

FILTERBUZZ

# **FILTERBUZZ BRAND GUIDELINE**

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# LOGO BRANDING



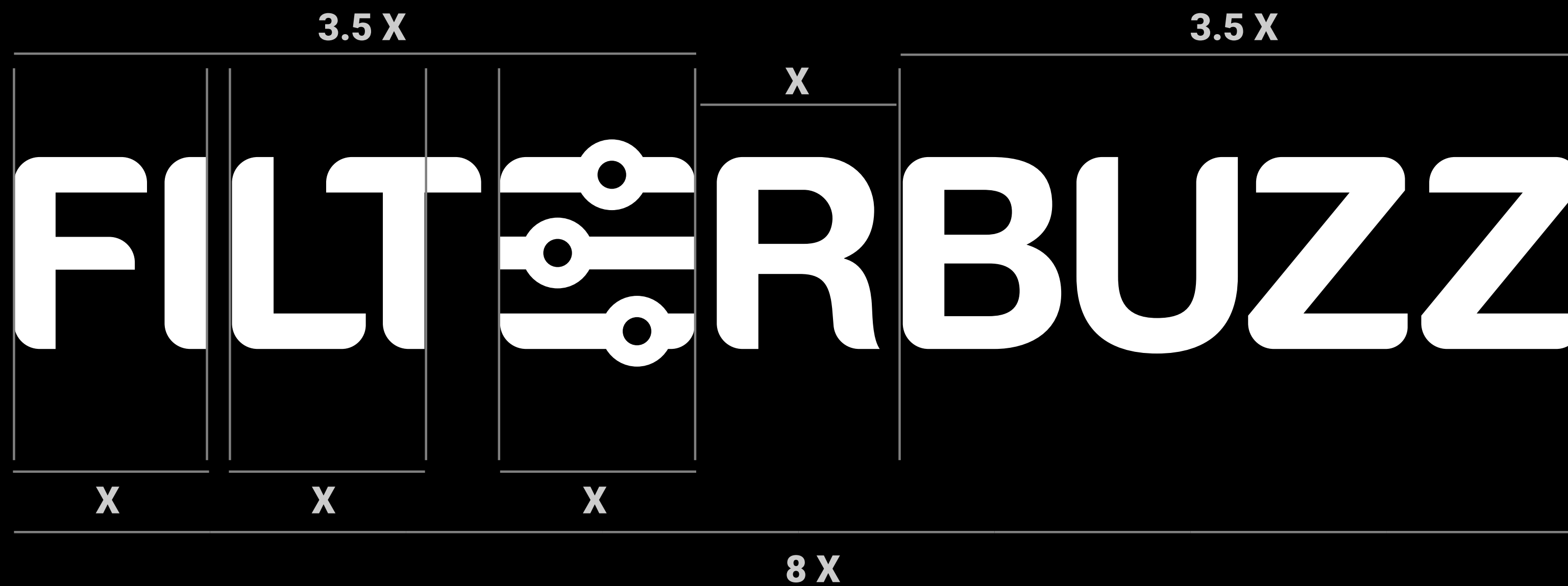
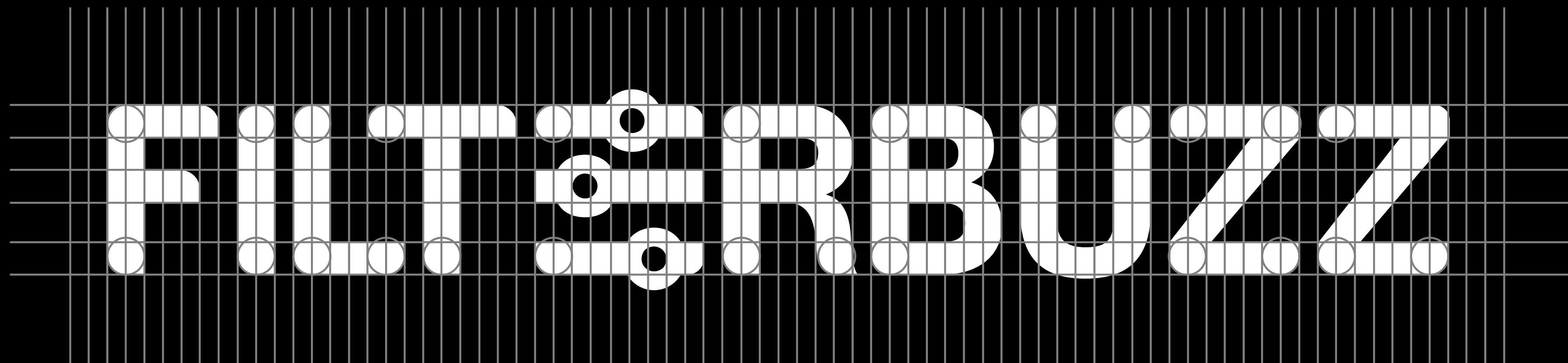
## Design Elements and Ideation:

The logo I designed creatively embodies the essence of digital filtering through a visually engaging and symbolic representation. Featuring a filter icon design, it integrates seamlessly with our data-driven website, making it easy for users to browse events and exhibitions globally. The concept of infinite searching, associated with continuity and mapping, aligns perfectly with our theme. Curved lines and letters in the design showcase our facilitation service, emphasizing a smooth and comprehensive search experience. The ideation process focused on the cyclical nature and continuity of the Filterbuzz service, with the filter symbol representing searching and ongoing exploration. This modern, bold, and visually striking design effectively captures the essence of Filterbuzz, enhancing user experience with a comfortable and efficient browsing interface.

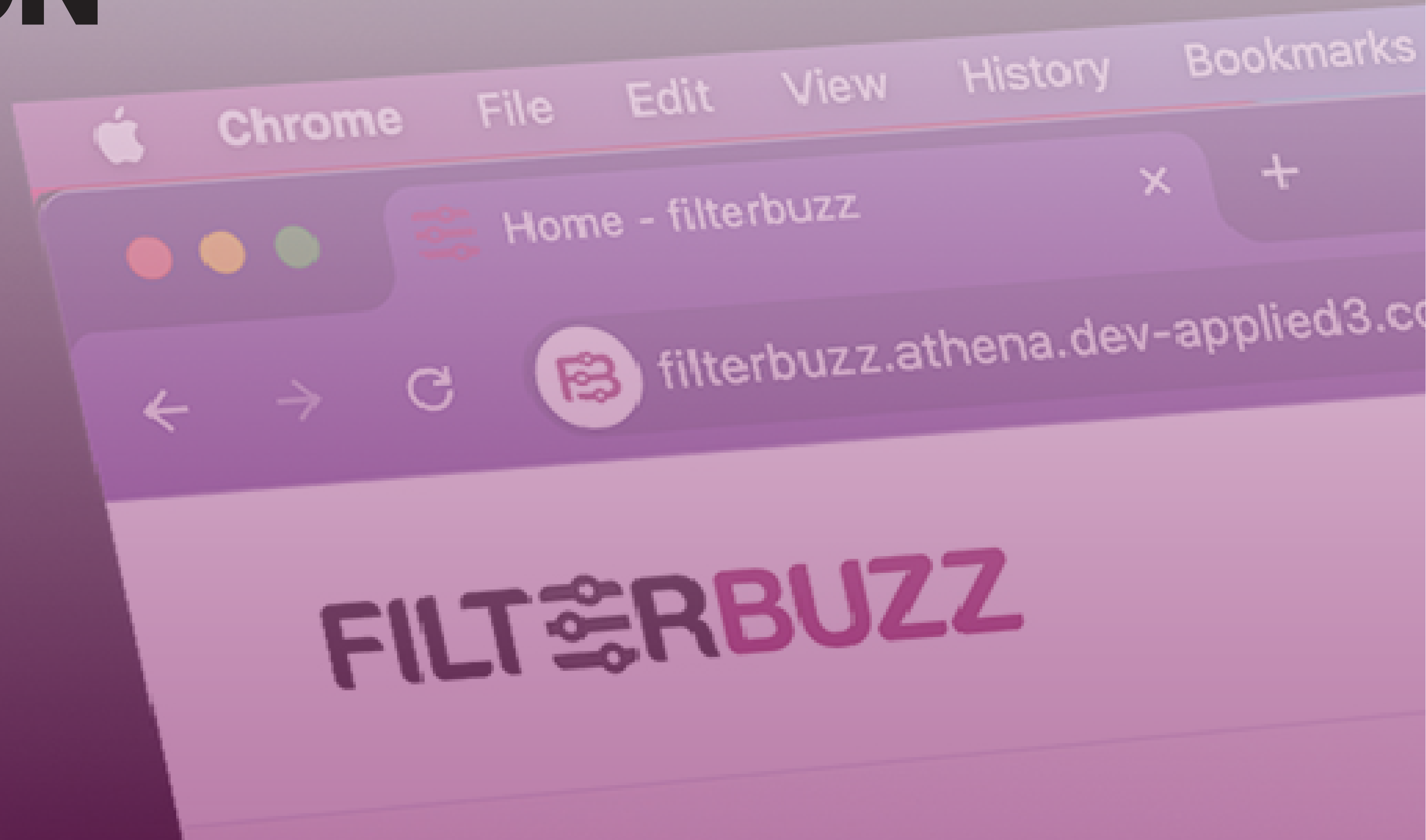
The logo for Filterbuzz is displayed in a large, bold, sans-serif font. The word "FILTERBUZZ" is split into two parts: "FILTER" and "BUZZ". The letters "FILTER" are black, and the letters "BUZZ" are a vibrant magenta. The letter "R" in "FILTER" is stylized with three horizontal lines passing through its center, each ending in a small circle, resembling a filter or a circuit board. The overall design is modern and visually striking.

# LOGO BRANDING





# FAVICON



## Favicons Usage

The Filterbuzz favicon is a simplified version of the logo, optimized for small-scale use in web browsers and applications. It is available in three color variations to ensure visibility across different backgrounds:

White on Black:  
For use on dark backgrounds.

Black on White:  
For use on light backgrounds.

White on Magenta:  
For branded, vibrant applications.

When implementing favicons, always use the provided files to maintain clarity and brand consistency. Favicons should be used for website tabs, bookmarks, and app icons, ensuring the brand remains recognizable at small sizes.





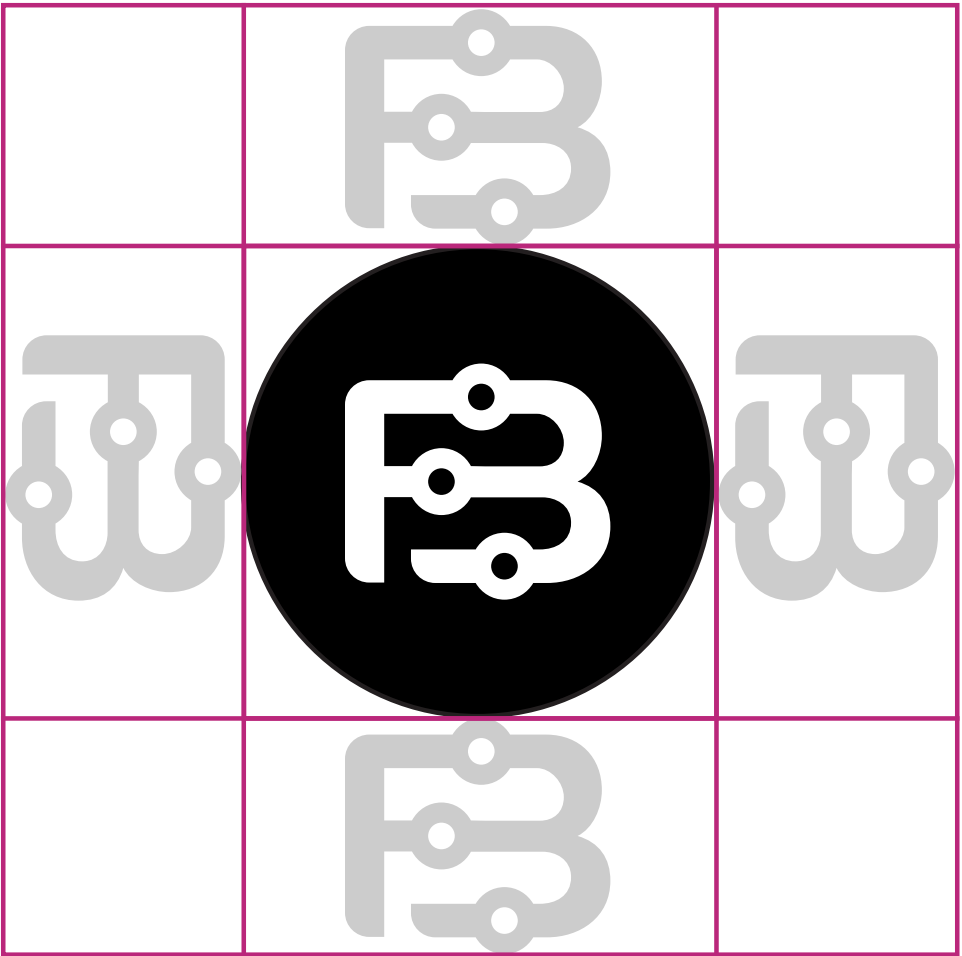
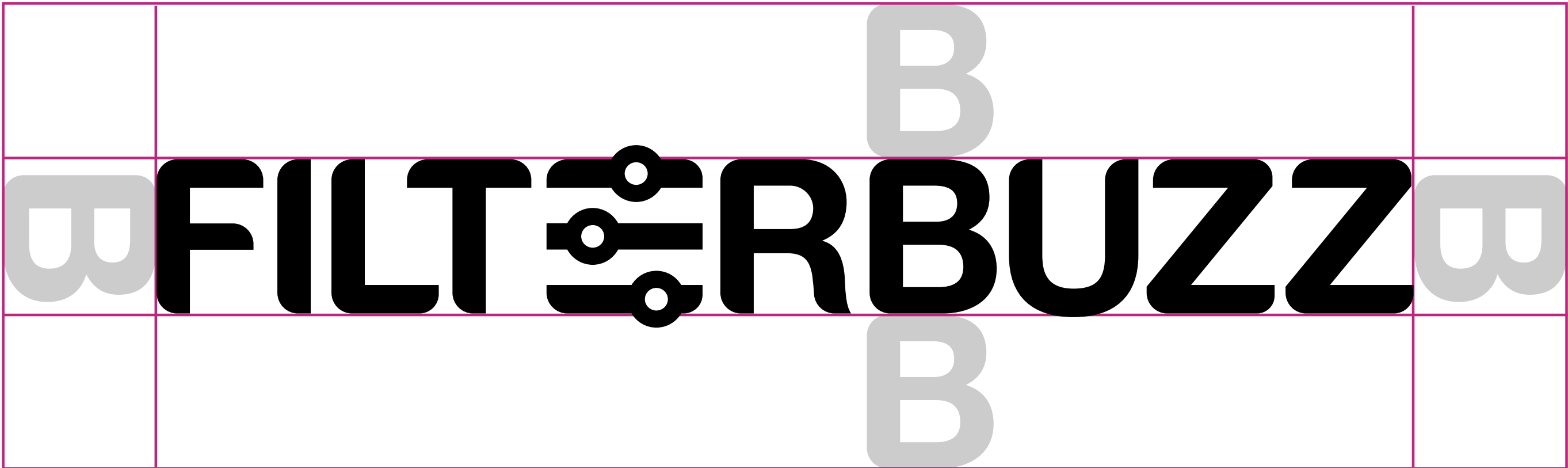
**LOGO  
CLEAR  
SPACE**

**Clear Space Usage (Web & Print)**

To maintain the clarity, legibility, and visual impact of the Filterbuzz logo, it is essential to adhere to the established clear space guidelines. The clear space ensures that no other graphic elements, text, or images encroach on the logo, preserving its integrity and prominence across different platforms.

1. Clear Space Definition  
The clear space around the logo is determined using the height of the letter “B” (as illustrated). This unit, referred to as B, acts as a minimum buffer zone around the logo. No elements should enter this clear space.

Horizontal Lockup: For the main “FILTERBUZZ” logo, a clear space equal to the height of the “B” (1B) is required on all sides.  
Icon/Badge: For the circular “FB” icon, the clear space is similarly set to 1B around all edges.





# LOGO COLOR PALETTE



Logo Color Palette (Web & Print):

The Filterbuzz logo uses a carefully curated color palette to ensure consistency and clarity across all applications.

Primary Colors:

Black (#000000) – Used for text and as a background color for high-contrast applications.

Magenta (#BA277B) – A signature brand color used for key text elements to add vibrancy and identity.

White (#FFFFFF) – Serves as the primary background color or as text when used on dark backgrounds.

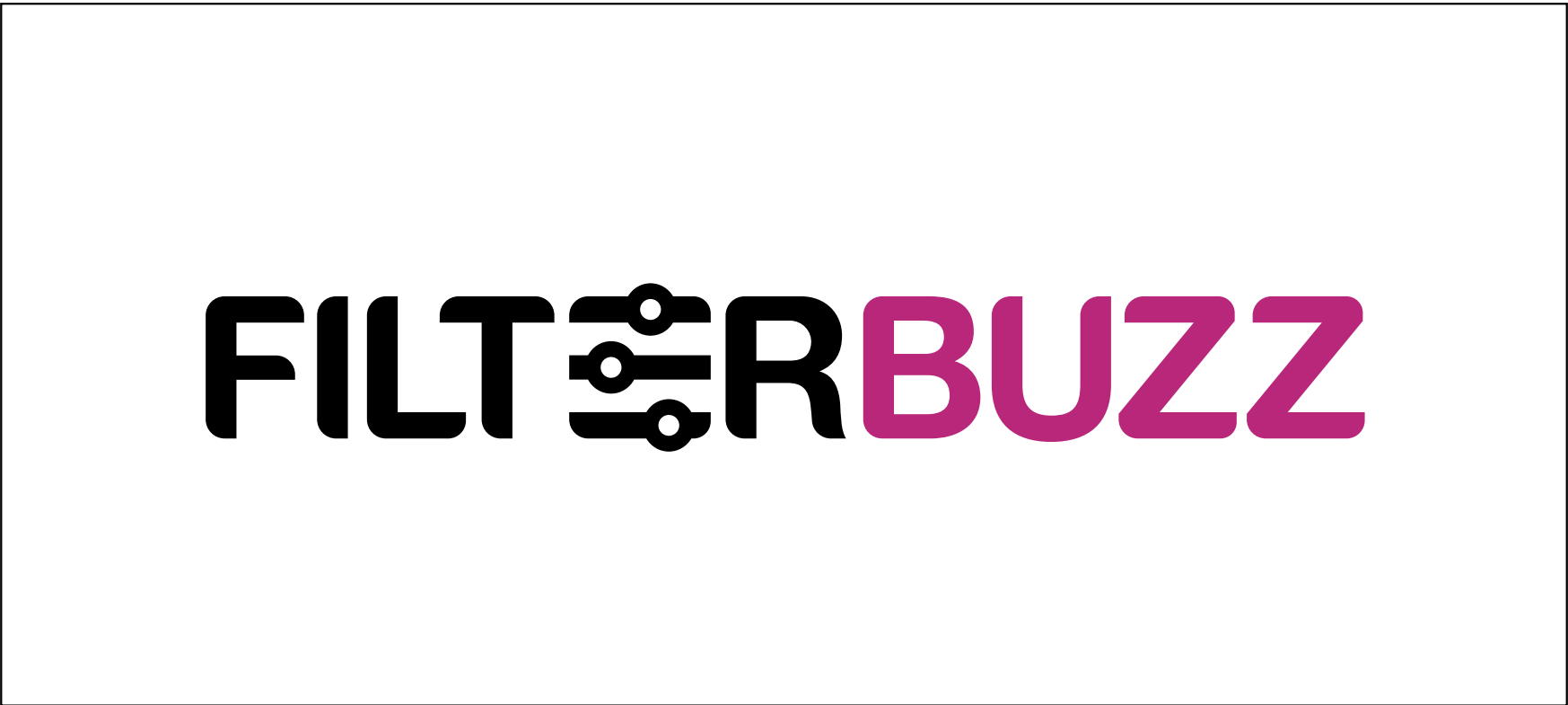
Color Usage:

The logo on a white background should feature black and magenta text.

On a black background, the logo should switch to white and magenta for optimal contrast.

Black and white versions are reserved for situations where color usage is restricted or when placed against busy or conflicting backgrounds.

This palette ensures the Filterbuzz logo remains clear, professional, and visually impactful across print and digital platforms. Always adhere to these color guidelines to maintain brand consistency.



#000000

Text Color



#BA277B

Text Color



#FFFFFF

Background Color



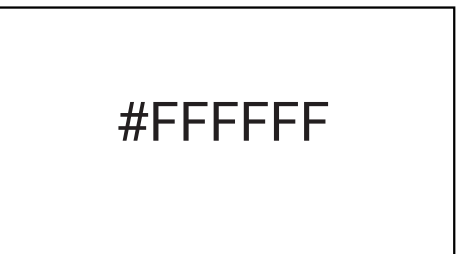
#000000

Background Color



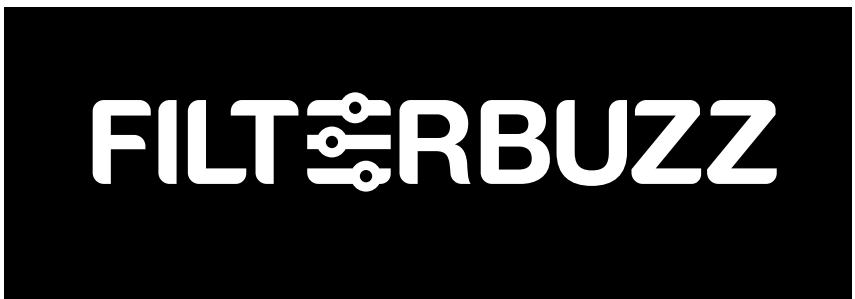
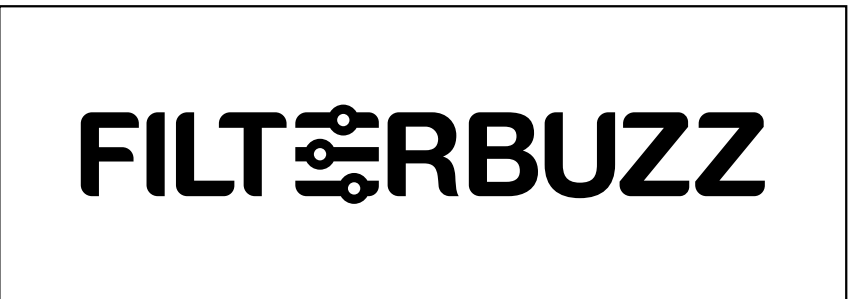
#BA277B

Text Color



#FFFFFF

Text Color



Black and white versions are only to be used if necessary due to color restriction or background color.

# **BRANDING COLOR PALETTE**

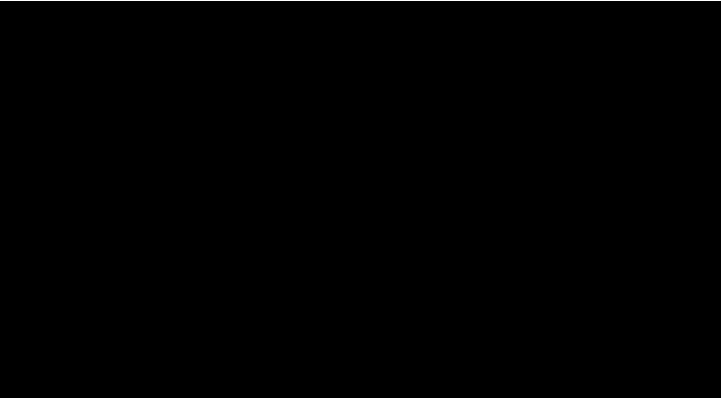


# Branding Color Palette:

The Filterbuzz color palette is carefully curated to ensure consistency and visual harmony across all brand applications.

Primary Colors are the foundation of the brand identity and should be used for logos, headings, and key elements to maintain strong recognition. Secondary Colors complement the primary palette and are intended for backgrounds, accents, and supporting graphics to add depth and versatility. When using the palette, prioritize primary colors for core branding elements and integrate secondary colors sparingly to enhance visual interest without overpowering the design. Consistent application across all platforms, including print, digital, and interactive media, is essential to uphold the brand’s professional and cohesive identity.

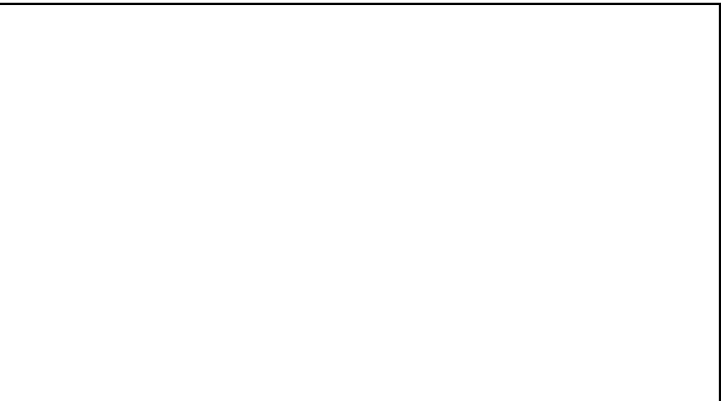
## Primary Color Palette



CMYK 75 68 67 90  
HEX #000000  
RGB 00 00 00



CMYK 27 98 19 00  
HEX #BA277B  
RGB 186 39 123



CMYK 00 00 00 00  
HEX #FFFFFF  
RGB 255 255 255

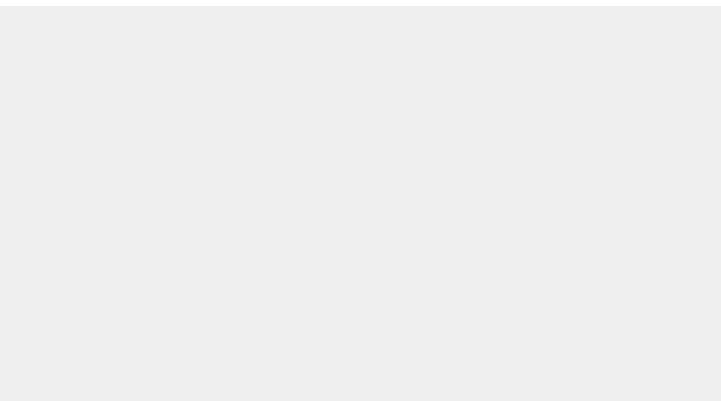
## Secondary Color Palette



CMYK 52 43 43 08  
HEX #7F7F7F  
RGB 127 127 127



CMYK 04 57 00 00  
HEX #F987CD  
RGB 249 135 205



CMYK 05 03 03 00  
HEX #EFEFEF  
RGB 239 239 239



# LOGO USAGE

A hand is holding a tablet against a pink-to-purple gradient background. The tablet screen shows the Filterbuzz logo, which consists of the word 'FILTERBUZZ' in a white, sans-serif font. The 'I' in 'FILTER' is replaced by a circuit-like icon. Below the logo, the text 'Art, Music, Performance Annual Event' is visible in a smaller, white font.

**FILTERBUZZ**

Art, Music,  
Performance  
Annual Event

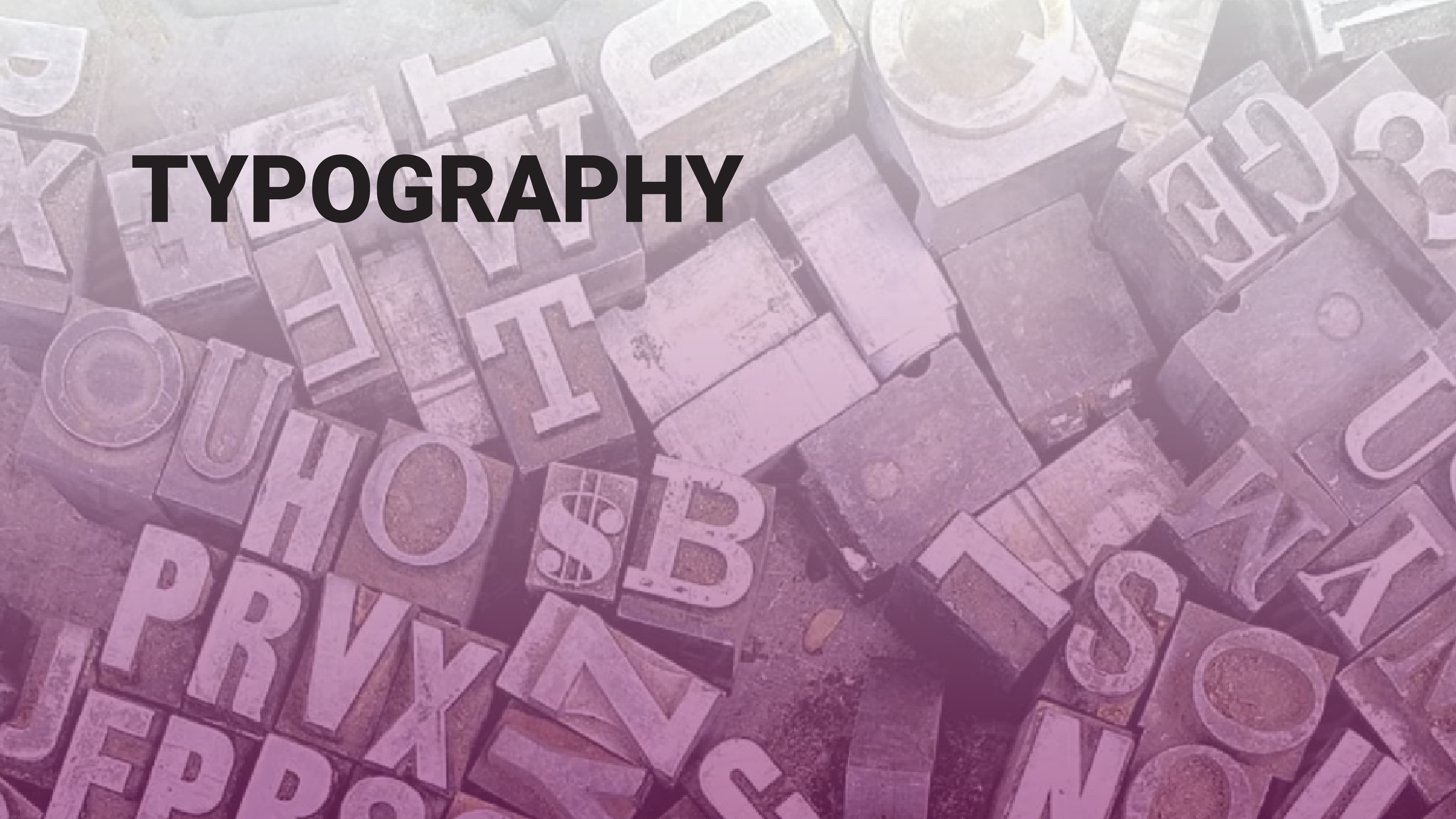
Logo Usage (Web & Print)

The Filterbuzz logo is a key representation of the brand and must always appear clean, professional, and consistent. Use the provided logo files without modification to ensure visual clarity and brand recognition. Place the logo against appropriate backgrounds with sufficient contrast, ensuring it remains legible. Maintain clear space around the logo as defined, and use only approved color variations for specific contexts (e.g., black, white, or full-color). Avoid placing the logo over busy imagery or patterns to preserve its visibility and impact. Always refer to the brand guidelines for correct usage across print, digital, and other media.





# **TYPOGRAPHY**



**Typography:**

The Filterbuzz typography system ensures clarity, consistency, and a modern aesthetic across all brand communications. Roboto Regular is the primary typeface for web and print, chosen for its clean and versatile design. For emphasis in headlines and subheadlines, Roboto Bold & Black or the alternate typeface Helvetica Neue Light & Bold can be used. This hierarchy maintains a strong visual structure, balancing readability with impact. Always use the specified typefaces to create a cohesive and professional brand experience across all platforms.

**PREFERED (WEB & PRINT):**  
Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
\*# & 0123456789

**ALTERNATE A:**  
Roboto  
Light, Bold, Black

**ALTERNATE B:**  
Helvetica Neue LT Std  
45 Light, 65 Medium, 75 Bold

**EXAMPLE OF HEADLINES AND SUBHEADLINES:**

Your Key to the City Events  
**Your Key to the City Events**  
**Your Key to the City Events**

Your Key to the City Events  
**Your Key to the City Events**  
**Your Key to the City Events**

# IMAGERY





**Imagery:**

Filterbuzz imagery embodies the essence and values of the brand, reflecting a strong focus on art, culture, and urban exploration. The visuals are designed to be **simple, clear, yet dynamic**, projecting an optimistic and forward-thinking outlook. Black and white imagery is used as a foundation, enhanced by a **magenta monochromatic overlay** to create a distinctive and recognizable aesthetic. Each composition aligns with the brand's identity, offering a visual guide that inspires and connects with the audience.



Art Exhibitions



Music Events



Performances



# APPLICATION

Application:

The design application prioritizes **simplicity, user-friendliness, and ease of navigation** to ensure a seamless experience.

Text alignment is preferred to be aligned left for better readability and consistency.

The gradient of **magenta (#BA277B)** should be applied as the background with **20% opacity** to maintain brand cohesion and visual appeal.

For sponsor sections, always use **their brand color** gradient as the background with **20% opacity** to ensure alignment with their visual identity while preserving clarity and balance in the design.

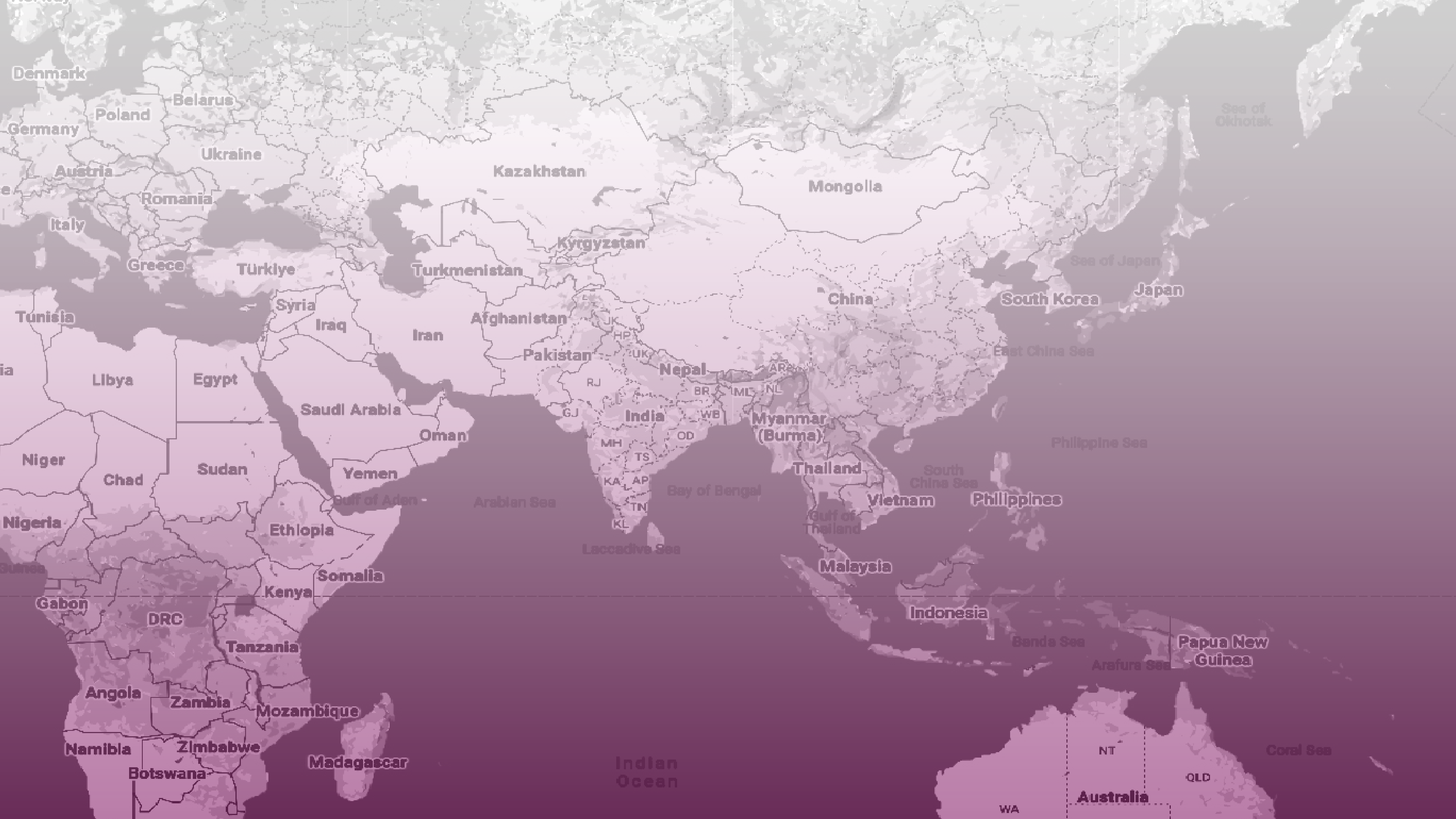






# FILTERBUZZ

## Your Key to the City



FILTERBUZZ