The new wordmark

The logo is the core part of the Bombora identity. It is an evolution of the previous wordmark. We no longer use the dot symbol within the logo.
# Color Palette

Our primary colors are blue, white, and black. The accent colors play a supporting role, providing additional personality to illustrations, buttons, and typography.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>C4 M61 Y100 K0</td>
<td>R236 G126 B30</td>
<td>#EC7E1E</td>
</tr>
<tr>
<td>Blue</td>
<td>C87 M42 Y17 K1</td>
<td>R00 G125 B170</td>
<td>#007DA8</td>
</tr>
<tr>
<td>Black</td>
<td>C78 M67 Y64 K79</td>
<td>R15 G23 B25</td>
<td>#0F1719</td>
</tr>
<tr>
<td><strong>Accent</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark Orange</td>
<td>C15 M73 Y100 K4</td>
<td>R204 G95 B0</td>
<td>#CC5F00</td>
</tr>
<tr>
<td>Sand</td>
<td>C3 M3 Y5 K0</td>
<td>R245 G241 B236</td>
<td>#F5F1EC</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>C96 M65 Y41 K25</td>
<td>R4 G75 B101</td>
<td>#044B65</td>
</tr>
<tr>
<td>Gray</td>
<td>C69 M48 Y45 K45</td>
<td>R86 G108 B115</td>
<td>#566C73</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>C78 M59 Y54 K39</td>
<td>R54 G75 B77</td>
<td>#36474D</td>
</tr>
</tbody>
</table>
How to use the logo

Guidelines on how you can style the logo.

- Blue logo on white background
- Black logo on white background
- Orange logo on sand background
- White logo on blue background
- White logo on orange background
- White logo on grey background
- White logo on dark blue background
- White logo on dark grey background
- White logo on dark sand image
- White logo on black background
- White logo on dark orange background
- White logo on dark grey background
- White logo on dark sand image
**Logo don’ts**

Guidelines on how you should not style the logo.

- Don’t use colors that aren’t part of the color palette
- Don’t use noisy backgrounds
- Don’t attempt to recreate the logo using a font
- Don’t use colors that aren’t part of the color palette
- Don’t use low-contrast backgrounds
- Don’t fill the logo with a gradient
- Don’t use colors that aren’t in the logo color palette
- Don’t use the blue logo with colors other than white
- Don’t stretch the logo horizontally or vertically
Spacing around the logo

Always maintain clear space around the logo to make it stand out. The clear space should be at least half the height of the letter “o” in the wordmark. To ensure correct spacing, the clear space is within the logo assets.
Typography for PowerPoint

Our typeface is Trebuchet MS, designed in 1996 by Vincent Connare for Microsoft Corporation. It has a trustworthy yet friendly appearance and is highly legible on screen and in print.

Trebuchet MS
Available from Microsoft Corporation

Bombora is the leading
Trebuchet Regular

provider of B2B demographic
Trebuchet Italic

firmographic, and Intent data.
Trebuchet Bold
Typography for website

Our typeface is Open Sans, designed in 2011 by Steve Matteson for Google Fonts. It has a trustworthy yet friendly appearance and is highly legible on screen and in print.

Open Sans
Available from Google Fonts

Bombora is the leading
Open Sans Regular

provider of B2B demographic
Open Sans Semibold Italic

firmographic, and Intent data.
Open Sans Extrabold
How to choose photography

Bombora uses beach, ocean, and wave imagery to bring our communications to life. A semi-transparent color overlay (either solid or gradient) is applied to ensure consistent brand voice and legibility of headings.

We have identified three different categories of images: strong waves, beaches, and calm waves.
How to use text with photography

When overlaying text on an image, please set the text color to white (#FFFFFF) and use a bold font weight for headings.
PowerPoint textures

We use a set of textures to add emotion and personality to our PowerPoint slides.
Website brushstroke textures

We use a set of brushstroke to add emotion and personality to our website and materials.

Texture on slides
Brushstroke textures

We use a set of brushstroke to add emotion and personality to our website and materials.