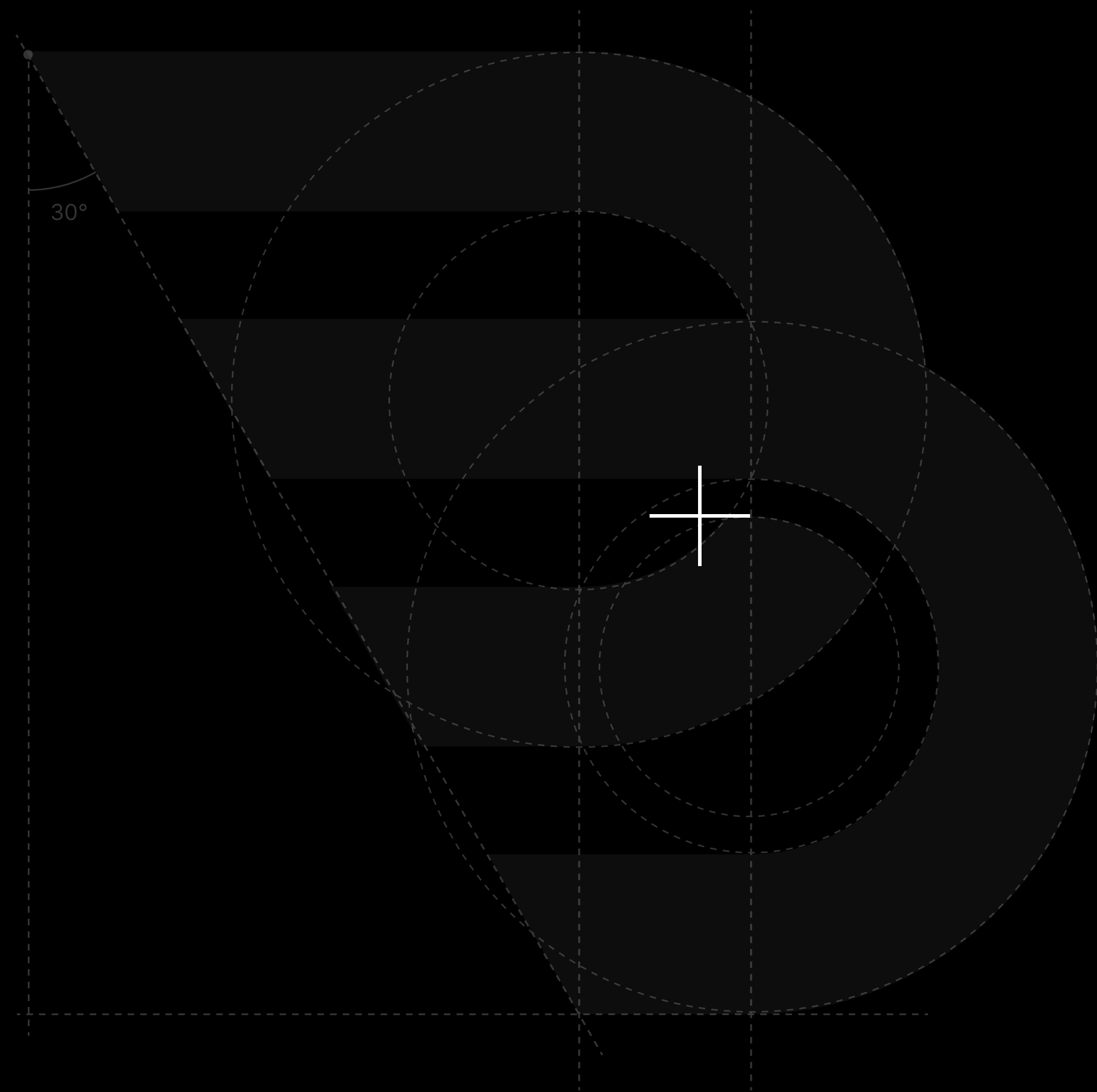




BNX.ME

Logo Guideline

2024

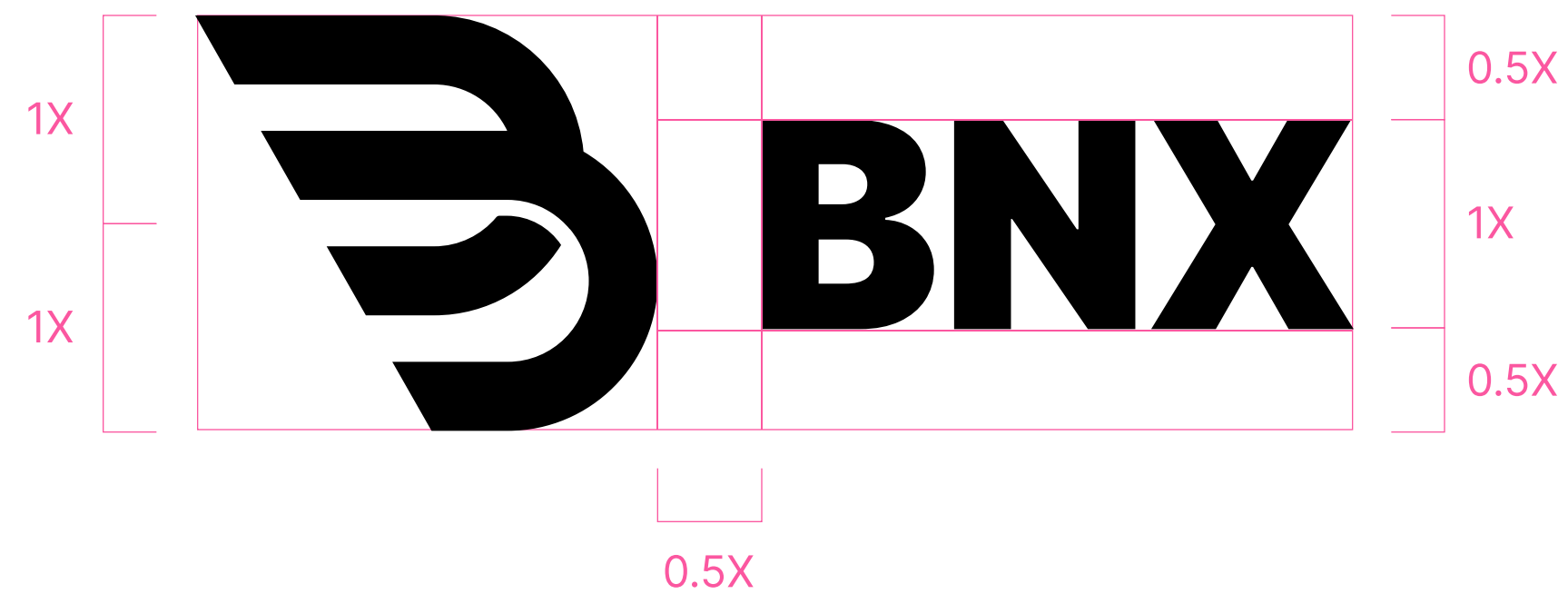
Logo



The logo — is the basis of visual identity.
The basic form is a stylized currency sign «B» letter.

Rapid and recognizable.

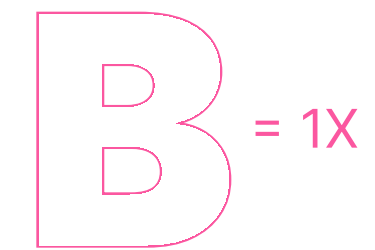
Horizontal version. Construction



The main version of logo without a domain.
Domain is used according to the situation

Use cases:

Website, app, ads and POSM materials, mailing, souvenirs, promotions.



The "X" value setting by the height of the letter "B" from the Text part.

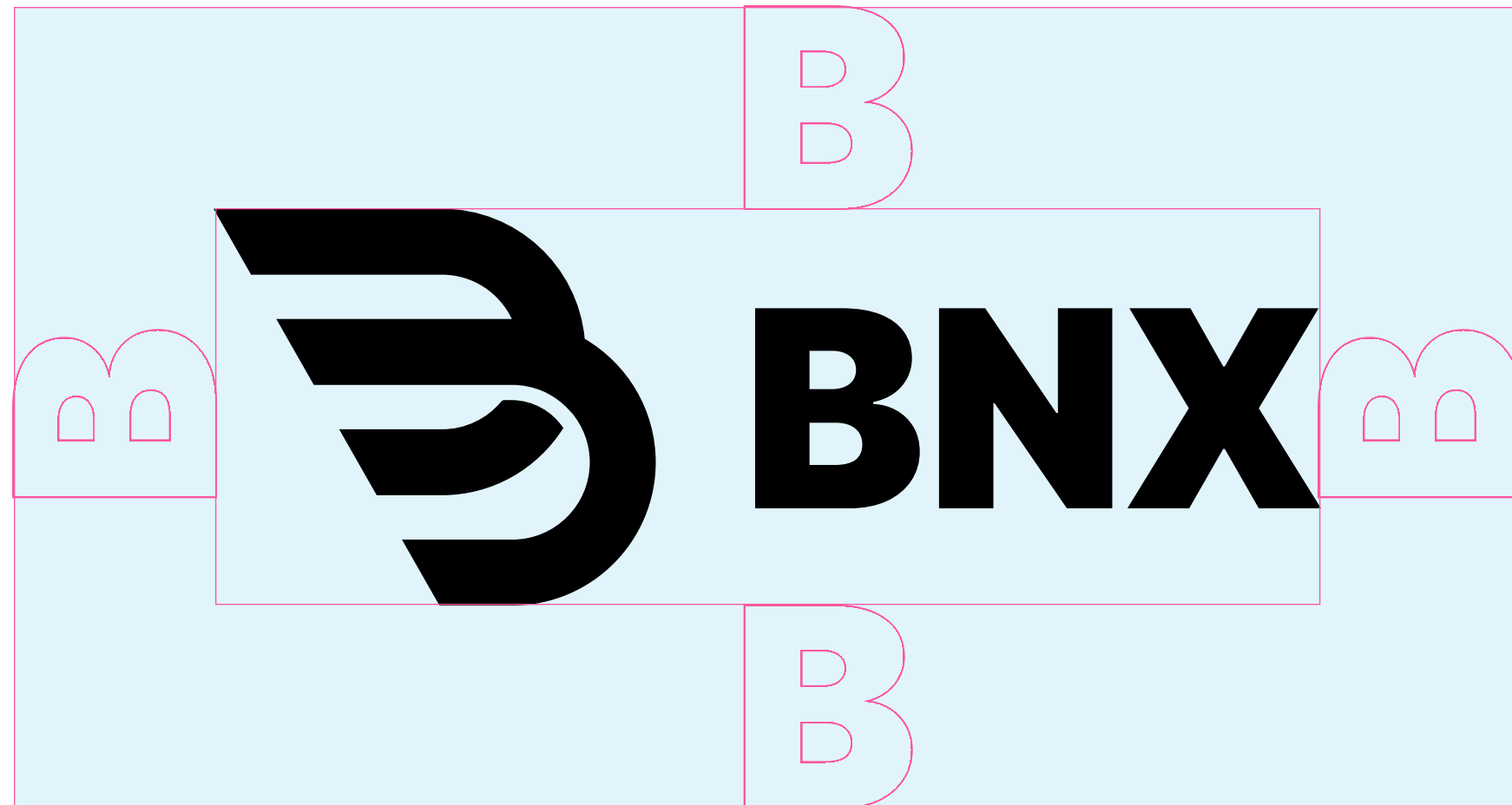
Proportions:

Height of the Text part: 1X

Symbol height: 2X

Distance between symbol and Text: 0.5X

Horizontal version. Safe frame

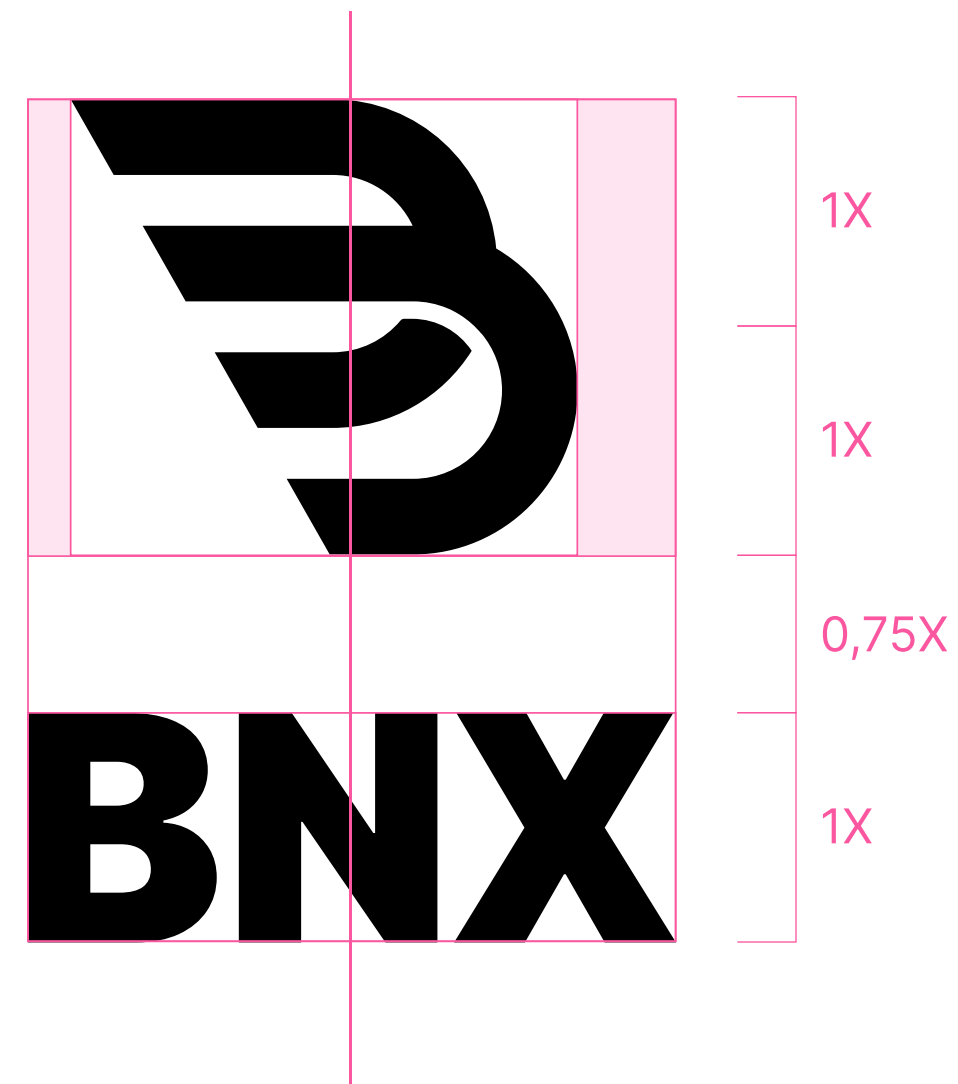


The logo should always be placed in a free space for greater expressiveness and visibility.

Around the logo there is always a safe frame equal to the height of the letter B from the text part

No elements shall fall within the safe frame. In exceptional cases, the security area can be minimized or reformatted, these cases should be coordinated with the designer.

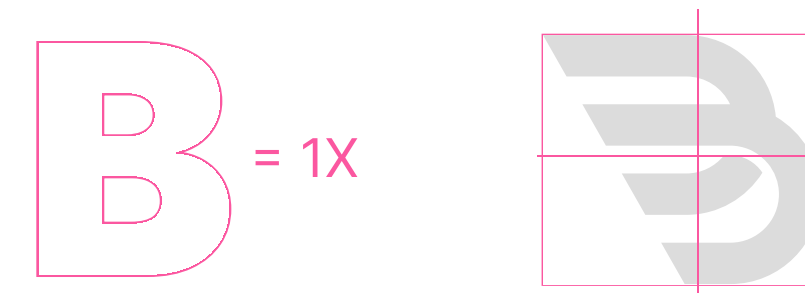
Vertical version. Construction



An secondary version of the logo without a domain.
The domain is used according to the situation

Use cases:

Places with limited space (lighters, key chains, etc), ads and POSM materials, souvenir products.



The "X" value is set by the height of the letter "B" from the Text part.

Proportions:

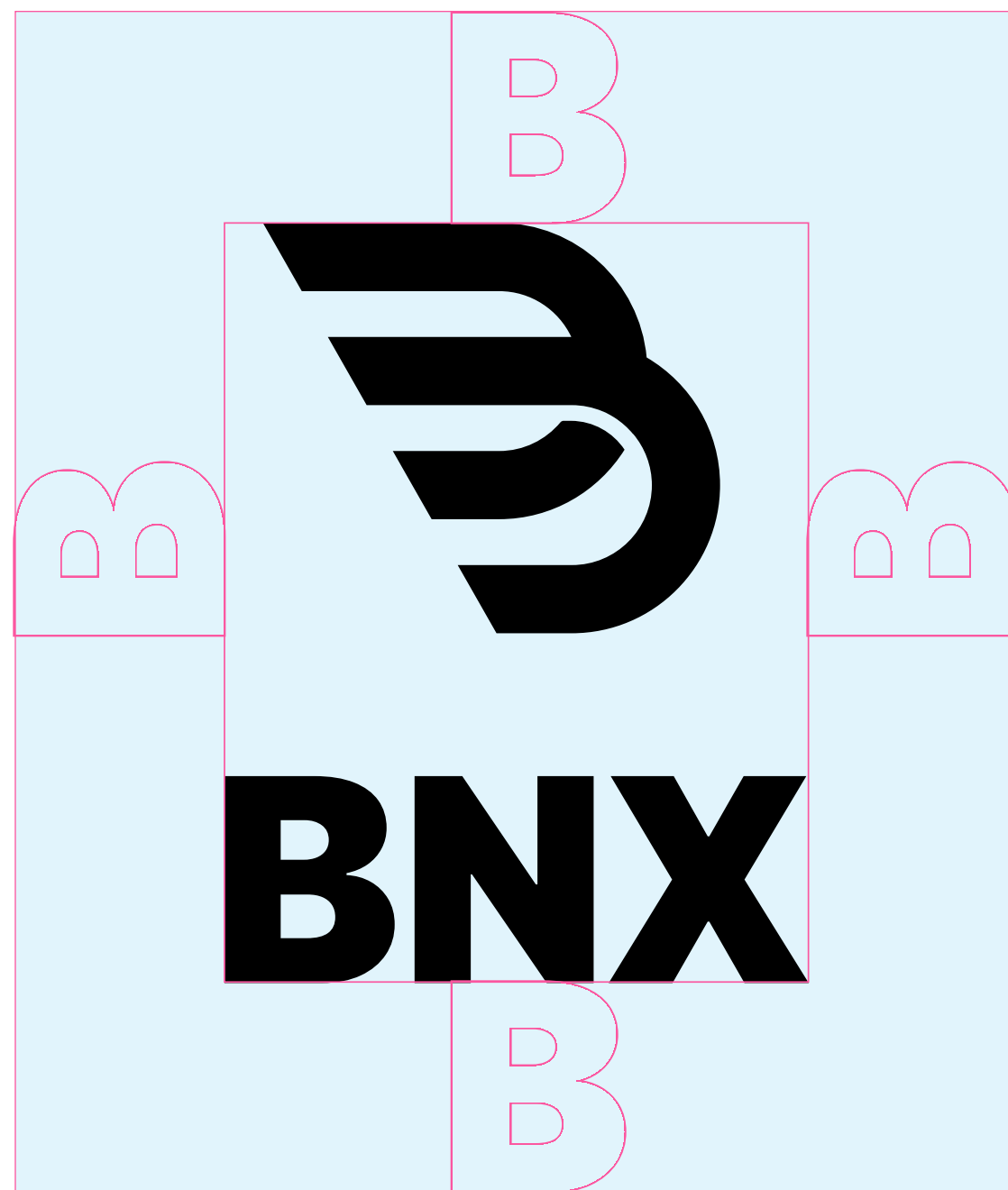
Height of the Text part: 1X

Symbol height: 2X

Distance between the symbol and the Text: 0.75X

The visual center of the B symbol is shifted to the right for optical compensation location together with the Text part

Vertical version. Safe frame



The logo should always be placed in a free space for greater expressiveness and visibility.

Around the logo there is always a safe frame equal to the height of the letter B from the text part

No elements shall fall within the safe frame. In exceptional cases, the security area can be minimized or reformatted, these cases should be coordinated with the designer.

Typography

Inter

Light

Regular

Medium

Bold

Black

Inter main font of BNX.ME.
The font is used in most typefaces:

Light
It is used for texts smaller than 12 pt, as well as for large quotations

Regular
Basic text

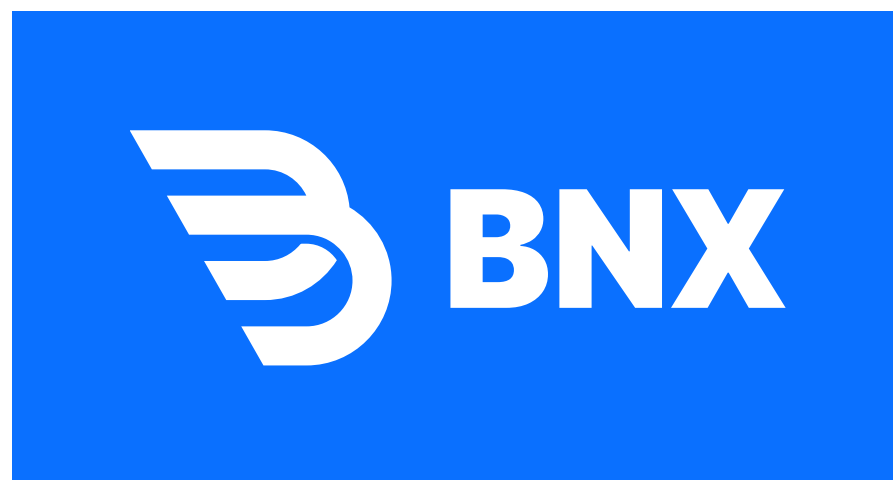
Medium
For accents and headings

Semi Bold
For loud and important information

Black
Used in the text part of the logo

Alternative font, e.g. for mailing lists - Arial

Colors



The logo can only be displayed in all-black or all-white.

When placed on a black or colored background, use inversion.
(White on black/color, black on white)

Watch the contrast between the background and the logo so that the logo does not get lost on a too light colored background.

Color palette

Primary Black RGB 0-0-0 CMYK 0-0-0-100 HEX 000000	Primary White RGB 255-255-255-255 CMYK 0-0-0-0 HEX FFFFFFFF	Blue RGB 1-102-255 CMYK 81-61-0-0 HEX 0166FF
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The BNX color palette consists of only 3 colors:

Black:
The main color of the logo

White:
The main inverted color of the logo

Blue:
Additional color for interface and components, buttons, links, etc. It is acceptable to place the white logo on this color

Mistakes of using a logo



✗ Shadows and other effects



✗ Color change



✗ Changing the font



✗ low contrast background



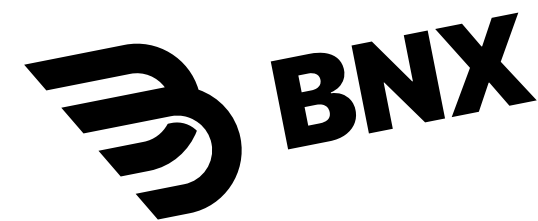
✗ Change of composition



✗ Change of composition



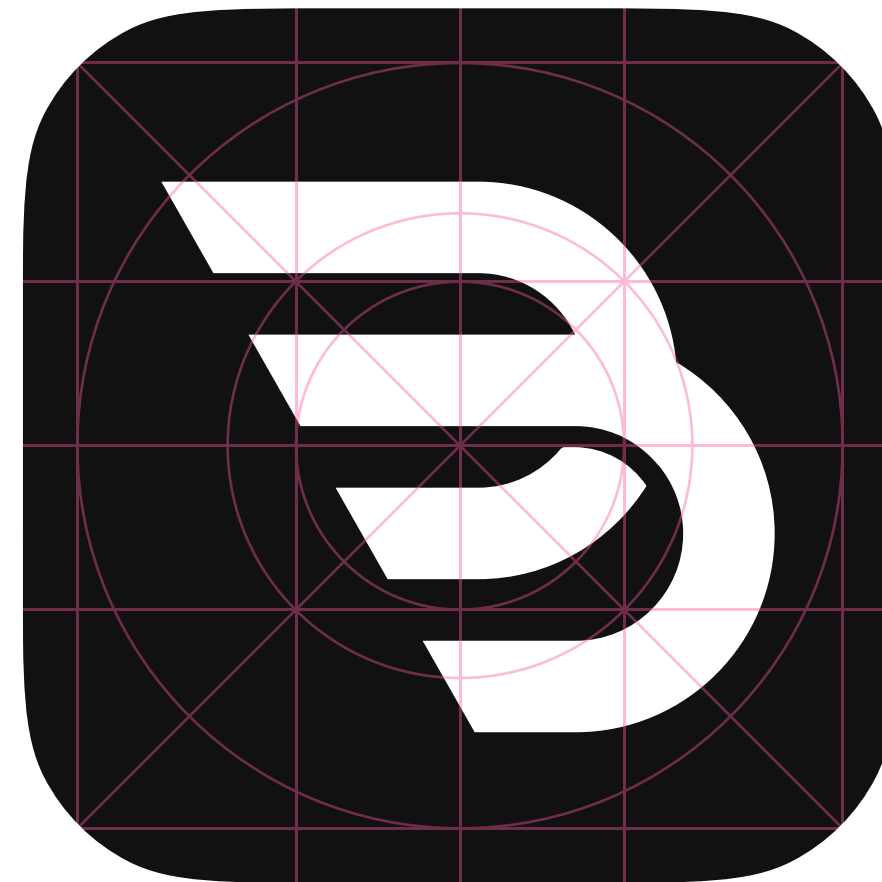
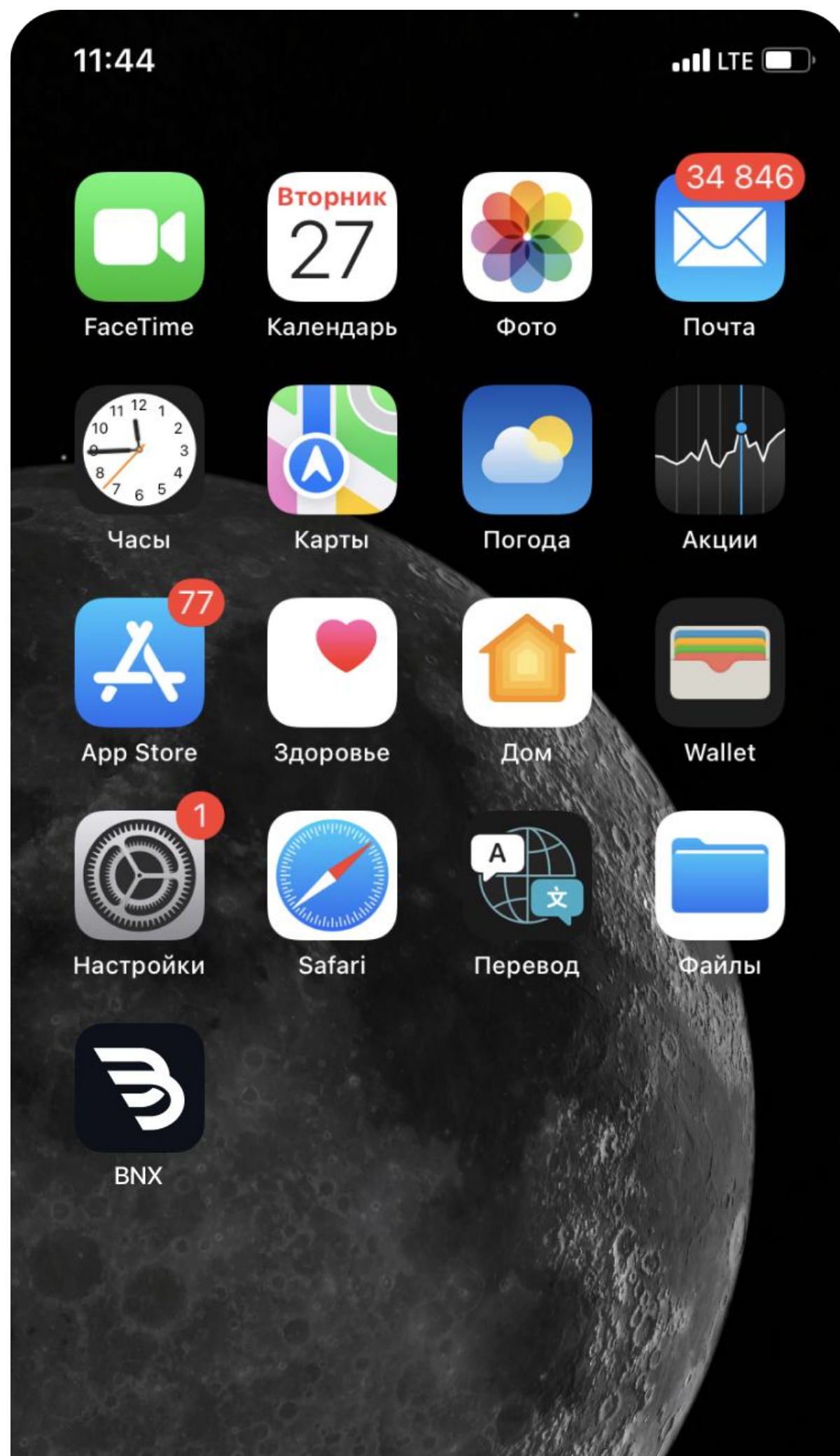
✗ Proportions distortions



✗ Tilts

- Don't change the color scheme of the logo
- Don't use low-contrast backgrounds under the logo (except as a design idea, watermark, etc.).
- Don't change the lettering of the text part or symbol
- Don't change the composition of the logo, as well as distort its elements and shape
- Don't apply any effects, shadows, contours, outlines, etc. to the logo or its parts.

Launch icon



Bnx.me

The App launcher icon is black with a white symbol.

The symbol is placed slightly off-center for optical compensation