Branding Guidlines

Badinson
Security Services

CONTENTS

Overview

Badinson Security Services Brand Strategy

Badinson Security Services is an security agency consulting whose mission is to keep offering and supporting our clients with reliable and advanced security technological solutions and skilled manpower to assist them in staying safe and maintain a peaceful environment.

Vision: Is to keep offering and supporting our clients with reliable and advanced security technological solutions and skilled manpower to assist them in staying safe and maintain a peaceful environment.

AIMS AND OBJECTIVES

1. To provide tailored security solutions for our clientele base.
2. To aspire for market excellence and remain competitive always.
3. To deploy advanced technology security solutions to our public and private clients.
4. To evolve alongside the changing daily threats with skilled manpower matched with innovative security products, architecture and platforms.
5. To do whatever it takes to make our client happy

BRANDING GUIDELINES

Badinson
Security Services
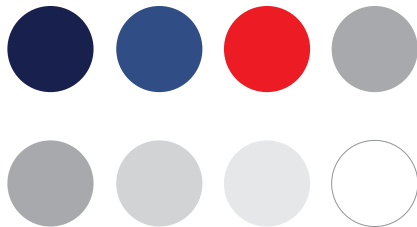
Badinson Security Services Guidelines are a graphic system—a toolkit of the institutional logo, colors, and typefaces that are associated with the Badinson Security Services brand. These graphic components, and the rules that govern their use, create consistency in all communications across digital and print channels.

The Branding Guidelines reinforce the institution's messages, creating a unified, strong, brand-wide identity. Using a basic set of rules ensures that all of brand communications can be easily identified as coming from the same brand.

The components of the Badinson Security Services Branding Guidelines are:

The Badinson Security Services logo and authorized brand, center, and division treatments

The Badinson Security Services official colors and accompanying color palette

The Badinson Security Services core typefaces and complete typeface set
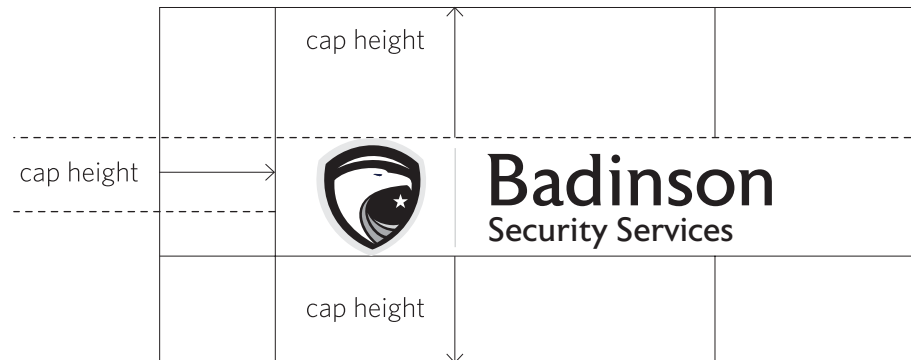
Logo

LOGO

Badinson
Security Services

It is very important that designers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for Badinson Security Services.

Please download authorized logo files with original art.

In addition, do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and perhaps alter the scale of the various elements.

A mandatory "clear space" around the logo equal to the height of the capital "B" (cap height) must be incorporated into any design using the logo.

cap height

cap height

Badinson
Security Services

cap height

LOGO VERSION

external facing

internal facing

For external audiences, always use the version of the brand logo with icon reinforcing brand positioning. The simplified version is appropriate for internal audiences who are already familiar with the breadth of Badinson Security Services.

The logo is displayed in Badinson Security Services Classic Color or black. It can also appear in white on solid colors and photos. The Company logo should only be displayed in one of these approved colors.

Approved Color

INCORRECT USES OF LOGO

Never manipulate or distort the Company, for example, by stretching or compressing it.

Never try to redesign one element of the logo, for example, the word "Badinson Security Services" & Icon

Never replace an element of the logo or add any graphic elements such as a symbol or punctuation mark.

Never add words or images to the logo to create a composite logo treatment, and do not use the seal (see following page for more information).

BRAND ICON

The brand icon has a long tradition as an element in company iconography.

For most of Badinson Security Services' brand, the image pictured on this icon signifies Accounting & networking marked round with round shape

The seal may also be used for official ceremonial functions and appear on approved plaques, flags, or furniture. No unit of Badinson Security Services should develop a logo that incorporates the icon.

Official art should be obtained from the Office of Communications and Marketing and not scanned from an existing copy of the icon.
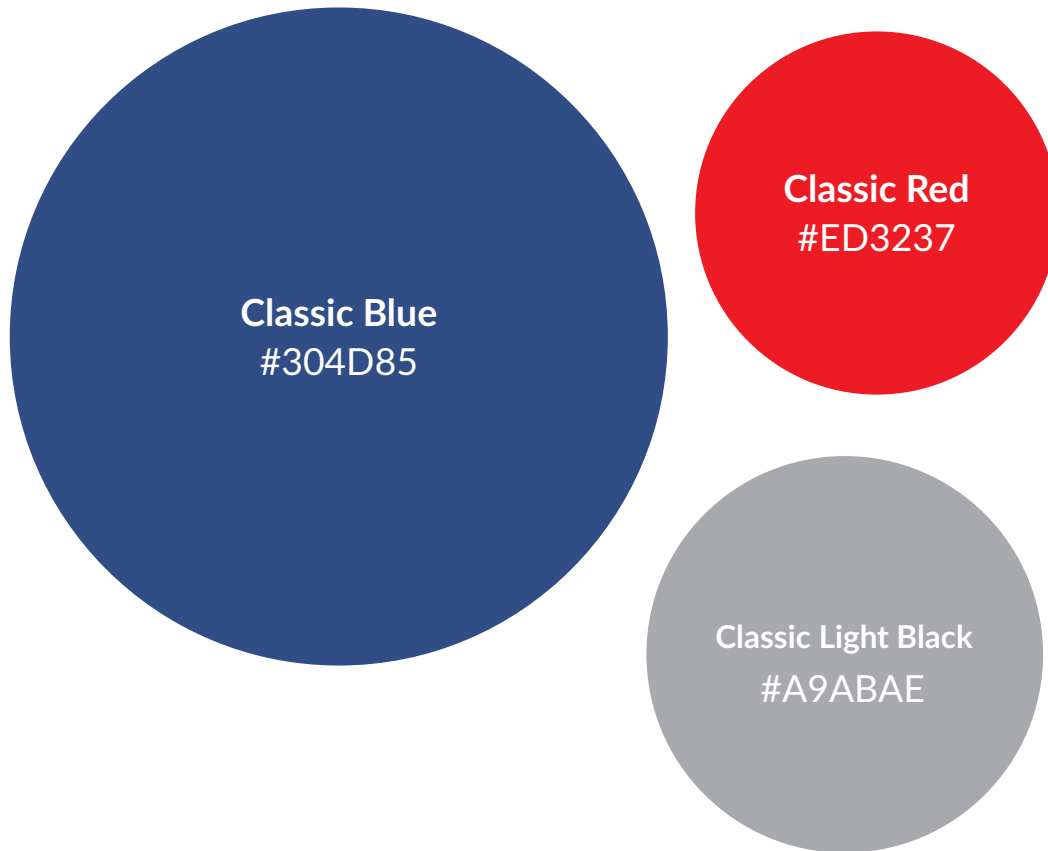

correct

incorrect

CORE COLORS

Classic Blue
#304D85

Classic Red
#ED3237

Classic Light Black
#A9ABAE

The official Badinson Security Services are Dark Blue & Light Blue, Red and Light Black (40% 20% 10% and white) fill. At least one brand color should appear frequently across all communications, including website, print publications, sweatshirts, etc.

It is important to render the colors accurately. This can pose a significant challenge when working with vendors in various mediums. They use different means for reproducing colors such as on a mug, delivery vehicle, or banner. You should request that the color accuracy reference be the Pantone system with official "PMS" values.

A designer should never change the brand colors by designating an alternate PMS color in a different shade of blue or brown.

👁 **Accessible Blue**: Base Partners has identified an additional Blue that meets the contrast requirements and accessibility standards for people with visual impairments. Our brand logo is not to be rendered in Accessible Blue. It is only for non-brand elements such as navigation or headlines.

EXTENDED PALETTE
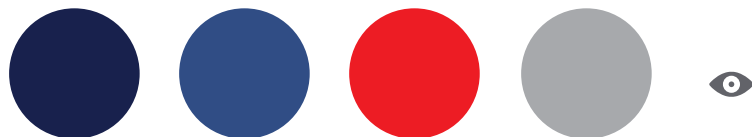
#304D85   #ED3237   #A9ABAE
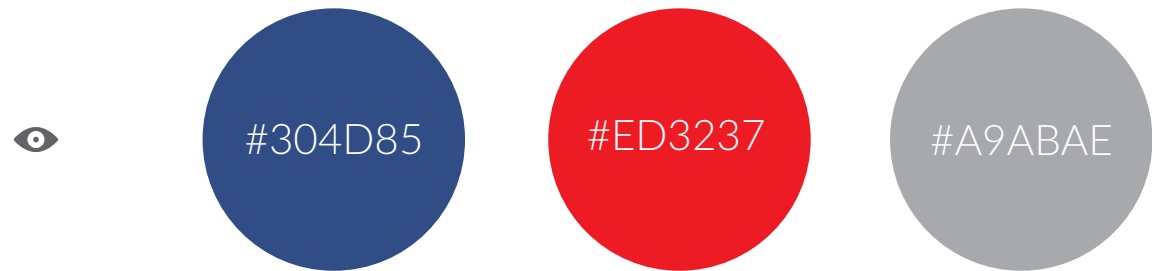
Alerts and Emergencies

Badinson Security Services
Colors are for designated areas of
websites where urgent and time-sensitive
information is communicated.

EXTENDED PALETTE

#18214D
R 24
G 33
B 77

#A9ABAE
R 169
G 174
B 171

#304D85
R 48
G 77
B 133

#D2D3D5
R 210
G 211
B 213

#ED3237
R 237
G 50
B 55

#FEFEFE
R 254
G 254
B 254

Type

OFFICIAL TYPEFACE

Badinson
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AstoriaRoman

The Badinson Security Services official fonts fit a variety of communications needs for digital and print environments. These typefaces are required and complement the brand logo. Each family of fonts has a large range of weights and style options, including light, medium, bold, and italics.

The range of these typefaces allows for design flexibility so that brand and units can create a distinctive look for their own marketing purposes. At the same time, we ensure that all communications originating from Company have a professional and unified appearance.

A Word about Accessibility: The Brand fonts were chosen while keeping in mind accessibility for people with visual impairments. Accessible text can be read out loud by text-to-speech software or translated. Images of text are not accessible unless OCR (Optical Character Recognition) is enabled, which can be read by adaptive technology
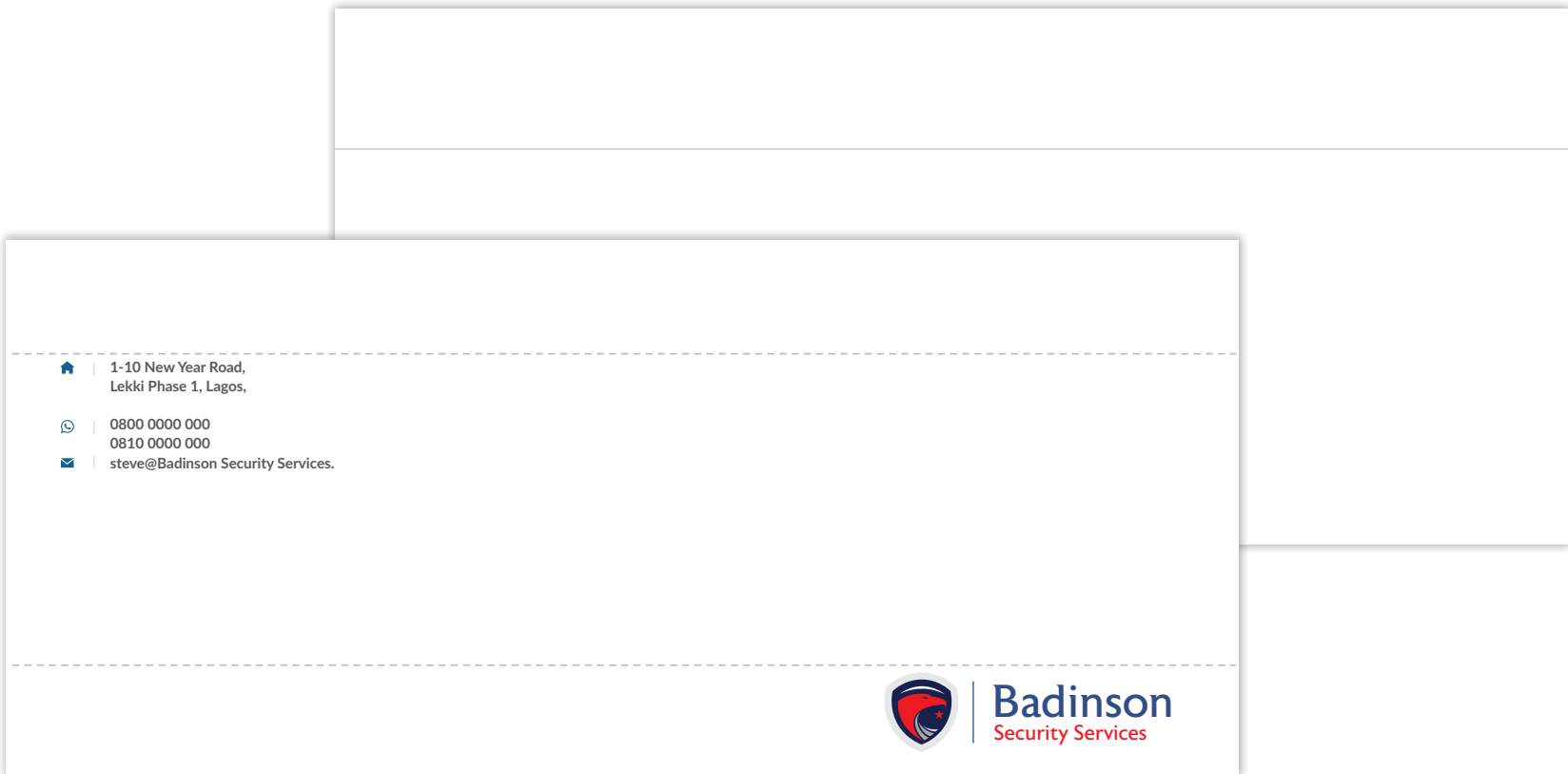
Stationery

LETTERHEAD

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✉ | steve@Badinson Security Services.

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ENVELOP

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Badinson
Security Services

COMPLEMENTARY CARD

Base Partners

C.E.O. I Chairman

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