



## The Binford Logo

This guide is intended for anyone producing communications for Binford, and outlines the different elements that make up our corporate identity.

The purpose is to ensure that all our work embodies the Binford brand attributes, expresses them consistently, and helps to build an awareness of the brand.

Horizontal Logo



Stacked Logo



Binford logo font is a customized alteration of Helvetica Black.

## The Binford Brand Color

The Binford logo is comprised of one corporate color. The color output used will depend on the method of reproduction. When in doubt, ask your vendor or refer to the guide on page 6.

### 4 Color Printing (Or called "Full Color") is CMYK

Made up of Cyan, Magenta, Yellow and Black  
e.g.: brochures, full color print pieces that may include photos.



**C 100**  
**M 68**  
**Y 0**  
**K 54**

### Spot Color Printing (Limited color) is PMS

Made up the pantone matching system  
eg: logo wear, coffee mugs, vinyl cut graphics or where only limited colors are allowed.



**PMS 282**

### Web or Screen display is RGB

Made up Red, Green and Blue  
eg: web, e-mail, web advertising.



**R 0**  
**G 45**  
**B 98**

### Web only

Made up a Hex color  
eg: solid colors or lines in web development



**Hex# 002d62**

## The Binford Logo and Background Colors

Care should be taken to ensure that the Binford logo is legible when placed on a colored background:

### White Background

Use a Blue or Black logo  
Regular or stacked version



### Medium Tone Background

Use a Blue or white logo  
Regular or stacked version.  
When in doubt, go with the version with the highest contrast



### Dark Background

Use a white logo  
Regular or stacked version



### Pattern Background

Use a white logo; regular or stacked version

Patterns can be tricky to allow for your logo to stand out. Contact corporate with help in this area if it seems the logo is getting lost in the background image.



## Incorrect Usage

A strong brand image can only be achieved if the Binford logo is presented consistently and never altered from the final logo versions. Always use the horizontal or stacked logo in blue, black or white.

### PLEASE DO NOT:



use different fonts and/or new font arrangements



change the scale of the "B" symbol or any other part of the logo.



stretch or pinch the logo so it is out of proportion to the original

DO NOT use the  logo or the "B" symbol  in body text.



change the color of the logo

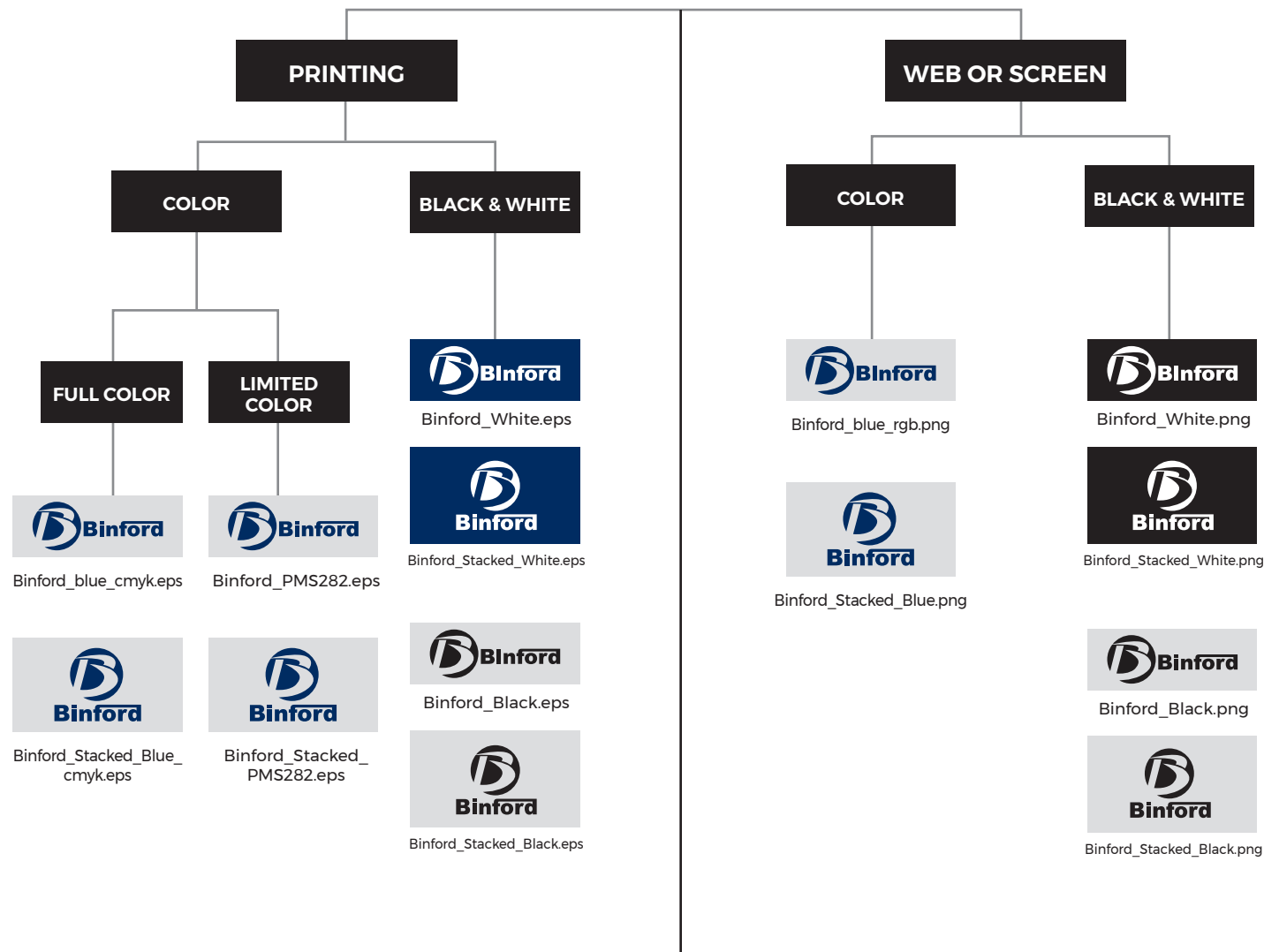


change the angle other than upright

## Which Logo File Should I Use?

There are many logo file types available and it can be confusing to know which one to use. This chart can help you choose the correct file.

*I am using the logo for...*



This page is interactive:

CLICK ON WHICH LOGO YOU NEED— A WEB PAGE WILL OPEN WITH YOUR CHOSEN LOGO. A download button should appear in the upper-right of the window. Download the logo.

## Backgrounds for Creating Communication Flyers

Binford has 2 background options with the logo and graphics built-in to the background. These can be placed in PowerPoint so that you have the control to type in your text and information; while maintaining the Binford brand on all pieces.

### Light Blue Background

(Content Light)  
Use for graphics, images, and small quantities of text.  
**e.g.:** Headline, subheadline & one sentence.



### White Background

(Content Heavy)  
Use for graphics, images, and large quantities of text that includes body copy (multiple sentences or paragraphs)




This page is interactive:


CLICK ON WHICH BACKGROUND YOU NEED— A WEB PAGE WILL OPEN WITH YOUR CHOSEN BACKGROUND. A download button should appear in the upper-right of the window. Download the logo.

## The Binford Corporate colors

Introducing a variety of colors to compliment the corporate blue. When combined with the corporate color, it makes a distinction between other companies when they might have a similar color. These are also considered 'support colors' for the corporate blue. To be used in web graphics, and identity graphics.

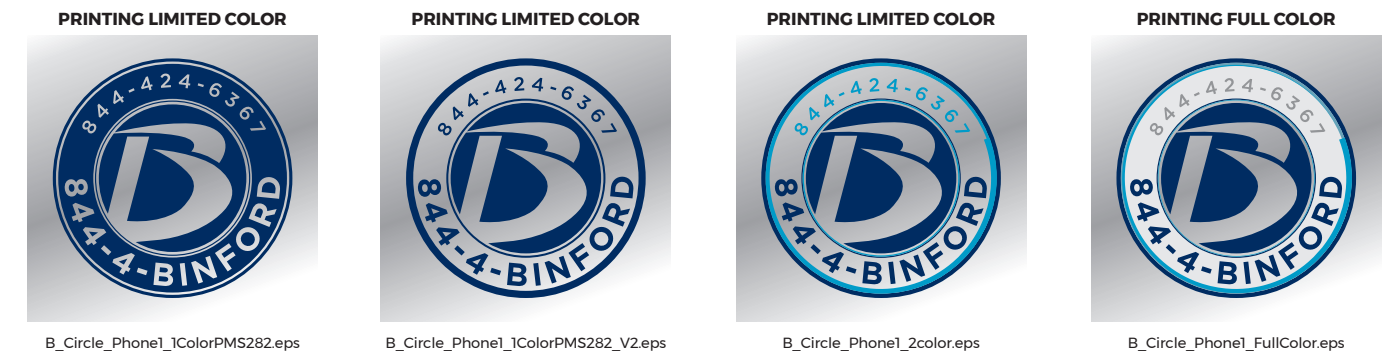
 PMS 303  
 CMYK C100/ M11 / Y0 / K74  
 RGB R0 / G63 / B95  
 HEX 03405f

 PMS 308  
 CMYK C100/ M5 / Y0 / K47  
 RGB R0 / G104 / B146  
 HEX 006892

 PMS 313  
 CMYK C100/ M0 / Y8 / K13  
 RGB R0 / G154 / B199  
 HEX 009ac8

## Additional Logos

**B Circle Phone Logo:** Please check with Human Resources before using any of these logos. These are not to be used for ads, internal documents or flyers (and the like) but promotional items only. Items such as mugs, stickers, magnets etc.



## The Binford Corporate font

It is suggested to compose correspondence with the font used in the corporate materials, "Gotham" and its various weights is the corporate font for headlines and body text.

For web programming "Montserrat" is strikingly similar which can be downloaded free from Google Fonts. Links to these free fonts available here:

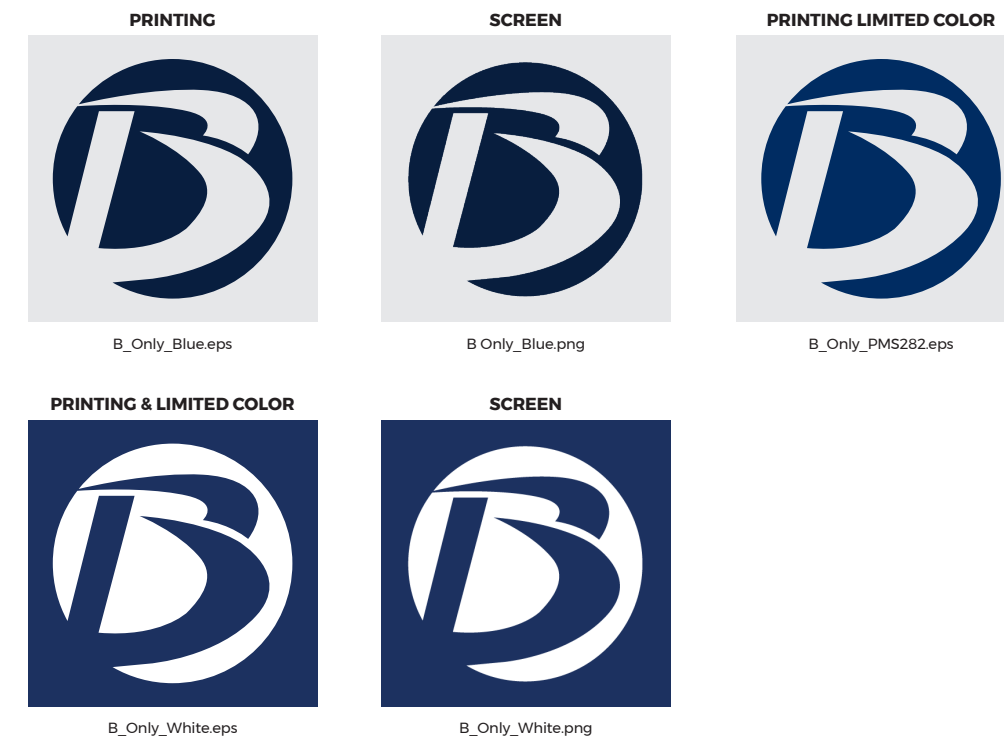
Gotham Font Family

Montserrat Font Family

**GOTHAM FONT**  
**Test Awesome Headline**  
 TEST INTRIGUING SUBHEAD

Body copy for composing a letter.

**B Only Logo:** May be used for anything internal, and in places where "Binford" is already known, such as the website and social media.



## Additional Assistance is Available

### Where can I find these logos?

YOU CAN FIND THESE LOGOS ON THE GOOGLE DRIVE:

<https://drive.google.com/open?id=1rrjFch7LhaxkB5UAHQxLFgGIsFlyFc7W>

Quick Button to Logos

### What if I need help adding the logo to a patterned background or a photo?

You may send an email to corporate marketing liaison, with the background you would like to use. Someone will get back to you with your logo solution as soon as possible.

EMAIL : [HR@binfordsupply.com](mailto:HR@binfordsupply.com)

