

# BackBee

Style Guide

**BackBee**

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The BackBee logo

## The BackBee logo

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The BackBee logo (black & white versions)

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**BackBee**



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## The BackBee colors



### Orange

**C** 9  
**M** 86  
**Y** 100  
**K** 1

**R** 217  
**G** 71  
**B** 23

**Hex** da4817



### Grey

**C** 57  
**M** 50  
**Y** 53  
**K** 20

**R** 106  
**G** 104  
**B** 100

**Hex** 6a6864

# BackBee

Style Guide  
Safe area

## Safe area

Nothing should be placed inside the area surrounding the logo as shown in the next picture.  
That's why this area is called the safe area of the logo.

Safe area :



Minimum size :

16 pix 

## The "Don'ts"



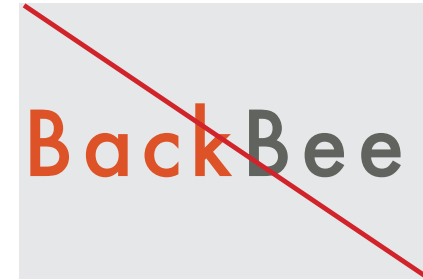
Don't change the font



Don't change the size



Don't change the case



Don't change spacing



Don't rotate the logo



Don't twist the logo



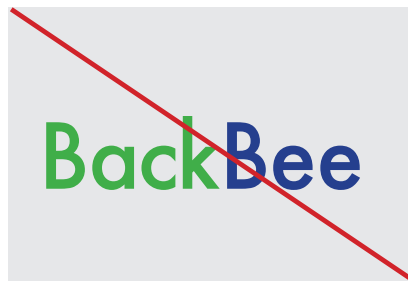
Don't mirror the logo



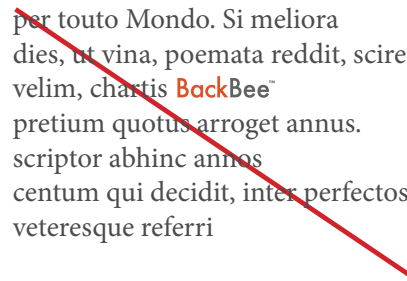
Don't distort the logo



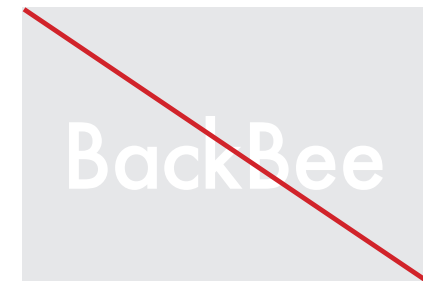
Don't invert colors



Don't change colors



Don't use the BackBee logo in a text.



Don't use the white BackBee logo with light background.

## The primary BackBee font

# Open Sans

The following will introduce you to the different weights and styles of the primary Backbee font.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 > ?!.,:@&+

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 > ?!.,:@&+

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 > ?!.,:@&+**

## The secondary BackBee font

# Arial

The following will introduce you to the different weights and styles of the secondary Backbee font.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 > ?!.,:@&+

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 > ?!.,:@&+**



## Correct Spelling of BackBee

### Rules for text

Always write «B» letters of BackBee in uppercase and the others in lowercase.

#### Do's:

"BackBee"

"We use BackBee for all our sites."

#### Don'ts:

"Backbee is great."

"I use backbee."

"BACKBEE."

### Rules for URLs

Lowercase unless it's the first word of a sentence.

#### Do's:

"http://www.backbee.com"

#### Don'ts

"Go to the site BackBee.com"

"BACKBEE.com"

"www.BackBee.com"

"www.BACKBEE.com"

"WWW.BACKBEE.COM"

### More Rules

Furthermore never use any of the following styles when writing BackBee:

- Underline
- Italic
- Separated in any way. Examples: Back Bee, Back-Bee
- In quotation marks
- Vertical. Example:

B

a

c

k

B

e

e