

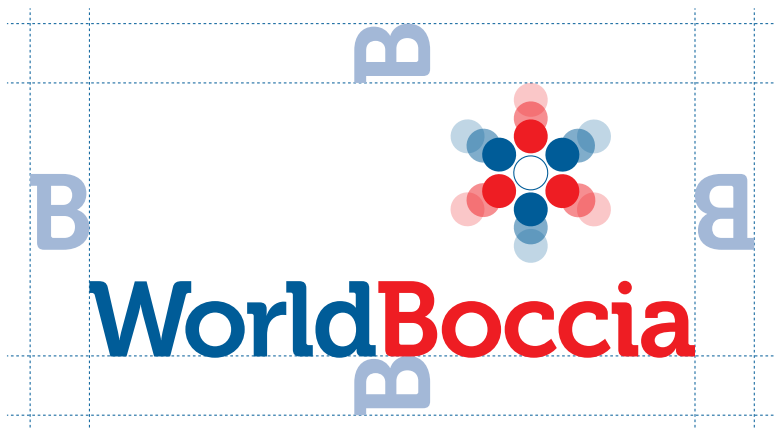
WorldBoccia

Brand Guidelines

World Boccia 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.

World Boccia alternative logo

Landscape version

In some situations the Master brand logo may not be appropriate to use, in which case there is a World Boccia landscape logo version. This should only be used where the height of the space available is limited. It is important that an area of clear space is left around the logo, to allow for legibility and clear stand out. The same exclusion zones and minimum size guides as the Master logo should be followed. This area should be kept free of any other graphic elements, including photography, logos, text, shapes and illustrations.



World Boccia colour palette

Colour palette

The two main colours for the World Boccia logo are Pantone 301 (blue) and Pantone 185 (red). The outside balls of the logo are transparencies of 50% and 20%.



PMS 301
C100 M54 Y4 K19
R0 G82 B147

50% transparency
PMS 301

25% transparency
PMS 301



PMS 185
C0 M100 Y100 K0
R224 G0 B52

50% transparency
PMS 185

25% transparency
PMS 185

World Boccia colour palette continued

Alternative logo colourways

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

Sometimes, using the full colour World Boccia 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.

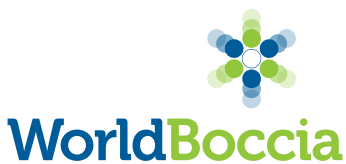
Use the appropriate colour for the background it will be used on, so there is good contrast in colours and the logo is seen clearly.

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 World Boccia logo

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



World Boccia fonts

World Boccia primary fonts

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

Museo 500

abcdefghijklmnopqrstuvwxyz 0123456789

Museo 700

abcdefghijklmnopqrstuvwxyz 0123456789

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

Museo Sans 300

abcdefghijklmnopqrstuvwxyz 0123456789

Museo Sans 700

abcdefghijklmnopqrstuvwxyz 0123456789

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

World Boccia alternative fonts

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

Calibri Regular

abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Bold

abcdefghijklmnopqrstuvwxyz 0123456789

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

World Boccia events logo

Alternative use of the World Boccia logo icon

In certain situations the main logo may not be bold enough to fill a desired area, for example on a portrait flag for an event. If this is the case then it is appropriate to use the logo icon at a larger size.

The logo icon must always be used with, and centralised above, the 'World Boccia' text.

The size of the logo icon should be slightly narrower than the 'World Boccia' text by width of the character 'l', the distance between the two elements must be the radius of one of the circles.

