BUSINESS GRADUATES

ASSOCIATION

BGA LOGO BRANDING GUIDELINES

HOW TO USE THE LOGO

CHOOSING THE RIGHT COLOUR LOGO

The BGA logo is available in a range of colorations, with different combinations of gold, white, and black.

When choosing the correct logo to use in certain situations, use the following guidelines:

- Make sure that the logo is clearly legible.
- Give preference to the versions of the logo that include the crown and the wording in bronze.
- Use the fully black and white of the logo if suitable for the design, or if the version with a bronze crown does not appear legibly.
- When placing the logo on top of photography, try and avoid placing it on top of complex parts of the image.
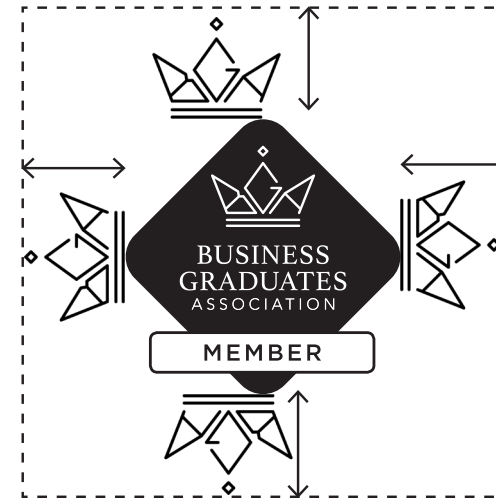
HOW TO USE THE LOGO

EXCLUSION ZONE

Always ensure that a clear space is left around the logo that contains no visual elements. This gives the logo some breathing room and helps it to appear impactful.

The exclusion zone should be constructed by taking a measurement equal to half the height of the logo. This measurement should be applied in all directions.

HOW TO USE THE LOGO

EXAMPLES OF IMPROPER USE*

When using the logo, please do not:

- Allow the logo to appear pixelated
- Squash the logo
- Stretch the logo
- Place the logo inside a box
- Change the fonts used in the logo
- Change the arrangement of text in the logo
- Change the colour of the logo
- Make a pattern with the logo or parts of the logo

*Logo seen here used to depict improper use only.

COLOUR PALETTE

When creating branded materials for BGA,
please ensure that you use the correct colours.

BGA GREEN

C: 78 M: 47 Y: 89 K: 53
R: 39 G: 67 B: 38
#274326

BGA SILVER

C: 35 M: 27 Y: 27 K: 0
R: 166 G: 188 B: 188
#A6BABA

BGA BRONZE

C: 28 M: 60 Y: 95 K: 14
R: 158 G: 88 B: 11
#9E580B

BGA GOLD

C: 16 M: 20 Y: 80 K: 5
R: 218 G: 189 B: 70
#DABD46