BUCK BRAND CHEAT SHEET

1 LOGO

The most fundamental visual element of the Buck brand identity is our logotype (or logo).

It is recommended that the full color version of the logo be used in branded applications whenever possible.

See section 4 of this poster for the proper usage of the Buck logo.
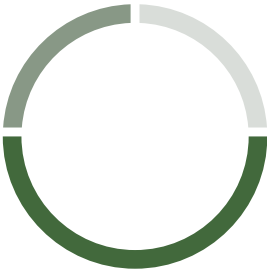
Industry Bold
Pantone 7743

Industry Bold (Modified)
Pantone 447

Industry Bold
Pantone 7743

2 COLOR SYSTEM

The Buck Green color (7743) is one of our greatest distinguishing features; it is a most essential part of the Buck brand identity.
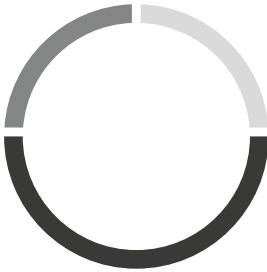
Combined with white and various shades of grey, a distinct style is created, making the color palette easy to use and powerful with its simplicity.
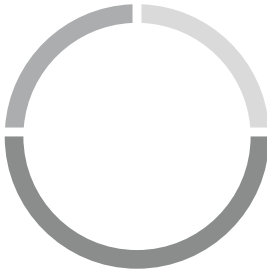
PANTONE 7743
C.74 M.37 Y.89 K.27
R.66 G.104 B.60
#42683C

PANTONE 7490
C.60 M.23 Y.91 K.5
R.115 G.152 B.74
#73984A

PANTONE 447
C.68 M.60 Y.65 K.54
R.56 G.58 B.53
#383A35

PANTONE 423
C.48 M.39 Y.39 K.3
R.138 G.140 B.140
#8A8C8C

3 TYPEFACE (FONTS)

The Industry Bold typeface has a bold, confident and distinct appearance. The type's geometric angles are a contemporary take on the established and longlasting character of the Buck identity. **Note: The Industry typeface should be used primarily as a display/title font.**

The Proxima Nova typeface creates the perfect balance as the communication/copy font with its clean and contemporary features that work well for print and digital applications.

Display/Title

Industry Bold
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuv
1234567890!@#$%^&*()

Industry Book
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuv
1234567890!@#$%^&*()

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuv
1234567890!@#$%^&*()

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuv
1234567890!@#$%^&*()

Proxima Nova Italic
ABCDEFGHIJKLMNOPQRSTUV
abcdefghijklmnopqrstuv
1234567890!@#$%^&*()

Secondary

IMPORTANT: *To preserve the Buck brand identity, avoid using unapproved font families alongside logo.*

4 LOGO USAGE

Because the Buck logo is the most valuable visual asset of the brand, you must ensure the proper application.

The preferred way to use the Buck logo is over a white/light background. If the logo must be placed on a dark background, the provided white/reverse logo should be used in place of the original two-color option.

As demonstrated on the right, be weary not to alter, tweak, mutilate or take any personal creative freedom that breaks the specific rules set out in this cheat sheet and the Buck Brand Book.

DO
Use the approved Buck logo artwork.

DO
Use the approved logo color combinations.

DO
Scale (resize) the logo proportionately.

DO
Allow clear space around all sides of the logo (*at least* the width of the large B in the logo).

DON'T
Re-render the typeface.

DON'T
Change the colors of the logos.

DON'T
Stretch, squash the logo or disproportionately scale the logo elements in any way,

DON'T
Add any effects to any of the Buck logos, including drop shadows, gradients, outlines, etc.