

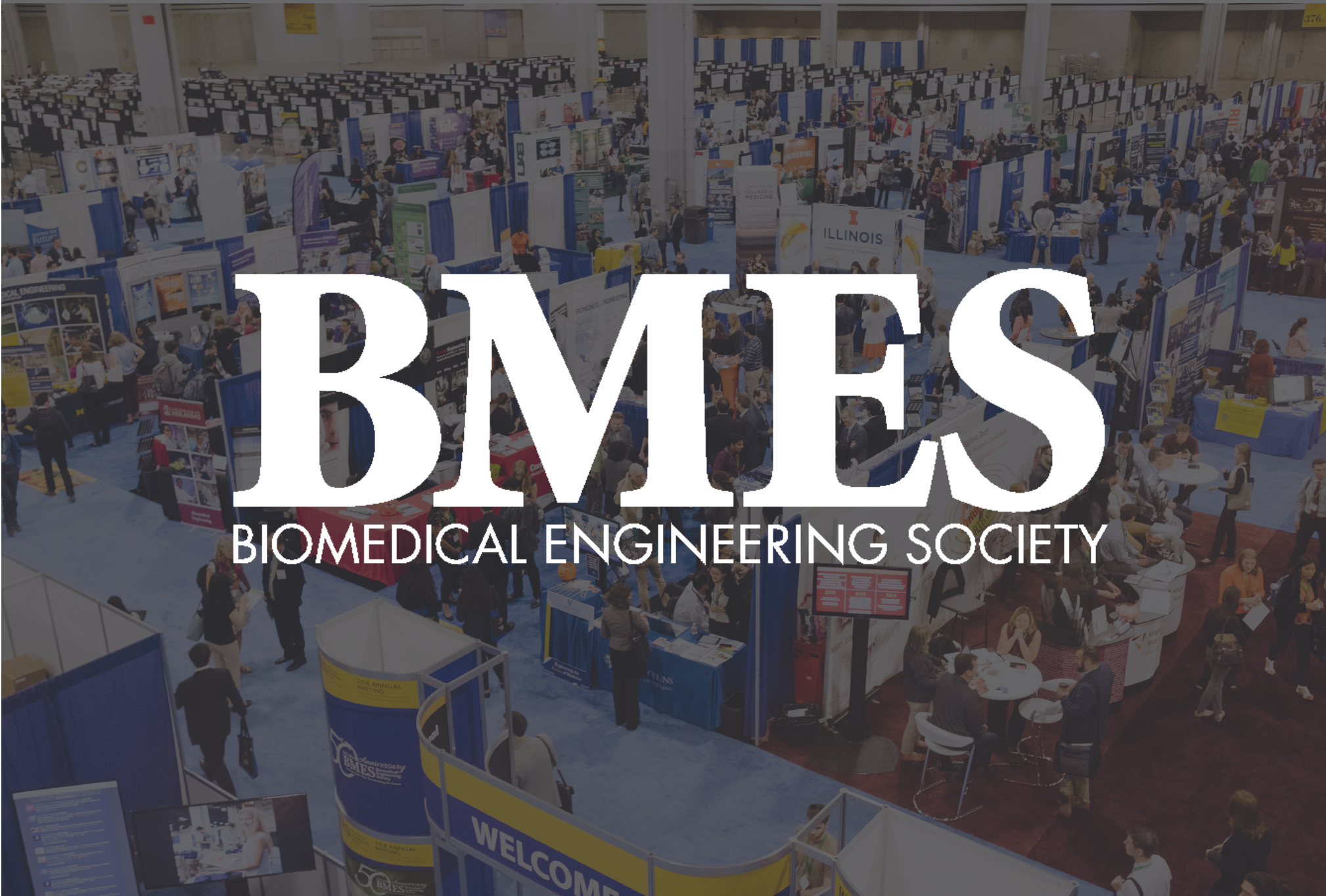
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# BMES BRANDING

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LOGO



# BMES

BIOMEDICAL ENGINEERING SOCIETY

# LOGO VARIATIONS

## PRIMARY



BMES' primary logo. Since it's the shortest logo it can be used anywhere the BMES logo is needed. For use on our website and advertising.

## SECONDARY



BMES' secondary logo. It is wider than the primary logo. To be used if variation is needed on BMES forms (letterhead, ads, internal docs, etc.)

## FORMAL



BMES' formal logo. This version of the logo is the longest. To be used on BMES headers and banners only.

LOGO

# LOGO DIMENSIONS

## PRIMARY

**BMES**  
BIOMEDICAL ENGINEERING SOCIETY

### Original Size

Width: 5.54 inches

Height: 2.468 inches

Width: 3324 pixels

Height: 1481 pixels

## SECONDARY

**BMES** BIOMEDICAL  
ENGINEERING  
SOCIETY

### Original Size

Width: 8.235 inches

Height: 2.385 inches

Width: 4941 pixels

Height: 1431 pixels

## FORMAL

**BMES** BIOMEDICAL  
ENGINEERING  
SOCIETY  
ADVANCING HUMAN HEALTH AND WELL BEING

### Original Size

Width: 23.467 inches

Height: 4.472 inches

Width: 14080 pixels

Height: 2683 pixels



## LOGO

# LOGO GUIDELINES

*The BMES logo communicates how we represent our brand, both internally to our organization, as well as externally to our members. We want our brand to demonstrate consistency, standards, and value.*

*Adhering to guidelines will ensure that our content distinguishes our brand and creates cohesion. This cohesion will work towards creating a strong brand presence that resonates with our members. Over time, this presence will build awareness, consistency, and trust.*

### Logo DO's

1. Use one of the 3 appropriate logos from the BMES branding folder.
  - Appropriate colors for the text of the logo are white or black only.
2. Place the logo on the appropriate background:
  - White
  - Brand colors
    - Gray
    - Orange
    - Yellow
    - Blue
3. Leave clear space/padding surrounding the logo.
4. Make sure the logo has sufficient contrast with the background color or photo.
5. Make sure the logo reads clearly.

### Logo DON'T's

1. Do not recreate the logo. Download it from the BMES branding folder.
2. Never stray from the brand colors.
3. When resizing the logo:
  - Do not stretch
  - Do not distort
  - Do not rotate
4. Do not crop the logo.
5. Do not modify the logo:
  - With effects (shadows, bevels, gradients, etc.)
  - With borders
  - By adding any new elements (text, images, colors, etc.)
  - By combining the logo with another logo.



## Gray

HEX: #363639

R: 54  
G: 54  
B: 57

C: 100  
M: 100  
Y: 100  
K: 0

## Orange

HEX: #F7941E

R: 247  
G: 148  
B: 30

C: 0  
M: 50  
Y: 100  
K: 0

## Yellow

HEX: #FFC20E

R: 255  
G: 194  
B: 14

C: 0  
M: 25  
Y: 100  
K: 0

## Blue

HEX: #006991

R: 0  
G: 105  
B: 145

C: 100  
M: 0  
Y: 0  
K: 50



# TYPOGRAPHY



BMES  
BIOMEDICAL ENGINEERING SOCIETY

# PRIMARY FONT

## Tahoma

**Bold**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()\_**

**Regular**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()\_**

### Tahoma Bold

Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.

### *Tahoma Bold Italic*

*Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.*

### Tahoma Regular

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et dolore  
magna aliqua.

### *Tahoma Regular Italic*

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.*

TYPOGRAPHY

# SECONDARY FONT

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## Trebuchet

**Bold**      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
              abcdefghijklmnopqrstuvwxyz  
              1234567890!@#\$%^&\*()\_

**Regular**    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
              abcdefghijklmnopqrstuvwxyz  
              1234567890!@#\$%^&\*()\_

**Trebuchet Bold**

Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.

*Trebuchet Bold Italic*

*Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.*

**Trebuchet Regular**

Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.

*Trebuchet Regular Italic*

*Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.*

TYPOGRAPHY

# HIERARCHY

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**Tahoma**

Heading 1  
Bold, Font size: 28

**Trebuchet**

Heading 1  
Bold, Font size: 28

**Tahoma**

Heading 2  
Bold, Font size: 26

**Trebuchet**

Heading 2  
Bold, Font size: 26

**Tahoma**

Heading 3  
Bold, Font size: 24

**Trebuchet**

Heading 3  
Bold, Font size: 24

Tahoma

Heading 4  
Regular, Font size: 22

Trebuchet

Heading 4  
Regular, Font size: 22

Tahoma

Text  
Regular, Font size: 14

Trebuchet

Text  
Regular, Font size: 14

# **POWERPOINT SLIDE EXAMPLE**

MEMBERSHIP DEPARTMENT

# CHAPTER USAGE

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## Who can use the BMES logo?

BMES Student Chapters in good standing are allowed to use the BMES logo and trademarks in their business literature such as business cards and stationery to promote the BMES brand to members and promote their affiliation with BMES. BMES must approve logo usage before print/publication.

Please use the logo appropriately. If affiliation or membership (including Chapters) with BMES are discontinued or in need of renewal, all use of the BMES logo and trademarks must cease immediately.

## Website Usage

Members may use the BMES logo as a link to the BMES website. It may not be used to link to any third-party websites.

## BMES Logo Rights

BMES reserves the right to modify or suspend these policies and withdraw any permission granted under this agreement to use the BMES logo. BMES reserves the right to take action against any misuse or unfair, misleading, diluting, or infringing use of BMES' trademarks and logos.

The BMES logo may not be used to imply any relationship, endorsement, or sponsorship by BMES that is not true. The BMES logo may not be used jointly with any disparaging statements about BMES or its products, or statements that otherwise reflect poorly on BMES or the Biomedical/Bioengineering industry.



# CONTACT US

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