

Brand Guidelines and Visual Standards



2019

Logo



PRIMARY LOGO

black backdrop (circle or square) with white fill
do not use stroke or modify in any way

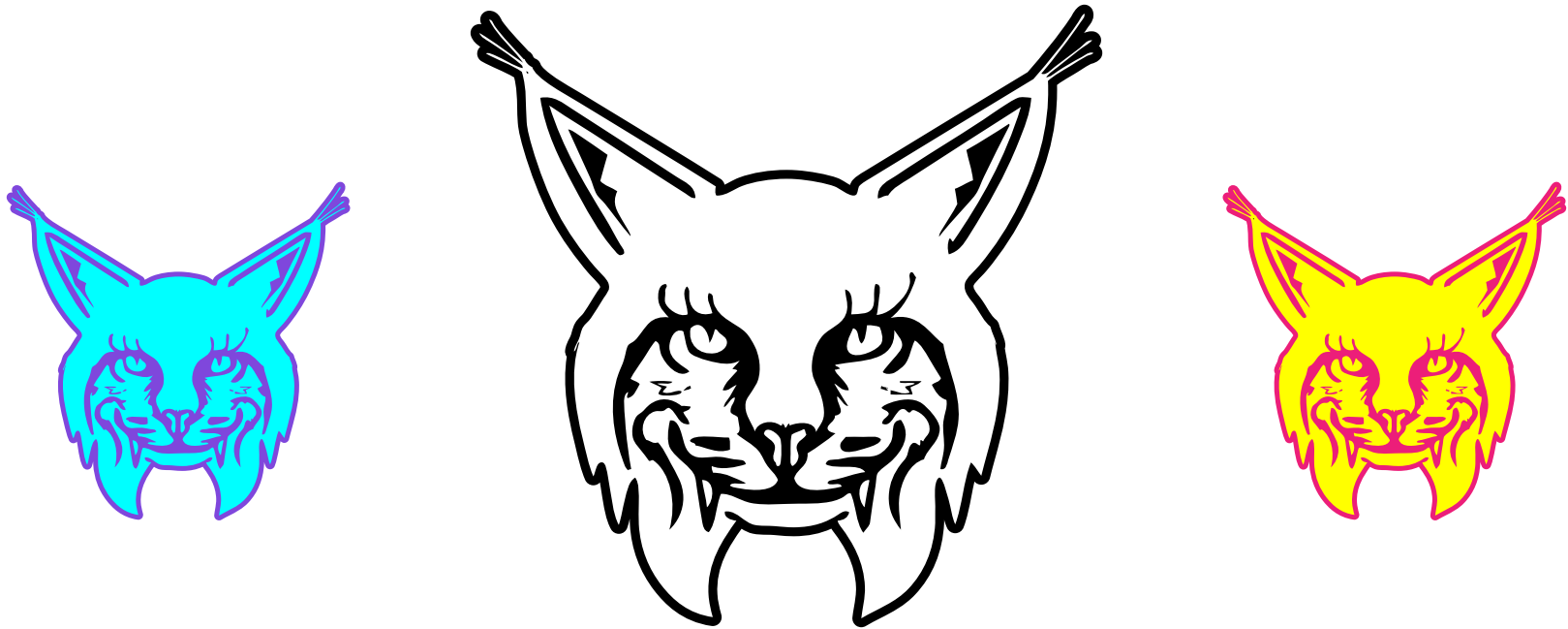
Logo



SECONDARY LOGO

use **ONLY** on dark backgrounds
when black circle/square are not
required for clarity

Logo



ALTERNATE LOGO / PRIMARY ICON

for approved creative use ONLY
white fill and black stroke
fill and stroke colors may be modified with approval

BOBCAT BONNIE'S

BOBCAT BONNIE'S

BOBCAT BONNIE'S

BOBCAT BONNIE'S

TYPE ONLY LOGO

font: neue kabel - bold

size: 50

tracking: 100

use ONLY when other logo use is unacceptable

use color ONLY with creative team approval

Application



5" 100%

.5" 10%

.25" 5%

.5" .25"

use primary logo for any photo overlay
logo @ 10% of width/height of image
space from ANY corner is 5% of width/height

Application



sample use of secondary and alternate logo
use **ONLY** with creative team approval

Color

A solid black rectangular color swatch.

BLACK

#000000

A solid white rectangular color swatch with a thin black border.

WHITE

#FFFFFF

A solid gold rectangular color swatch.

BOBCAT GOLD

WEB #DABE06

C:2, M:10, Y:100, K:15

LOGO BREAK DOWN

BOBCAT GOLD

RGB: 218 • 190 • 6

CMYK: 2% • 10% • 100% • 15%

HEX: DABE06

BLACK

PRIMARY TYPE FACE

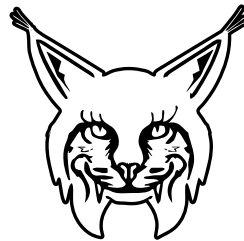
Neue Kabel Regular

THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

PRIMARY LOGO



PRIMARY ICON



PRIMARY LOGO TYPE

BOBCAT BONNIE'S

BOBCAT BONNIE'S

NEUE KABEL BOLD

PRIMARY LOGO ON BLACK



PRIMARY ICON ON BLACK



PRIMARY LOGO TYPE ON BLACK

BOBCAT BONNIE'S

BOBCAT BONNIE'S

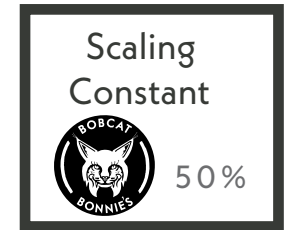
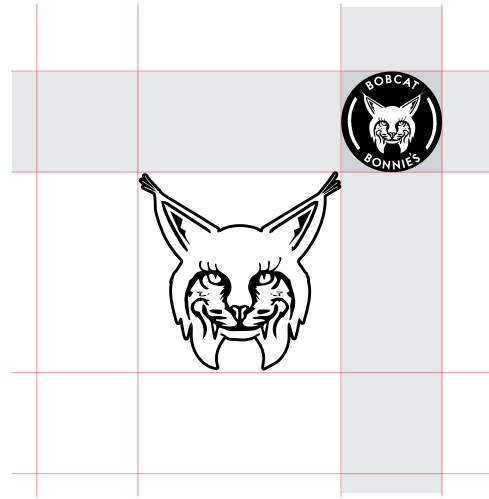
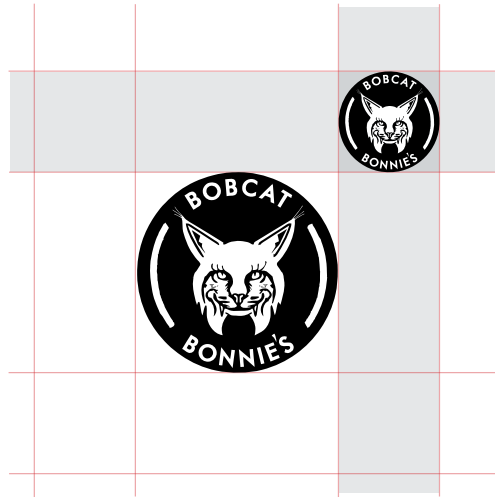
NEUE KABEL BOLD

USE WHITE STROKE WITH BLACK BOX ON BLACK BACKGROUND

APPLIES ALSO WHEN BEING PLACED ON
IMAGE OR COLORED BACKGROUND.

PROPER USE

SPACING



DO NOT:



DO NOT CHANGE COLOR



DO NOT SKEW



DO NOT CHANGE ELEMENT SIZE OR STROKES



DO NOT INVERT



USE THIS LOGO ONLY AS WE
HAVE INSTRUCTED.
PLEASE DO NOT MODIFY IT.

THANK YOU