BIG BUNNY CREATIVE

BRAND STANDARDS
2020

BBC is a safe creative space.
If you have an idea of a way you would like to use the logo but aren't sure that it falls within these guidelines - let's talk!
Stay evolving.

PRIMARY LOGO

FULL COLOR

ONE COLOR

HORIZONTAL LOGO

FULL COLOR

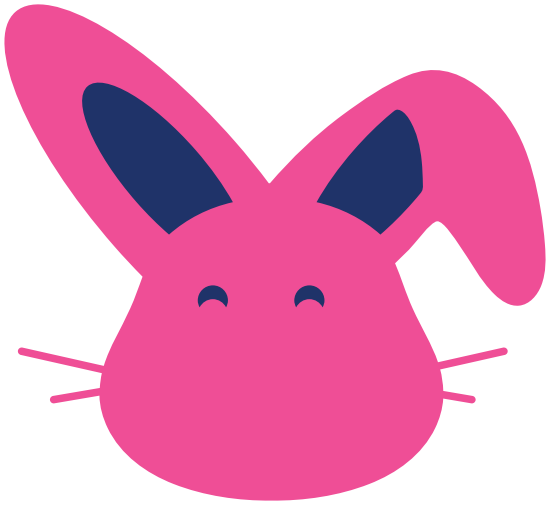
BIG BUNNY
CREATIVE

ONE COLOR

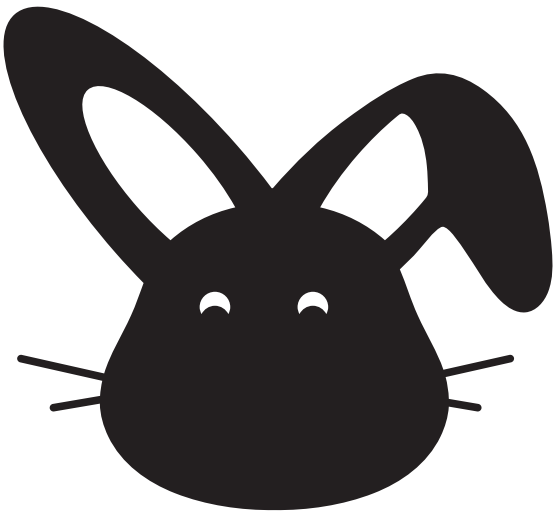
BIG BUNNY
CREATIVE

MASCOT/ICON

FULL COLOR



ONE COLOR



ALTERNATIVE OPTIONS

LOGO VARIATIONS

ICON VARIATIONS

COLOR VARIATIONS

DARK/PATTERN BACKGROUNDS - FULL COLOR

DARK/PATTERN BACKGROUNDS - ONE COLOR

LOGO SIZING

MINIMUM HEIGHT

Minimum Height - 0.57”

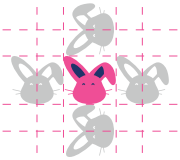
Minimum Height - 0.28”

Minimum Height - 0.25”

CLEAR SPACE

Required clear space is determined by and scales with the logo size. Use the letters “N” from the logo as a guide on all sides.

For the icon, required clear space is determined and scales with the icon size. Use the icon as a guide and allow for HALF of that space on all sides.



LOGO USAGE

IMPROPER USES

DO NOT ALTER COLORS

DO NOT OUTLINE

DO NOT CHANGE
STROKE COLOR

DO NOT ROTATE

DO NOT SKEW

DO NOT ADD EFFECTS

DO NOT SCALE
ANY PART

DO NOT
CHANGE SPACING

DO NOT
CHANGE FONT

PRIMARY COLORS

COATED

PANTONE®
294 C

BIG BUNNY BLUE
C:100 M:86 Y:29 K:23
R:0 G:46 B:109
HEX:002E6D

PANTONE®
212 C

BIG BUNNY PINK
C:0 M:83 Y:5 K:0
R:244 G:81 B:151
HEX:F45197

PANTONE®
420 C

BIG BUNNY SMOKE
C:21 M:17 Y:17 K:0
R:200 G:200 B:200
HEX:C8C8C8

UNCOATED

PANTONE®
288 U

C:100 M:79 Y:0 K:14
R:61 G:85 B:136
HEX:3D5588

PANTONE®
211 U

C:0 M:61 Y:0 K:0
R:252 G:133 B:182
HEX:FC85B6

PANTONE®
427 U

C:20 M:12 Y:10 K:0
R:194 G:199 B:202
HEX:C2C7CA

SECONDARY COLORS

COATED

PANTONE®
BLACK C

C:65 M:66 Y:68 K:82
R:45 G:41 B:38
HEX:2D2926

PANTONE®
388 C

C:11 M:0 Y:91 K:0
R:224 G:231 B:34
HEX:E0E722

PANTONE®
COOL GRAY 8 C

C:44 M:34 Y:29 K:10
R:136 G:139 B:141
HEX:888B8D

UNCOATED

PANTONE®
BLACK U

C:50 M:48 Y:51 K:59
R:97 G:93 B:89
HEX:615D59

PANTONE®
388 U

C:12 M:0 Y:91 K:0
R:213 G:232 B:57
HEX:D5E839

PANTONE®
COOL GRAY 8 U

C:38 M:28 Y:24 K:14
R:147 G:149 B:152
HEX:939598

PRIMARY FONT

Avenir Next
Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

SECONDARY FONTS

Black Diamond
Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

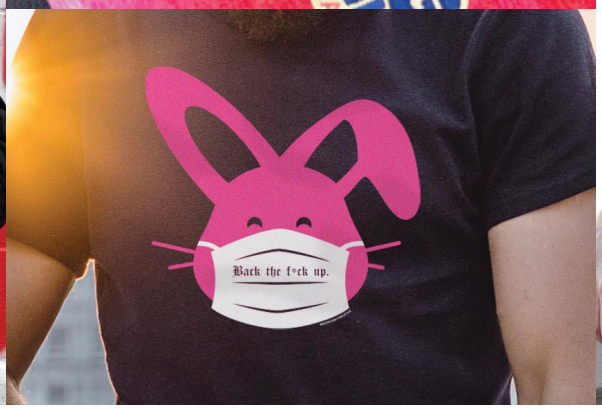
abcdefghijklmnopqrstuvwxyz

1234567890!@#$%&*()

Cloister Black
Font Family

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

APPLICATIONS