



BISFed

Boccia International Sports Federation

Brand Guidelines

BISFed master logo

Exclusion zone

Always use the master artwork files provided, using the exclusion zone shown here at all times. The exclusion zone is the area marked by the 'B'. This area will protect the logo and act as clearspace for our brand, not allowing for text or imagery to encroach within this space.



Minimum size:
The minimum size for the master logo in print is 30mm wide.

BISFed colour palette

Colour palette

The two main colours for the BISFed logo are Pantone 301 and Pantone 185. The outside balls of the logo are transparencies of 50% and 20%.



Pantone 301
C100 M54 Y4 K19
R0 G82 B147

50% transparency
Pantone 301 25% transparency
Pantone 301



Pantone 185
C0 M100 Y100 K0
R224 G0 B52

50% transparency
Pantone 185 25% transparency
Pantone 185

BISFed colour palette continued

Alternative logo colourways

The logo should always be used on a white background where possible.

Sometimes, using the full colour BISFed master logo on a white background may not be possible (e.g. on single colour print applications). In this instance use the single coloured version as shown below.

Use the appropriate colour for the background it will be used on, so there is good contrast in colours and the logo is seen clearly.

Please note: Always use the supplied master artwork files. Do not attempt to recreate any of the logo variations.



What not to do with the BISFed logo

The logo must remain intact at all times and elements not be altered, moved, resized or colours changed from the BISFed colour palette to retain the integrity of the brand.



BISFed fonts

BISFed primary fonts

Museo and Museo Sans are the BISFed typeface for use on all communications.

Museo 500

abcdefghijklmnopqrstuvwxy 0123456789

Museo 700

abcdefghijklmnopqrstuvwxy 0123456789

These two fonts are only used for titling and sub titling.

Museo Sans 300

abcdefghijklmnopqrstuvwxy 0123456789

Museo Sans 700

abcdefghijklmnopqrstuvwxy 0123456789

These two fonts are only used for body copy and headers within body copy.

BISFed alternative fonts

When Museo or Museo Sans is not available or for online use, please use these fonts.

Calibri Regular

abcdefghijklmnopqrstuvwxy 0123456789

Calibri Bold

abcdefghijklmnopqrstuvwxy 0123456789

These two fonts are used for titling, sub titling, body copy and headers within body copy.