



Bottld

# Brand Guidelines

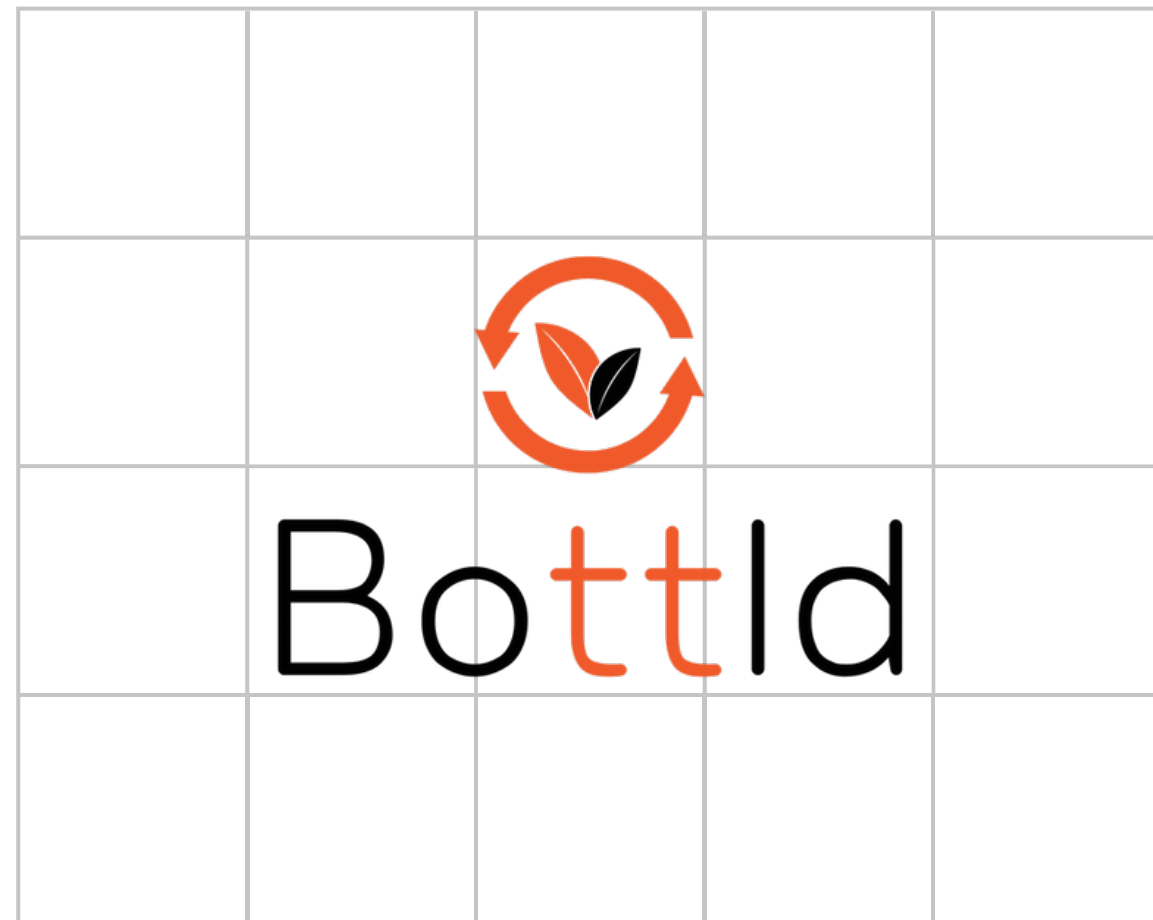
Last updated: December 2022



# Table of Contents

02	Contents
03	Main Logo
04	Logo Variations
05	Alternative Logo Colourways
06	Proper Logo Usage
07	Brand Typography
09	Font Examples
10	Brand Colour Palettes
12	Contact

# Main Logo



## The Logo

See following page for alternate usage

This is the main brand logo for Bottld, owned by Convert Design Ltd.



# Logo Variations

Start inspired with thousands of templates, collaborate with ease, and engage your audience with a memorable Canva Presentation.



Main Logo

This is the main brand logo for Bottld.



Secondary Logo

This is a secondary option for space conservation, however the main logo should be prioritised.



Leaf icon

The logo's leaf icon can also be used independently but only to accompany brand documents. The main logo should always be used where possible for context as the brand needs to be stated.





Main Logo



Bottld

Bottld



Light



Bottld

Bottld



Greyscale



Bottld

Bottld



Monochrome



Bottld

Bottld

Bottld

Bottld

# Proper Logo Usage

Do not skew



Do not misalign the elements



Do not clash with bold backgrounds  
(use alternative logo colourways)



Do not rotate or interject the  
logo with other text



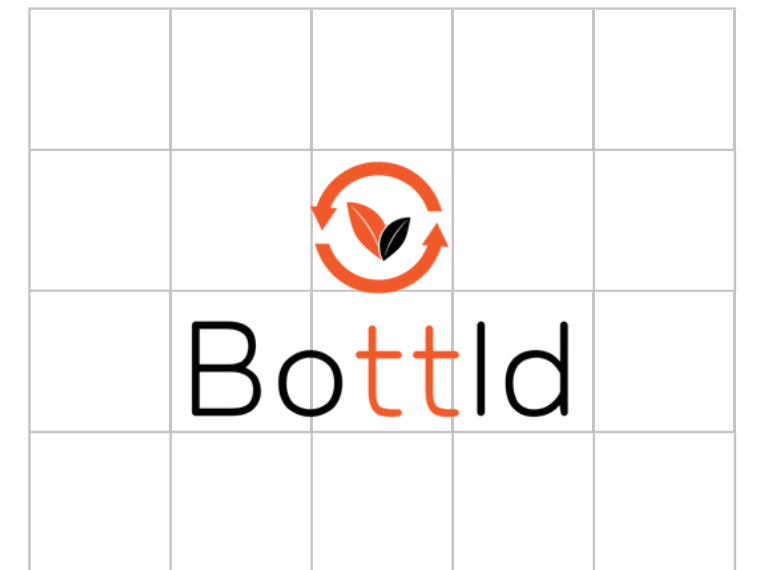
## Rules of Application

### Do's and Dont's

The original logo design should be respected and not adjusted other than using the alternative colourways.

Where possible, the logo should have optimum spacing around it for breadth, where this isn't possible the secondary logo can

be used without the icon.



Correct logo and spacing



# Brand **Typography** Aa

## Main font

### For Headers and Sub-headers

The main brand font is Betm rounded. Headers can be bold or light, or a mixture as shown in this page header.

Note: this font scales slightly smaller than some other fonts, so a larger font size may benefit occasionally.

In the case that Betm Rounded can't be used, Quicksand is a web-safe alternative:

<https://fonts.google.com/specimen/Quicksand>

Aa

#### Betm rounded

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

#### Betm rounded light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Brand **Typography**

## Body font

### For Body Text

The body font is Source Sans Pro. This is an OpenSource font from Adobe so should be widely available and web-safe.

Font family can be downloaded here:

<https://fonts.google.com/specimen/Source+Sans+Pro>

**Aa**  
**A**

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# Font Examples

Below are examples of how the key brand fonts can be combined.

This is a heading

This is a sub-heading

This is the body text. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

This is a heading

This is a sub-heading

This is the body text. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

This is a heading

This is a sub-heading

This is the body text. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

# Brand Colours

## Main Colour Palette

The four colour codes below make up the main brand palette. These compliment Convert Design's brand too. See the next slide for complimentary colours.

Hex Code  
#000000

CMYK  
0% 0% 0% 100%

RGB  
00-00-00

Hex Code  
#F15A2A

CMYK  
0% 59% 78% 5%

RGB  
241-90-42

Hex Code  
#3A3A3B

CMYK  
0% 0% 0% 77%

RGB  
58-58-59

Hex Code  
#FFFFFF

CMYK  
0% 0% 0% 0%

RGB  
255-255-255

# Brand Colours

## Secondary/Complementary Colour Palette

The below colours complement the main brand's colour palette. These can be used for small elements only such as icons, captions and links. These should not replace the main colour palette but provide an additional splash of colour when needed.

Hex Code  
#11B8C8

CMYK  
72% 6% 0% 22%

RGB  
17-184-200

Hex Code  
#ffa10a

CMYK  
0% 0% 0% 77%

RGB  
255-161-10

Hex Code  
#3bab5a

CMYK  
0% 0% 0% 77%

RGB  
59-171-90

# Any Questions?

Please direct any additional queries around Bottld's brand usage to: [christophe.convert@convertdesignltd.com](mailto:christophe.convert@convertdesignltd.com)



Prepared by: **BrandRefinery**