stay, play & discover the magic

live
what you
love

bosinver
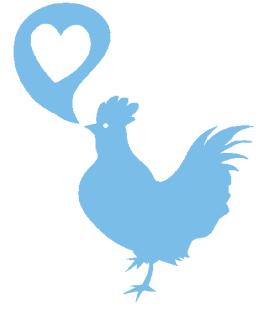
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Identity Guides

These guidelines have
been created to help
you correctly implement
the Bosinver identity.

The Bosinver Logo

The bosinver logo is available in various colourways shown below.

Primary logo and colour

bosinver

Logo with strapline

bosinver
stay, play & discover the magic

Example usage on brand colour background

bosinver

703u

....

Primary colour palette

bosinver **bosinver** 292

bosinver **bosinver** 122

bosinver **bosinver** 7536

bosinver **bosinver** Black

Secondary colour palette

bosinver **bosinver** 7486

bosinver **bosinver** 5773

bosinver **bosinver** 430

bosinver **bosinver** 5425

bosinver **bosinver** 629

bosinver **bosinver** 4645

bosinver **bosinver** 7501

Colour Palette

Where possible please match colours using a printed Pantone library of colours. Colour consistency will vary slightly from screen to print, and from digital to litho print processing.

	PMS	C	M	Y	K	R	G	B
	703	0	83	54	16	206	71	83
	292	49	11	0	0	121	189	232
	122	0	17	80	0	255	210	79
	7536	0	4	22	32	185	176	152
	7486	20	0	20	0	206	230	193
	5773	9	0	43	38	158	163	116
	430	5	0	0	45	148	156	161
	5425	30	4	0	31	128	161	182
	629	34	0	9	0	163	220	230
	4645	0	37	68	28	190	133	76
	7501	0	4	20	6	241	227	197
	Black	0	0	0	100	0	0	0

File Types

The logo supplied in the following formats:

JPEG (Joint Photographic Experts Group)
Type: Pixel based image
Use when: For web and print

PNG (Portable Network Graphics)
Type: Pixel based image
Use when: For web only

EPS (Encapsulated post-script)
Type: Vector based image
Use when: For best quality in print
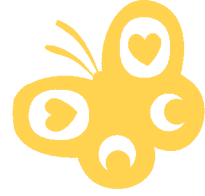

A pixel based image

A vector based image

Minimum Size

When used at small scales the text should always remain legible.

bosinver

Print	Screen
15 mm	80 pixels

Isolation Area

The logo should always be surrounded by a minimum area of space. Maximise the space around the logo where possible.

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Brand Illustrations

To be used alongside text and photography.

HIDDEN ADVENTURES AROUND EVERY CORNER

COME AND PLAY AT bosinver

live what you love

IN THE THICKET OF IT

welcome to bosinver

WHATEVER THE WEATHER

HIDDEN ADVENTURES AROUND EVERY CORNER

DOG FRIENDLY

Example Imagery

Example imagery and illustration in use. Photography can be shot or processed in lomo style. Illustrations can be used to compliment photography They can be used stand-alone or layed-over an area of 'dead space' in the photograph

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HIDDEN ADVENTURES AROUND EVERY CORNER

Text can be used over images like this

Incorrect Usage

Although creativity is appreciated please ensure the logo is legible at all times andplease do not alter the logo in anyway!

bosinver

✔ Correct use

bosinver

✖ Do not angle the lettering of the logo

bosinver

✖ Do not angle the logo

bosinver

✖ Do not use colours that make the text hard to read

bosinver

✖ Do not apply effects to the logo

bosinver

✖ Do not stretch or squash the text out of proportion

bosinver
BY THE SEASIDE

✖ Do not use add a different tag line or use a different font for any part of the logo

bosinver

✖ Do not make the logo difficult to read

BOSINVER

✖ Do not use a different font for any part of the logo

bosinver

✖ Do not make the logo difficult to read

Brand Typefaces

Whenever you need to typeset information please ensure that the typefaces below are used. These can be set in various weights and sizes depending on the information you wish to display.

AABBCDDEFGHIJKLMN
OOPPQQRRSTUVWXYZ

abbcddeefggghijkklmn
ooppqqrstuvwxy

12345667889900

; @ = ( ) ? " ! – .

Bosinver (Please only use a maximum of two solid letters per word.)

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789!?&£/@;:,.()

American Typewriter Medium

ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuvwxyz
0123456789!?&£/@;:,.()

Helvetica Neue