GUIDE
KEY VISUAL

B|C|I

CONSULTING

EXPERIENCE & PERFORMANCE

This manual is intended as a guide for visual presentations and use of the BCI Consulting brand.

It is important to emphasize that the correct use of the brand depends on the understanding and application of the norms established in this manual. Any change may compromise the integrity of the visual identity.

We ask that all comply with the rules and guidelines presented here.

INDEX

CONCEPT

The concept of the slogan refers to the know-how and high performance that BCI Consulting offers to the market, through its services and technological solutions designed and applied especially for the needs of each company.

EXPERIENCE & PERFORMANCE

LOGO

The visual identity, as well as the logo, should clearly show the positioning of the brand in the market. With this in mind, the BCI Consulting logo was developed through studies with fonts and colors that brought in a playful, but objective way, the brand in a consolidated way.

The chosen typography and the block format characterize a structured and consistent mark. The choice for the distinction in the colors of typography, refers to innovation, philosophy in essence.

B C I
CONSULTING
EXPERIENCE & PERFORMANCE

BCI
CONSULTING

| Main version

| VARIATIONS

The application of the logo should always be maintained based on the pattern shown below. The standardization of fonts and application model are very important to ensure the integrity of the brand.
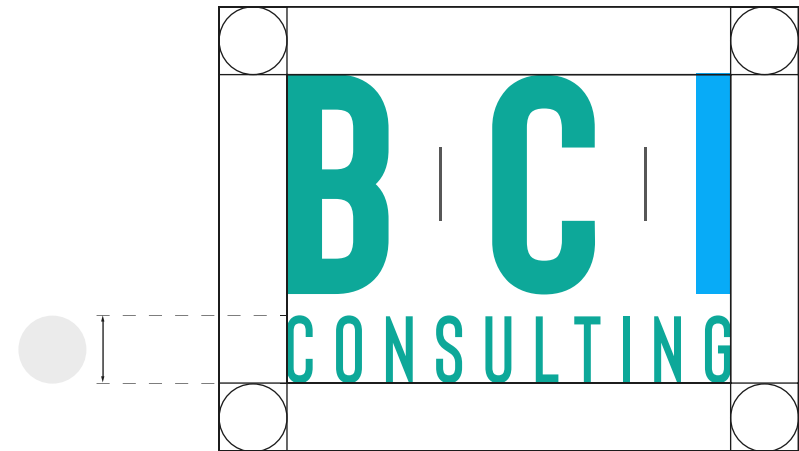
BCI
CONSULTING
EXPERIENCE & PERFORMANCE

| Slogan version

| APPLICATION ON FUNDS

The background variations should follow the models shown on the side, elaborated according to the brand's color chart.

| PROTECTION AREA

The area of protection must be respected to ensure the correct application, legibility and integrity of the brand.

| REDUCTION

Reducing too much of any brand makes it difficult to read so it is important to follow the maximum reduction margin, which guarantees the quality of the original used.
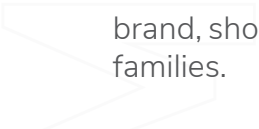
1,8 cm
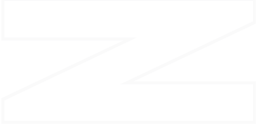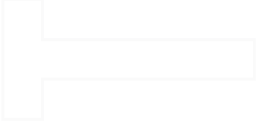50 px

BASIC ELEMENTS

MAIN COLOR CARD

The BCI Consulting main color card is composed of three variations. Are they:

#0CA998	#08ABF8	#575756

AUXILIARY COLOR CARD

To assist in the composition, four auxiliary colors have been determined which must be maintained during the applications. Are they:

#1D71B8	#005CFF
#3AAA35	#008D36

TYPOGRAPHIC FAMILY

The fonts used, correlated to BCI Consulting brand, should follow the following typographic families.

BISON

BISON SANS

ABCDEFGHIJKLMNOPQRSTUVXWYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVXWYZ
Abcdefghijklmnopqrstuvxwyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVXWYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVXWYZ
Abcdefghijklmnopqrstuvxwyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVXWYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVXWYZ
Abcdefghijklmnopqrstuvxwyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVXWYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVXWYZ
1234567890

ICONS

About the icons, which serve as support for the graphic composition of the brand, should accompany the following family and pre-established style.