BOEKENTOREN
branding & visual identity

LOGO

Standard choice is the black logo, combined with the logo of Ghent University.

Are you using the logo specifically linked with or within a UGent context, choose the UGent blue.

Are you combining the logo with an image, use the black or white version.

Does the circumstances demand a vertical logo, use the basic BKT logo in black:

You can shrink/downsize the logo up to 25%.
Respect the space around the logo, it's meant to be there.

You can't:
- place the logo sideways
- add shade
- adapt the greyscale
- adapt de size and scale of the logo
- add extra typo

COLOURS

BKT black
PMS	Black 6C
CMYK	65/85/65/90
RGB	16/24/32
HEX	#101820
RAL	5004

UGent blue
PMS	300C / 300 U
CMYK	100 / 40 / 0 / 0
RGB	30 / 100 / 200
HEX	#E64C8
NCS	S2065-R90B
RAL	5017

QUESTIONS

If you have any questions, contact our communication officer
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