

BRAND GUIDELINES

bobby.org.nz

BOBBY
Foundation

WHICH LOGO TO USE?

Bobby Foundation Logo is to be used on publications, media and all formal collaterals.

Bobby Tagline Logo is to be used on team uniforms and other promotional items.

Bobby Foundation



Bobby Tagline



WHAT COLOUR TO USE?

Yellow and Orange are Bobby's primary logo colours and should be used on all collateral.

Black and White version of the logo are only to be used when colours are limited i.e. newspaper.

Yellow

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Black

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Orange

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White

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