

BackBee

Style Guide

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The BackBee logo

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The BackBee logo (black & white versions)

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The BackBee colors



Orange

C 9
M 86
Y 100
K 1

R 217
G 71
B 23

Hex da4817



Grey

C 57
M 50
Y 53
K 20

R 106
G 104
B 100

Hex 6a6864

BackBee

Style Guide
Safe area

Safe area

Nothing should be placed inside the area surrounding the logo as shown in the next picture.
That's why this area is called the safe area of the logo.

Safe area :



Minimum size :

16 pix 

The "Don'ts"



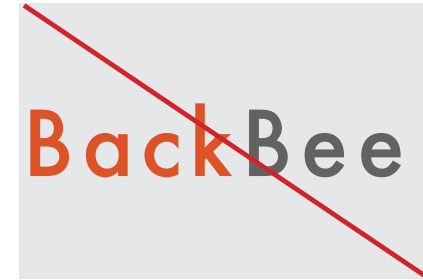
Don't change the font



Don't change the size



Don't change the case



Don't change spacing



Don't rotate the logo



Don't twist the logo



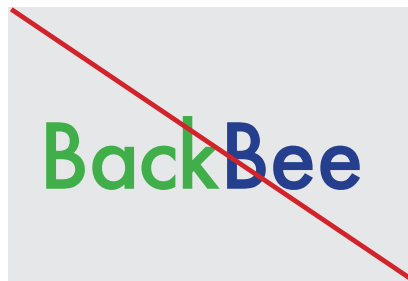
Don't mirror the logo



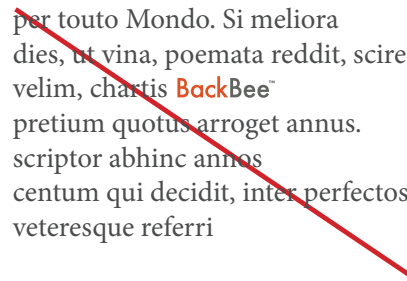
Don't distort the logo



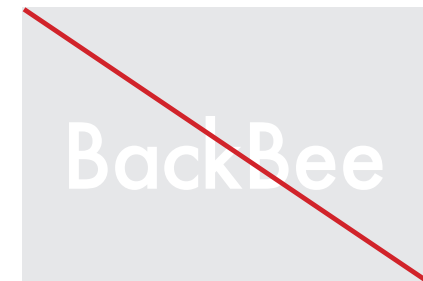
Don't invert colors



Don't change colors



Don't use the BackBee logo in a text.



Don't use the white BackBee logo with light background.

The primary BackBee font

Open Sans

The following will introduce you to the different weights and styles of the primary Backbee font.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 > ?!.,:@&+

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 > ?!.,:@&+

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 > ?!.,:@&+

The secondary BackBee font

Arial

The following will introduce you to the different weights and styles of the secondary Backbee font.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 > ?!.,:@&+

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 > ?!.,:@&+

Correct Spelling of BackBee

Rules for text

Always write «B» letters of BackBee in uppercase and the others in lowercase.

Do's:

"BackBee"

"We use BackBee for all our sites."

Don'ts:

"Backbee is great."

"I use backbee."

"BACKBEE."

Rules for URLs

Lowercase unless it's the first word of a sentence.

Do's:

"http://www.backbee.com"

Don'ts

"Go to the site BackBee.com"

"BACKBEE.com"

"www.BackBee.com"

"www.BACKBEE.com"

"WWW.BACKBEE.COM"

More Rules

Furthermore never use any of the following styles when writing BackBee:

- Underline
- Italic
- Separated in any way. Examples: Back Bee, Back-Bee
- In quotation marks
- Vertical. Example:

B

a

c

k

B

e

e