for legibility should never fall below 10mm width when used on documents.



Exclusion zone

The logo should have a minimum clearance area equivalent to the cap height of the 'B' as illustrated.



Typeface

For all printed matter, the corporate typeface for BIBA is Helvetica Neue.

Although there are a myriad of weights, use only the weights indicated on the right.

For online, and instances where Helvetica Neue is not available, Arial Roman and Bold are to be used.

Avoid distorting, scaling or applying graphic effects to the typography.

Helvetica Neue
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Helvetica Neue 45 Light
Helvetica Neue 46 Light italic
Helvetica Neue 65 Medium
Helvetica Neue 66 Medium italic
Helvetica Neue 85 Heavy
Helvetica Neue 86 Heavy italic

Colours

The corporate colour, or BIBA blue is Pantone 653c. Wherever possible, the spot colour should be used. In instances where this is not possible, a process CMYK version is available.

If printing on uncoated paper stock, the BIBA blue is to be Pantone 294u

Do not use tints of this colour other than the ones specified.

A secondary colour palette is available to use in conjunction with the BIBA blue. These colours have been selected to complement and support the BIBA blue. Use only the tints specified.

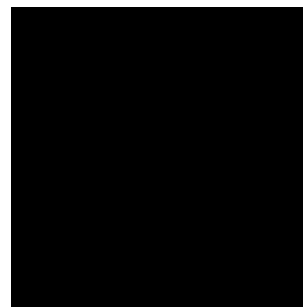
The red is there to highlight and draw attention to information – use sparingly.

In all instances, BIBA blue should be the dominant colour.

Corporate colour



Pantone 653 C (coated paper)
Pantone 294 U (uncoated paper)
100%C 60%M 20%K



100%K

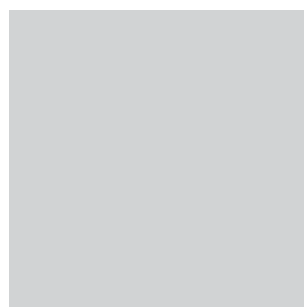
Secondary colours



Pantone 653 (20%)
20%C 10%M



100%M 100%Y 10%K



20%K



55%K

BIBA band

An integral component of the BIBA branding is the BIBA band. This device is an integral part of the look for all BIBA printed documents. It is always coloured in Pantone 653 or the CMYK equivalent.

The construction of this device must be followed to the measurements shown. This device is to be used once on the cover of all printed matter.

The position is always horizontal top right or vertical top left. All titles and headings hang from this device. See illustrations as a guide.

Constructing the band

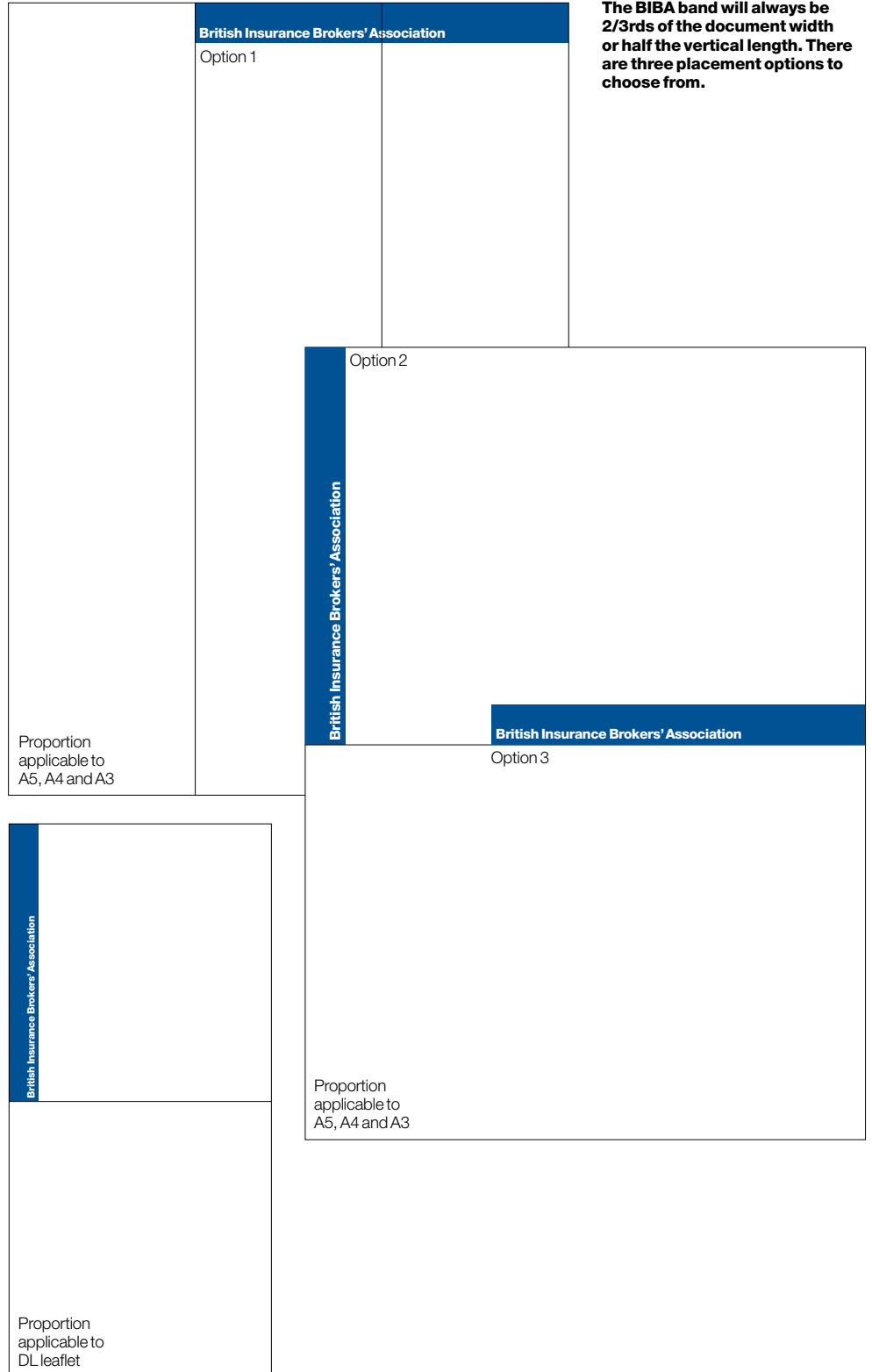


British Insurance Brokers' Association

British Insurance Brokers' Association legend when set in the BIBA band is always to be set 2/3rds the length of the bar. Set in Helvetica Neue Heavy.

The depth of the band needs to be a specific size.
On documents:
A5 and below — 10mm
A4 — 15mm
A3 — 15mm
DL leaflet — 10mm

Placing the band



British Insurance Brokers' Association

Option 1

Option 2

Option 3

Proportion applicable to A5, A4 and A3

Proportion applicable to A5, A4 and A3

Proportion applicable to DL leaflet

The BIBA band will always be 2/3rds of the document width or half the vertical length. There are three placement options to choose from.

Cover branding

The BIBA look is not just the logo device. All the constituent parts play a role in establishing the BIBA brand. If implemented with consideration, the perception of BIBA will be enhanced. The aim of these illustrations is not to prescribe a set of rules, but to act as a guide.



- 1 The BIBA band is to be positioned either top right, top left or midway as visualised.
- 2 All cover typography hangs from the BIBA band. Aim to use the least amount of sizes and weights on any single page. As a guide – no more than three sizes of type.
- 3 On appropriate occasions, a utility column space is utilised for notes, flashes or supplementary information.
- 4 Rules as an option can sometimes help organise and distinguish varying editorial content.
- 5 Images can either be used full bleed or take up the partial surface area of a page.
- 6 The BIBA logo is positioned bottom left. The logo can be placed over an image or over a solid colour. The primary concern is legibility. Ensure the logo is visible at all times. In the first instance, use the Pantone blue logo.

