

# **BONGACAMS BRAND RESOURCES.**

Guidelines



# Logo

When placing the BongaCams logo, make sure it is clearly visible and does not blend in with other graphic elements.

- Free space on the right and left should be at least 12.5% of the logo width. At the top and bottom, it must be at least 20% of the logo height.
- The logo should not be rotated, distorted, or changed in any way.
- The minimum logo size is 80 pixels wide.



Free Space



Minimum Logo Size



BONGACAMS

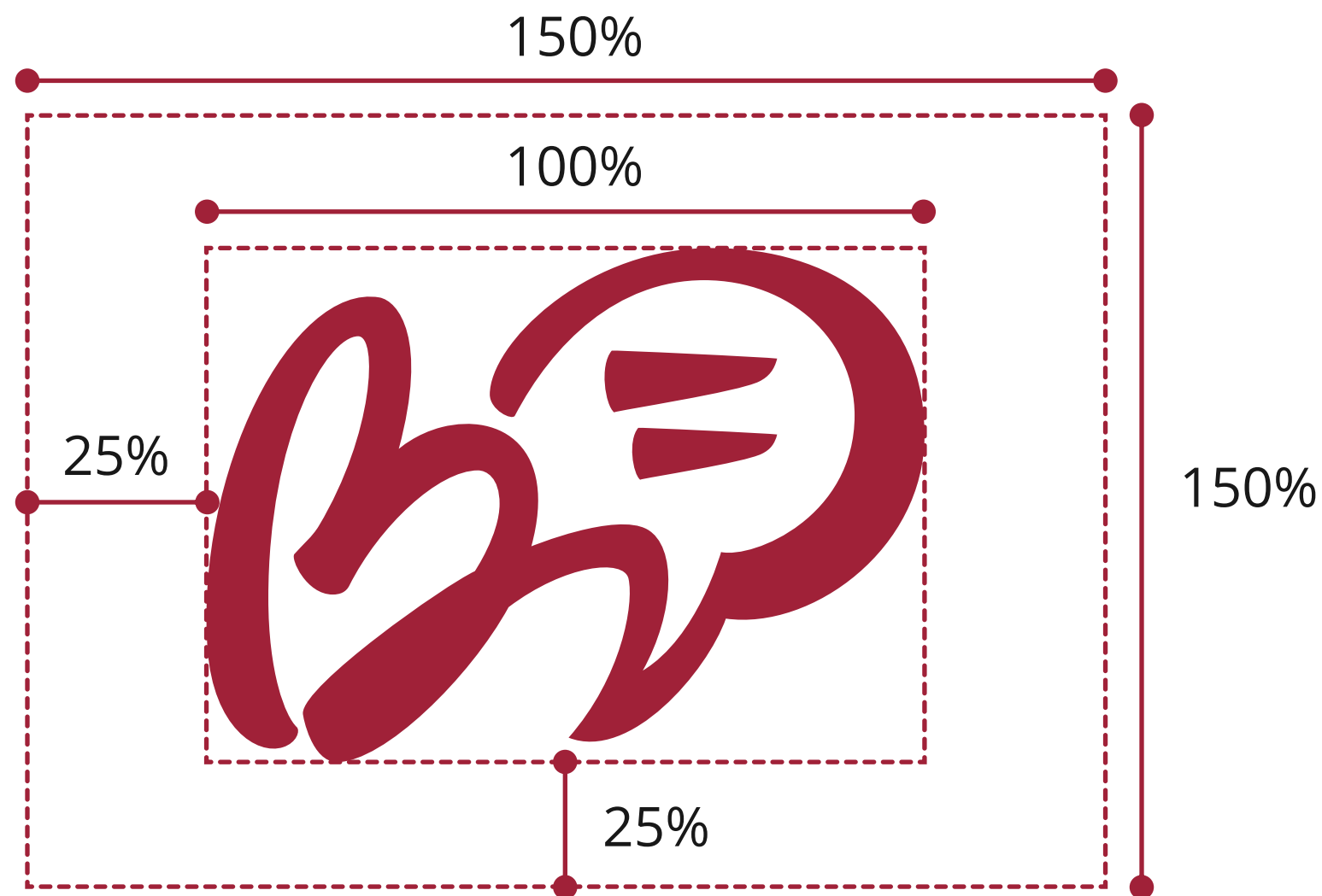
BRAND RESOURCES

LOGO

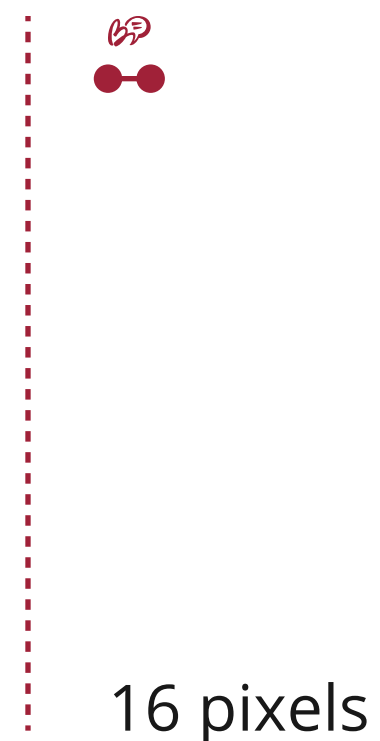
# Monogram

The BongaCams monogram must be clearly visible and located at a sufficient distance from surrounding elements.

- Free space on the right and left must be at least 25% of the monogram width. At the top and bottom, it must be at least 25% of the monogram height.
- The monogram must not be rotated, distorted, or changed in any way.
- The minimum monogram size is 16 pixels wide.



Free Space



Minimum Logo Size



# Social Icons

When placing the BongaCams monogram next to social media icons, it is necessary to maintain their proportions and sizes.

- The white monogram should be placed on a burgundy background (#A02239) of a round, square, or rounded shape.
- The burgundy monogram can be placed without a background.



Icon without a background



Minimum width:  
32px



Round icon



Minimum width:  
32px



Square icon with rounded corners



Minimum width:  
32px



Square icon



Minimum width:  
32px



# Unauthorized Modifications

## Basic rules for using the logo


Use the logo only in the brand colors: burgundy, black or white.

- Do not modify or rotate the logo.
- Do not change the color and style of the logo.
- Do not change the proportions and arrangement of the logo elements.
- Do not post outdated versions of the logo – always use the current version.



 Do not change the color and style of the logo



 Do not - modify or move elements



# Brand Colors

## Primary

### Burgundy

HEX #A02239      CMYK 0 79 64 37  
RGB 160 34 57      PANTONE 201 C

## Secondary

### Black

HEX #000000      CMYK 0 0 0 100  
RGB 0 0 0

## White

HEX #ffffff      CMYK 0 0 0 0  
RGB 255 255 255

### Burgundy Light

HEX #C92746      CMYK 0 81 65 21  
RGB 201 39 70      PANTONE P 52-16 C



# General Rules

BongaCams brand elements include the name, logo, and any brand-related identifiers. Always write BongaCams as a single word with capitalized B and C.

## Usage Guidelines

- Do not modify the BongaCams logo.
- Do not use the BongaCams logo as your own brand.
- Do not include BongaCams brand elements in the name of your company, product, service, website, domain, application, username, etc.
- Do not include BongaCams brand elements in content related to illegal activity or that violates the [Terms and Conditions of Use](#).
- When making legitimate brand references, always make it clear that your content is associated with BongaCams, but is not created by BongaCams.

By following these rules, you help maintain consistency and correct use of BongaCams brand elements.

