

# BIGBELLY PRIMARY LOGO & IDENTITY GUIDELINES

## PRIMARY LOGO



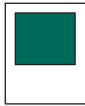
### SPACING

Blue arrows indicate clear space - at least 20px or 2cm from surrounding elements. The blue area must be kept free of other elements. Additionally, clear space should show a single background color; the logo must not appear on top of, or placed near, two background colors.

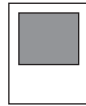
### COLOR SPECIFICATIONS



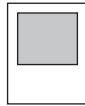
Pantone 647C  
C90 M64 Y20 K4  
#11618f



Pantone 568C  
C93 M35 Y69 K22  
#006b5c



Pantone 429C  
C0 M0 Y0 K50  
#939598



Pantone C Gray 5C  
C0 M0 Y0 K25  
#c7c8ca

### COLOR SPLITS



Be mindful of logo placement on high-contrast/low-contrast backgrounds. As needed, replace full color logo with single color variant to preserve visibility and adhere to brand guidelines.

### DONT ABUSE YOUR LOGO



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOR

### LOGO VARIATIONS AND USE

Always default to full logomark + logotype logo. Never use logotype alone. Full logo, sans tagline, may be used where/as needed. Only when necessary, use logomark alone when spacing restrictions make full use impossible - but it MUST be accompanied by "BIGBELLY" beneath (see example below).

### BIGBELLY FONTS FOR WEB AND PRINT

Roboto Regular - Use as body and message font

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Medium - Use for emphasis and bold tags

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS FOR PRINT

Minimum Logo Width - 1.25in  
1.25in is the safest minimum size.



Minimum Logo Width - .75in  
.75in is the safest minimum size.



Maximum Logo Width - 1.0in  
1.0in is the safest maximum size.  
Must include "BIGBELLY" wording beneath in all applications, as included in logo file.

