b2match

Brand design guide

a short story about the logo,
the brand and the designs.

All design elements described in this
document are available through the owner
B2Match GmbH at hello@b2match.com

Our mission is to deliver the best experience and value to participants and organizers of matchmaking events.

We work efficiently and respond to our clients' needs as they change and evolve. We invest a lot of time in engineering and customer support to deliver the best experience and value to participants and organizers of our matchmaking events.

This is b2match.

We mix and match to bring you
the best experience and we express
it with our brand design.

A. About the logo.

B. About the typography.

C. About the colors.

D. About the shapes.

E. About the layouts.

b2match

Section A

about the logo

Logo.   A1.
Main version.

Here's our logo. It's colorful, fun and very friendly. Treat it well wherever you use it. It's our most important and universally recognized asset.

It comes in this basic form which should be used primarly, but you will also have options to choose from to make things interesting.

As you read on, you will see different color options and compositions. So have fun reading on!

Logo.   A2.
Proportions.

The main b2match logo was designed with a great care. It's detailed composition is described here. It was well thought through so don't change it in any way.
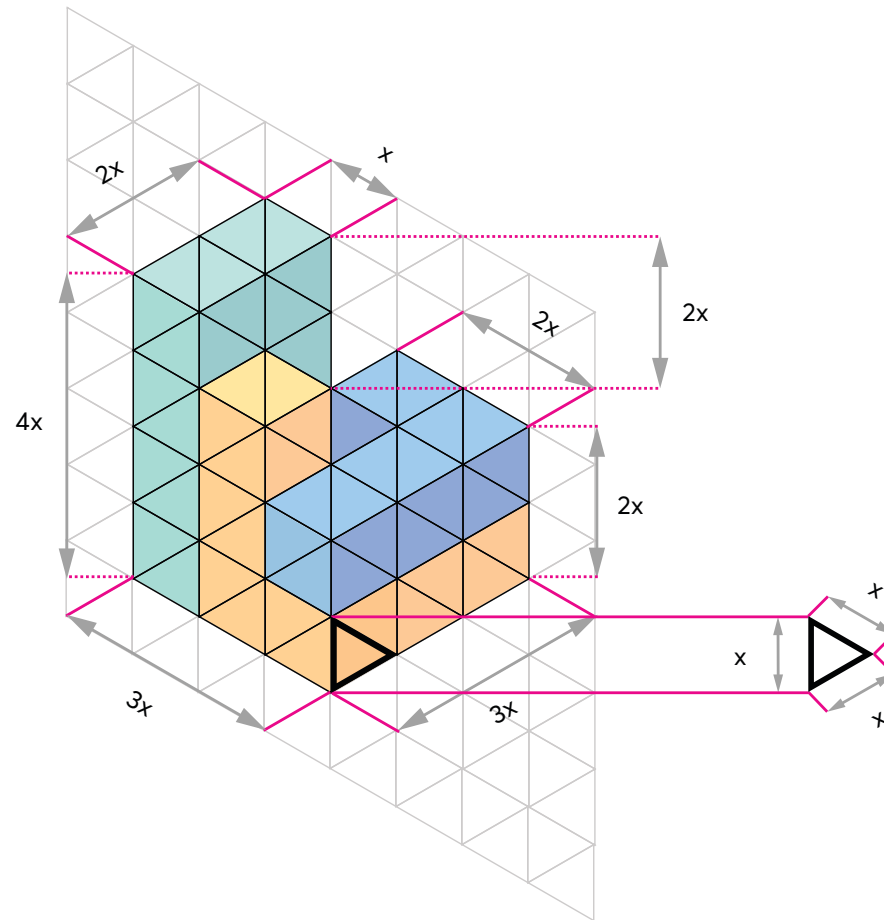
Even if it doesn't fit the layout you're designing and you'd reeealy like to make the symbol bigger - don't!

Do not move the elements or re-size them separately from each other. They are designed this way for a reason.
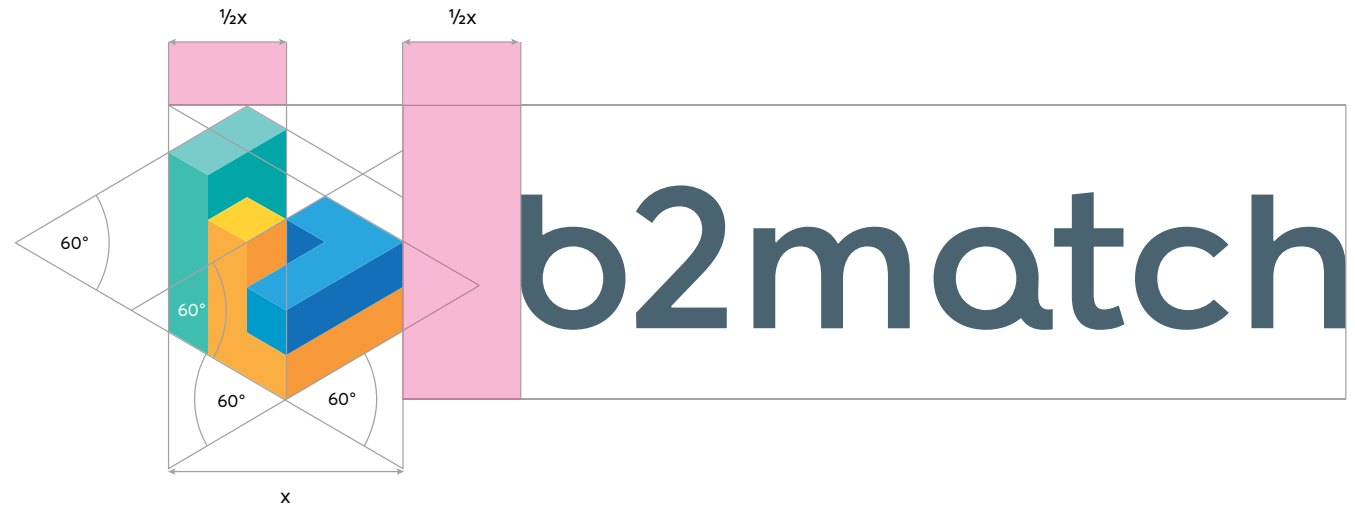
Main Logo.
Symbol.

Check out how the logo is built. We based it on a grid, so it's made of perfect cubes. The basic parts of the grid are equilateral triangles.

Main Logo.   A4.
Variants.

Main version.

Black achromatic

Brand color monochrome

Negative / White achromatic

White on brand color background

Monochrome on background in brand colors

Main Logo.
Domains.

Besides the basic logo versions for vertical and horizontal compositions you can also use the logo as the web address.

It can be used especially for small formats, where you have very limited space and you'd like to use the web address, but also the logo.

b2match.com

b2match.com

b2match.com

Main Logo.   A6.
Safe space.

Okay, so you already know something about the logo. This is one of the most important parts so stay focused.

The safe space is the area around the logo where no other graphic elements or text can be used. Here you can see the minimum safe space which is set down by the elements of the symbol. Make sure you use these guidelines.
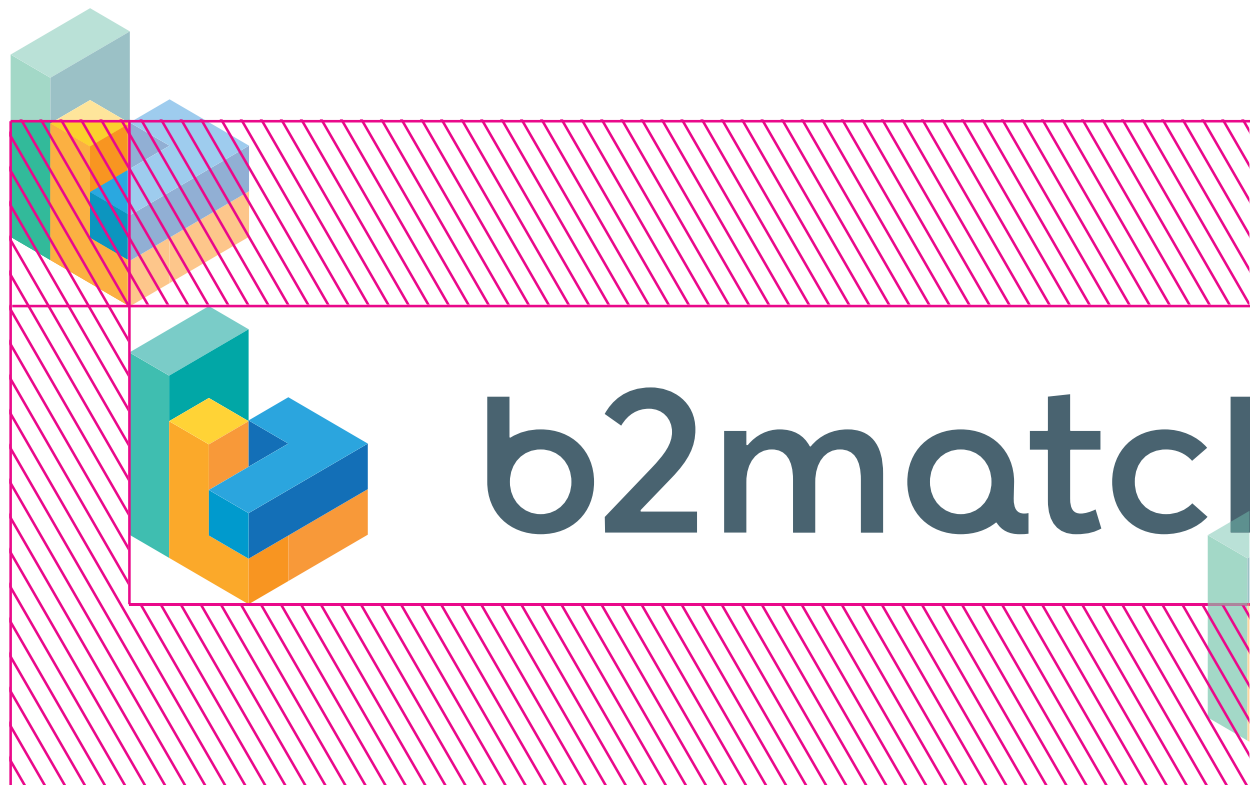
Main Logo.
Expanded safe space.

A7.

The b2match logo in this form is used on white background and it likes it's space. If you have the possibility use this expanded safe space. It is created using the symbol as the measure.
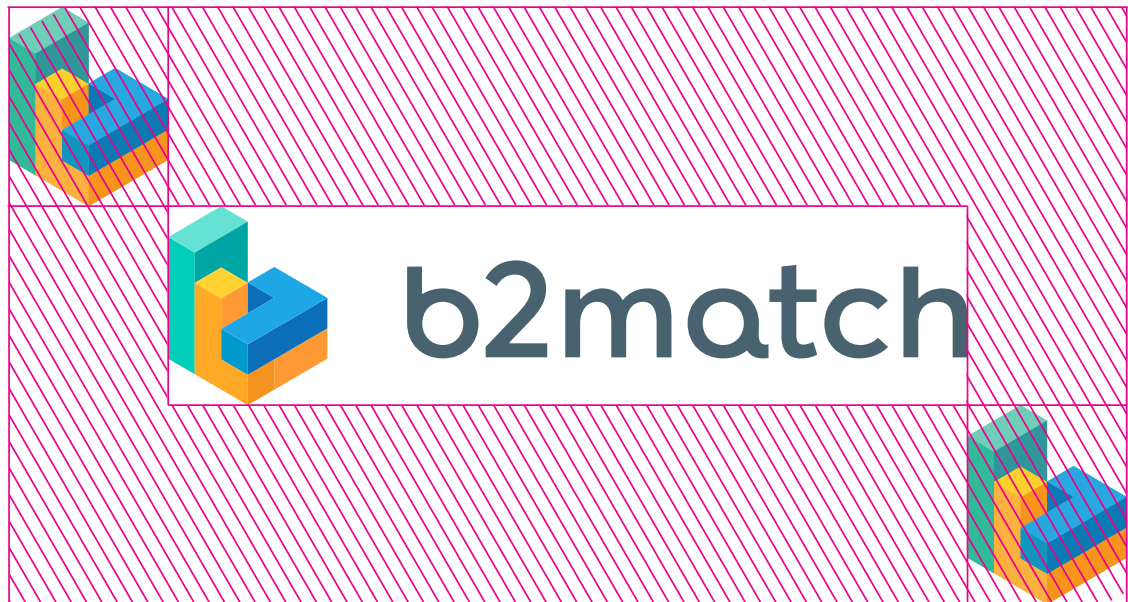
Vertical Logo.   A8.

You can use the vertical form of the logo whenever you can't use the main horizontal version. Any difficult layout which can't contain the horizontal logo can use this one instead.

However, it's important to keep in mind that the basic version is the horizontal one and it should be used primarly.
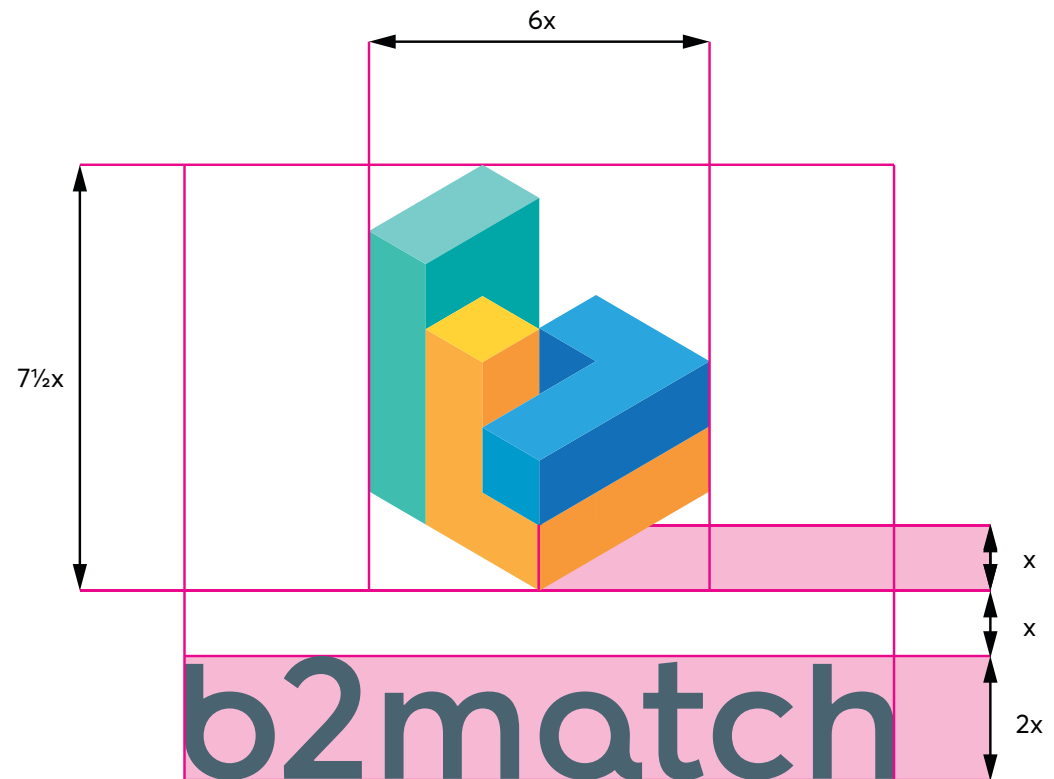
Vertical Logo.
Proportions.

Here you can see how the composition of the logo. It was carefully planned and measured, so please don't change it.

Even if you'd reeealy like to move the logotype to the right or the symbol to the corner - don't!.

Do not move the elements or re-size them separately from each other. They are designed this way for a reason.

Vertical Logo.   A10.
Domains.

Our logo also comes in vertical form with the
.com - as the domain address. You can use it
in the same situations as the horizontal one
with the web address extension.

b2match.com

b2match.com


b2match.com

Logo in monochrome.   A11.

There's nothing like a spot of color here and there. Our logo comes in deferent monochrome versions for which you can use the colors from our color palette.
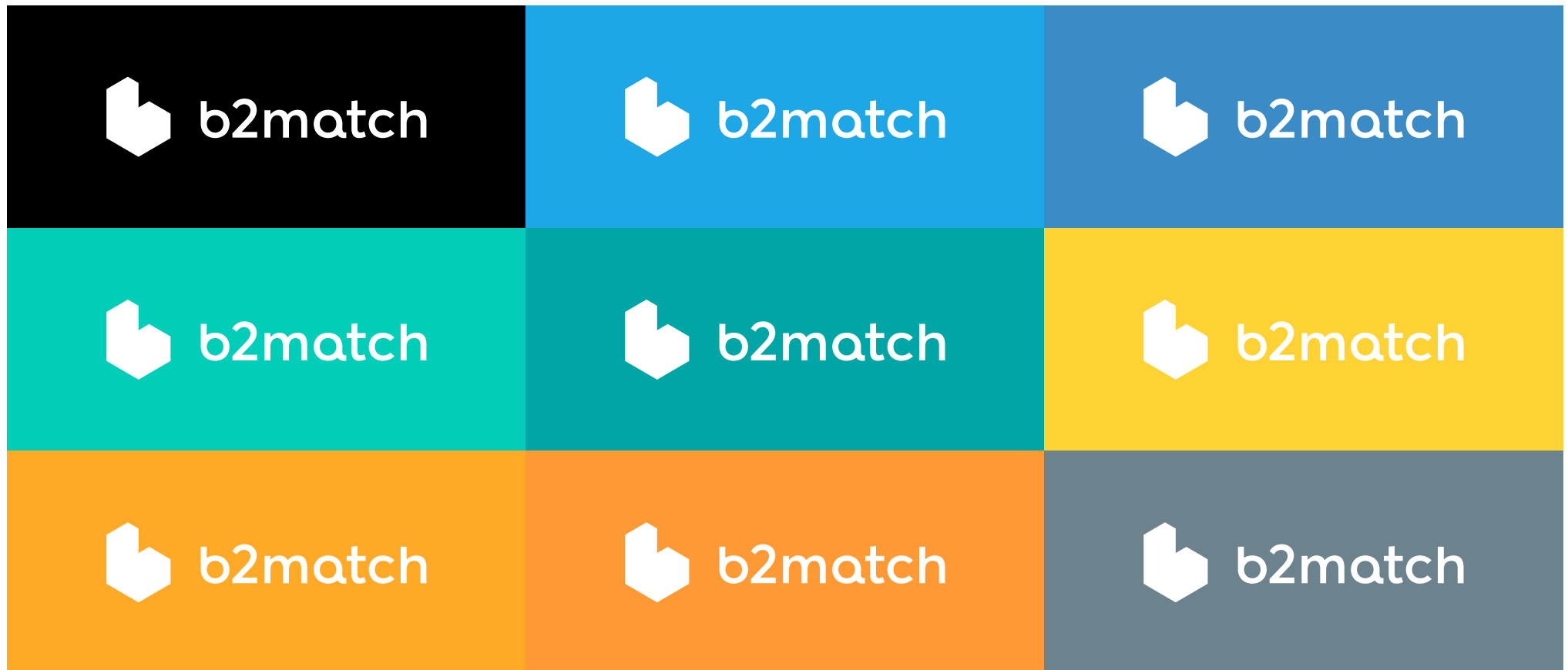
The most important restriction here is: never use the logo in colors other than the brand colors described on the next pages.

It's very important to us that the designs are coherent color-wise so stick to the colors we supplied.
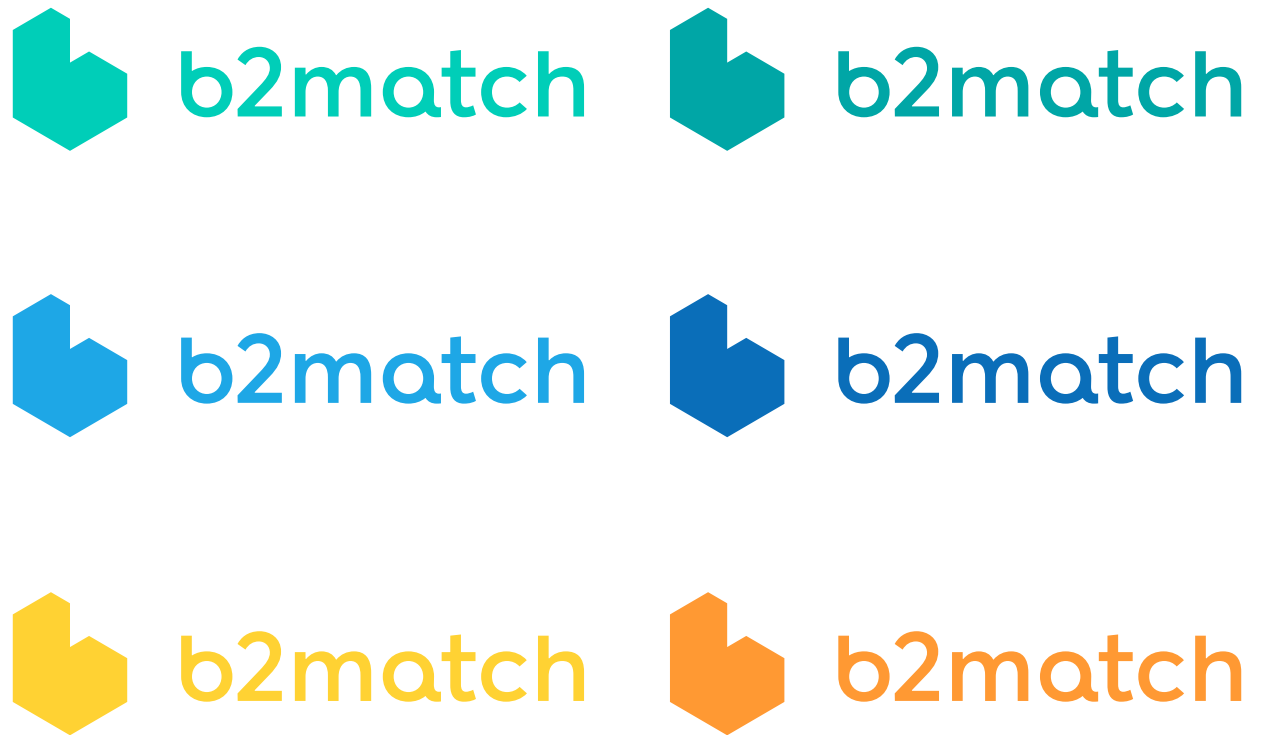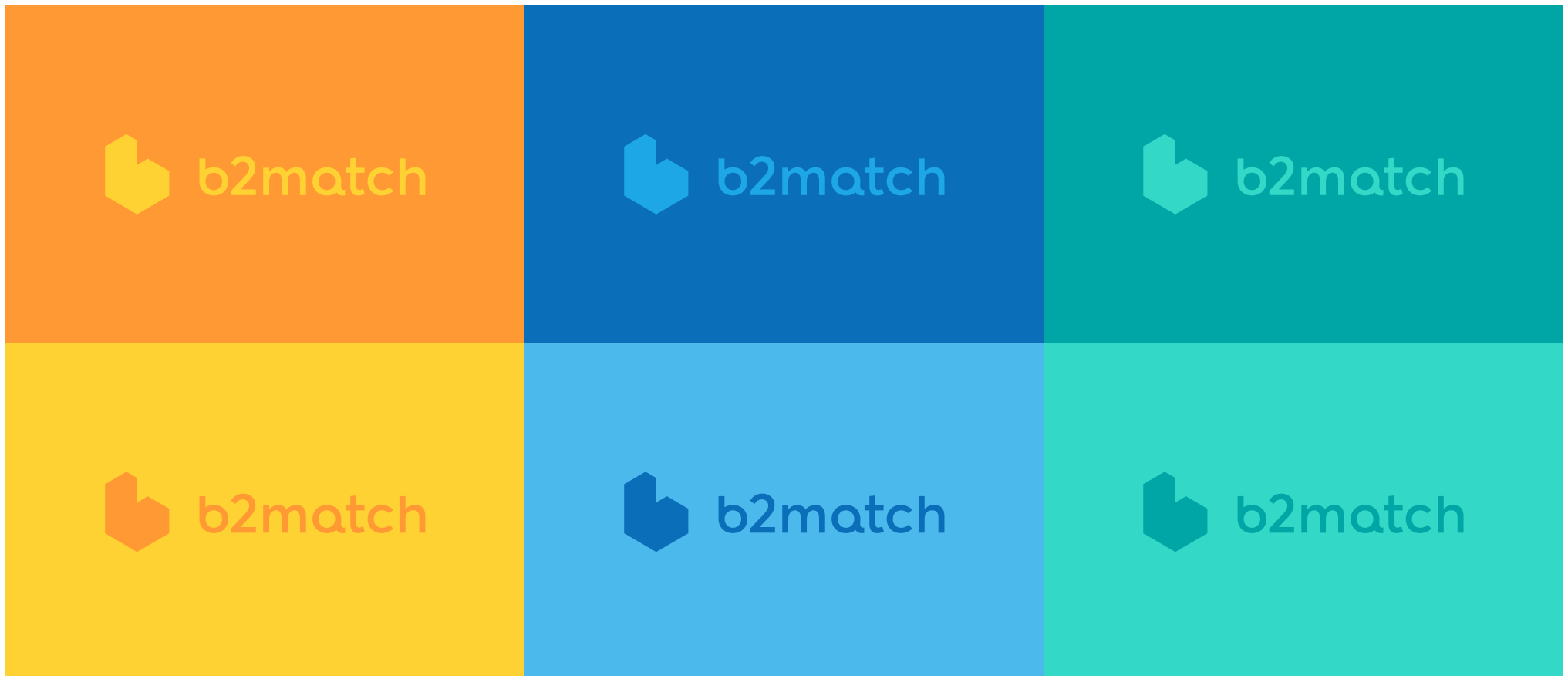
**Logo on color
background.**

Monochromatic logo
on color background.   A13.

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Section B

about the typography

Primary font.   **B1.**
Averta.

For our communication we are using Averta as the main font. It can be found in our presentations, print and web design.

It's a very well readable friendly geometric font with a modernist character. It's perfect for headlines as well as paragraph text, so write away!

AaBbCcDd

Averta Thin, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Averta Light, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Averta Regular, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Averta Semibold, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Averta Bold, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Averta Black, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Secondary font.
Avenir Next.

B2.

We use Avenir in very specific situations and only for the app designs.

It's a classic sans-serif font with strong character, so use it with caution.

AaBbCc

Avenir Next Ultralight, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Avenir Next Regular, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Avenir Next Medium, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Avenir Next DemiBold, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Avenir Next Bold, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Avenir Next Heavy, 10 pt

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

System font.   **B3.**
Tahoma.

Use Tahoma whenever you can't use Averta. It can happen when you create editable documents which will be used by other people. They may not have Averta installed on their computers, so it's important to have this option in mind.

AaBb

Tahoma Regular, 10 pt.

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Tahoma Bold

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@#$%^&*()

Web font.
Muli.

Use Muli whenever you can't use Averta. It can happen when you create editable online documents which will be used by other people and online. Muli is an open source google font.

WwEeBb

Muli Regular, 10 pt.

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@£$%^&*()

Muli Bold

ABCDEFGHIJKLMNOPRSTWUXYZ
abcdefghijklmnoprstwuxyz
1234567890!@£$%^&*()

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Section C

about the colors

Main Color Palette.   C1.

This is where the magic happens. Color is the thing that makes a brand recognizable and our color palette is doing just that. It makes us who we are.

Our brand is multi-color, so feel free to explore. We have eight main colors and each of them has various tints. The colors include fresh oranges, happy blues and rich turquoises.

When using colors remember that we also like the white space. Let them breathe a little. Other than that, mix and match and have fun!
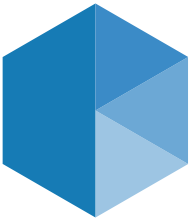
C:85 M:45 Y:8 K:0
R:10 G:110 B:185
#0A6EB9

C:0 M:50 Y:100 K:0
R:255 G:153 B:51
#FF9933

C:78 M:20 Y:40 K:0
R:0 G:166 B:166
#00A6A6

C:80 M:25 Y:15 K:0
R:0 G:153 B:204
#0099CC

C:0 M:35 Y:85 K:0
R:255 G:169 B:39
#FFA927

C:70 M:0 Y:50 K:0
R:0 G:206 B:184
#00CEB8

C:70 M:16 Y:0 K:0
R:30 G:167 B:230
#1EA7E6
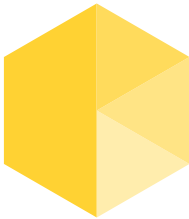
C:0 M:16 Y:92 K:0
R:255 G:210 B:51
#FFD233

Functional Color Palette.   C2.

Here are the functional colors which we use in our designs.

Remember, all of the colors use tints. When you need a lighter gray it's simple - just use only percentage of it's saturation. It will give your designs the flexibility you need.
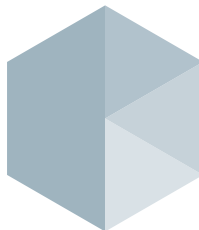
The last two, light greys are functional colors meant for web and app design mostly.

C:5 M:80 Y:90 K:0
R:244 G:74 B:25
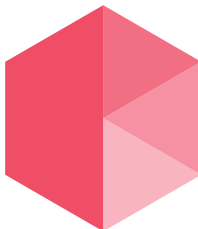#F44A19
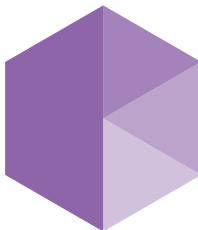
C:50 M:70 Y:1 K:0
R:141 G:100 B:168
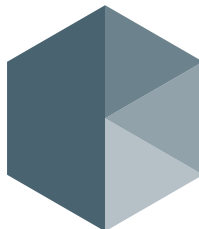#8D64A8

C:15 M:0 Y:0 K:30
R:158 G:179 B:190
#9EB3BE

30% of the main color, e.g.:
- #9EB3BE
- #B1C2CB
- #C5D1D8

C:50 M:5 Y:100 K:0
R:153 G:204 B:51
#99CC33

C:0 M:80 Y:40 K:0
R:255 G:74 B:100
#FF4A64

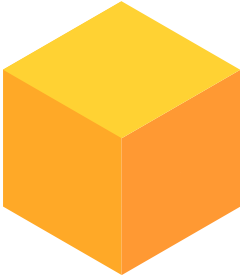C:30 M:0 Y:0 K:70
R:72 G:98 B:111
#48626F

50% of the main color e.g.:
- #48626F
- #D818C
- # 91A1A9

Color Combinations.

On the next few pages you will learn about the shapes we use in our communication and here you can see how we created their colors.
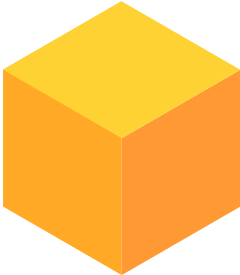
C3.

Light Yellow:
R:255 G:210 B:51
#FFD233

Medium Yellow:
R:255 G:169 B:39
#FFA927

Dark Yellow:
R:255 G:153 B:51
#FF9933

Light Red:
80% Red

Red:
R:244 G:74 B:25
#F44A19
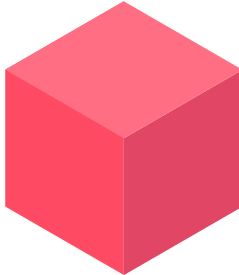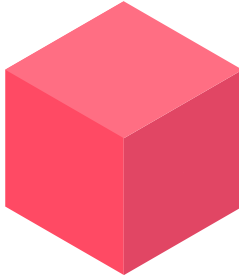
Dark Red:
R:225 G:70 B:25
#E14619

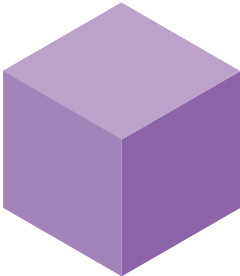**Light Pink:**
80% Pink

Pink:
R:255 G:74 B:100
#FF4A64

Dark Pink:
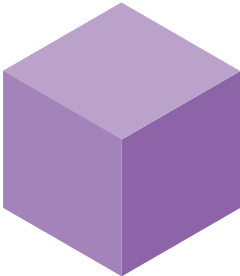R:255 G:70 B:100
#E14664

Light Violet:
60% Violet

Medium Violet:
80% Violet

Violet:
R:141 G:100 B:168
#8D64A8

Light blue:
R:30 G:167 B:230
#1EA7E6
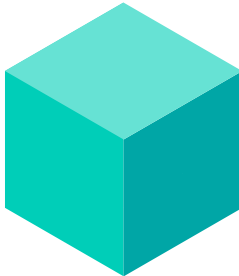
Medium blue:
R:0 G:153 B:204
#0099CC

Dark blue:
R:10 G:110 B:185
#0A6EB9
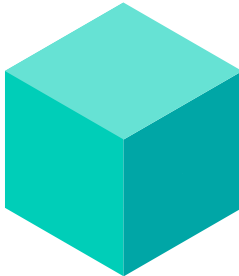
Light Turquoise:
60% Turquoise

Turquoise:
R:0 G:206 B:184
#00CEB8

Dark Turquoise:
R:0 G:166 B:166
#00A6A6

Section D

about the shapes

Basic shape.   D1.

Here it is. The base. The thing where it all start. The cube.

We use it to create the 3D shapes which are a big part of our communication. You'll see some examples in just a moment.
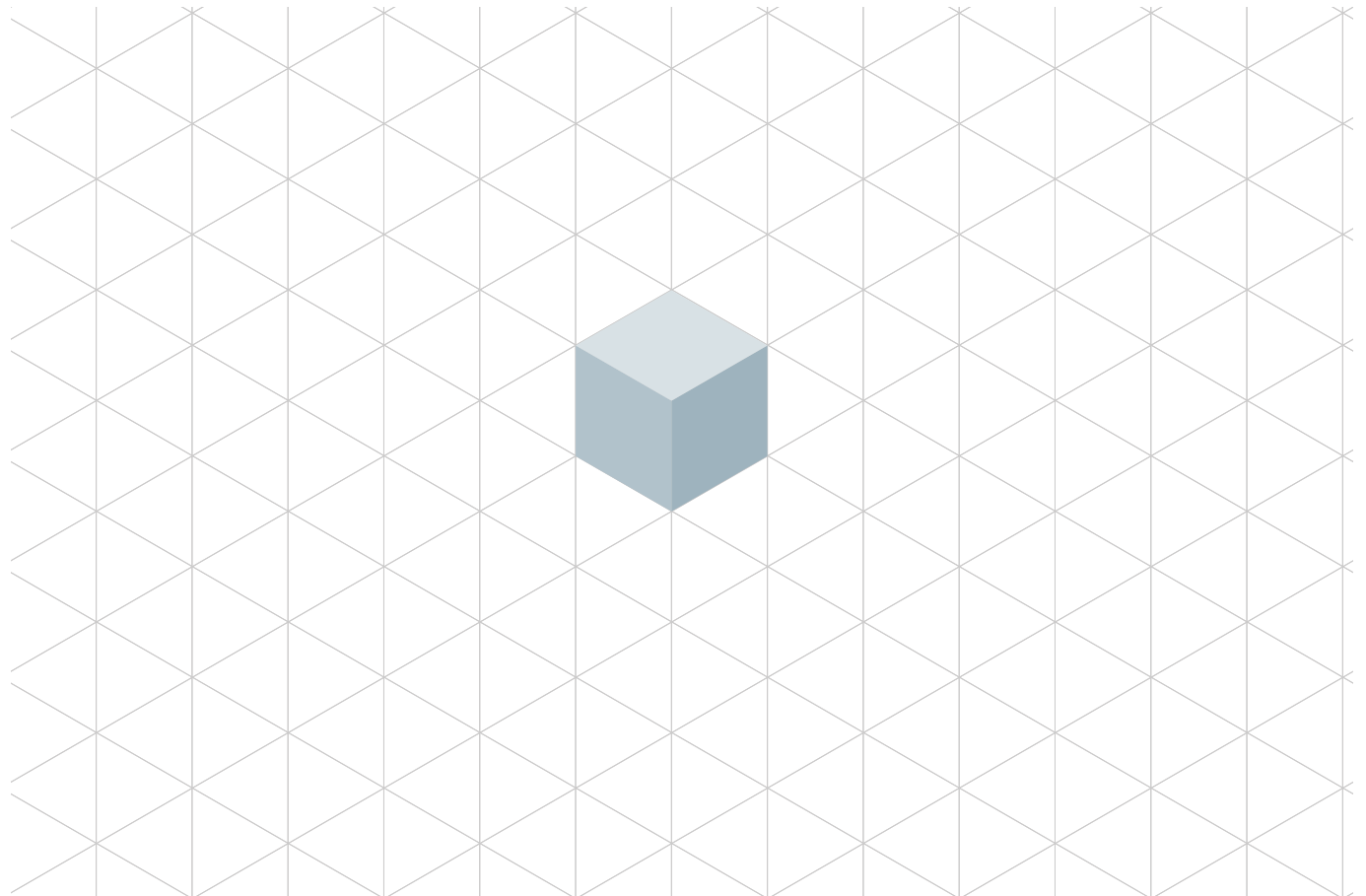
Complex shape on grid.   D2.

This is how we buid the shapes. We are using the isometric grid to build perfect shapes. It's easy - you take a block, place one on top of another and voilà - you got yourself a shape.
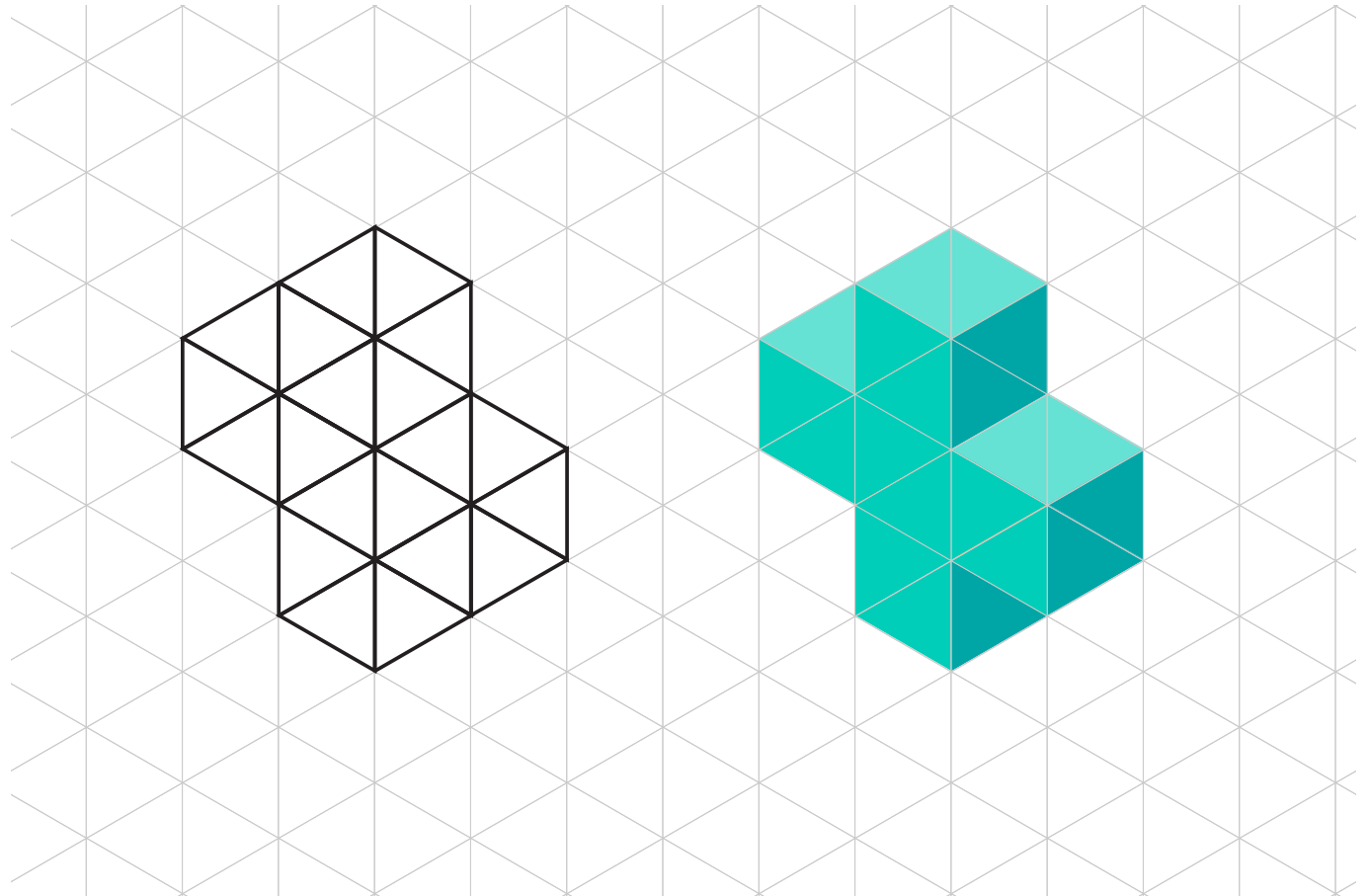
Set of shapes on grid.   D3.

Here's how the basic shapes look on the grid. We use them together to created multi-color graphic elements for our designs.

They can go in different directions, so you can play around with your compositions.
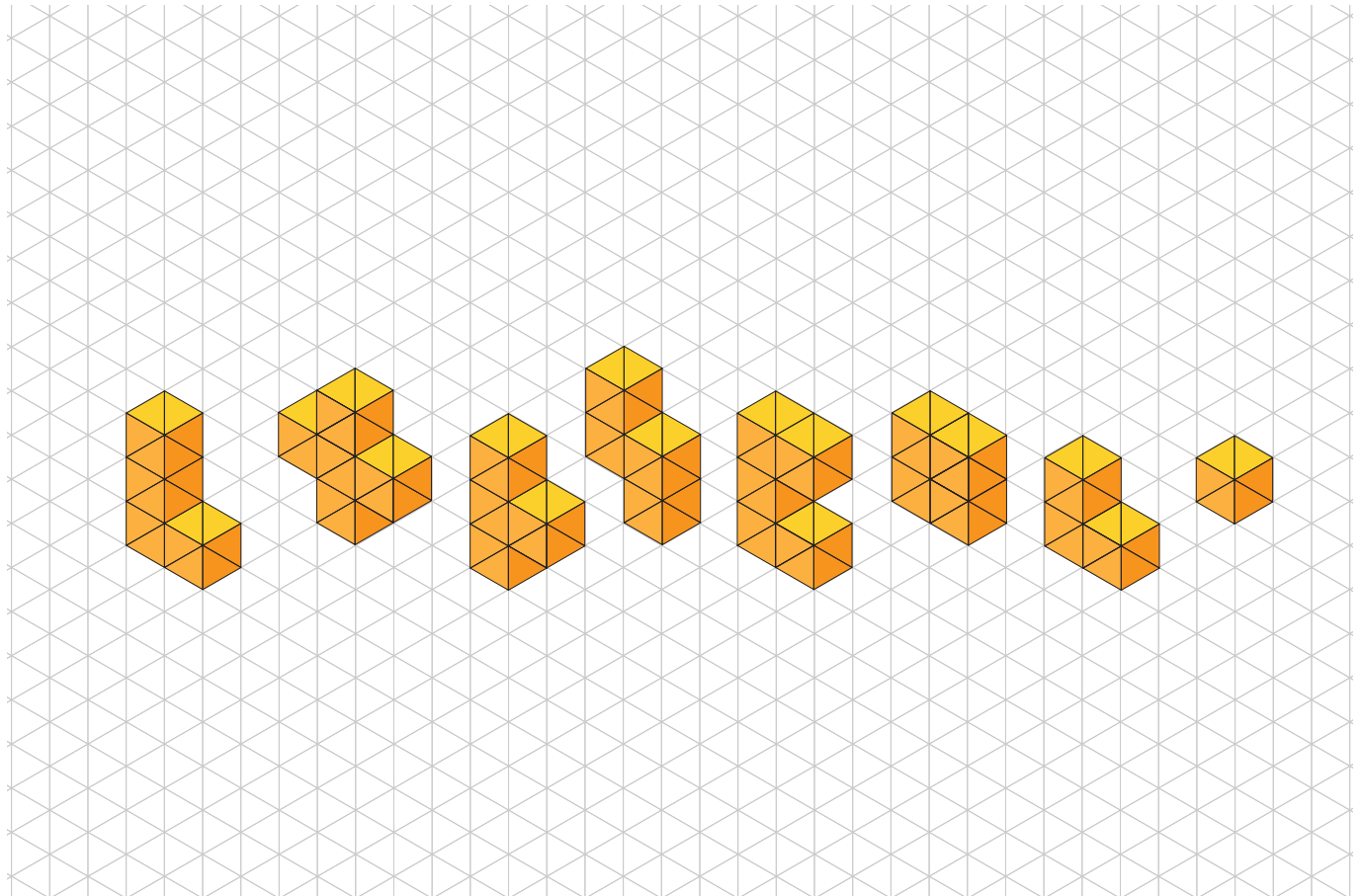
Different perspectives. D4.
Example.

Here's how one shape can be directed. The only thing you need to remember is that it always needs to be based on the isometric grid.

You can take each shape shown on the previous page and place it the same way using the cube as a building block.
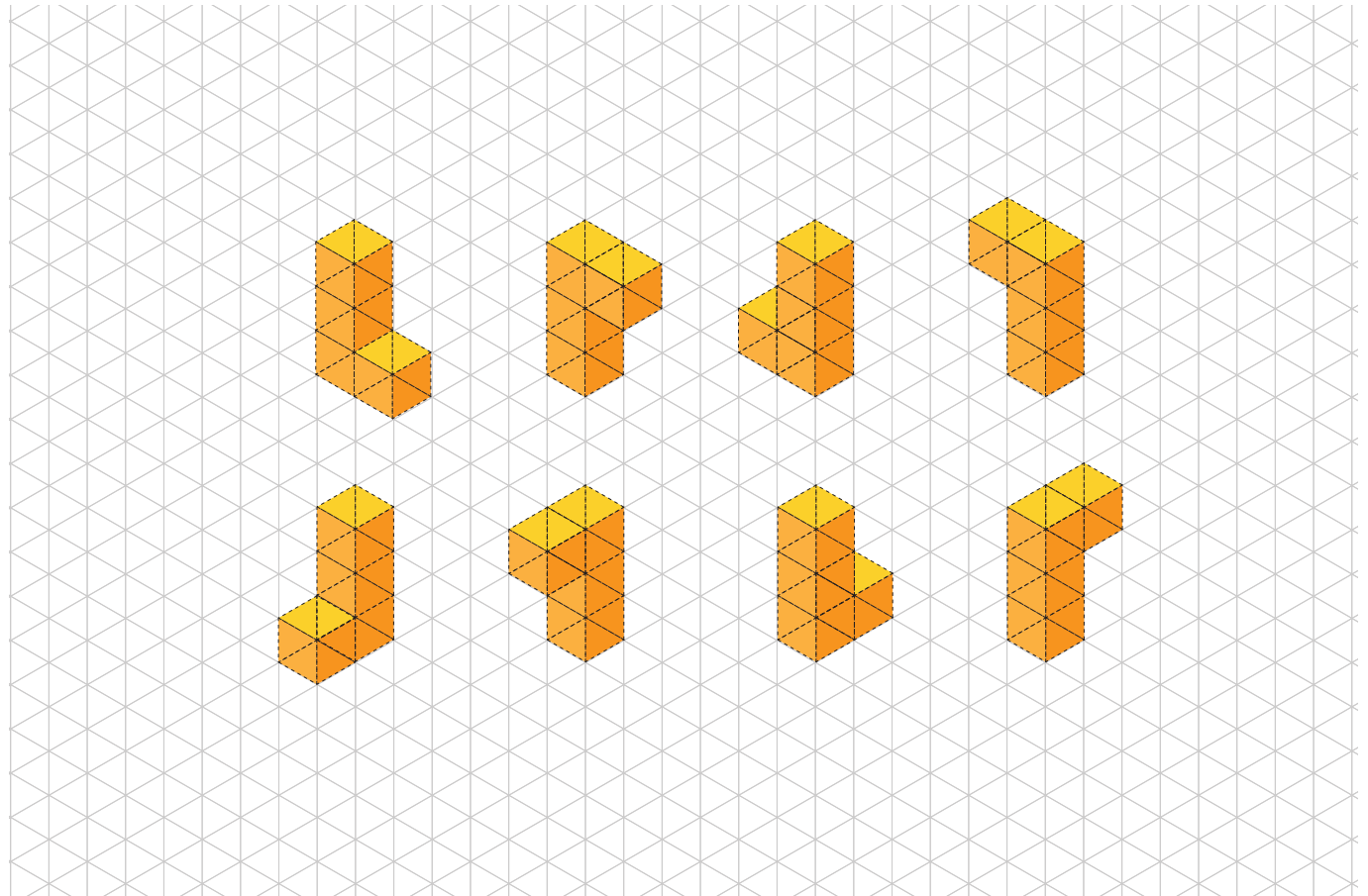
Different shapes in colors.   **D5.**

As mentioned before - we mix our shapes and use different colors to create fun compositions.

Here are the basic shapes in different colors from our color palette. Some sample compositions created using these are shown on the next pages.

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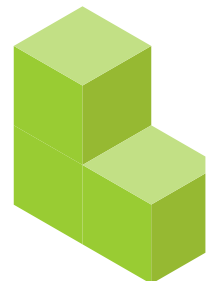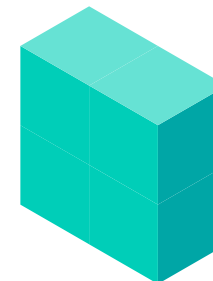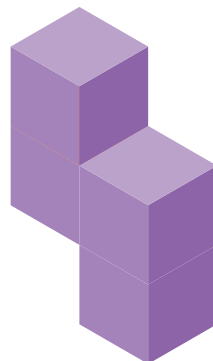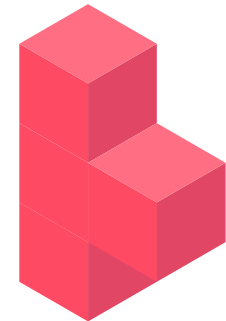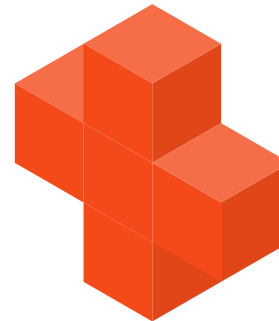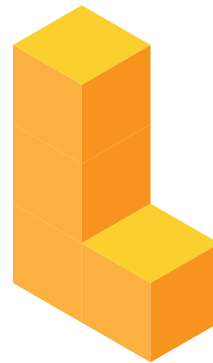
Section E

about the layouts

Headlines and titles.   E1.

Our typography has it's rules which - if you stick to them - will enable you to create visually interesting typographic content.

A. Use Averta Bold for headlines. A headline is a short one-sentence title of the document, presentation slide, etc. It should be big enough to gain attention.

B. Use Averta Semibold for taglines. A tagline is a short one-sentence description of the headline/title. The rule is simple - the tagline text should be half the size of the headline text. Easy right? Change the space before to the same value as the headline text and you're good to go.

A. # Your perfect bold headline.

B. ## Tell them more about your exciting ideas.

Typography Examples. **E2.**

Turning Smalltalk into Engagement.

With matchmaking, event attendees have the ability to plan meetings in advance.

Headline: Averta Bold - 40 pt
Tagline: Averta Semibold - 20 pt
Space before: 40 pt

Business Matchmaking for Events.

Connecting your attendees for a greater overall event success.

Headline: Averta Bold - 30 pt
Tagline: Averta Semibold - 15 pt
Space before: 40 pt

Paragraphs.   **E3.**

We create the paragraphs using similar rules as we do for the headlines and taglines, however there is a small difference.

A. The title of the paragraph should be written using Averta Bold or Semibold. It shouldn;t be bigger than the headline text. The size should vary from 24 to 16 points, depending on the layout.

B. The paragraph text should use Averta Semibold if it's a short single paragraph, e.g. in a presentation. If it's a longer text in a document, use Averta Regular to keep it well readable and clean. The text size can vary from 10 to 13 points.

For single text paragraphs, where the title text size is between 20 and 24 points you can use the same rule to establish paragraph text size, as you did with the headline/tagline.

A. Here you will be giving a short sample of your story. A little entrée for the main juicy part.

B. In a galaxy far far away... Just kidding - you can say whatever you like using our fantastic rules for typography in a paragraph text. Remember to read the instructions and have fun! Until you do get them right, here's your favourite part.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc at felis nec mauris eleifend volutpat. Phasellus at urna mollis, fermentum nulla at, dictum magna. Aenean aliquet elit lacus, nec rutrum neque pulvinar in. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Paragraphs.
Examples.   **E4.**

A matchmaking event is an event that is very similar to speed dating in terms of the concept.

This is where organizations who are interested in similar fields or in the same industry and offer different skills, products and services come together to network and find the perfect match for their organization and what they want to do or are doing.

This is also known as brokerage events or business speeddating. It also allows organizations to present and sell themselves showing what they do and why they believe they are the perfect match for whatever it is you are looking for.

Headline: Averta Bold - 20 pt
Tagline: Averta Semibold - 10 pt
Space before paragraph text: 20 pt

B2Match: The all-in-one matchmaking solution that covers your whole event.

Our focus at B2Match is turning events into places where people can set initial steps for long term partnerships. We've applied the basics of speed-dating to that of networking events in order to ensure that your participants go home with worthwhile connections.

Headline: Averta Bold - 24 pt
Tagline: Averta Semibold - 12 pt
Space before: 24 pt

Graphic elements. E5.

Our main graphic element is created with the shapes based on an isometric grid and the cubes.

Don't be afraid to use colors! They are described in the color palette and should be used whenever possible. Don't worry - white space will make your layouts light.

The graphic elements shouldn't be over-used though. Use one per page or per spread. Once you'll see the examples you'll get the idea.

Graphic elements.
Examples.

Here are two examples of different compositions of the colorful blocks. Take a look at how they are placed - corners or edges selected by you are always in contact with the boarders of the page.

E6.

Layout with a photo.

A lot of our layouts use a photo, a graphic and a headline. Seems a lot? Don't worry - we use a lot of white space too.

Remember that the graphic element shouldn't take up more than a quarter of the page. The space for the text and the logo should always be wider than one-third of the format.

The remaining space can be freely used for the photo. Keep in mind that the graphic should always cover the photo a bit as well,

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Business Matchmaking for Events.

Connecting your attendees for a greater overall event success.

Layout without a photo.

We don't always use photos. Sometimes a clean layout with some color will do the work. Instead of the white under the logo, you can play around a bit.

Use a color from our color palette, but beware: since you're using a color background remember not to use a white achromatic logo and white text. Also, use the same color as the background for the title in the paragraph text, if you chose to add it.

The graphic should be created with such colors, which will be well visible on the color background.
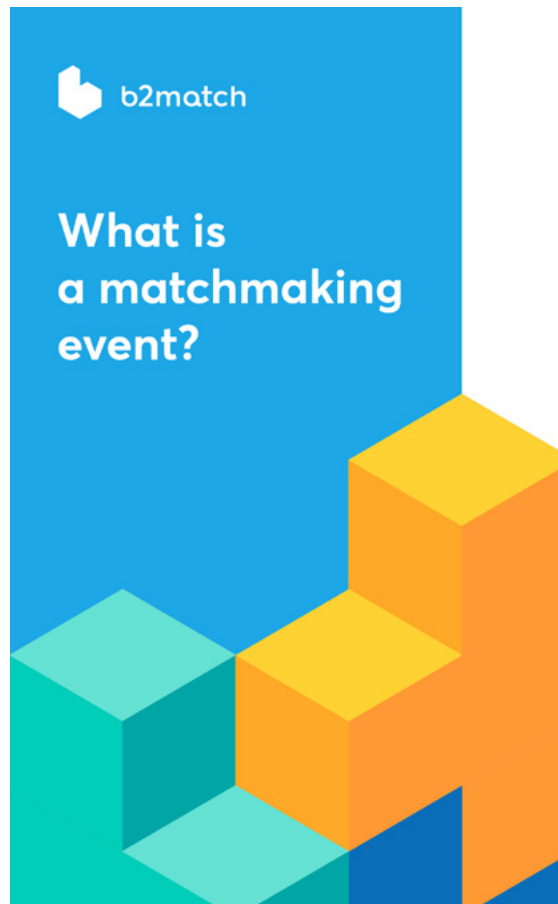
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What is a matchmaking event?

A matchmaking event is an event that is very similar to speed dating in terms of the concept.

This is where organizations who are interested in similar fields or in the same industry and offer different skills, products and services come together to network and find the perfect match for their organization and what they want to do or are doing.

This is also known as brokerage events or business speeddating. It also allows organizations to present and sell themselves showing what they do and why they believe they are the perfect match for whatever it is you are looking for.

Networking and making connections are important to 75% of all respondents, but most important to Gen Y Millennials at 84%, as they're building their base of contacts.

The fact that it's important to over two-thirds of all attendees warrants including it in both promotional messaging and determining how to best facilitate a variety of ways to 'get them together on-site.

b2match

Thanks for reading!

In case you have anyquestions
or doubts, contact our team.

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