

Table of Contents

Why Guidelines?	2
Logo Size and Proportion	2
Proper Logo Usage	2
Logo Color	2
Logo color samples	3

Why Guidelines?

Building a brand identity to help reinforce and promote Brivo's collective strength to key audiences is critically important. As a first step in building this brand identity, Brivo's Marketing Department has produced this Graphic Standards Manual with specifications for applying the Brivo logo to publications, websites, and marketing collateral or other printed materials.

We see the visual branding of Brivo through technical cutsheets, newsletters, websites, and other vehicles as a critical step in communicating to target audiences our shared mission, collective clout, and expertise.

By taking these practical steps toward developing Brivo's brand identity, together we can make the case, promote our products and services, and become more visible and well understood—and thus also attract the resources to fulfill our mission. Thank you for working with us on this.

Logo Size and Proportion

The Brivo logo must be used in a consistent manner in every application from business cards to banners. This manual will serve as a guide for logo usage. The master art (Brivo name with a spherical symbol) is a single unit and its elements are not to be separated, recreated, or manipulated.

To ensure that proper proportions and sizes are maintained, the logo may not be decreased in width to less than 1 inches or 2.54 centimeters. If you need a smaller logo, please contact Brivo's marketing department at marketing@brivo.com for assistance.

The logo may be enlarged as long as Brivo's name always accompanies the spherical symbol and registration mark are not removed.

The logo can be obtained from the Marketing Department at Brivo in an "eps" or "ai" format for print use and a "jpeg" format for Web use. Any enlargements of the logo must be done from an "eps" or "ai" file, never from a "jpeg" or "tiff" file.

Proper Logo Usage

The Brivo logo consists of the Brivo name and the spherical symbol. These two elements must always be used together. The Brivo logo may never be placed on an angle. The logo must always be used from the master art image files (the files you obtained from the Brivo Marketing Department). It should always feature the registration mark and should be scaled so that it is always proportional to the master art.

The master art may not be altered in terms of changing any colors or the proportions of any of the elements.



Logo Color

The logo can only be used in either white, or blue and gray. It is always preferable for the logo to be white when placed on a dark colored background (see version 1 and version 2).

Whenever possible, the logo should be printed on a white field. When printing the logo in color on 4-color process background or non-white paper stock, the background must be light enough to clearly distinguish the logo. On darker 4-color backgrounds the logo may be in white.



Version 1



Version 1

Logo Color Samples:

Printed results may vary from printer to printer

For print:

CMYK colors for 4-color process



C:60, M:29, Y:0, K:0



C:48, M:36, Y:24, K:66

Offset lithography using Pantone colors:



PMS 659 C



PMS Cool Gray 11 C

For Web:



R:111, G:154, B:211



R:77, G:79, B:83

For any questions or assistance, please send an email to marketing@brivo.com.

You can download Brivo's logo and product images at:

www.brivo.com/media/mediadownloads.php