**B.**

# Bulletin®

Radio news *on demand.*

# BRAND
# GUIDELINE

A leading company dedicated to crafting compelling news stories for radio
journalism. Our commitment to quality reporting, in-depth research, and a
deep understanding of the nuances of radio broadcasting sets us apart.

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# Welcome
# to the future
# of Bulletin.

A brand identity is a set of visual, verbal, and behavioral cues that a company uses to communicate its unique identity to its target audience. It includes the company's logo, colors, typography, tagline, messaging, and overall tone of voice.

A strong brand identity is essential for any company that wants to stand out from the competition and connect with its target audience on an emotional level. When done well, a brand identity can create a sense of trust, loyalty, and even familiarity among customers.

There are a number of psychological factors that contribute to a good brand identity and these include:

* Consistency: A consistent brand identity is one that is used consistently across all touchpoints, from the company's website and marketing materials to its customer service interactions. This consistency helps to create a sense of familiarity and trust among customers.
* Relevance: A good brand identity is relevant to the company's target audience. It speaks to the audience's values, needs, and desires.
* Differentiation: A good brand identity helps to differentiate the company from its competitors. It creates a unique and memorable impression in the minds of consumers.
* Emotional appeal: A good brand identity appeals to the emotions of consumers. It makes them feel something, whether it's happiness, excitement, or a sense of belonging.

# Table of Contents

# Logo Mark & Breakdown



0.5x

x
x

## Explanation

The icon is a combination of a bullhorn, a speech bubble and a computer screen to convey communication, news and the imparting of opinion. This is further combined with a capital B, followed by a full-stop, which breaks the boundaries of the speech bubble.

## Logo Mark & Icon

The use of the aforementioned nuances and icons in this particular combination serves to communicate the Bulletin brand as belonging to a company who gives boundary-shifting, urgent, factual and trustworthy news that is to the point and punctual and is at home in the modern, technological age.

# Logo Usage

To use a logo effectively, it is important to use it consistently across all of your marketing materials and touchpoints, in the right size, colours, and context. You should always allow enough 'breathing space' around your logo. A good rule of thumb is to use at least 1/2 of your logo's width (across left & right) and 1/2 of your logo's height (across top & bottom) as a spacer.

## Original Stacked Logo

This variation combines the complete colour palette, gradient, font type and icon.

## Full Logo - Scaled

This variation combines the complete colour palette, gradient, font type and icon, but scaled to fit better in a horisontal box.

## Darker Logo Variation

This is a monotone dark variation, using only the darkest colour in the brand colour palette and can be used on any light to medium colour overlay.

## Light Logo Variation

This is a monotone light variation, using only the lightest colour in the brand colour palette and can be used on any light to medium colour overlay.

# Logo Limitations

You should not alter your logo or brand mark in any way. Be aware of trademark laws, and follow this logo usage guide to ensure the correct usage of your logo.

**Note:** Ensure that the mark contrasts the overlay to create the best visibility.

**Note:** Do not reshape, compress, twist or mirror the logo mark in any way.

**Note:** To ensure visibility, do not place over itself or onto distracting backgrounds.

# Brand Typography

Typography is an important part of branding because it can help to communicate the brand's identity, create a sense of consistency, improve readability, and add visual interest. When used effectively, typography can help brands to stand out from the competition and connect with their target audience on a deeper level.

## Neue Haas Grotesk 75

| | | | | |
|---|---|---|---|---|
| A | B | C | D | E |
| F | G | H | I | J |
| K | L | N | O | P |
| Q | R | S | T | U |
| V | W | X | Y | Z |

The right typography can help to create a visual representation of the brand's values, tone, and overall brand personality.
When used consistently across all marketing materials, typography can help to create a sense of brand consistency.
Well-designed typography can make text easier to read and understand.
Typography can be used to add visual interest and impact to branding materials.

# Fonts & Typography

## Neue Haas Grotesk for headings.

**Avenir LTD Standard used as body text** - Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt

Ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Sut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam. elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore orem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam

# Hierarchy

By using these elements effectively, you can create a typographic hierarchy that helps the reader to understand the text and to focus on the most important information.

Style H1 ———— **Heading**

Style H2 ———— **Heading**

Style H3 ———— Heading

Style H4 ———— Heading

Style H4 ———— Heading

- **Headlines**: Headlines are typically larger and bolder than the body text, which helps to draw the reader's attention and to highlight the most important information.
- **Subheadings**: Subheadings are typically smaller than headlines, but they are still larger than the body text. They can be used to break up the text and to help the reader to follow the flow of the document.
- **Body text**: Body text is the main text of a document. It is typically the smallest font size, but it should still be easy to read.
- **Emphasis**: Emphasis can be created by using bold, italics, or underlining. This can be used to highlight important information or to draw the reader's attention to a specific point.
- **Whitespace**: Whitespace is the space around the text. It can be used to create a sense of hierarchy by separating different elements of the text.

# Colour Palette

**Trustworthiness, Intelligence**

This palette is directly inspired by that of bdm.media, and represents trustworthiness, authority, security, intelligence and elegance. As this palette incorporates different hues of blue, it also represents the same values as concept 1, the difference here being that homage is paid to bdm.media. This will work well in creating a coherent brand message, as we would make use of a monochromatic colour scheme. This also allows future use of gradients and interplay between different design elements in marketing and on the website, as all colours complement each other nicely.

# Colour
# Guideline

## Primary & Secondary Brand Colours

The primary colour is the most dominant colour in a brand's identity, and it is often used in the logo and other branding materials. The secondary colour is used to complement the primary color and to add visual interest. By using a primary and a secondary color, a brand can create a visual identity that is both consistent and eye-catching. This will help your brand to stand out from the competition and to be more memorable to consumers.

| | | |
|---|---|---|
| C | 94% | |
| M | 81% | |
| Y | 47% | |
| K | 52% | |

*RGB: #16263f*

| | | |
|---|---|---|
| C | 74% | |
| M | 49% | |
| Y | 0% | |
| K | 0% | |

*RGB: #477bcb*

| | | |
|---|---|---|
| C | 5% | |
| M | 2% | |
| Y | 1% | |
| K | 0% | |

*RGB: #eff2f7*

### Pantone Colour Guide

| |
|---|
| 2767 C |
| 660 C |
| 656 C |

## Tone Colour Guide

| |
|---|
| #16263f |
| #1a2e4c |
| #31548b |
| #477bcb |

## Logo Mark & Variations