

BABEL STREET LOGO STYLE GUIDE



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PRIMARY LOGO

1



LOGO COLORS

2



Logo Mark Pin

Gradient Green
Dark: # 55A846
Light: # 7CC359



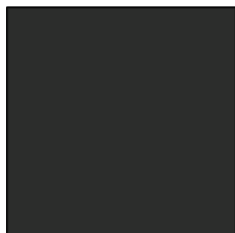
Text & Inner Circle

Light Gradient Grey
Dark: # A8A8A8
Light: # F2F2F2



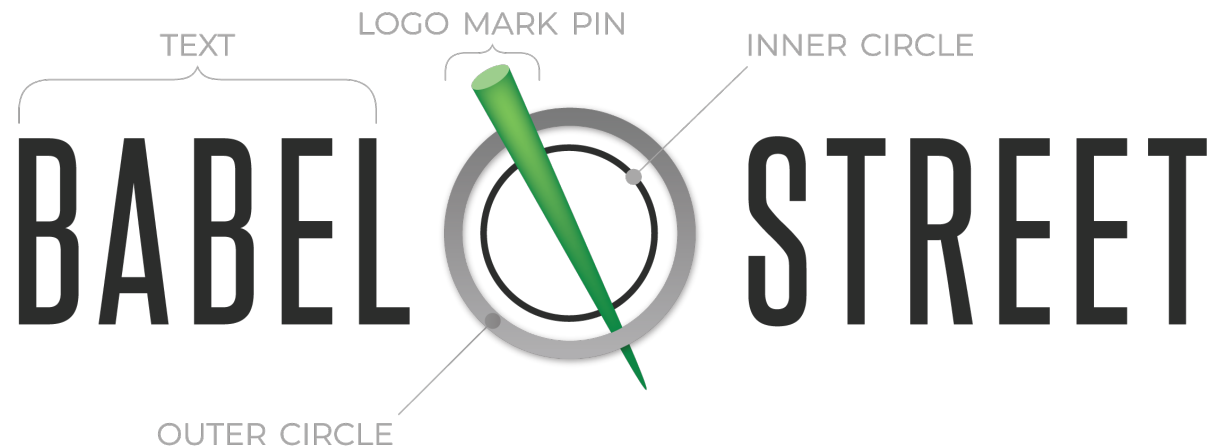
Outer Circle

Dark Gradient Grey
Dark: # 7C7C7C
Light: # AAAAAA



Text & Inner Circle

2D2D2D



LOGO COLOR VARIATIONS

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BABEL  STREET

BABEL  STREET

BABEL  STREET

BABEL  STREET

LOGO COLOR VARIATION RULES: LIGHT BACKGROUND

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When placing the logo on light colored backgrounds, use only the dark colored logos.

Logo option 1:
Full Color/Dark Text Logo



Logo option 2:
One Color/Dark Grey Logo



LOGO COLOR VARIATION RULES: DARK BACKGROUND

5

When placing the logo on dark colored backgrounds, use only the light colored logos.

Logo option 1:
Full Color/Light Text Logo



Logo option 2:
One Color/White Logo

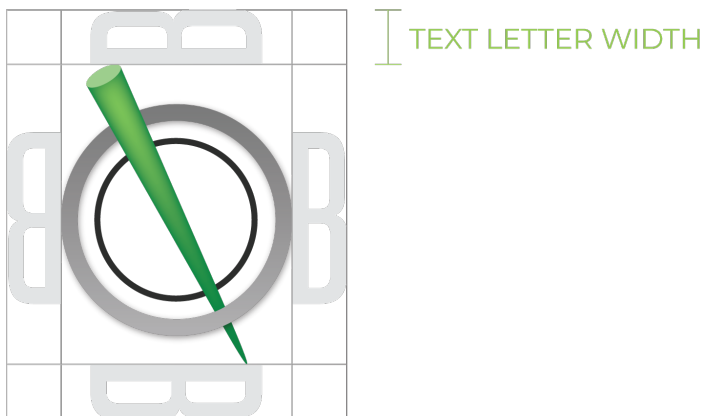


LOGO CLEAR SPACE

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Full Logo

The 'clear space' refers to the area around the logo which must remain free from other copy, graphics, or images to ensure that the logo is not obscured. As the diagram indicates, the 'clear space' is equal to that of the width of one letter of the logo.



Logo Mark Only

The logo mark may be used independently, but not in conjunction with any other text, graphics, or imagery. Alternative text should not be placed with the logo mark. It can only be used as a stand-alone mark OR with the full logo.

LOGO DO'S & DON'TS

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1. **DO** resize the logo proportionally. Holding down the shift key while resizing the logo should keep it in the correct aspect ratio in most programs.
 - **DO NOT** squish the logo horizontally or vertically.
2. **DO** use the provided .png logo images or contact the design team for specific formats or sizes.
 - **DO NOT** attempt to increase a small low-res image to use larger than its resolution accommodates.
 - **DO NOT** recolor or edit the logo image in any way.
 - **DO NOT** reset the type or change the wording. Any secondary or supplemental logos would have to be approved and designed by the design team.
3. **DO** use the logo on solid color or non-distracting backgrounds.
 - **DO NOT** place the logo on top of other graphics or busy imagery.
 - **DO NOT** place the logo inside another shape. (ie. circle, square, etc.)

INCORRECT LOGO USAGE


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~~BABEL  STREET~~

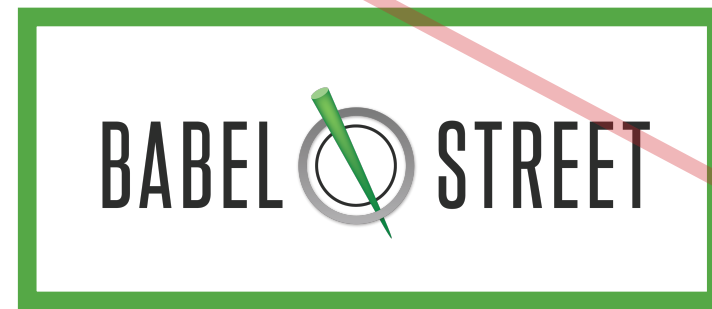
~~BABEL  STREET~~

~~BABEL  STREET~~

~~BABEL  STREET~~

~~Babel  Street~~

~~ BABELROAD~~



PRODUCT & SUPPLEMENTARY LOGOS

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Babel Street has several product and supplementary logos. These logos have been specifically designed to coordinate with the style and branding of the primary logo.

Whether used externally or internally, the style and use of these logos should remain consistent with the primary branding and rules.

Any request for new product or supplementary logos should be approved by the executive team and created by the design team.

As with the primary logo, if additional sizes or formats are needed, please contact the design team and we will provide the appropriate files.

PRODUCT LOGOS

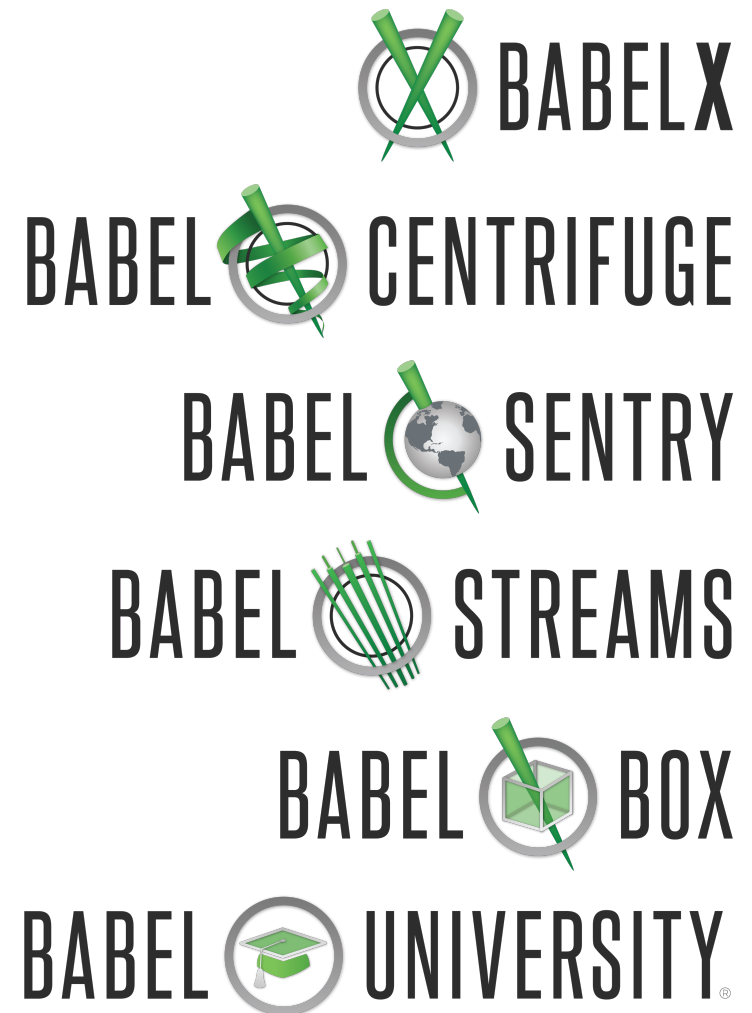
10

Babel Street has 6 product logos. These logos are used in branding materials for Babel X[®], Babel Centrifuge[™], Babel Sentry[®], Babel Streams[™], Babel Box[™], & Babel University[®].

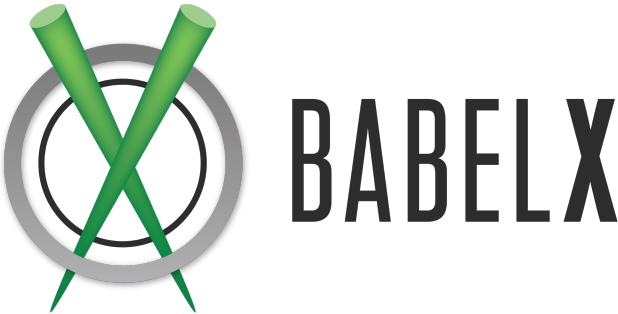
The same rules for the primary logo should be implemented and used for all product logos.

Each product logo has a main version and an alternate version. Using the logo mark independently is also allowed.

As with the primary logo, the product logos have light and dark versions. The examples shown below will only show the light background color variations.

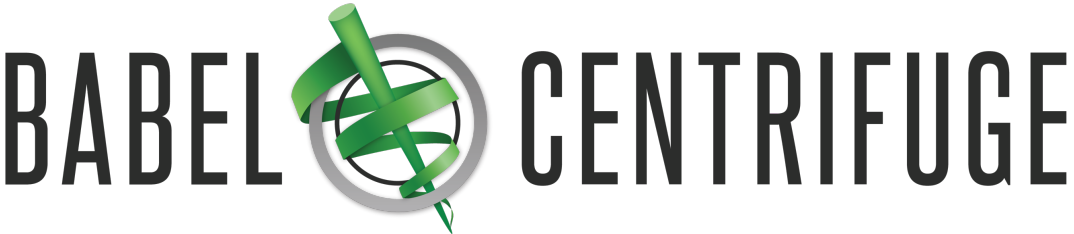


PRODUCT LOGOS: BABEL X[®]



PRODUCT LOGOS: BABEL CENTRIFUGE™

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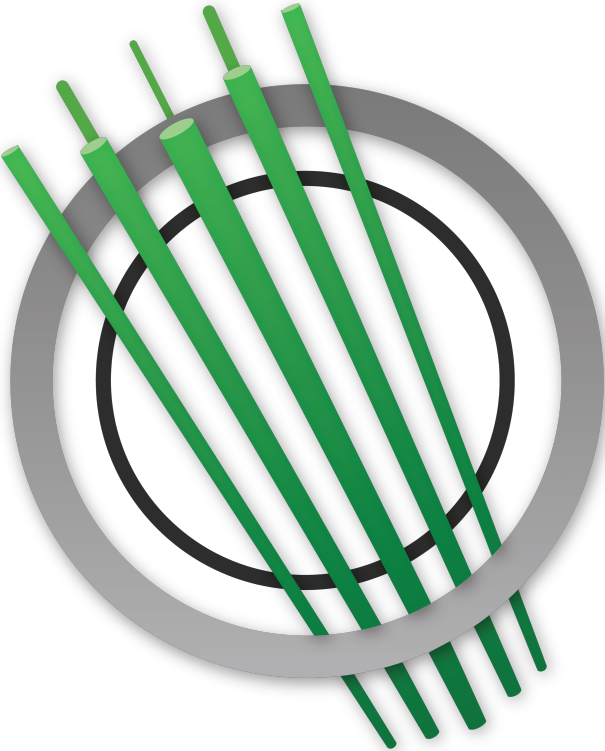
PRODUCT LOGOS: BABEL SENTRY®

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PRODUCT LOGOS: BABEL STREAMS™

14



PRODUCT LOGOS: BABEL BOX™

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PRODUCT LOGOS: BABEL UNIVERSITY®

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SUPPLEMENTARY LOGOS

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BABEL  BETA STREET

BABEL  1 STREET

BABEL  BYTES

BABEL  2 STREET

BABEL STREET LOGO STYLE GUIDE



If you have any questions or need help with a logo, please contact Carey Estes.

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