bombora

Brand Guidelines

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.

Primary Logo

bombora

Secondary Logo

bombora

bombora

bombora

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

Primary

Orange
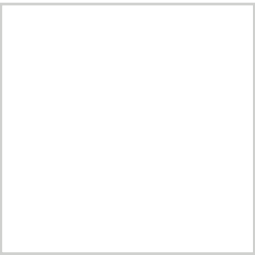C4 M61 Y100 K0
R236 G126 B30
#EC7E1E

Blue
C87 M42 Y17 K1
R00 G125 B170
#007DAA

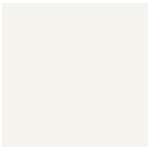**Black**
C78 M67 Y64 K79
R15 G23 B25
#0F1719

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Accent

Dark Orange
C15 M73 Y100 K4
R204 G95 B0
#CC5F00

Sand
C3 M3 Y5 K0
R245 G241 B236
#F5F1EC

Dark Blue
C96 M65 Y41 K25
R4 G75 B101
#044B65

Gray
C69 M48 Y45 K45
R86 G108 B115
#566C73

Dark Gray
C78 M59 Y54 K39
R54 G75 B77
#36474D

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How to use the logo

Guidelines on how you can style the logo.

bombora
✓ Blue logo on white background

bombora
✓ White logo on blue background

bombora
✓ White logo on black background

bombora
✓ Black logo on white background

bombora
✓ White logo on orange background

bombora
✓ White logo on dark orange background
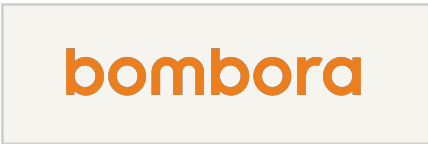
bombora
✓ **Orange logo** on sand background

bombora
✓ White logo on grey background

bombora
✓ White logo on dark grey background

bombora
✓ White logo on dark blue background

bombora
✓ White logo on dark wave image

bombora
✓ White logo on dark sand image

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Logo don'ts

Guidelines on how you should not style the logo.

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❌ Don't use colors that aren't part of the color palette

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❌ Don't use colors that aren't part of the color palette

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❌ Don't use colors that aren't in the logo color palette

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❌ Don't use noisy backgrounds

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❌ Don't use low-contrast backgrounds

bombora

❌ Don't use the blue logo with colors other than white

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❌ Don't attempt to recreate the logo using a font

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❌ Don't fill the logo with a gradient

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❌ Don't stretch the logo horizontally or vertically

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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.
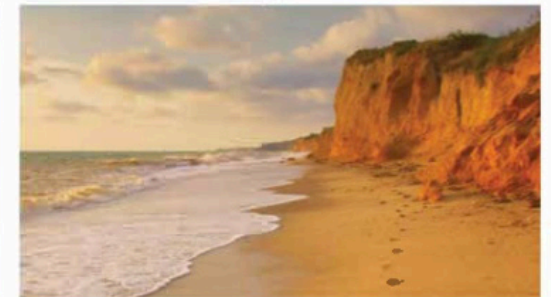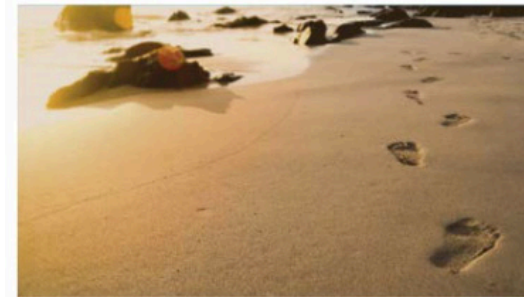
We have identified three different categories of images: strong waves, beaches, and calm waves.
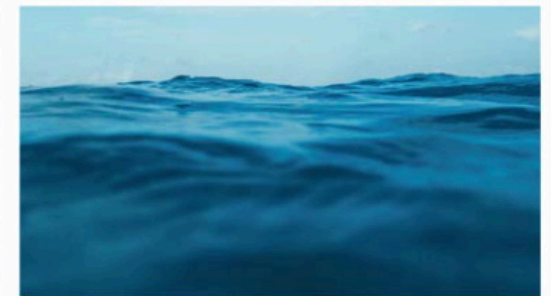
Image categories

Strong waves
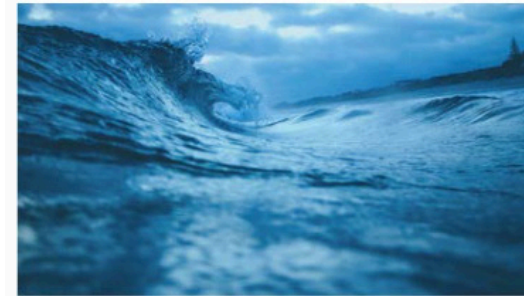
Beaches

Calm waves
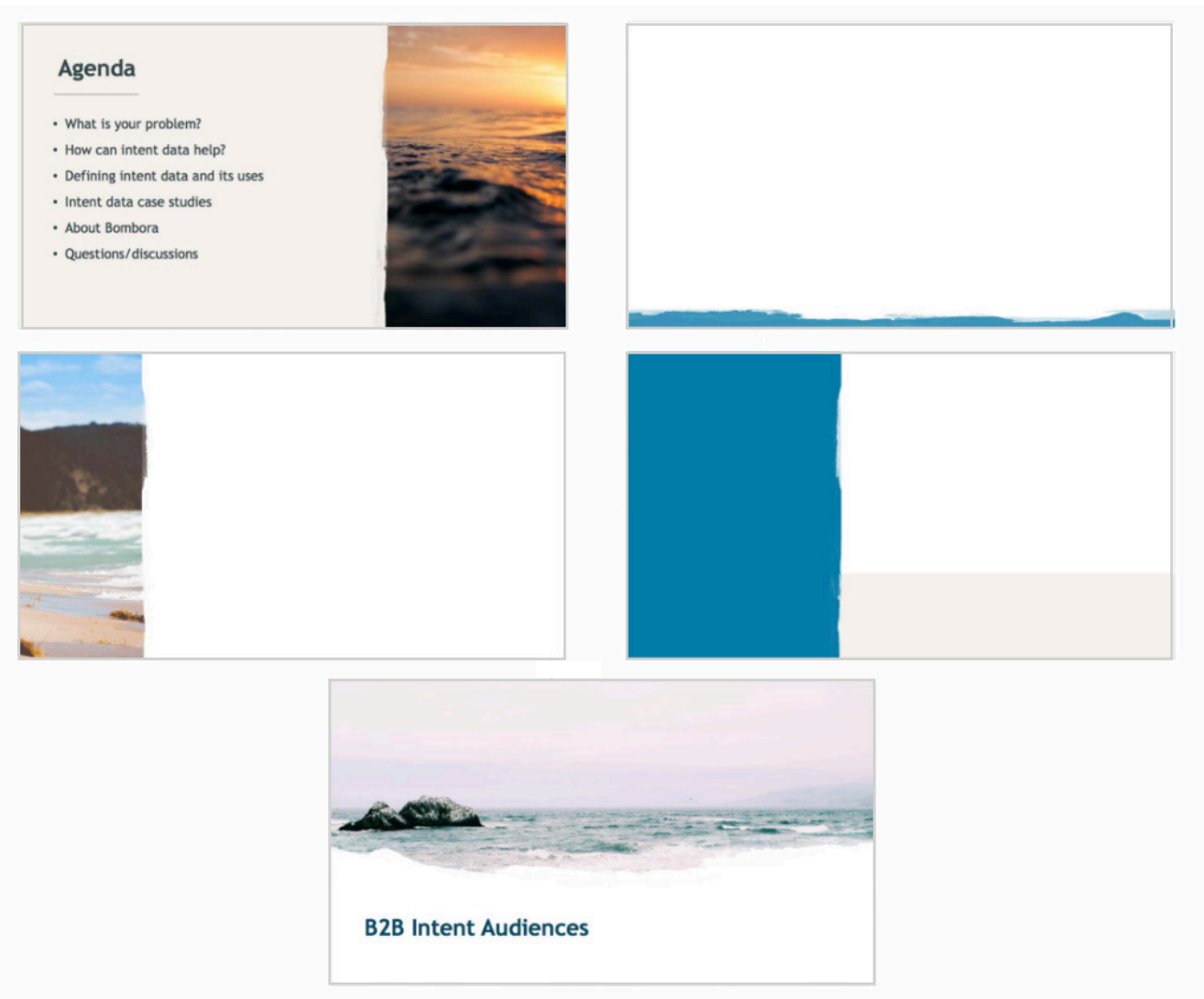
How to use text with photography

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

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PowerPoint textures

We use a set of textures to add emotion and personality to our PowerPoint slides.
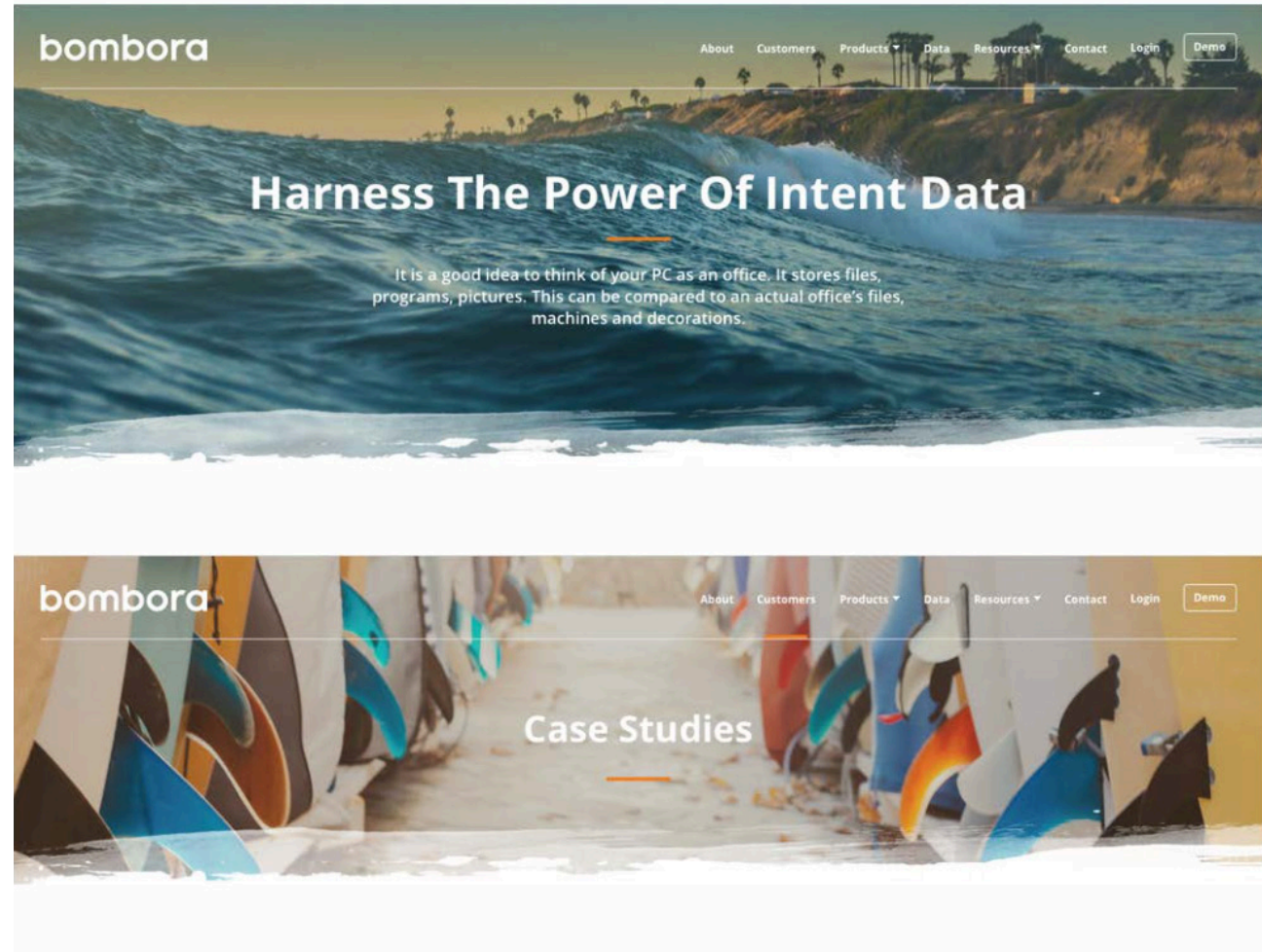
Texture on slides

Website brushstroke textures

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

Texture on slides

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Brushstroke textures

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

Background Elements