

'outong

The marque

The marque is based around a circular motif relating to the bubbles in the construction process. The 'cut' elements of the 'b' and 'g' hint at the casting of the concrete. It is important that the marque remains iconic and consistent. To ensure this, the logo should not be altered or rearranged.

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Exclusion Zone

To improve the marque legibility we need to ensure that sufficient space is left around it. This 'exclusion zone' is created using the dimensions of the 'o' in the marque. The minimum space between the marque and other elements (for example, other logos) is 2 x 'o' in any direction.

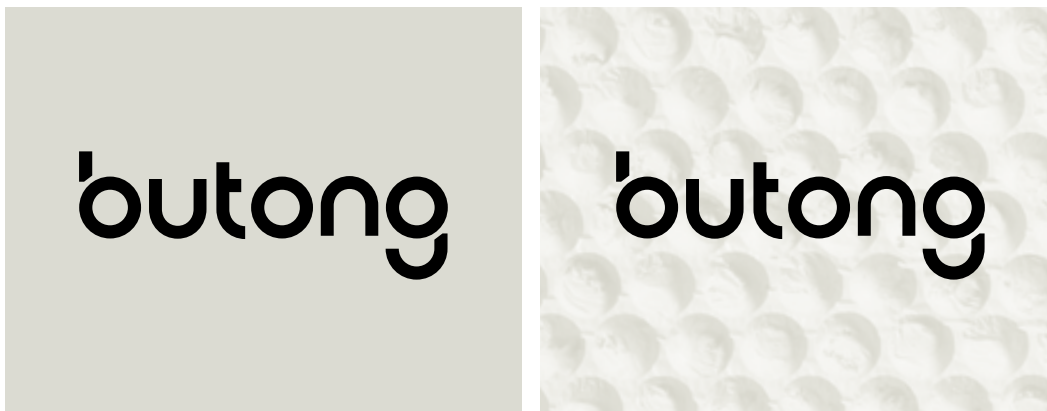


Best practice usage

When the marque is applied to materials it should be clear and legible against any background image, colour or pattern. The colour of the marque should be dictated by these, and should have a clear contrast with them for maximum prominence. The butong logo for 3rd party materials is to be used in either solid black or white.



Make sure the marque is clear and legible against any background colour or image



Avoid using the marque where it doesn't contrast well with the background it sits on



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