



Bengawan Solo
SINGAPORE

LOGO USAGE GUIDELINE

Logo Usage Guideline

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1. The *Bengawan Solo* Logo: Usage Guidelines

In order to protect and grow the *Bengawan Solo* brand, we have a distinguishable logo that can be used to mark products and intellectual property by *Bengawan Solo*. When displaying the *Bengawan Solo* logo, please follow our standard logo Guidelines. Other sizes and resolutions of the logo, some suitable for print, can be found here.

Additional guidelines regarding the logo's appearance are given below:

1.1 Logo Usage

1.1.1 The Standard Logo	1.1.2 The Logotype
  <p>This is the complete <i>Bengawan Solo</i> round logo and lettermark and should be used whenever the <i>Bengawan Solo</i> brand is to be included in any content.</p>	 <p>This is the standard <i>Bengawan Solo</i> lettermark and can be used as an alternative whenever the <i>Bengawan Solo</i> brand is to be included in any content.</p>
1.1.3 The Horizontal Logo	
  <p>This is the horizontal <i>Bengawan Solo</i> logo and can be used as an alternative whenever the <i>Bengawan Solo</i> brand is to be included in any content.</p>	

1.1.4 Reversing Logo Colour to White



When reversing the logo to white. It should ideally be placed on a coloured background of the corporate palette.

1.1.5 Greyscale Logo

1.1.5.1 For Use on Light Backgrounds



In greyscale reproduction, use the greyscale version of the logo:

1.1.5.2 For Use on Dark Backgrounds



For dark backgrounds in a grayscale printing situation, use the following treatment of the logo:

1.1.6 Black & White Logo

1.1.6.1 For Use on Light Backgrounds



1.1.6.2 For Use on Dark Backgrounds



Sometimes, often due to production costs, only one colour of ink is available and so *Bengawan Solo* Logo must be reproduced using only one colour. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light colour type on a dark background or in a dark colour type on a light background. The logotype and/or symbol outline must be clearly distinguishable from the background colour. You must honor the *Bengawan Solo* Logo palette when possible, using black or white if necessary.

1.2 Clear Space

There should be sufficient clear space around the logo.

1.3 Typeface

1.3.1 Complementary Font

We recommend using Romelio Sans as complementary fonts to the *Bengawan Solo* Logo. TT Hoves or Linotype Didot Pro can be used as alternatives when Romelio Sans is not available.

1.4 Colour Palette

Red:
Pantone 188 C

CMYK%:31 92 80 37

RGB: 124 37 41

HEX: 7C2529

Beige:
Pantone 7402 C

CMYK%: 10 17 51 0

RGB: 229 203 140

HEX: E5CB8C

2. Bad Logo Usage

2.1. Never Stray from the Colour Palette



3. Improper Design Usage

3.1. Never Use the Design on Similarly-Coloured Backgrounds

Never use the design on similarly-coloured backgrounds. Use a choice from the palette that is appropriate for the background. Use a choice from the palette provided.



3.2. Never Rearrange Elements of the Design

Do not change spacing, alignment, or relative locations of the design elements.



3.3. Never Stretch or Distort the Logo

Do not change the proportions of any of the design elements or the design itself. You may resize as needed but must retain all proportions.



3.4. Never Alter or Add Elements to the Logo

Do not add graphics, insert words, or modify the design elements or the logo/design itself.

