



# Brand Style Sheet

## Logo Usage

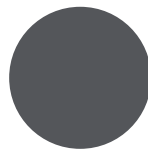


Keep a zone of clear space around the BOB Gear logo.



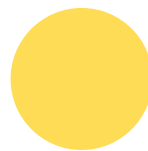
## Color Palette

We use our primary brand colors to represent the outdoor lifestyle BOB Gear parents love. Please note, the logo itself should never contain blue.



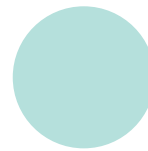
Earth

PMS Cool Gray 11 C  
CMYK 66, 57, 51, 29  
RGB 84, 86, 90



Sun

PMS 129 C  
CMYK 0, 11, 78, 0  
RGB 255, 221, 85



Sky

PMS 317 C  
CMYK 28, 0, 15, 0  
RGB 181, 224, 220



Air

WHITE  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255

## Typography

Sofia Pro · Bold

Sofia Pro · Medium

Sofia Pro · Regular

Sofia Pro · Light

Headline

Sub Headline

Body Copy

Legal Copy

## Misuse



- DO NOT stretch or change the proportions of the logo types in any way.
- DO NOT recreate the logo; only the original logo files are to be used.
- DO NOT split apart or use separate elements of the logo types.
- DO NOT change or deviate from the approved brand colors.
- DO NOT use low resolution versions in any print application.
- DO NOT apply additional 'effects' or styles to the logo types such as 3D or glows.
- DO NOT rotate or show the logo types on an angled path.
- DO NOT allow text to overlap the logo.
- DO NOT step and repeat the logo.
- DO NOT obscure the logo with any other graphic elements.
- DO NOT replace the brand name in body copy with a logo.
- DO NOT print the logo on a background that detracts from its visibility or impact.
- DO NOT decrease the opacity to create a watermark effect and thus allow text to overlap it.
- DO NOT invade the protected space by positioning the logo too close to the edge of a page.



20 mm

Minimum print size: It is vital to retain the legibility and integrity of the logo. The minimum reproduction size is 20 mm width.