

BUYOLOGY

DESCRIPTION OF THE LOGO

The Buyology logo consists of a sphere and the strong name Buyology.

The Righteous font is unique and customized for the Buyology emblem, the "Buyosphere" is deployed as a bright gold sphere featuring connections that represent the buy logic of any successful company with the "B" centered.

The logo has a 3-colour identity: orange on a purple-blue background or purple-blue font on white background together with the orange sphere. It represents strong financial future for companies.

Purple is a color of strong trust, orange is wealth.

The Buyology logo is never used without the sphere. The sphere must never be used by itself except in very specific cases (e.g.: as an icon for a mobile app for example).

N.B. When copying the logo, use the production files provided!



The logo identity colours



Purple-Blue Buyology
Pantone 525
C 100, M 100, Y 31, K 22
R 38, G 34, B 97
262261



Orange-Gold Buyology
Pantone 143
C 0, M 35, Y 85, K 0
R 250, G 175, B 64
FAAF40



Slogan Grey Buyology
Pantone 437
C 46, M 45, Y 46, K 0
R 150, G 137, B 132
968984

RULES FOR USING THE LOGO

To ensure the legibility and visibility of the Buyology logo, with or without its signature, the following rules have been defined and must be followed:

Minimum run-around for the logo with or without signature is $\frac{1}{2}$ the height of the logo.

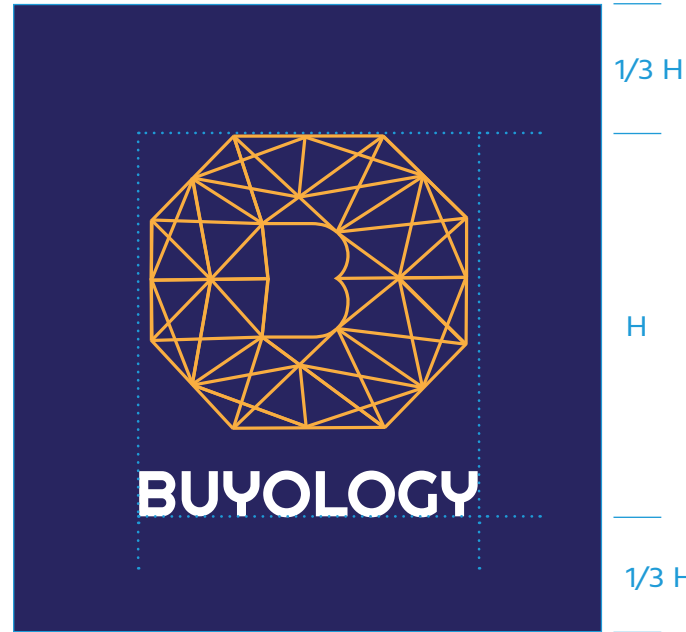
Minimum size is the height of the sphere. It can vary depending on the type of printing (e.g.: for screenprinting, the minimum size must be increased). Avoid pixel distortion.

The Buyology logo should always preferably be used on a white or purple background. If on a colour background, the logo is white in its monochrome wireframe version or original colours.

Do not use backgrounds disrupted by strong contrasts, as they make the logo hard to see.

Do not skew, rotate or change alignments. It's important to give the Buyology logo space.

RUN-AROUND



1/3 H | 1/3 H



1/2 H | 1/2 H

MINIMUM SIZE



PRINT / Black on non-color printer

