



Big Data Innovation & Research Excellence

Brand Identity
GUIDELINES

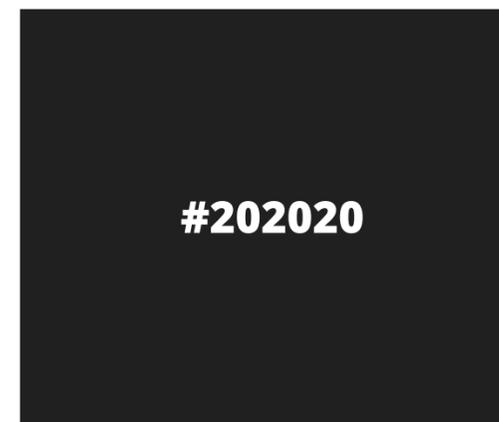
OFFICIAL LOGO AND CLAIM

bi-rex
Big Data Innovation & Research Excellence





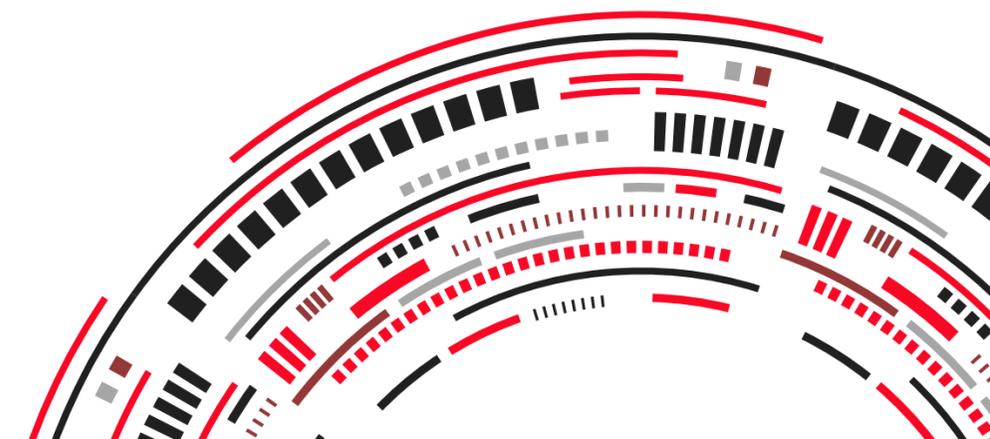
OFFICIAL LOGO COLOURS



RGB 32 32 32
CMYK 0.00 0.00 0.00 0.87
Neutral Black



RGB 249 8 37
CMYK 0.00 0.97 0.85 0.02
Vivid Red



BACKGROUND COLOUR APPLICATIONS

This table shows a sample of the logo on different background colour combinations.

For light backgrounds



For dark backgrounds



INCORRECT USE

It is important to avoid:

- *Modifying the internal composition and proportions of the logo;*
- *Modifying the position and typography of the logo;*
- *Ignoring the distance between the graphic elements that form the logo;*
- *Applying the logo with shadow effects;*
- *Reshaping or distorting the logo;*
- *Modifying the corporate colours of the logo;*
- *Putting over busy or similar colored backgrounds;*
- *Using without claim.*



CONTACTS



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