



# Brand Guidelines



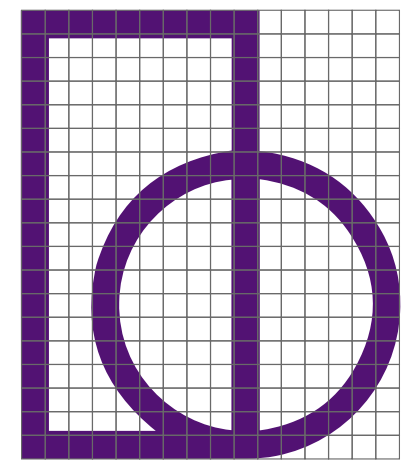
**The Besido logo is composed in a geometric sans serif style.**

The horizontal logo is the primary logo and should be used in most instances.

Logotype



16x19 grid



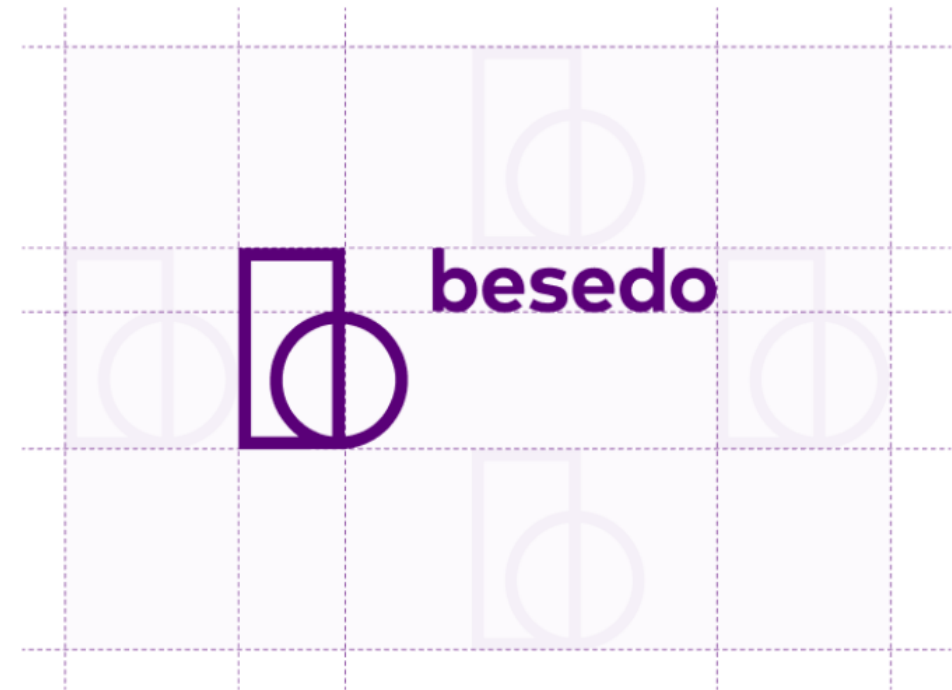
# Our logo

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The stacked logo and the symbol are for large-scale use.

Avoid using them in small sizes as they can become irritable.

Always use the logo files provided.  
Do not recreate.



# Logo color use

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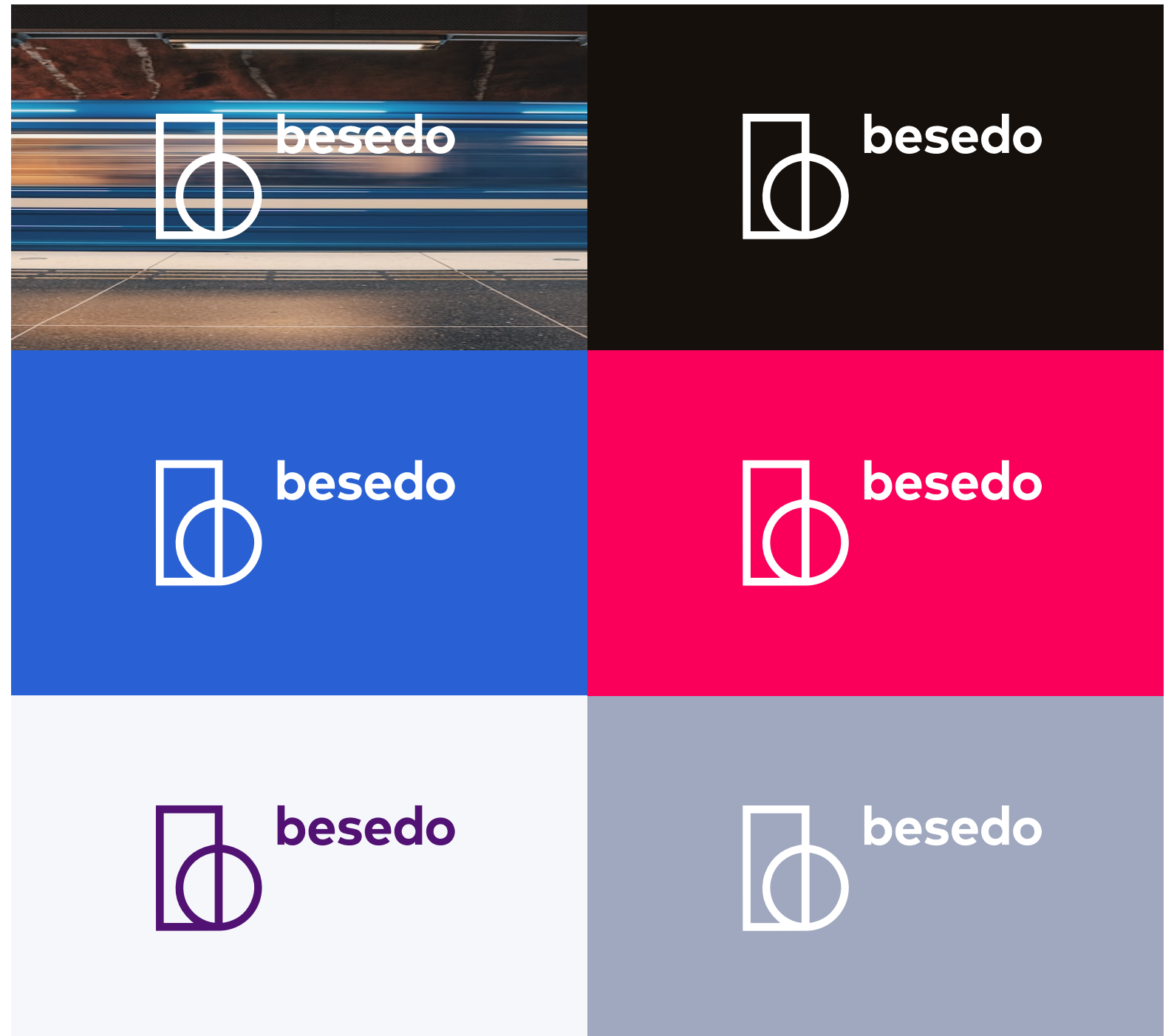
The full-color logos should be used only in purple, white and black colors.



## Applying logo on backgrounds

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Limit the usage of the logo exclusively to photographs and color backgrounds that adhere to the Besedo color palette.



# Logo misuse

As a general guideline, maintain the original form of the logotype without applying any effects, and consistently select the logotype that generates the greatest contrast with the background.

Don't change the spacing between letters



Don't use any effects



Don't use different colors



Don't outline the logo



Don't use the placement of the words



Don't change the proportions of the logo



Don't rotate elements



Don't place the logo on the background which creates a low contrast

