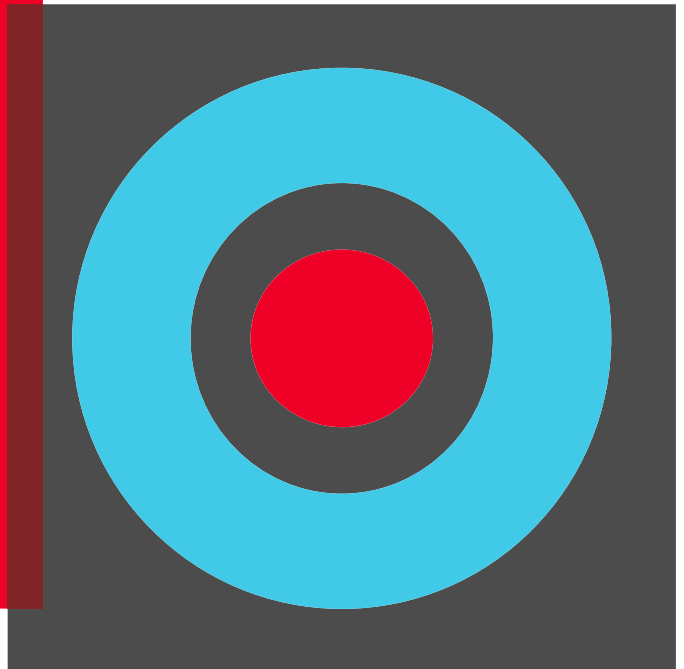
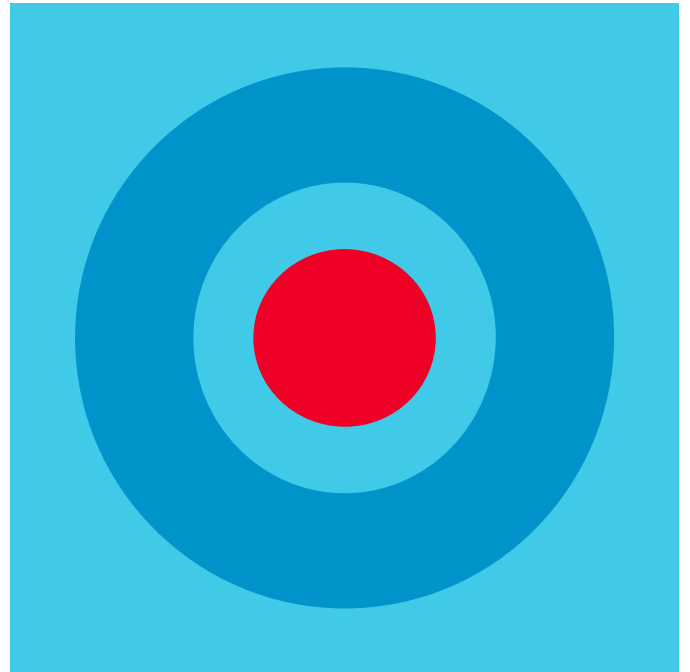




BRAND IDENTITY GUIDE

Graphic Standards for Print & Web



OUR NAME

Bizo, pronounced “BIZ-oh”. “Biz” as in business. Rhymes with *fizz* and *quiz*.

It is **not** pronounced “BEE-zoh”, or “BUY-zoh”.

The Bizo logo is rendered in all lowercase, but always capitalize the “B” in writing.

LIKE THIS:

Bizo

NOT THIS:

bizo

NOT THIS:

BIZO

LOGO GUIDELINES

Please use the Bizo mark and sub-mark in the following manner.

STANDARD LOGO:



SMALL VARIATION WITH TAGLINE:



EXAMPLES OF WHAT NOT TO DO



Reverse Usage
On Dark
Backgrounds:

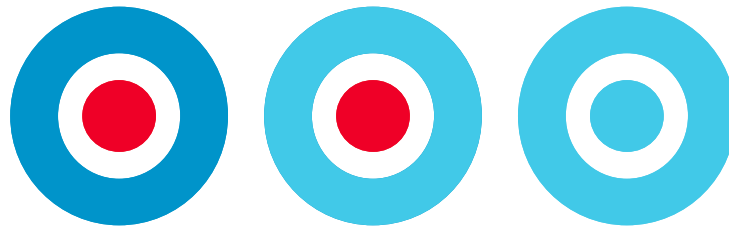


SUB-MARKS

Bizo utilizes two sub-marks, which should always be used in conjunction with one of the standard Bizo logos, and *never* by themselves.

THE TARGET

The target sub-mark is a visual brand element pulled from the standard logo. It is designed to add additional branding, typically in the form of background watermarks, and in collateral graphics. It should never be used by itself, without the standard logo.



GET TO THE RIGHT PEOPLE.™

“Get to the Right People.™” is a descriptive message and can be used in the form of a tagline with the Bizo standard logo. This mark should never be used alone without the accompanying standard logo.

GET TO THE RIGHT PEOPLE.™

GET TO THE RIGHT PEOPLE.™

bizo GET TO THE RIGHT PEOPLE.™

PRIMARY

305 C
#59CBE8

639 C
#0095C8

185 C
#E4002B

SECONDARY

Cool Gray 1 C
#DAD86

420 C
#C7C9C7

Black C
#2E2925

ANCILLARY

1205 C
#F8E08E

7712 C
#00859B

580 C
#C4D6A4

170 C
#FF8674

1235 C
#FFB81C

7712 C
#00859B

575 C
#67823A

1797 C
#CB333B

7558 C
#977125

7715 C
#006067

574 C
#4E5A30

1815 C
#802528

TYPOGRAPHY

Default typeface for all printed collateral:

Gotham

Hello!

36pt Bold Condensed

Hello!

36pt Medium Condensed

Hello!

18pt Bold

Hello!

14pt Book

Acceptable san-serif alternates:

Hello!

Helvetica Regular

Hello!

Helvetica Neue

Hello!

Arial

Hello!

Myriad Pro

Standard web typefaces:

H1 Heading

Adelle 41px

H1 Sub-Heading

Proxima Nova 36px

H2 Heading

Adelle 36px

H2 Sub-Heading

Proxima Nova 28px

H3 Heading

Adelle 30px

H3 Sub-Heading

Proxima Nova 20px

P1 Paragraph

Proxima Nova 18px

P2 Paragraph

Proxima Nova 16px

LEGAL

Just a friendly reminder that these graphics are proprietary and protected under intellectual property laws, so please use them correctly.

Please don't:

- Display these graphics in a way that implies a relationship, affiliation, or endorsement by Bizo of your product, service, or business.
- Use these graphics as part of your own product, or business, or service's name.
- Alter these graphics in any way, or combine them with any other graphics, without written consent from Bizo.

QUESTIONS?

Please contact us if you have questions about any of these guidelines.

Bizo Creative Services
artdepartment@bizo.com



866-497-5505 | www.bizo.com | Follow us on Twitter: @bizo