



BUSINESS GRADUATES
ASSOCIATION

BGA LOGO BRANDING GUIDELINES

BGA认证图标使用指南

WWW.BUSINESSGRADUATESASSOCIATION.COM

HOW TO USE THE LOGO

CHOOSING THE RIGHT COLOUR LOGO

The BGA logo is available in a range of colorations, with different combinations of gold, white, and black.

When choosing the correct logo to use in certain situations, use the following guidelines:

- Make sure that the logo is clearly legible.
- Give preference to the versions of the logo that include the crown and the wording in bronze.
- Use the fully black and white of the logo if suitable for the design, or if the version with a bronze crown does not appear legible.
- When placing the logo on top of photography, try and avoid placing it on top of complex parts of the image.



如何使用认证图标

选择适合的颜色

BGA认证图标提供铜、白、黑三种颜色，供您组合使用。

请您遵循以下准则，根据特定场景进行图标的选取和使用：

- 确保图标清晰可辨认；
- 建议优先选用带皇冠和文字的铜色图标；
- 若铜色字体显示不清、或在符合设计要求情况下，可使用黑色和白色图标；
- 将图标置于图片或文件上方时，请尽量避免复杂花纹处。

HOW TO USE THE LOGO

EXCLUSION ZONE

Always ensure that a clear space is left around the logo that contains no visual elements. This gives the logo some breathing room and helps it to appear impactful.

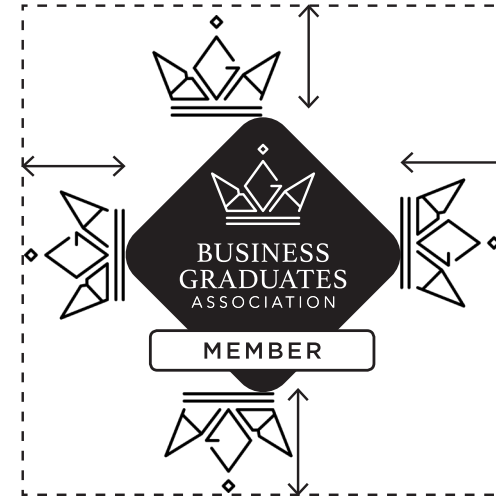
The exclusion zone should be constructed by taking a measurement equal to half the height of the logo. This measurement should be applied in all directions.

如何使用认证图标

留白区域

使用过程中，请您确保将图标四周留白。这有助于视觉视觉舒适，并凸显影响力。

图标四周均应留白，留白宽度应为图标的一半大小。



HOW TO USE THE LOGO

EXAMPLES OF IMPROPER USE*

When using the logo, please do not:

- Allow the logo to appear pixelated
- Squash the logo
- Stretch the logo
- Place the logo inside a box
- Change the fonts used in the logo
- Change the arrangement of text in the logo
- Change the colour of the logo
- Make a pattern with the logo or parts of the logo

*Logo seen here used to depict improper use only.

如何使用认证图标

请避免出现以下使用不当的情况*

- 模糊图标
- 挤压图标
- 拉伸图标
- 图标外加边框
- 改变图标文字尺寸
- 改变图标文字布局
- 改变图标颜色
- 使用图标拼接排版或仅展示部分图标

* 右侧展示的是使用不当的情况。



COLOUR PALETTE

When creating branded materials for BGA, please ensure that you use the correct colours.

配色

在宣传材料中请确保使用正确的BGA图标颜色。



BGA GREEN

C: 78 M: 47 Y: 89 K: 53
R: 39 G: 67 B: 38
#274326



BGA SILVER

C: 35 M: 27 Y: 27 K: 0
R: 166 G: 188 B: 188
#A6BABA



BGA BRONZE

C: 28 M: 60 Y: 95 K: 14
R: 158 G: 88 B: 11
#9E580B



BGA GOLD

C: 16 M: 20 Y: 80 K: 5
R: 218 G: 189 B: 70
#DABD46