

LOGO & BRAND IDENTITY GUIDELINES



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LOGO SPECIFICS

Full Boston Corporate Logo

This is the Boston corporate logo. Use this as your primary default option for all digital, print and marketing materials.



Servers | Storage | Solutions

Other Logo Options

If you require an alternative version of the Boston logo e.g. Square, then please contact our marketing team at marketing.promotions@boston.co.uk

COLOUR SPECIFICATIONS

Using the correct colours

Using a logo online, in print and on merchandise materials can create a change of colour. Use the colour palettes below to make sure the correct consistency of colour is being produced.



BLACK LOGO

PROCESS

C0 M0 Y0 K100

SCREEN

R0 G0 B0

WEB

HTML #000000



WHITE LOGO

PROCESS

C0 M0 Y0 K0

SCREEN

R255 G255 B255

WEB

HTML #FFFFFF

LOGO STYLES

Using the correct colour

Maximum visibility is key. If your background is less than 50% when converted to black and white, use the Boston black logo, if more than 50%, use the Boston white logo. If your background is exactly 50%, use either Boston black/white logo based on your overall design.



**BACKGROUND
LESS THAN 50%**



**BACKGROUND
EXACTLY 50%**



**BACKGROUND
MORE THAN 50%**

LOGO STYLES

Background colours

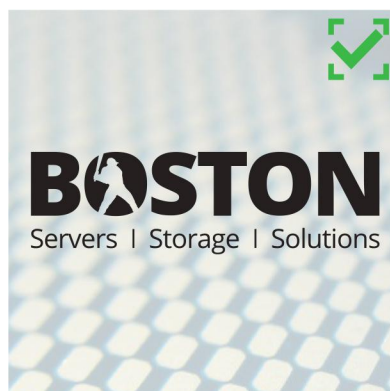
If you associate the Boston logo with a secondary colour, please be sure to choose the correct Boston colourway. Your design team will be able to see which Boston logo compliments the background better.



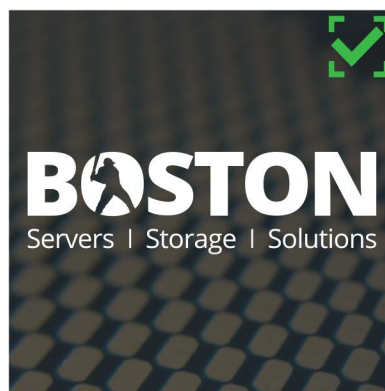
INCORRECT USE

Using the correct background

If you associate a background image or gradient colour, it should only be a black or white background colour..



**WHITE OVERLAY
WITH 75% VISIBILITY**



**BLACK OVERLAY
WITH 75% VISIBILITY**



**BACKGROUND MUST
CONTAIN AN OVERLAY**

CORPORATE FONTS

Core typefaces

Our corporate fonts are Qanelas and Open Sans. Qanelas is our primary font used for headings and sub-heading. Open Sans is our secondary font and is generally used for web text or in business applications like Word or PowerPoint.

Aa

Qanelas
AaBbCc123

EXTRA BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Aa

Open Sans
AaBbCc123

SEMIBOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ



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