

BC360 Brand Guide

October, 2021

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SALES & ANALYTICS

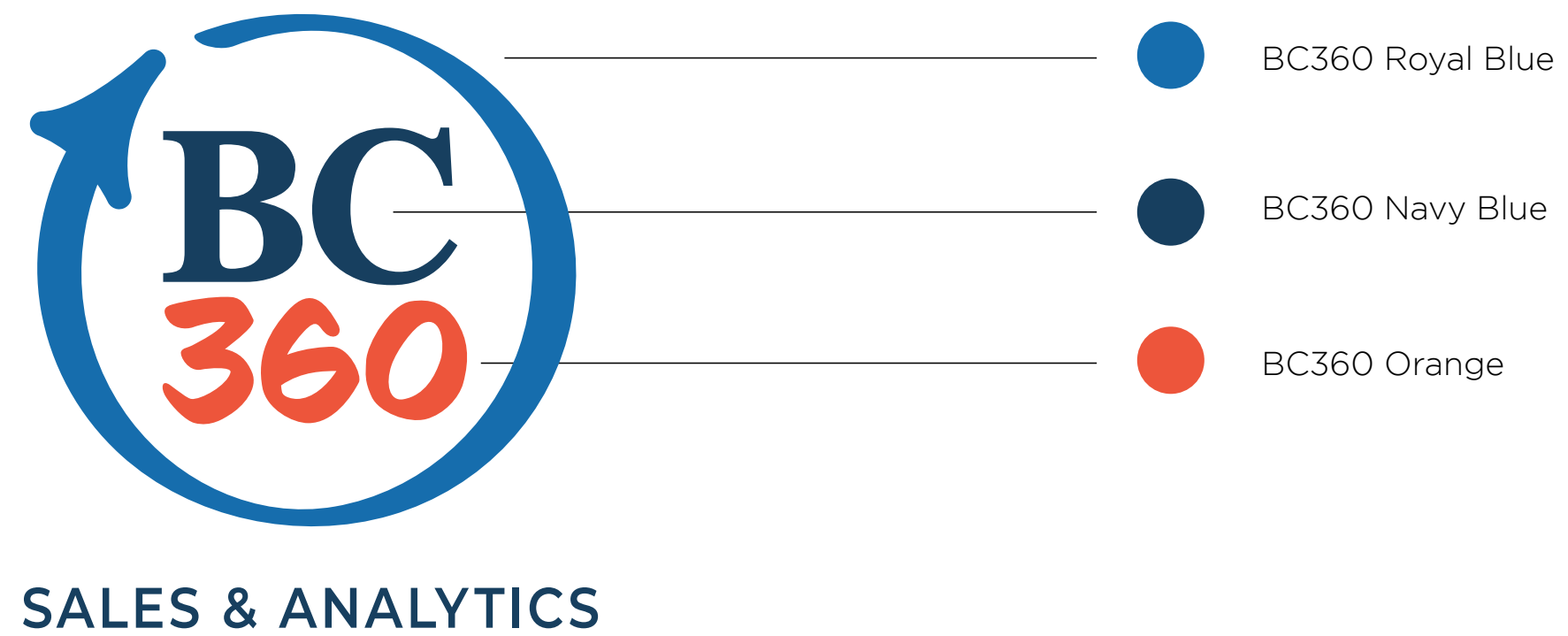
1.0 BC360 Logo

Various versions of the BC360 logo have been created to maintain brand clarity and harmony across all promotional collateral.

Full Color

Use the full color logo whenever possible. Positive, reversed, vertical and horizontal versions are available.

VERTICAL LOCKUP



HORIZONTAL LOCKUP



2.0 BC360 Logo

Solo Lockup

Solo lockup can be used on it's own when the brand has already been communicated or when limited space is available. Positive and reversed versions are available.



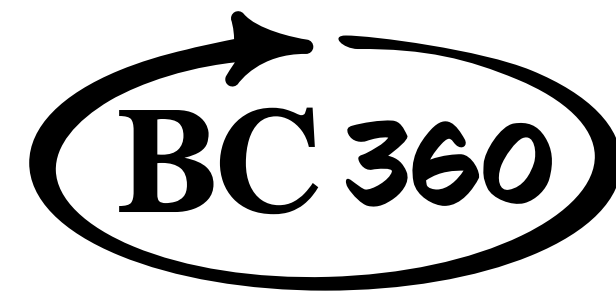
1.0.3 Bay Cities Logo

Black & White

When color is unavailable, use the black and white logo. Available positive and reversed, vertical and horizontal.



SALES & ANALYTICS



SALES & ANALYTICS



2.0 Color Sets

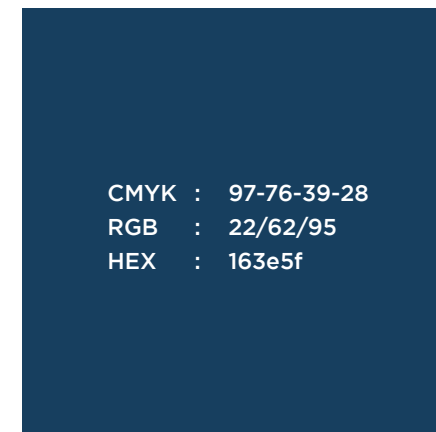
BC360 Color Sets are made up of a Primary palette and gradients.

PRIMARY PALETTE

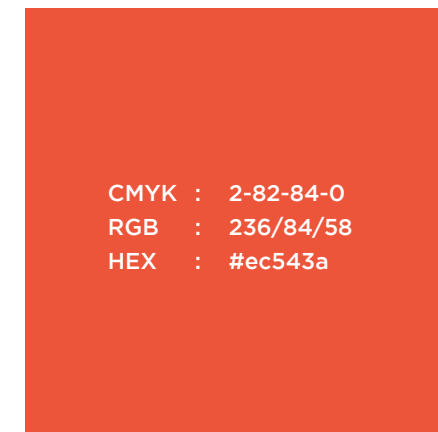
BC360 Primary Colors colors serve as a foundational palette that work universally across all collateral. Refer to usage ratio for application guidelines.



BC360 Royal Blue



BC360 Navy Blue



BC360 Orange



Black

USAGE RATIO



BC360 Royal Blue and BC360 Navy Blue are first priority choices for larger bodies of color, headlines, photo treatments and other dominant areas of color.



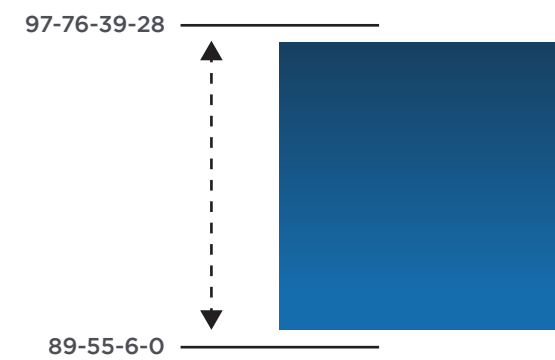
— Reserve BC360 Orange for accents, buttons, subheads, etc.



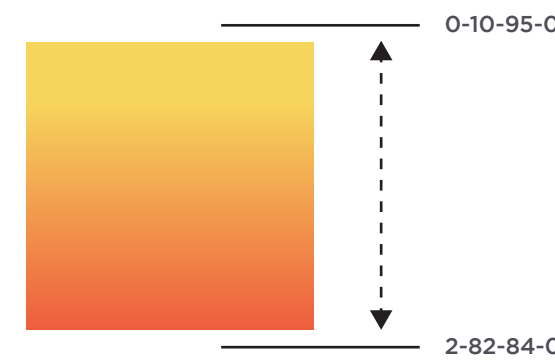
— Use Black for small text.

GRADIENTS

BC360 gradients are based in the primary palette. Can be used as backgrounds, floods, overlays, etc.



BC360 Royal-Navy



BC360 Orange-Gold

4-14-76-0

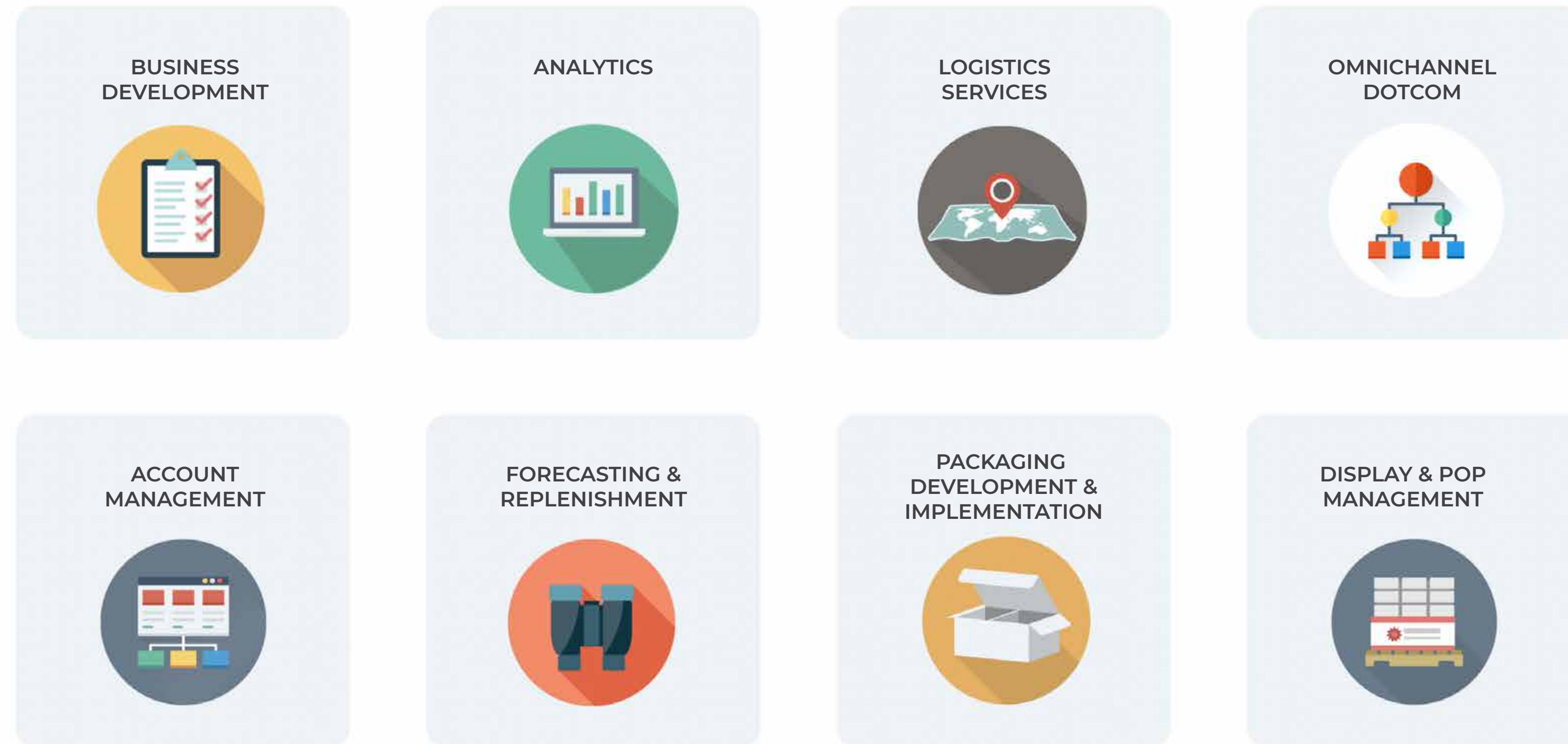


— Only used in BC360 Orange-Gold Gradient

3.0 Iconography

Use the BC360 service icons as visual feature points in collateral or use to represent specific categories in individual collateral pieces.

SERVICES:



4.0 Hero Images

360 Light Points

Hero images are relevant environments shot from aerial or birds-eye view. 360 Light Halos should border the images. Points of light are strategically placed in key areas of environment and create a 360* formation. BC360 Royal-Navy gradient is overlaid on top.



5.0 Typography

The BC360 typefaces were specifically chosen to harmonize with our logo, communicate our messaging and values clearly, and maintain consistency across all levels of marketing collateral and brand representation.

DISPLAY TYPE & HEADLINES

Lora Regular should be used on all display type and headlines.

LORA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALLOUTS, PULLQUOTES & SUBHEADS

Lora Bold and Lora Medium weights can be used in callouts, pullquotes or subheads.

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lora Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINE
LORA REGULAR

Grow Your Business 360 degrees.
Improving your brand position
at every level.

SUBHEAD
LORA BOLD

We offer many services to grow your business.

PULLQUOTE
LORA MEDIUM

“We take a partnership approach and take the time to understand your unique business dynamics. We offer many services to grow your business within Walmart.”

5.0 Typography

BODY & CONTENT

Montserrat Regular should be used on all body and content text.

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IN-TEXT HEADERS, BULLETS & LISTS

Montserrat Medium and SemiBold can be used to give emphasis to bulleted or numbered lists or in-text headers.

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY

MONTERRAT REGULAR

We will start with understanding your retail business in detail. By uncovering and untangling your business, we will provide solutions and identify additional profit opportunities. We are in Bentonville and have easy access to buyers, supply chain and logistics within the Walmart environment.

IN-TEXT HEADER

MONTERRAT SEMIBOLD

What can you expect from BC360?

- A dedicated support team with years of Walmart industry experience
- Day to day account management
- Prompt, forthright, and transparent communication

BULLETED LIST

MONTERRAT MEDIUM