BMES
BIOMEDICAL ENGINEERING SOCIETY

BRAND GUIDELINES

Advancing Human Health and Well Being

Brand Guidelines 2022

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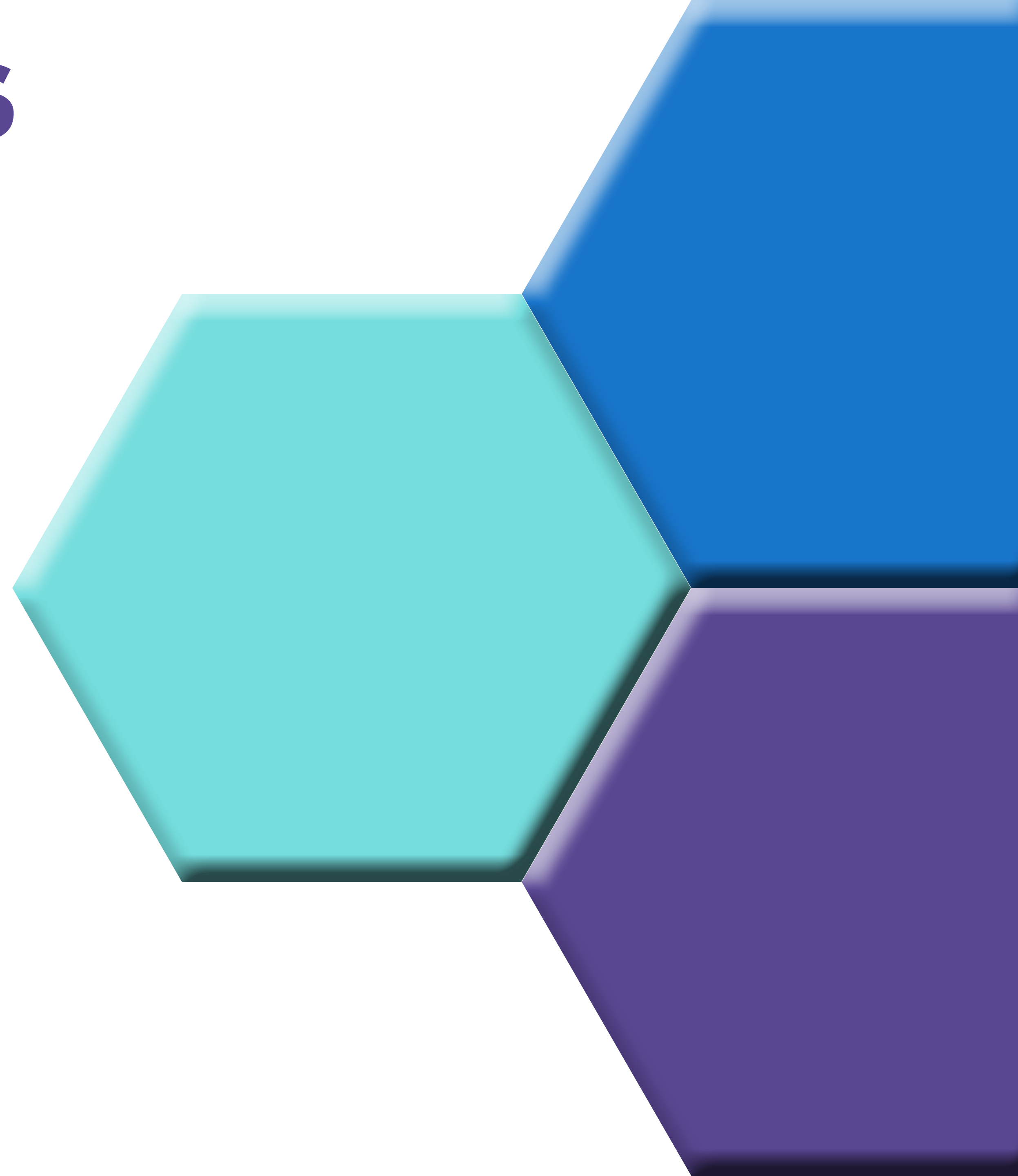
ABOUT

The Biomedical Engineering Society (BMES) is the professional society for biomedical engineering and bioengineering. Founded in early 1968, the Society now boasts over 5,000 members and is growing, rapidly.

BMES serves as the lead society and professional home for biomedical engineering and bioengineering. Our leadership in publications, scientific meetings, global programs, and diversity initiatives, as well as our commitment to ethics, all serve our mission to promote and enhance knowledge and education in biomedical engineering and bioengineering worldwide.

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HISTORY

In response to the emerging need to provide a society offering equal status to representatives of both biomedical and engineering interests, the Biomedical Engineering Society was incorporated in Illinois on February 1, 1968. BMES published its "Historical Perspective" in 2004, celebrating its 35-year history and growth.

The Society is a 501(c)3 nonprofit professional association, which was established to serve as the lead society and professional home for biomedical engineering and bioengineering students, academics, and professionals. The mission of the Society is to promote and enhance biomedical engineering knowledge worldwide and its utilization for human health and well-being.

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MISSION

The Biomedical Engineering Society promotes a collaborative and inclusive community to advance human health through education, discovery, and translation.

VISION

Health and wellness for all through engineering innovation.

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VOICE & MESSAGING
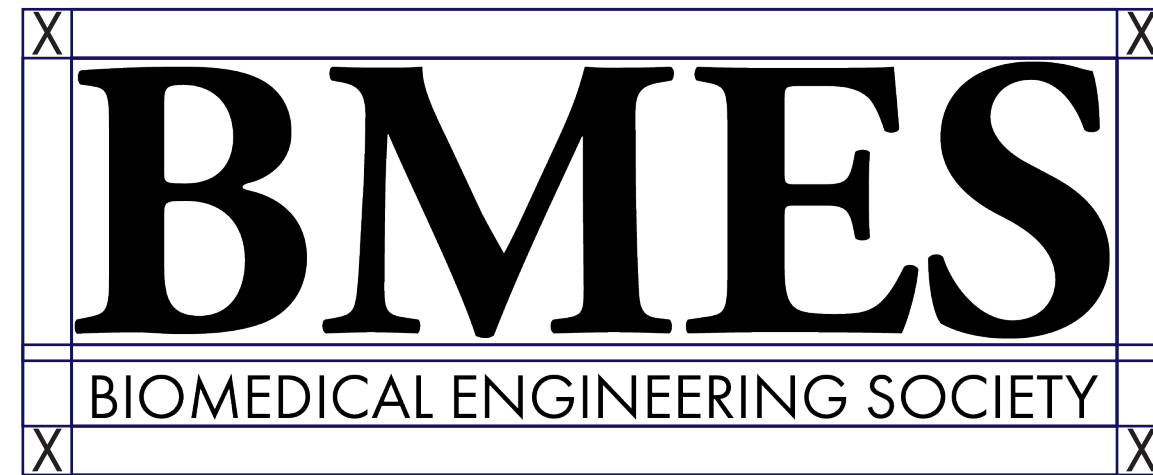
More to come!

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LOGO VARIATIONS

The BMES primary logo should be used as the default branding mark.

The BMES secondary logo should be used when variety is needed.

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MINIMUM SAFE SPACE

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ALTERNATE LOGO COLOR

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PRIMARY LOGO IN WHITE

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SECONDARY LOGO IN WHITE

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TYPOGRAPHY - PRIMARY FONT

BMES' primary typeface is Futura, a sans serif typeface. The Futura font includes an extensive family of different fonts and weights, making it incredibly versatile. This versatile works well in both print and digital copy.

Although created in 1927, Futura is still considered a modern font that conveys progress. Ascenders and descenders in the lowercase letters are tall and go over the height of uppercase characters. This gives the font an elegant look and separates it from other fonts.

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!&

Light
Light Oblique

Book
Book Oblique

Medium
Medium Oblique

Demi
Demi Oblique

Heavy
Heavy Oblique

Bold
Bold Oblique

Extra Bold
Extra Bold Oblique

Alternate fonts for Futura:
Twentieth Century, Century Gothic, or Roboto

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BMES' secondary typeface is Garamond, a group of many serif typefaces. It's relatively organic structure resembles handwriting that makes it ideal for printing body text and books.

Developed in the 16th century, Garamond has revived recently through various stylings. Modern Garamond revivals have a matching bold and "lining" numbers at the height of capital letters, which was not present during Garamond's time.

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!&

Regular
Italic
Bold
Semibold Caption
Semibold Display
Bold Caption
Bold
Bold Subhead
Bold Display

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The marriage of Futura and Garamond is based on a unity of opposites. Despite differences in origin and character, they combine brilliantly, thanks to their proportions, to form a powerful typographic ensemble with a rich range of possibilities.

GENERAL GUIDELINES

Information should be organized and broken up into digestible sections. Critical information belongs in level 1, section descriptions in level 2, and the core message in level 3.

HIERARCHY

Level 1: **HEADER**

Level 2: Sub-header

Level 3: Body text

COMBINATION OF FONTS

TITLE - Futura

Text - Garamond

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COLOR PALETTE

HEX #5a4793	HEX #1975ca	HEX #151060	HEX #fe0089	HEX #75dddd
CMYK C: 78.33 M: 84.62 Y: 6.92 K: .54	CMYK C: 82.53 M: 51.53 Y: 0 K: 0	CMYK C: 100 M: 100 Y: 26.19 K: 29.29	CMYK C: 0 M: 96.55 Y: 5.62 K: 0	CMYK C: 47.51 M: 0 Y: 18.48 K: 0
RGB 90/72/148	RGB 25/117/202	RGB 21/16/96	RGB 254/0/117	RGB 117/221/221

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Create Cohesiveness