Logos

Wordmark

Wordmark (gray scale)

Wordmark (inverted)

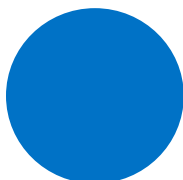
Wordmark Icon

Wordmark Icon (gray scale)

Wordmark Icon (inverted)

Initial Icon

Initial Icon (gray scale)

The bepress Wordmark should be used as the primary logo mark for the bepress brand. The Wordmark Icon should be used as a secondary logo mark where the full bepress name isn't fitting due to restrictive spacing and/or size constraints. It is also the recommended logo to be used when framed in a square or circle plane. The Initial Icon can be used for the same use as the Wordmark Icon but should never be framed.

The trademark symbol is to be included in the bepress Wordmark.

The word 'bepress' is lowercase when used in a sentence. 'Bepress' at a start of a sentence is to be capitalized. If possible it is best to avoid starting a sentence with 'bepress,' to maintain a uniform brand aesthetic.
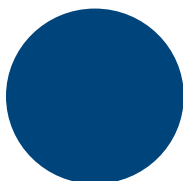
Colors

C:85 M:53 Y:0 K:0
R:0 G:114 B:198
#0072C6

C:0 M:60 Y:100 K:0
R:255 G:130 B:0
#FF8200

C:100 M:80 Y:26 K:10
R:0 G:68 B:124
#00447C

C:65 M:58 Y:57 K:37
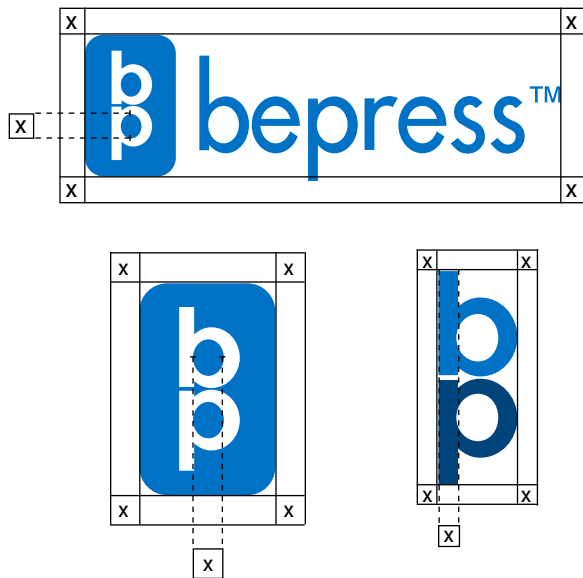R:77 G:77 B:77
#4D4D4D

The official bepress colors are shown here.

The two blue tones are the primary bepress colors, the orange and the dark grey should be used sparingly.

When creating print documents it is ideal to use CMYK color or the Pantone equivalent. When creating web documents RGB color is the appropriate color model to use.

If you are creating a bepress document that only uses one of the two official bepress blues, the lighter is preferred.

Spacing

The bepress logos should have enough spacing to ensure importance in relation to other typographical elements and prevent any instances of false affiliation with other entities.

The Wordmark should have a protected clear space equal to the *height* of the bowl of the "b" and "p" of the Wordmark's icon. The Wordmark Icon should have a protected clear space that is equal to the *width* of the bowl of the "b" and "p." The Initial Icon should have a protected clear space equal to the stem of the "b" and "p."
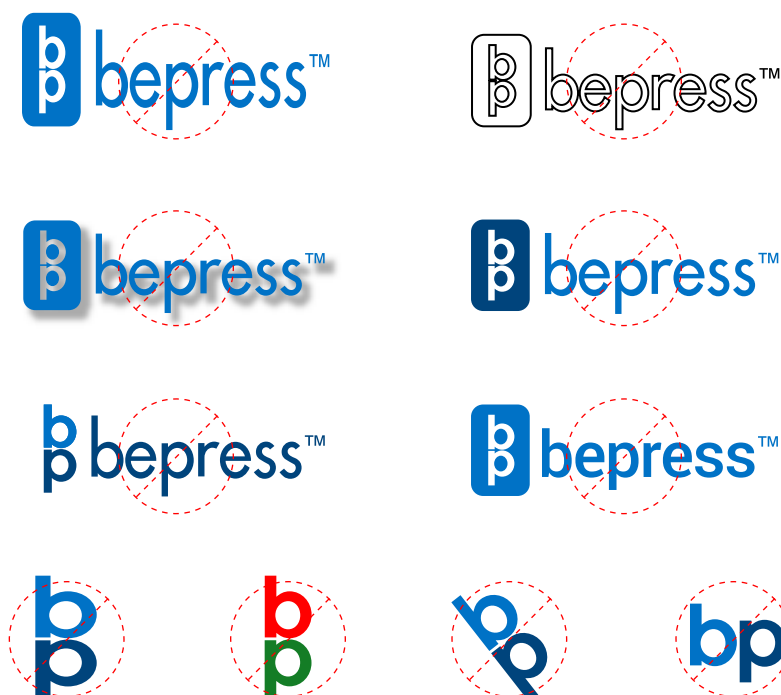
Sizing

1cm | 1cm | 1cm

The bepress logos should be large enough to ensure legibility.

Each logo should be no shorter than 1cm in height, measuring the height of the "bp" element.

Unacceptable Usage

Do not attempt to alter or distort the bepress logos in any unspecified way. This includes stretching, outlining, using unofficial colorways, changing logo elements, adding shadows, outer glows, etc.

The bepress Wordmark Logo and Wordmark Icon Logo should not be mixed and matched.

Do not attempt to replace the bepress Wordmark Logo with other typefaces. This exclusion includes the official bepress typeface Roboto.

The bepress logos should always be displayed completely horizontally and should not be shifted from this axis.

In most instances it is best to use the bepress logos on a white background.

Typography

The acceptable typefaces used for bepress collateral are shown here.

Roboto is a sans serif Google Font and is the preferred typeface for headings, subheadings, titles and body.

Helvetica Neue is a reworking of the classic sans serif font Helvetica, and is the preferred typeface when Roboto is not made available.

Roboto

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()

Helvetica Neue

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()

Obsolete Logos

The bepress logos shown here were retired in 2011. They shall not be used in any current official bepress publications and are only displayed here for reference. "The Berkeley Electronic Press" term shall only appear in publications as historical reference.

THE BERKELEY ELECTRONIC PRESS
bepress: the new standard in scholarly publishing