BDR®

BILLION DOLLAR
ROUNDTABLE

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BRAND STANDARDS

BILLION DOLLAR ROUNDTABLE

The **BDR brand** has become the gold standard of leadership in supplier diversity.

WHAT IS THE BDR BRAND?

The BDR brand is not only our name. It is not only our logo. The BDR brand is shorthand for the gold standard of leadership in supplier diversity.

BDR's brand includes the member's branding and logos. This brand standards is specifically for the BDR logo. Please do not use any of the member's logos without permission from the member.

WHERE DO YOU FIND THE BRAND?

The front line for the **BDR** brand is every experience a corporation has either as a member or potential member. The **BDR** brand is driven by various written materials, presentations and events.

VARIATIONS IN COLOR

Please note that allowances should be made for variations in color due to different paper stocks, monitor calibrations and projected colors. The PMS value is the gold standard, which all values should match.

ALL THAT BRAND IN ONE MARK?

Before a potential member meets BDR, they often see our mark in the world of supplier diversity. Because our logo represents us, it must reflect our values, our purpose and this time in our history. There's a lot of meaning in one little mark, so don't change it.

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The **BDR brand** has become the gold standard of leadership in supplier diversity. Please do not use the BDR member's logos without permission of that member.

WHEN TO USE WHAT

PMS, CMYK, RGB, and HTML values for the logo colors are listed below. These values enable accurate reproduction of the logo across both print and digital media. PMS (spot) values are used for off set printing only. The PMS color is preferable because it is the truest representation of the BDR logo. Use for stationery and whenever your print capabilities allow for it. CMYK values are used for four-color process off-set printing or digital printing; use for applications such as brochures, newsletters and posters. Ask your print vendor what kind of printing process you will be using. RGB values are used only for video or on-screen applications such as projected presentations, digital signage, video, Web and email.

LOGO FILES

Logo files can be found at **www.billiondollaroundtable.org** in the Communications Section.

If you need a different size or format, please e-mail Rohena@NicheMktg.com

When choosing a logo format for your application, always use the vector format (.ai or .eps) as your first option, as this is purest form of the mark. If the vector format cannot be placed in your application, use .tif formats for print, or .jpg/.png/.gif for screen use.

Note: You must have Adobe Illustrator to open .ai files.

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TWO-COLOR

PMS: 188
CMYK: 16, 100, 65, 58
RGB: 118, 35, 47
HTML: #76232F

PMS: BLACK
CMYK: 0, 0, 0, 100
RGB: 44, 42, 41
HTML: #2C2A29

APPROPRIATE FOR
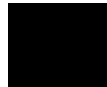Full color print applications

ONE-COLOR

PMS: BLACK
CMYK: 0, 0, 0, 100
RGB: 44, 42, 41
HTML: #2C2A29

APPROPRIATE FOR
Print applications only where printing process is limited to one color

ONE-COLOR REVERSED

PMS: BLACK
CMYK: 0, 0, 0, 100
RGB: 44, 42, 41
HTML: #2C2A29

APPROPRIATE FOR
Specialty one color applications

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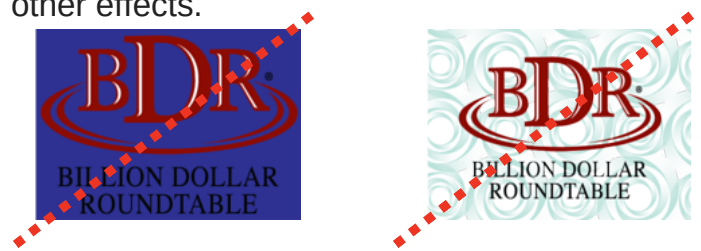Please do not use the BDR members logos without the permission of that member.

PROPORTION

Do not alter, stretch or condense the logo or realign any of the logo components.

EFFECTS

Do not place the logo over busy, high contrast imagery. Do not use shadows, borders or any other effects.

VARYING ELEMENTS

The BDR logo should never be altered, modified or reproduced in any way. Do not reconfigure or recreate the logo design in any way. Do not add type or any other design element to the logo.

RESOLUTION

In digital environments do not use artwork that appears pixelated or has a low resolution.

MANIPULATION

Do not add other design elements to the logo [e.g. outlines, strokes or drop shadow].

COLOR

Do not change or alter the colors of the logo.