BAM

brand guidelines

LOGO

BAM Logo BW

Best used for print projects and headers.
Can also be used in color:
BAM Berry

BAM Logo C Icon

Best used in digital as a hero image.

BAM Logo C Text

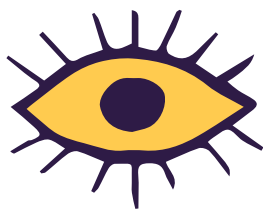Used in either print or digital.
More legible text.

For print under one (1) inch height, it will be best practice to write "BAM!" in typeface: Fashion Fetish Bold rather than use the logo.

COLOR

BAM! Pink

PMS 219 C
C=7 M=98 Y=7 K=0
R=222 G=28 B=133
#DE1C85

BAM! Yellow

PMS 1225 C
C=0 M=22 Y=79 K=0
R=255 G=208 B=79
#FFCB4F

BAM! Teal

PMS 7465 C
C=68 M=0 Y=36 K=0
R=43 G=196 B=182
#2BC4B6

BAM! Purple

PMS 268 C
C=85 M=99 Y=14 K=3
R=80 G=45 B=127
#502D7F

BAM! Berry

PMS 2695 C
C=88 M=96 Y=40 K=43
R=46 G=27 B=70
#2E1B46

Digital copy should utilize BAM! Berry instead of Black
Black be used in print. White can be used as general neutral.

TYPEFACE

PRIMARY

This font should be used for most general text.
Text point 18 and under be considered only for Body text and should utilize the Regular variation. When used digitally or in print, only use color: BAM! Berry or black if needed.
Text point 24 and over should be considered a header and may utilize either the Regular or Bold variations. Only utilize colors: BAM! Berry or BAM! Purple, or black if print.

Aa Josefin Slab Regular
This is a body copy example.

Aa Josefin Slab Bold
This is a headline example.

DISPLAY

These fonts should only be used for event titles, treatments, and displays.
Fashion Fetish can be used in substitution when print logo is less than one (1) inch in height.
Josefin Slab Light should only be used in display when in conjunction with Fashion Fetish.

Aa Fashion Fetish Heavy
THIS IS A DISPLAY EXAMPLE

Aa Josefin Slab Light
this is a display example