



BRAVO PHARMA

Bravopharma Logo Usage Guidelines

The Bravopharma Logo

This is the Bravopharma logo. It is our primary graphic device and should be the first choice when choosing a graphic element to represent the Bravopharma brand.



Logo anatomy

The Bravopharma logo consists of a symbol and a wordmark. The symbol and the wordmark can be used independently or locked up together.



Logo clearspace and margins

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come in to play.

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the cap height from the wordmark as a reference for the appropriate clearspace.

Cap height = X



Logo clearspace – cap height = X

The logo's **margins** are the space between the logo and the edge of the composition. When placing the logo in a composition use half the cap height ($x/2$) as the distance to the margin.

This is a suggested margin, do not place the logo any tighter – but in certain instances the space can be increased.



Logo margins – $x/2$, x =Cap height

Incorrect usage of the logo:

1. Do not reverse the logo.
2. Do not apply colors.
3. Do not rotate any single part of the logo.
4. Do not stretch or alter the proportions of the logo.
5. Do not change the arrangement of the logo.
6. Do not apply gradients, shadows, or other effects.



Wordmark

This is the Bravopharma wordmark. It has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used.

BRAVO PHARMA

Wordmark clearspace and margins

The same general rules for clearspace and margins that apply to the logo also apply to the wordmark.

For **clearspace**, use the cap height from the wordmark as a reference.

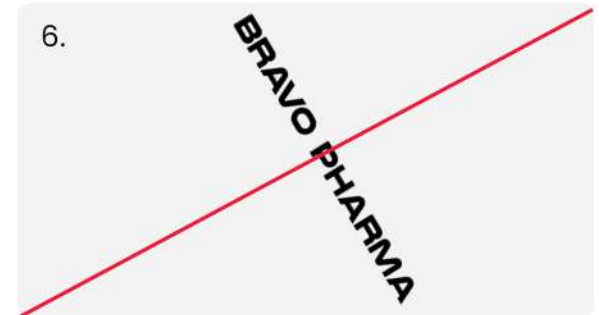
For **margins**, use half the cap height ($X/2$) as the distance to the edge of a composition.



(L) Clearspace — cap height = X , (R) Margins — $X/2$, X =cap height

Incorrect usage of the wordmark:

1. Do not type out the wordmark.
2. Do not outline.
3. Do not apply colors to any single part of the wordmark.
4. Do not use other typefaces.
5. Do not apply gradients, shadows, or other effects.
6. Do not rotate the wordmark.



The Bravopharma Logo

This is the Bravopharma symbol. The symbol can be used on its own in certain, very specific situations when the context and association with Bravopharma is clearly established and controlled (example: the Bravopharma app), or when the Bravopharma brand is meant to take on a secondary, supporting role (example: an individual's profile or a publication surface on Bravopharma).

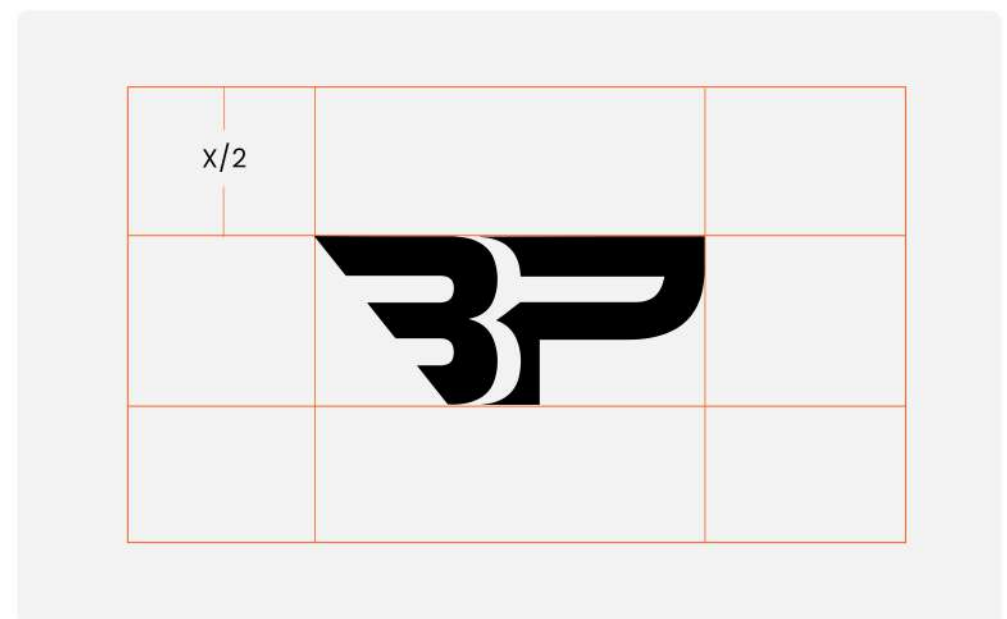
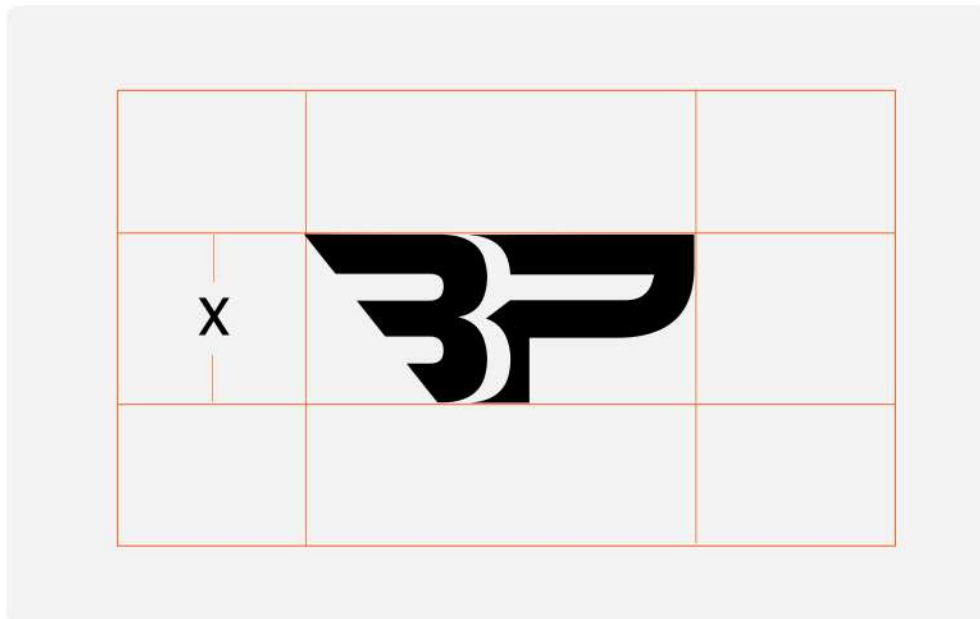


Symbol clearspace and margins

The same general rules for clearspace and margins that apply to the logo and wordmark also apply to the symbol.

For **clearspace**, use the height of the middle ellipse (this matches the x-height of the wordmark) as a reference.

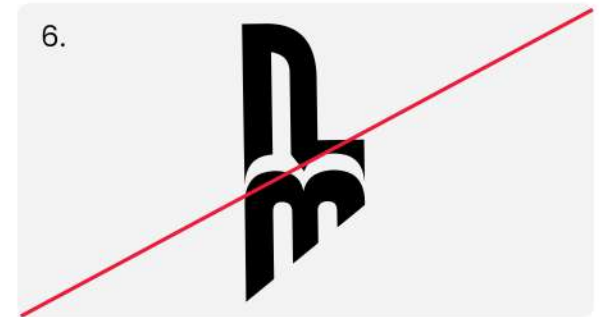
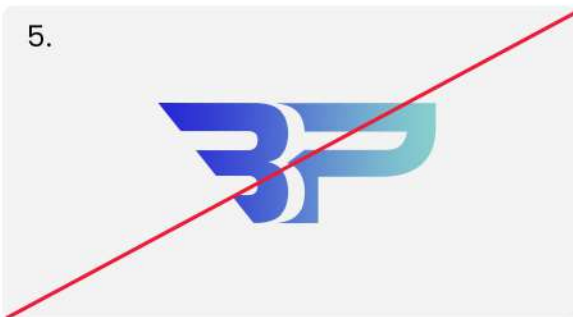
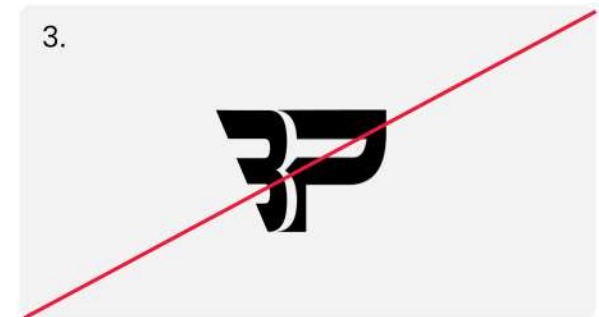
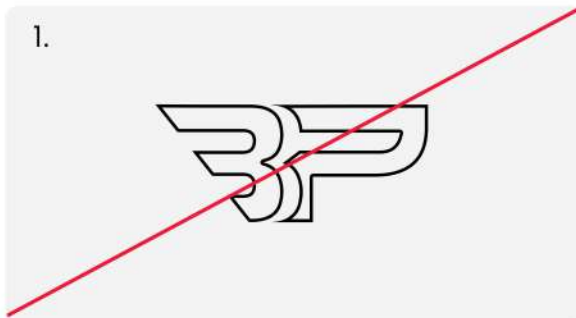
For **margins**, use half the height of the middle ellipse ($X/2$) as the distance to the edge of a composition.



(L) Clearspace — cap height = X , (R) Margins — $X/2$, X =cap height

Incorrect usage of the symbol:

1. Do not outline the symbol.
2. Do not alter the spacing of the shapes.
3. Do not skew, squeeze, or alter shapes.
4. Do not reflect the logo.
5. Do not apply gradients, shadows, or other effects.
6. Do not rotate the symbol.



Logo + Color

Our logo should always be all black, all white, or white symbol with black wordmark and vice versa. It never takes on any additional colors, but may be placed on top of any color within the Bravopharma brand palette with the exception of placing a white logo on top of yellow or any of the light colors within the palette.

Black and white:

The logo may be used as all black on white or all white on black.



Black logo on color:

Black can be used on top of any of the colors from our palette.



White logo on color:

White should only be used on top of the more vibrant colors.



Alternating black and white on color:

It is possible to alternate the color of the symbol and the wordmark, with five colors supporting both black and white on top of them.

This may be suitable to do when the symbol color matches the illustration color, and the wordmark color matches the headline or typography. This is not the primary expression of the logo – it is an option when a composition may need more dynamism. It should be used sparingly and with care.



Correct & Incorrect color usage:

Do not use the logo in color under any circumstances.



TYPOGRAPHY

For our Bravopharma logo used “**Nulshock**” font

AB Nulshock bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AB Nulshock Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890