

Style Guide

Consider this Style Guide a tool to refer to when using the Bednark brand.

On the following pages, each element is presented individually to showcase the brand’s detail and depth. When applied systematically, these elements create the sum of Bednark’s identity.

This document provides explicit instructions and rules for application, placement, and usage of the brand. Wherever possible, visual examples are shown to illustrate these rules.

In order to maintain a consistent voice and aesthetic, we invite you to review these guidelines when adapting the brand to new concepts, contexts, and applications.

Brand Program, 2.0
Updated 2024-05-21

Designed by Lovably
in New York City

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BEDNARK

The Bednark wordmark is a custom typographic logo, designed specially for this brand. It should not be altered in use nor used alongside any other mark. Type placed next the logo should be distinct from the mark itself.

Included in your Brand Program are indigo, black, and white variants, organized for digital and print applications.

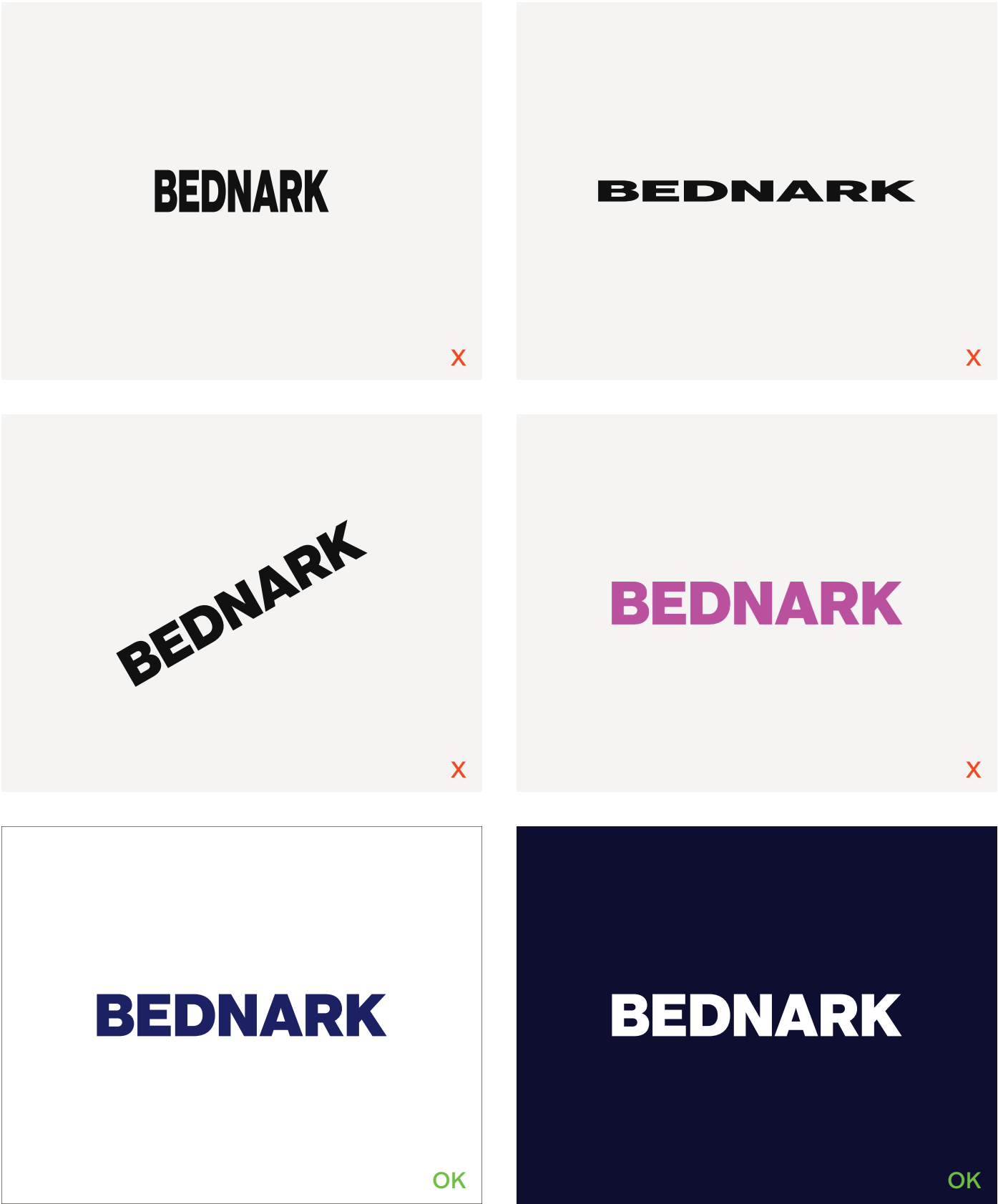
The assets labeled *RGB* may be used for any digital application, such as a website or other online graphics.

The assets labeled *CMYK* may be used for any print application, such as stationery, business cards, or print advertisements.

Each variant is set in three file formats: *PDF*, *PNG*, and *SVG*.

PDF and *SVG* are vector formats which are well-suited for print and digital applications at any size or resolution.

PNG is a raster-graphics format best suited for digital images, especially those intended to be shared online. The *PNG* mark should never be used for print applications as doing so may cause distortion and other inconsistencies.



We encourage you to become familiar with the proper placement of your logo, as displayed in the various examples provided.

Never distort, stretch, or rotate the logo. Never fill with off-brand colors.

The color swatches illustrated form Bednark’s exclusive brand palette.

For use in digital applications, use the specified RGB or HEX color codes.

For print applications, use CMYK or PANTONE for spot-printing.

Since certain colors appear darker as type, we’ve set the Bednark logo in Medium Indigo, whereas Dark Indigo is used for fills. Light Inidigo is reserved for select accents.

	<div><div>White</div><div><div>PANTONE</div><div>CMYK</div><div>RGB</div><div>HEX</div></div><div><div>—</div><div>0, 0, 0, 0</div><div>255, 255, 255</div><div>#FFFFFF</div></div></div>
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	<div><div>Light Indigo</div><div><div>PANTONE</div><div>CMYK</div><div>RGB</div><div>HEX</div></div><div><div>2706 C</div><div>12, 8, 0, 0</div><div>217, 226, 255</div><div>#D9E2FF</div></div></div>
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	<div><div>Medium Indigo</div><div><div>PANTONE</div><div>CMYK</div><div>RGB</div><div>HEX</div></div><div><div>282 C</div><div>100, 95, 10, 35</div><div>24, 29, 75</div><div>#1C2164</div></div></div>
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	<div><div>Dark Indigo</div><div><div>PANTONE</div><div>CMYK</div><div>RGB</div><div>HEX</div></div><div><div>5255 CP</div><div>100, 95, 10, 75</div><div>0, 0, 52</div><div>#000034</div></div></div>
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	<div><div>Black</div><div><div>CMYK</div><div>RGB</div><div>HEX</div></div><div><div>72, 68, 67, 88</div><div>0, 0, 0</div><div>#000000</div></div></div>
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Only use the indigo logo on white or light indigo backgrounds.

Use the black logo on white backgrounds in monochrome contexts. Use the white logo on black backgrounds and atop other graphics.

Do not use the indigo logo on black or any other color background.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890**

Headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Body

Your brand is a primary point of connection with your clients and the world, making it one of your most valuable assets.

We design our brands to last a lifetime, but consistency of usage and execution is essential in making this goal a reality.

It is with great pride and care that we hand this brand off to you. We trust your judgement and we’re confident that you will handle your identity with the utmost care and attention to detail. Thank you.

With love from New York City,
Lovably

For questions pertaining to branding and usage, please contact Lovably.

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