Corporate
Identity
Guide Book

Bandis
vision

Bandis vision

Corporate Identity Guidelines

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Introduction

Corporate Identity Guidelines

Since 2008, BandisVision has been dedicated to develop innovative, custom lighting solutions to meet customers' complex lighting requirements by integrating functionality, design aesthetic, and energy efficiency in our product line. As a technology-advanced company, BV provides lighting solutions that combine the use of luminaries and lighting management systems to best interpret the visual impact of light on architecture possible. BV have manufacturing facilities in North York, Ontario for North America market and plants in China and South Korea in an effort to establish a global network of specialists and design partners in the lighting section.
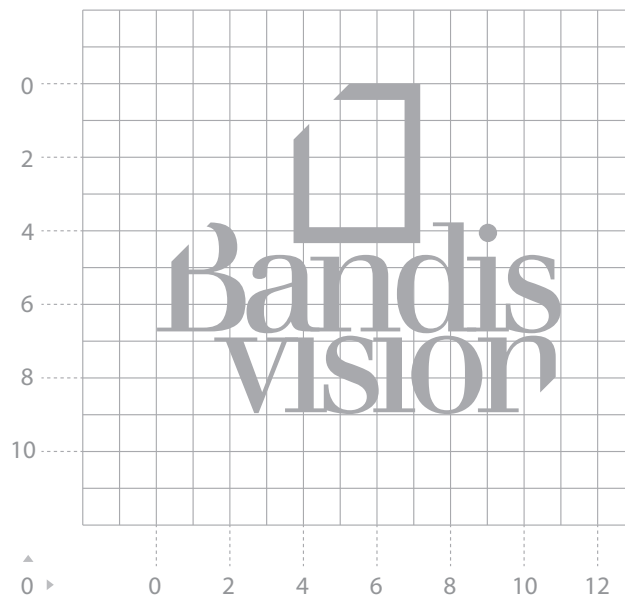
Logo

The logo is the core of a brand's identity.

Find out about the logo's elements, variations and how to apply it in a consistent way.
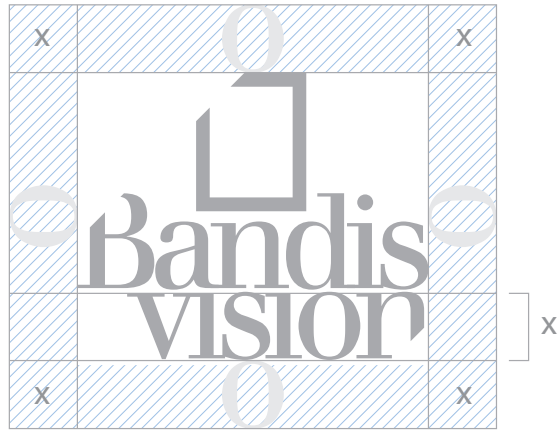
Logo

Whenever possible, the Bandis Vision logo should be used with all of its component, including the orange symbol and blue Bandis Vision logotype.

Symbol

Logo

Logotype

Bandis vision

Minimum Space

- The logo should be surrounded by a clear space.

- The minimum distance above and under the logo is equal to the height of the letter.

- The minimum distance to the left and right of the logo is equal to the width of the letter.

Maintaining this free zone will stop the logo competing with other elements and graphic expressions.

Minimum Size

14mm

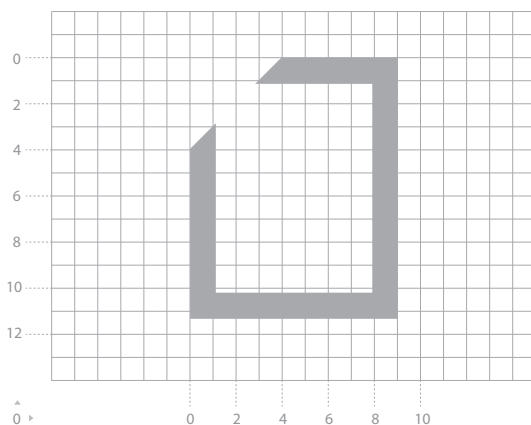The minimum logo size in all usages is 14 mm wide.

Symbol

The symbol represents the image of a good company that Bandis Vision seeks to project - a warm, enthusiastic, innovative, and sustainable enterprise.

The rectangular frame symbolizes the product lines that Bandis Vision devoted to deliver to all customers. The frame is cutting-edged to indicate innovation, representing our aspirational spirit.
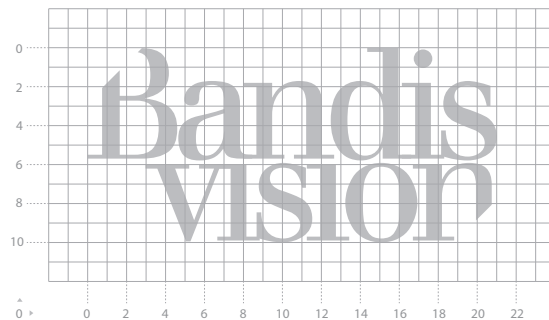
Symbol on Grid

Minimum Size

5mm

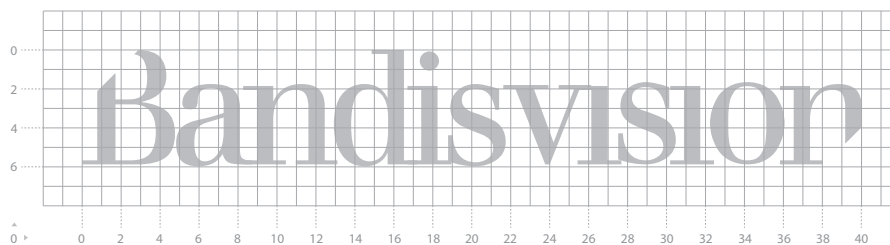The minimum symbol size in all usages is 5 mm height.

Logotype

The primary logo of Bandis Vision is a vertical lock-up of symbol and logotype.
However, in applications with extremely limited height, the horizontal logotype may be used instead.

Vertical Logotype

Horizontal Logotype

Signatures

The logo of Bandis Vision is a graphic comprised of the symbol and logotype.

When used as signature, the logo will have symbol and logotype combined, but there are instances when the symbol can be used separately from the logotype; or the logo can be accompanied by a slogan. Exceptions occur with collaterals, website, or video.

Signature 01 - Symbol above horizontal logotype

Signature 02 - Small symbol above horizontal logotype

Signature 03 - Horizontal logo with slogan

Logo Usage

Incorrect use of the Bandis Vision logo
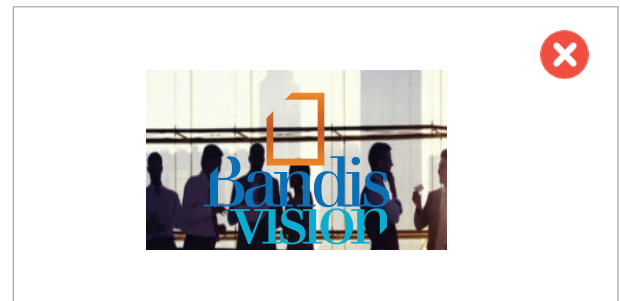
Change colors

Remove Elements

Stretch or transform

Complex background

Outline

Adding shadows

Colours

The following colours are the only ones which may be used for logo type. No other colours may be used or substituted for the BandisVision logo.
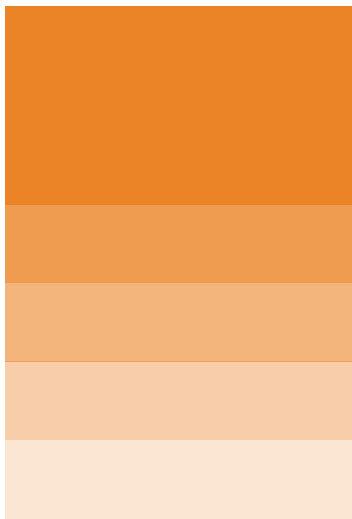
Colours

The primary colours of our visual appearance are orange, blue, and light blue.
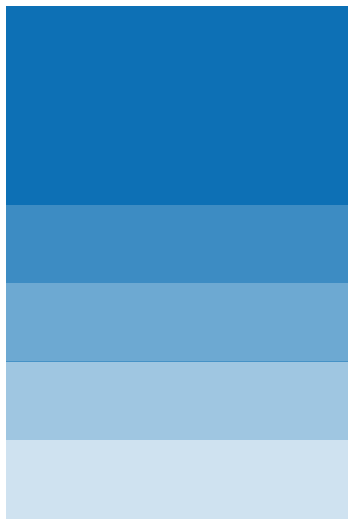
The three primary colors symbolized the Bandis Vision brand essence - warmth and enthusiasm, reliability and rationality. They should be used throughout our communications to represent the Bandis Vision brand.

Primary Colors

Bandis Vision Orange

PANTONE	143 U
RGB	246 160 77
HEX	#F6A04D
CMYK	0 37 100 0
WEB	#EA8428

Bandis Vision Blue

PANTONE	3005 U
RGB	0 120 191
HEX	#0078BF
CMYK	99 45 0 1
WEB	#0671B5

Bandis Vision Light Blue

PANTONE	3115 U
RGB	0 191 211
HEX	#00BFD3
CMYK	71 0 12 0
WEB	#08ADCE

Background colours

Positive and negative background should be considered using as main version.

However, when the background is the same colour as an element of the logo, the monochromatic version may be used.

The grayscale and the monochromatic version have been designed to meet some specific requirements such as printing or web. They should not be used in other circumstances.

Positive & Negative

White background

Black background

Colored Background

Blue background

Orange background

Cyan background

Light Grey background

Dark Charcoal background

Gray-scale & Monochromatic version

Typography

The following fonts are acceptable for BandisVision's brand imaging. Guidelines are provided for the use of each version.

Typography

Poppins

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Semi-bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Roboto

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Franklin Gothic

Demi Cond

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!"$%&@()/[]:+?;

Applications

Bandis Vision has developed a complete set of station-
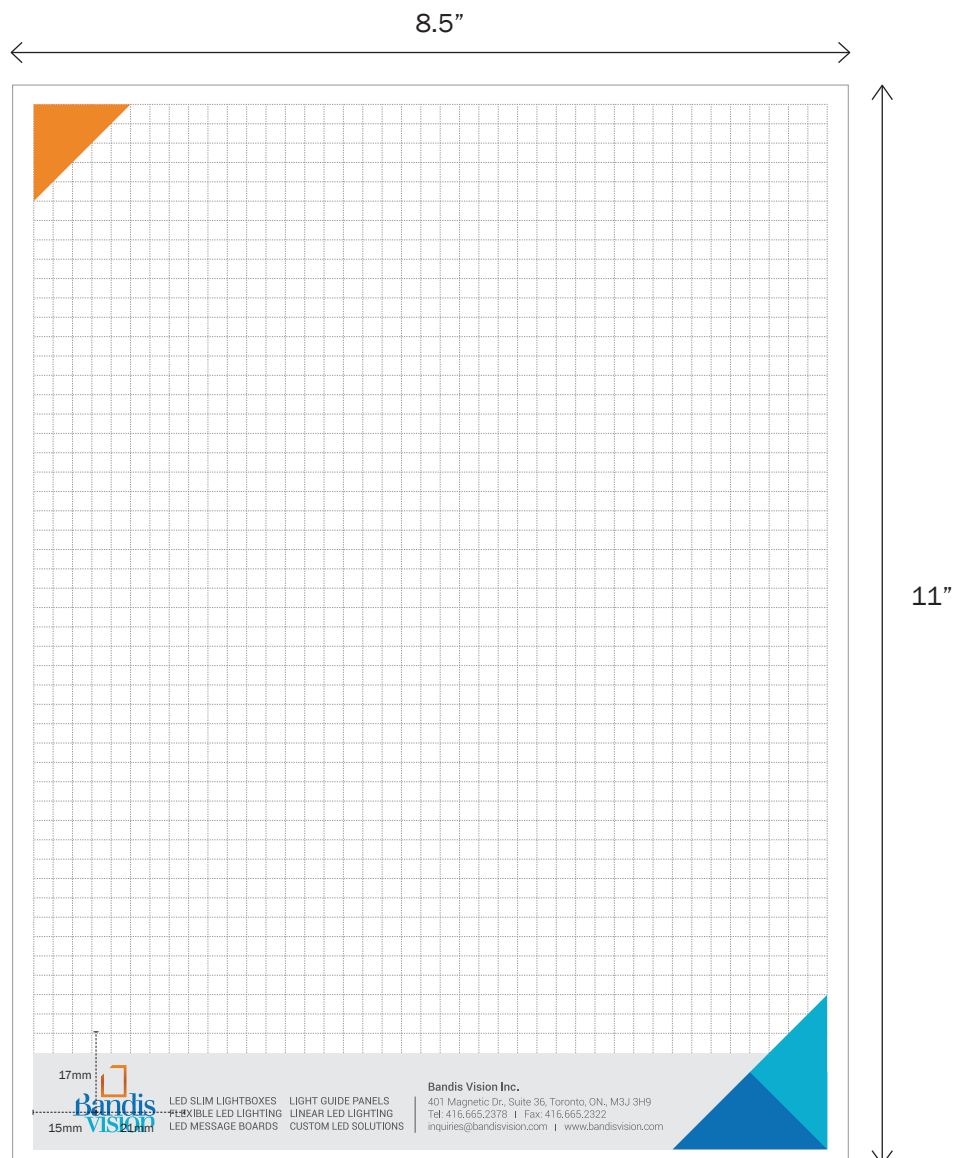ery, includes letterhead, business card, envelope, etc.

Applications

Stationery

01 - Letterhead

The Bandis Vision letterhead is printed on 8.5" X 11" letter size. The logo and company info should be positioned in the bottom left corner.

8.5"

11"

17mm

15mm   20mm

Bandis VISION

LED SLIM LIGHTBOXES   LIGHT GUIDE PANELS
FLEXIBLE LED LIGHTING   LINEAR LED LIGHTING
LED MESSAGE BOARDS   CUSTOM LED SOLUTIONS

Bandis Vision Inc.
401 Magnetic Dr., Suite 36, Toronto, ON., M3J 3H9
Tel: 416.665.2378 I Fax: 416.665.2322
inquiries@bandisvision.com I www.bandisvision.com

02 - Envelope

The Bandis Vision business envelope is printed on 9.5" X 4.2" size.

9.5"

4.2"

LED SLIM LIGHTBOXES   LIGHT GUIDE PANELS   CUSTOM LED SOLUTIONS
LINEAR LED LIGHTING   LED MESSAGE BOARDS   FLEXIBLE LED LIGHTING

Bandis Vision Inc.
401 Magnetic Dr., Suite 36, Toronto, ON., M3J 3H9
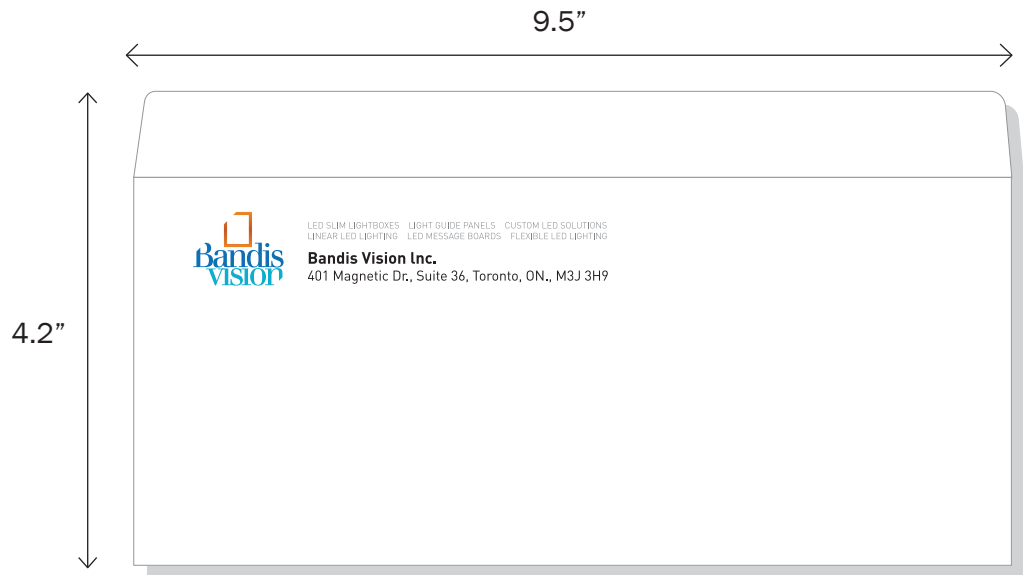
Signage

Size : 313mm X 100mm

Ceiling

SIGN LAB
B A N D I S   V I S I O N

DESIGN ROOM
B A N D I S   V I S I O N

SHOW ROOM
B A N D I S   V I S I O N
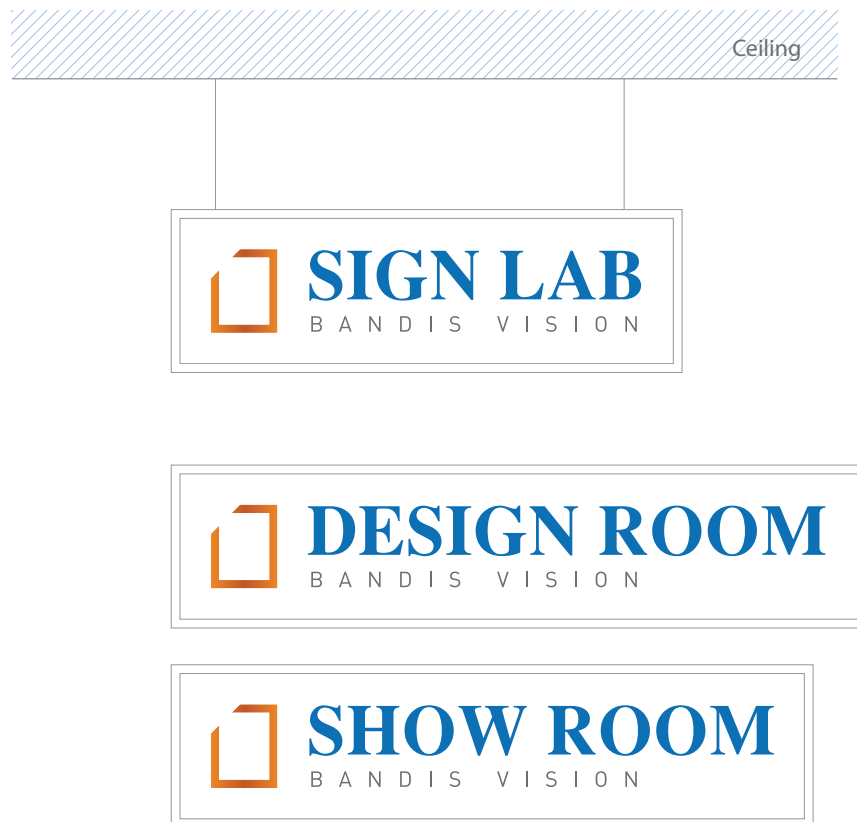
Business Card

The Bandis Vision business card is printed on 90 mm X 50 mm size.

90 mm

50 mm

LED SLIM LIGHT BOXES   LIGHT GUIDE PANELS   CUSTOM LED SOLUTIONS
LINEAR LED LIGHTING   LED MESSAGE BOARDS   FLEXIBLE LED LIGHTING

Jay Hong

Bandis Vision Inc.
401 Magnetic Dr., Suite 36,
Toronto, ON., M3J 3H9
www.bandisvision.com

Tel :   +416 665 2378
Phone :+416 822 7511
Fax :   +416 665 2322
Email : jay@bandisvision.com
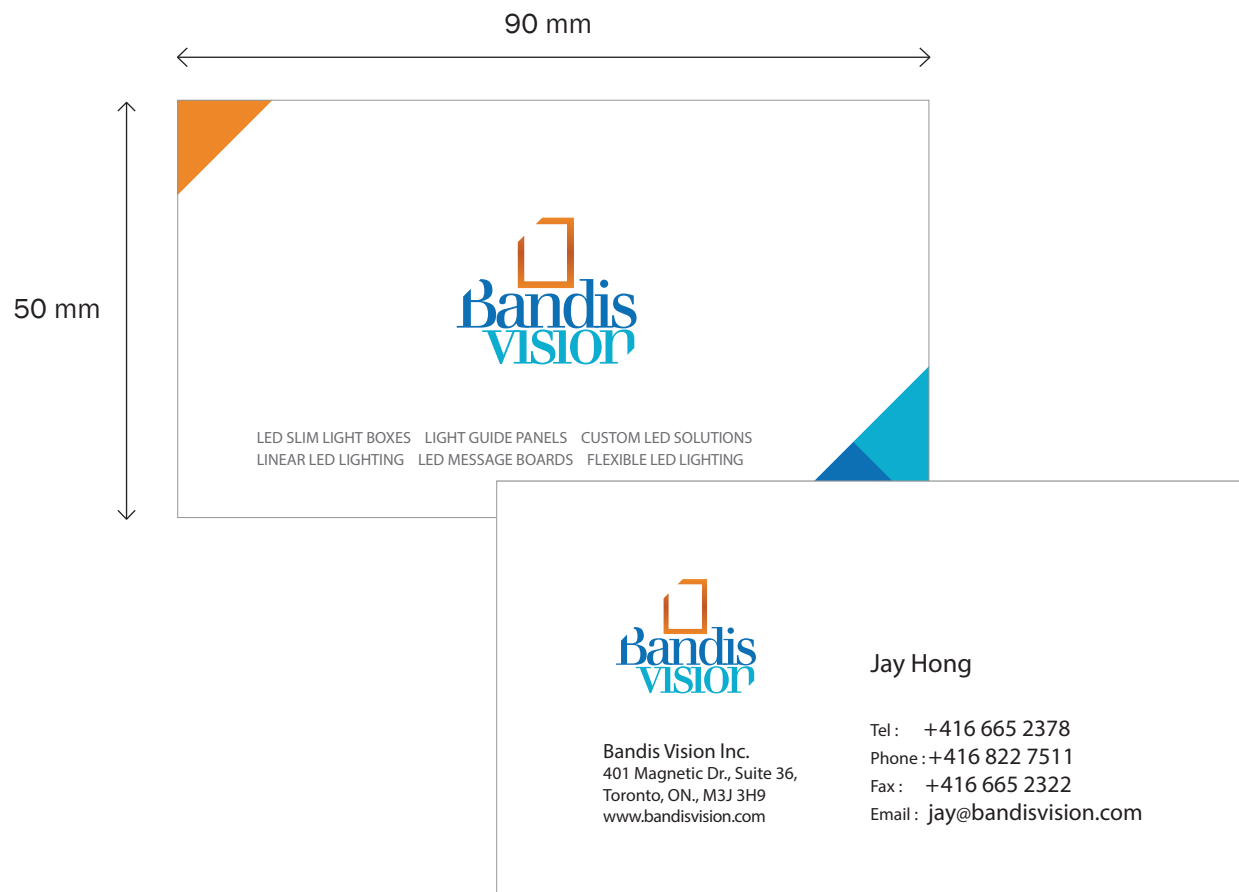
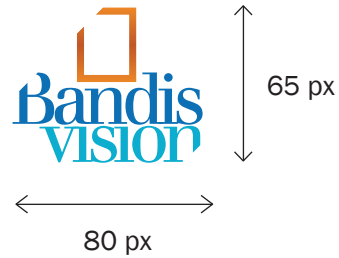# Website

Standard Screen Size

PC : 1920 X 1080 px
Mobile : 375 X 667 px

65 px

80 px

50 px

200 px

Bandisvision