

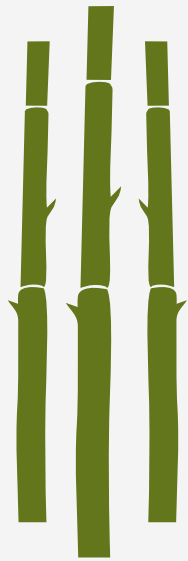
brand design communication



THE-RANDOME CONCEPTO



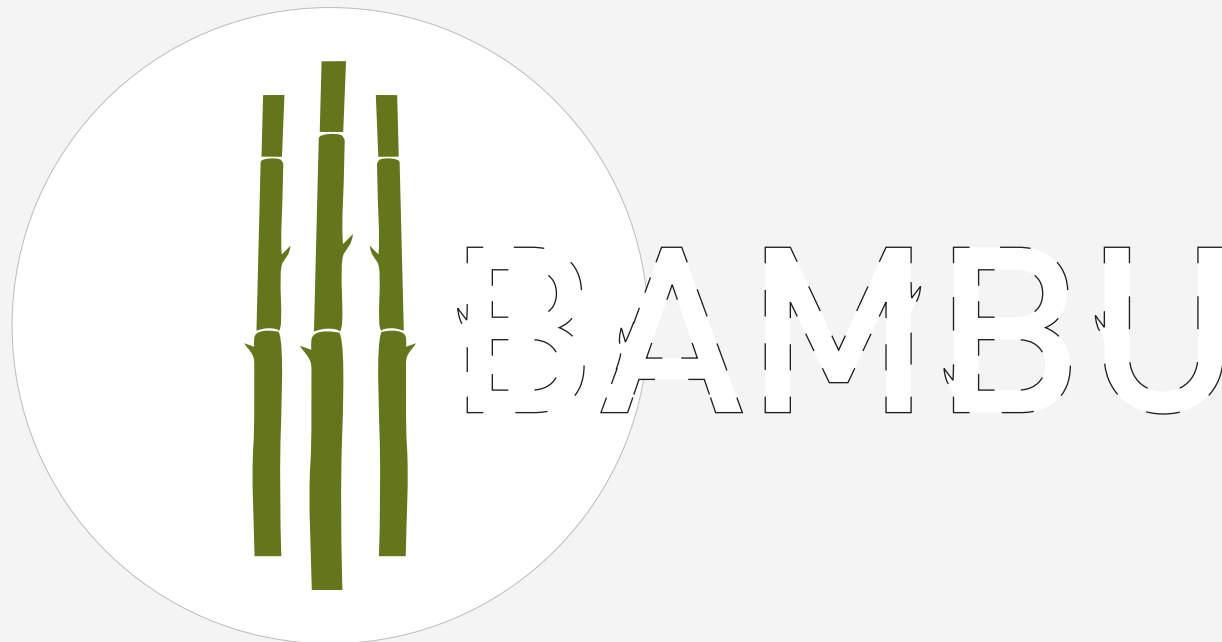
BAMBU



BAMBU

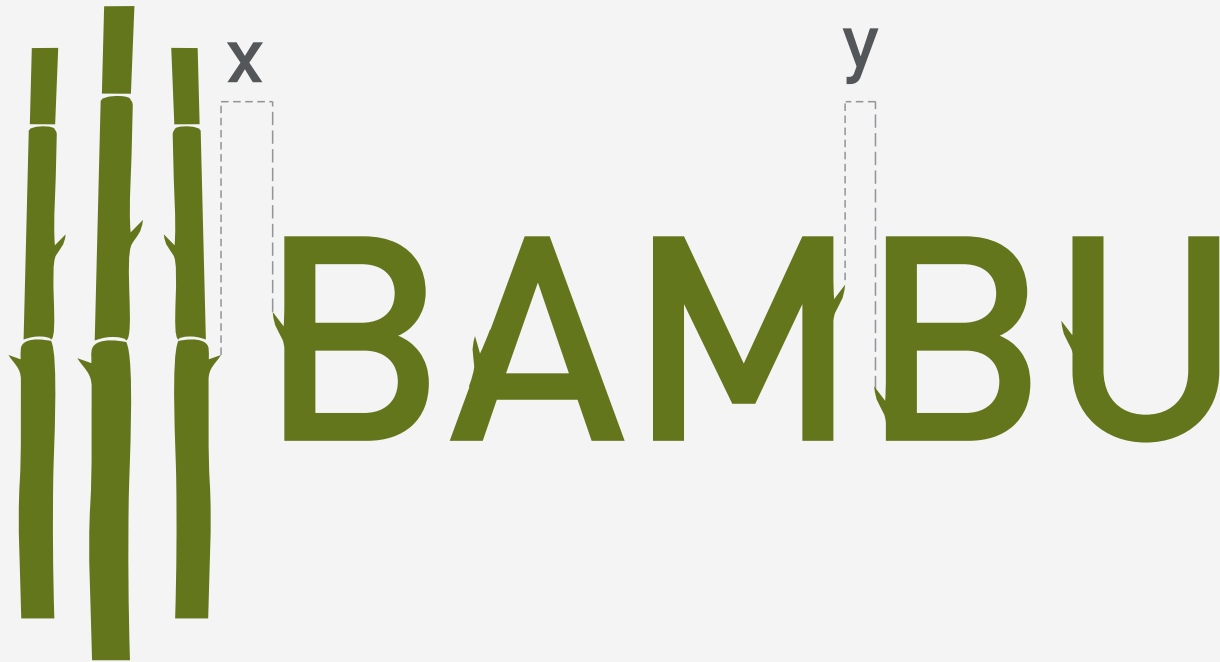
brand identity preview.





The brandmark used in the logo symbolizes the bamboo placed side by side. Bamboo describes power and unity, high and corporate structure with a vision that develops and fits in. It complies with the sector.





In the ratio symbol and logo location, the area shown by X indicates the space between the landmark and the letter B. This area shouldn't be adjusted. The spacing between the letters of the area shown with Y is visible.





The security area in the left vicinity of the BAMBU logotype should be as much as the area shown by the X on the logotype design.



// minimum printing size of logotype.

min. size to clear visibility of logotype



The minimum usage area of the BAMBU logotype in business cards & the minimum of the logo is 26 mm.





Pantone 7496C

CMYK

RGB

C: 38

R: 109

M: 9

G: 122

Y: 100

B: 6

K: 47



CMYK

RGB

C: 21

R: 210

M: 9

G: 214

Y: 36

B: 177

K: 1



CMYK

RGB

C: 0

R: 0

M: 0

G: 0

Y: 0

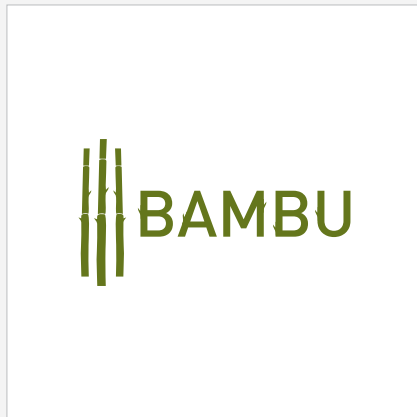
B: 0

K: 100

The main colour used in the BAMBU logotype is Pantone 7496C - green. This colour, can be used on a black or white backgrounds, and also on multiple-colours matching background. Examples are on page below.



// logotype used on solid backgrounds.



solid white



solid black



pantone 7496C

As shown above, the BAMBU logotype can be used in certain areas with one of 3 different colors.



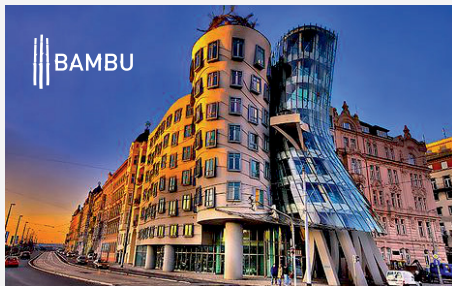
DINPro

Aa Bb Cc Çç 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 !>^+%&/()=?_

The fundament of the family font used in the BAMBU logotype is DIN-Pro bold. The family font is customized for logotype.

BAMBU

// how to use logotype on colorful pictures explained.



The use of the BAMBU logo on the graphic/photos should always be on the left page. Depending on the colour tone of the graphic/photo used, the BAMBU logo can be used with one of the three colour alternatives specified in the brand identity book.





// incorrect use of brandmark & logotype.



You shouldn't adjust the size of brandmark.



You shouldn't change the family font used in logotype.



You shouldn't adjust the brandmark itself.



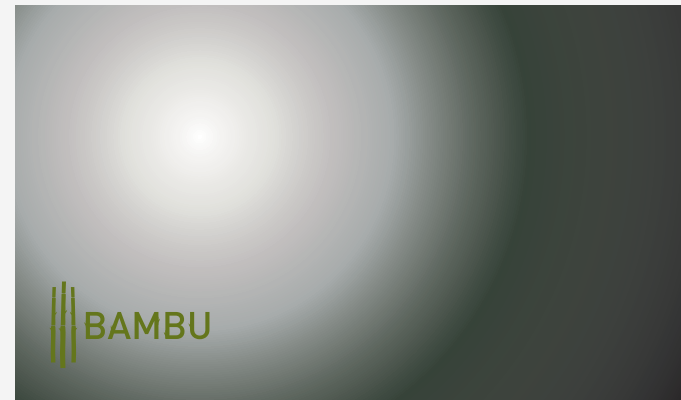
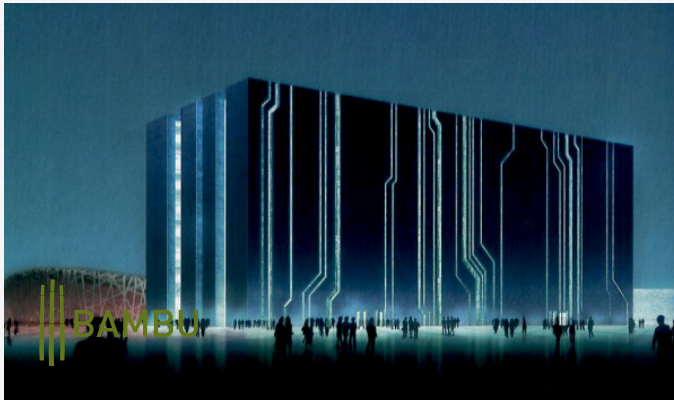
You shouldn't use the different colours than specified in the brand identity book.

The brandmark and logotype should not be changed or deformed for any reason. Brand identity colours should not be excluded.



BAMBU

// incorrect use of brandmark & logotype on images & backgrounds.



Examples for applications in which the symbol and logotype are meaningless on the image. The appearance is reduced, the contrast does not create, and the ground is mixed with the content.







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