



BAGSID
network

Style & Branding Guide

Revision 0.8



Standard Light Background



Standard Dark Background



Grayscale Light Background



Grayscale Dark Background



Wherever possible, when using the Standard Dark Background logo, please use the Primary Teal color as a background color (see: Branding Colors). Do not use complex image backgrounds underneath any variation of the logo. Simple, washed out backgrounds may be permissible on occasion.



Permissible



Not Permissible





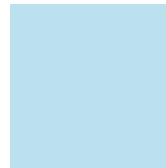
Primary Colors

BagsID has a primarily monochromatic color scheme. These shades are recommended for header fonts, subheaders, and background elements.



Primary Teal

RGB: R2 G111 B149
CMYK: C90 M50 Y25 K4
Hex: #026F95



Light Teal

RGB: R187 G224 B238
CMYK: C25 M2 Y4 K0
Hex: #BBE0EE



Medium Teal

RGB: R66 G171 B206
CMYK: C68 M15 Y11 K0
Hex: #42ABCE

Secondary Colors

For UI elements and visuals that require positive and negative connotations, such as success and removal buttons, these colors are recommended. Standard Gray is recommended for body text elements. 25%, 50%, and 75% shades of Standard Gray are permissible where needed, along with 100% White.



Success UI Green

RGB: R7 G150 B45
CMYK: C95 M0 Y70 K41
Hex: #07962D



Danger UI Red

RGB: R150 G7 B59
CMYK: C0 M95 Y61 K41
Hex: #96073B



Warning UI Orange

RGB: R255 G168 B0
CMYK: C0 M39 Y100 K0
Hex: #FFA800



Standard Gray

RGB: R37 G37 B37
CMYK: C71 M65 Y64 K70
Hex: #252525



Primary Font - Montserrat

BagsID utilizes Montserrat as our primary branding font. This font is available through Google Fonts, and thus is recommended for web use as well as for print and document use.

Montserrat Variations

Thin

Thin Italic

Extra-Light

Extra-Light Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

Extra-Bold

Extra-Bold Italic

Black

Black Italic

Backup Font - Verdana

Though Montserrat is recommended for web use through Google fonts, and all print and document uses, there may be cases where use of this font is not possible. Verdana is permissible in such cases only if it is not workable to use the Primary Font.

Verdana Variations

Regular

Italic

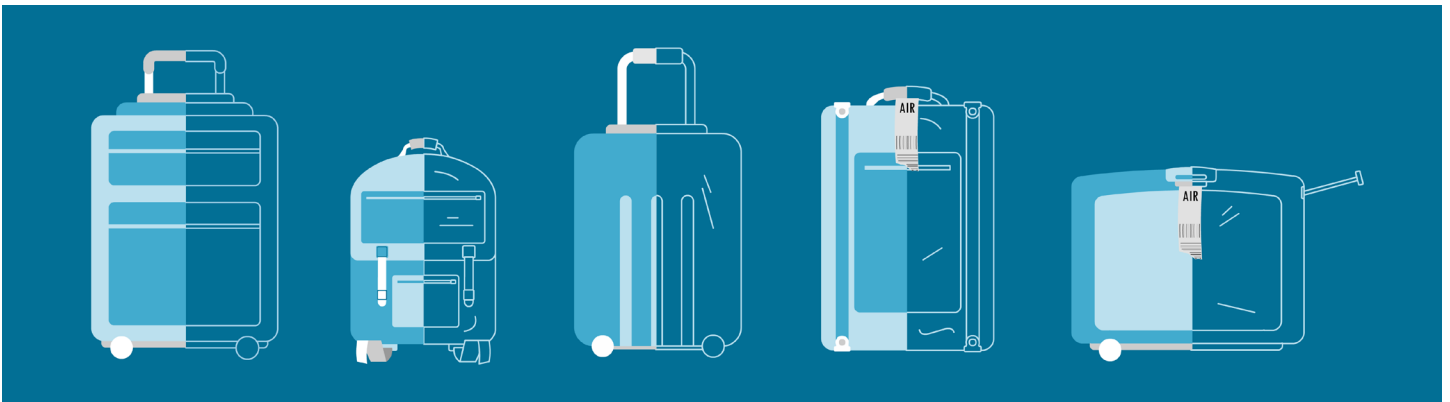
Bold

Bold Italic



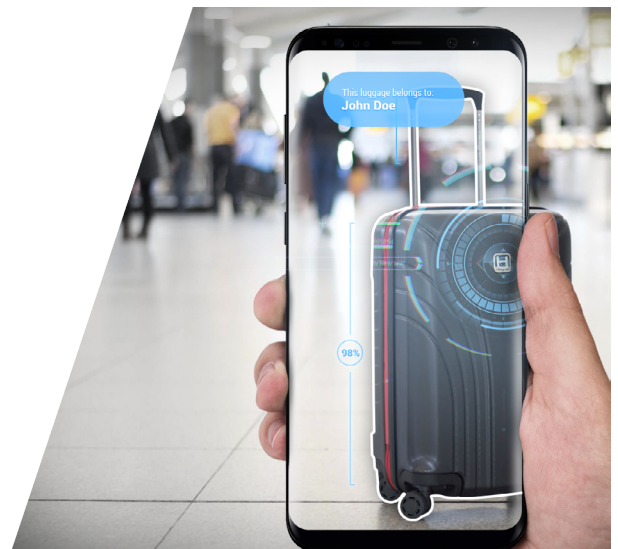
Vector Branding Imagery

The BagsID logo features a piece of luggage being scanned into wireframe data. Other baggage types are also available in this style. Though they should not be paired directly with the BagsID logo unless special permission is granted, they are recommended for presentations, visualizations, and media use to allow for visual variety and to complement the logo.



Stylized Raster Imagery

In line with the positioning of BagsID in the airline industry, raster images are sometimes given a distinct visual style reminiscent of an airplane tail. This is used in slide shows, presentations, and other similar material. Examples are provided below. This usage is suggested where stylized raster imagery is desired. **The image cut angle is 70 degrees.** The airplane tail effect is not required for raster imagery, but is suggested for uses where it makes sense to do so.





BagsID Marketing Contacts

For questions, concerns, and comments, please contact BagsID.

Marlon Van der Meer

marlonvandermeer@bagsid.com

Lawrence Railey

lawrencerailey@bagsid.com

Eric-Paul Van Woerkom

epvanwoerkom@bagsid.com