



© 2011 YBRdesign.com

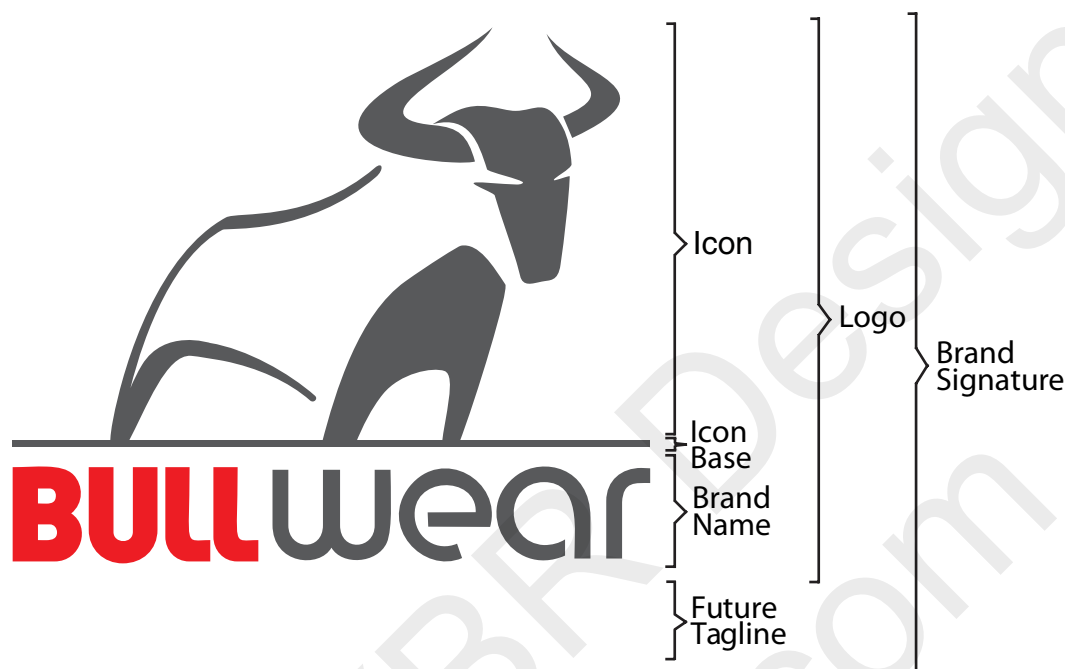
ABBREVIATED BRAND  
STANDARDS GUIDE

---

---

## The Brand Signature

The Brand Signature is the primary brand of Bull Wear. It must appear on all communications (printed, broadcast or electronic):



## Approved Colors

The Bull Wear brand logo should always appear in the color configurations shown on the following pages using the approved colors. Altering colors or changing color combinations is prohibited.

When creating the logo, always use CMYK 0, 100, 100, 0 for red and CMYK 0, 0, 0, 80 for gray. The supporting PMS, RGB, and HEX codes are below.

CMYK ● 0, 100, 100, 0  
 PMS ● P 48-8 U  
 RGB ● 218, 36, 26  
 HEX ● # DA241A

CMYK ● 0, 0, 0, 80  
 PMS ● P 170-14 U  
 RGB ● 76, 73, 71  
 HEX ● # 4C4947

## Approved Brand Signature Font

**BULL** - Xpress SF Bold

wear - Xpress SF (rotated 'e' in brand name)

## Logo in Black and White

---

From time to time, the Bull Wear brand logo may need to appear in black and white.

When creating the logo in black and white, use solid black for all elements.



## Two Color Logo on Light Colors

---

From time to time, the Bull Wear brand logo may need to appear as a reversed image in some solid color configurations.



## One Color Logo in Reverse on Dark Colors

---

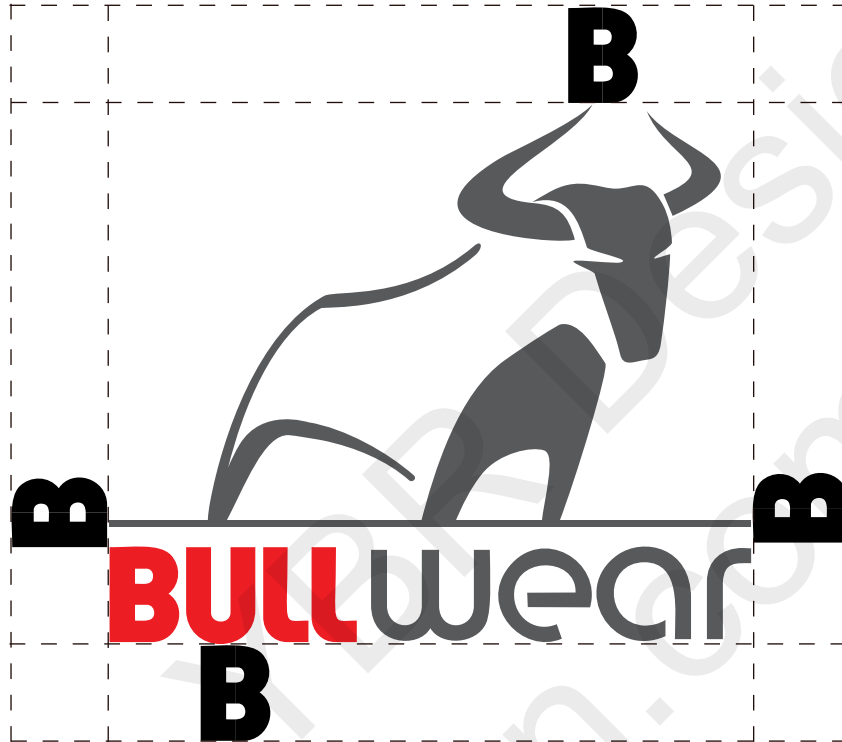
From time to time, the Bull Wear brand logo may need to appear as a reversed image in some solid color configurations.



## Creating Maximum Logo Impact

---

The Bull Wear logo requires specific clear space around it on all sides. This clear space should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand. The space is measured by the cap height of the letter "B" in Xpress SF Bold as indicated below.



## Minimum Reproduction Size

---

Minimum reproduction size is 1" in width.



## Icon

---

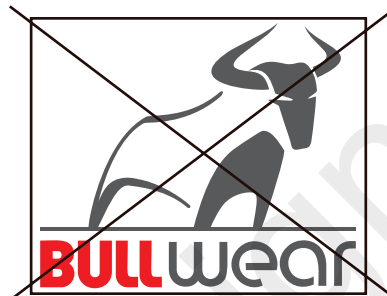
It is appropriate to use the Bull Wear icon without the brand name or icon base in certain situations.



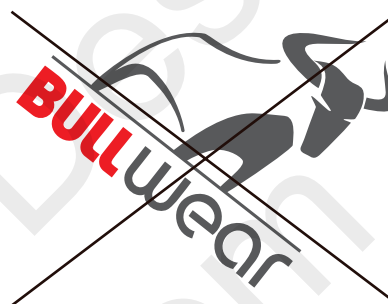
## Ways to Not Use the Logo

---

Never surround any signature with a shape, such as a box or outline.



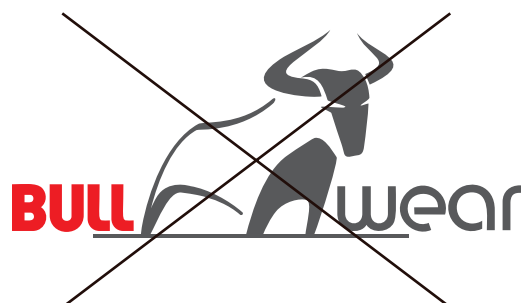
Never distort or alter any element of the signature.



Never reproduce any signature on textures or backgrounds that may impair legibility.



Never alter any signature, or combine individual elements of signatures.



## Complementary Fonts

---

While the logo font is Xpress SF, there are other fonts which can be used when preparing Bull Wear materials.

When using the logo in conjunction with presentations or other written materials, it's aesthetically pleasing to use complementary typefaces. The preferred fonts are Garamond for titles and Calibri for body copy.

Because typography for web-based applications is much more difficult to control (due to limitations in textual controls and end-user configurations), Tahoma is the recommended font for both HTML headlines and text.

Below is a list of acceptable fonts.

### Sans Serif Fonts

---

Calibri  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Tahoma  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Century Gothic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

### Serif Fonts

---

Garamond  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Minion Pro  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Times New Roman  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890