

Brand Guidelines

A Pioneer IT Learning Center

Building Global IT Professionals since 2008



Visual identity

Logo
Visual elements





Visual identity

Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.

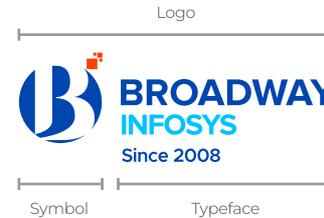


Architecture

The logo is a graphic comprised of the **wordmark (logotype) and figurative mark (symbol)**.

The lettering is created using the Metropolis typeface, and the three pixels are inseparable.

Use the complete logo. The only time you should use the symbol alone is on the Broadway Infosys website or social media channels where there are other elements to help the user recognize the brand.





Exclusion zone



Legibility

An **exclusion zone** around the logo has been created to protect its integrity and make sure the logo is easy to read.

The **height of the “B”** of the logo is taken as a guide to define the exclusion zone.

Minimum size for small use Logo

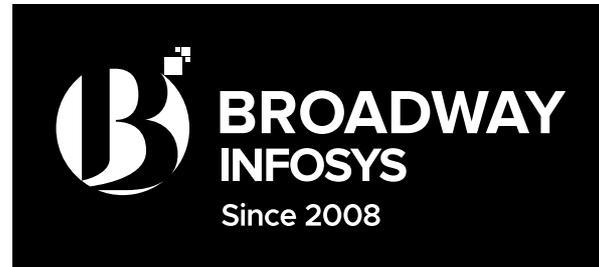




Positive version



Negative version



Positive & Negative

The full-color logos should be used only on **white background**.

White logo should be used in **black background**.



✘ Move elements



✘ Remove elements



✘ Stretch or transform



✘ Change the transparency



✘ Change colors



✘ Outline



Don'ts

It is not allowed to alter the structure, color, proportions, elements or the direction of the logo.

✘ Adding shadows



✘ Change the font



Since 2008



Background colors

You should always try to use the positive (main) version of the logo.

However, when the background is the same color as an element of the logo you can use the negative (white) version.

Other light backgrounds may be used as long as legibility is maintained.

Only use white color logo for dark color background.

White background



Dark background



Different colored background



Background images

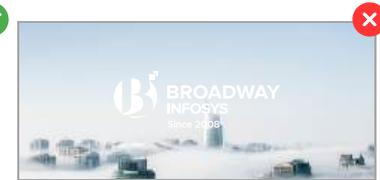
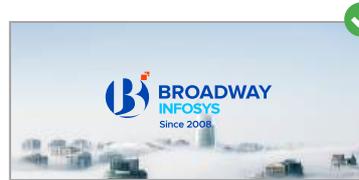
Use the main (positive) version on light backgrounds.

Use the negative (white) version on dark background which do not contrast with blue, orange and cyan part of logo.

If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

Use a solid corporate color label behind the logo if there is no other option.

Light background



Dark background



Complex background





Favicon app icon

The Broadway Infosys favicon graphic is linked with the Broadway Infosys website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon is not the brand logo and should never replace the logo.

It can be used as 512 x 512px.



Visual identity

Visual elements

Elements such as the color palette, typography and iconography help to build a consistent brand environment.

The elements help customers recognize our brand even if the logo is not present.

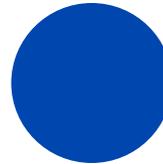


Color palette

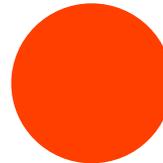
Broadway Blue is the main color of the Broadway identity so it has the strongest presence on our brand.

Broadway Orange complements the Broadway Blue color, creating balance and making palette more distinctive and sophisticated.

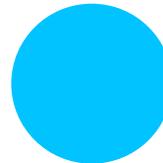
Broadway Cyan balances the other color and give space to the elements.



C:**96** M:**80** Y:**0** K:**0**
R:**0** G:**71** B:**176**
HEX: **0047B0**



C:**0** M:**89** Y:**100** K:**0**
R:**255** G:**63** B:**0**
HEX: **FF3F00**



C:**63** M:**3** Y:**0** K:**0**
R:**0** G:**174** B:**255**
HEX: **00C3FF**



Typography

The **Metropolis** family can be used in all weights. It solves hierarchy issues in a easy and clean way.

Use **Metropolis Regular** for generic content and **Metropolis Bold** to highlight specific content.

Metropolis Light

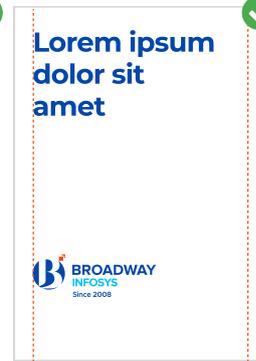
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
(.,:;!@#\$%^&*) 0123456789

Metropolis Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
(.,:;!@#\$%^&*) 0123456789

Metropolis Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
(.,:;!@#\$%^&*) 0123456789



Content alignment

For text alignment; align the logo and text in the same line.

Alignment helps establish a clear visual hierarchy within a design.



www.broadwayinfosys.com