

BESTOW

Logo Guidelines

January 2022

03.1

Logo

This is our brand's first impression. It sets us apart in the visual landscape from our competitors.

STRONG, STABLE, EDGY

Our logo is bold, smart, and sophisticated. Sturdy, proud, and stable, it draws you in with something unexpected and intriguing. We think it so perfectly encapsulates who we are, that we're pretty picky about how it's used.

Final wordmark and icon assets can be accessed [here](#).

Wordmark

BESTOW

Icon



Logo Elements

Primary Wordmark:

Use this mark primarily in all communications. The mark appears in Navy, Black, Charcoal or White only.

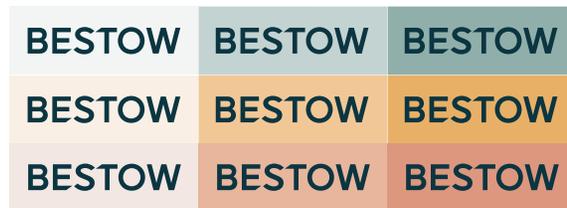
Navy is the preferred color for all cases on light backgrounds (Positive Uses, see below).

The distinguishing characteristic is a 36.25° angle affecting the terminals of the E and T, using the S as a connector.

The crossbars of the B and E align and lead directly to the angle.



Positive Uses



Reversed Uses



Secondary Icon: The Slash

The slash draws on the unique angle characteristic of the wordmark and emphasizes our innovative, forward-thinking principles. It can be used in instances where the primary mark doesn't work – usually in cases where spacing is an issue for the primary mark.



The same color rules apply to the slash: Navy is preferred while Black, Charcoal, and White are also acceptable.

Logo Rules

In order to maintain consistency across our brand, our logo should remain clear and legible in all use cases. The following pages provide guidance on how best to maintain an effective presence using this branding.

Clear Space: Keep all objects at a minimum distance of 1/2X away from the logomark and icon.



Print



Minimum Print Size

To maintain legibility at small sizes, do not use the logo smaller than .75" wide in print.

Digital



Minimum Digital Size

To maintain legibility at small sizes, do not use the logo smaller than 50px wide in digital.

Print



Minimum Print Size

To maintain legibility at small sizes, do not use the slash icon smaller than .2" wide in print.

Digital



Minimum Digital Size

To maintain legibility at small sizes, do not use the slash icon smaller than 16px wide in digital.

Logo Rules

The following pages are some examples on how to properly use the logo and what to avoid.

Clear Space

Make sure the logo doesn't touch or overlap graphic elements. This spacing ensures the logo remains legible.



No Lockup

The wordmark and slash are distinct marks. Do not put them together to create a lockup — they always live separately.



Icon

If the icon needs to be in a shape, use a square. Make sure there is adequate spacing around the icon and the edge of the shape. Do not extend the icon all the way to the edges.



Never put the icon in a circle. There may be cases when an app or third party requires this, but, in general, we do not do this voluntarily.

Logo Rules

To maintain brand consistency, it's important to avoid the following and to never alter the wordmark or icon.

Color



Don't change the colors—even to other brand colors. The logo appears in Navy, Black, Charcoal or White only.

Distort



Never stretch, skew, or distort the logo in any way.

Effects



Don't add effects to the logo.

Typeset



Don't type 'BESTOW' as a replacement for the wordmark.

Rotate



Don't rotate the logo.

Contrast: Graphic



Make sure the logo has enough contrast from the background or image.

Letterspacing



Don't adjust the spacing between letters in the wordmark.

Outline



Don't display the logo with an outline.

Contrast: Photos



Make sure the logo has enough contrast from the background or image.