



Brand guidelines

August 2021

BIMCO

The BIMCO logo

Clear space around logo

In order to give our logo the most impact, there should be a certain amount of clear space around it on all sides. The amount of clear space around the logo is based on the dimensions of the 'O' at the end of the logo. This space, equal to the height of the 'O' on all four sides of the logo, should be clear of any other visual elements.

Minimum size

We would recommend the following minimum sizes:

Print = 20mm minimum width



Web = 150 pixels minimum width



The BIMCO logo: restrictions

1. Rotation

Do not rotate the logo under any circumstances.

2. Images

When the logo is applied over the top of an image or one of the brand's solid colours, use the negative logo.

3. White on white

Do not use the negative logo on backgrounds that are too light or too cluttered.

4. Background colours

Do not place the logo on any colours that it may clash with.

5. Special effects

Do not add unnecessary special effects such as drop shadows, outer-glows or bevel and emboss to the logo.





Thank you.

If you need any further
information please contact a brand guardian:

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