

**BORNCUT**

# Brand Guidelines

# Logo

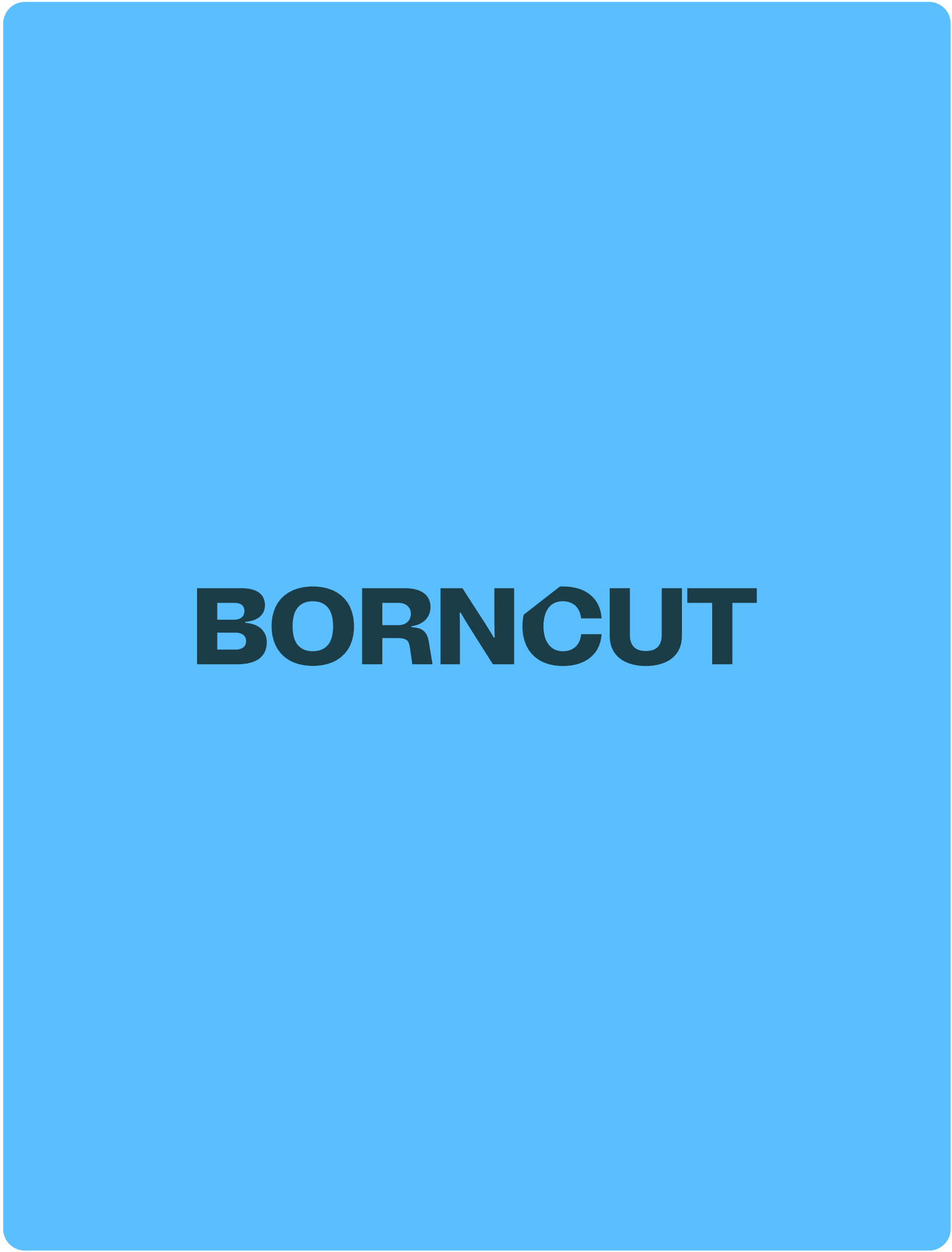
The Borncut logotype features a distinctive, clean, and modern design, complemented by our signature brandmark.

**BORNCUT**

# Logo Colours

Borncut's logo is available in three versions. The primary logo is Borncut grey. Whenever possible the grey logo should be used on the light blue background.

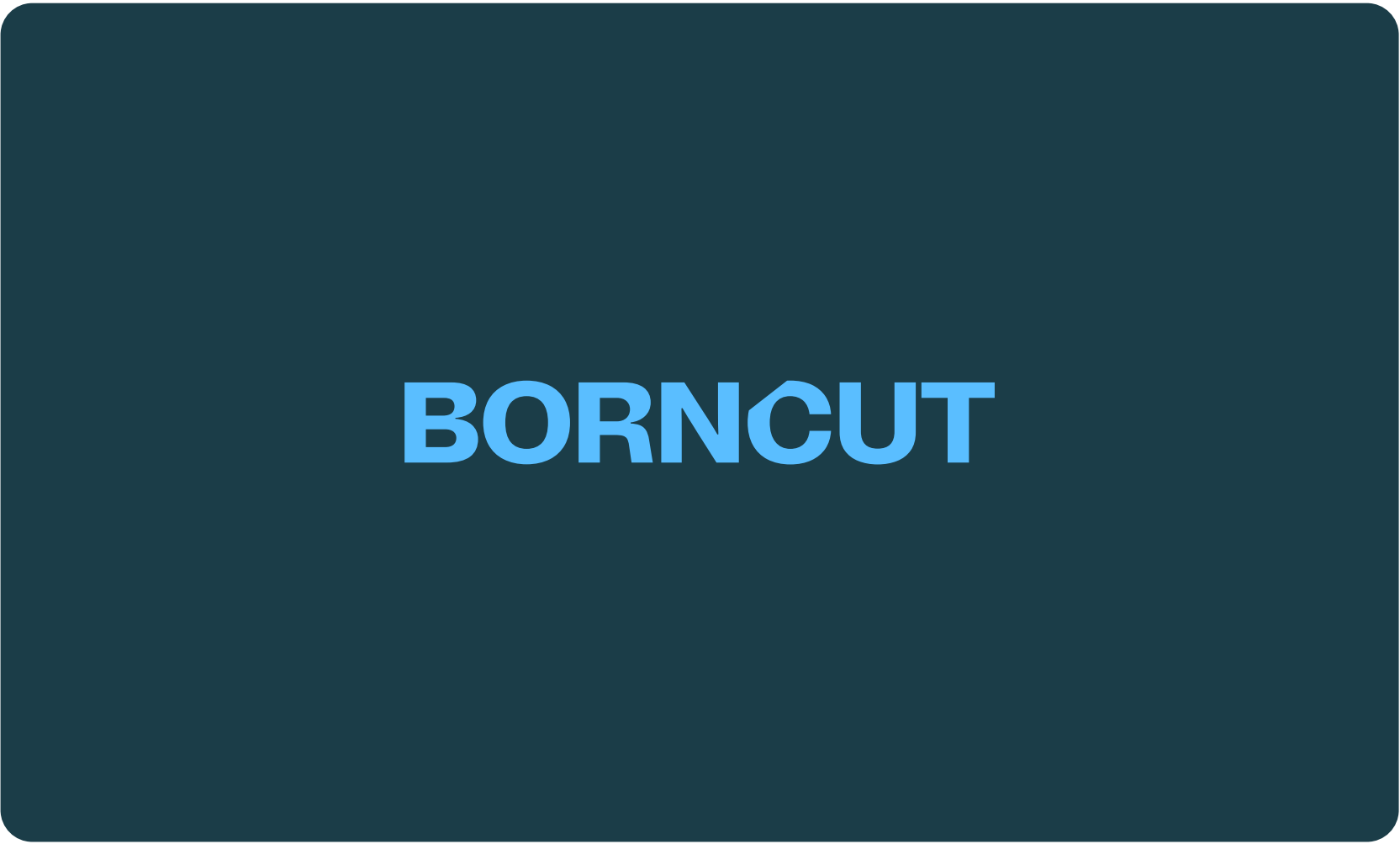
It is not allowed to use the light blue logo on a white background.



Borncut logo in Grey version.



Borncut logo in White version.

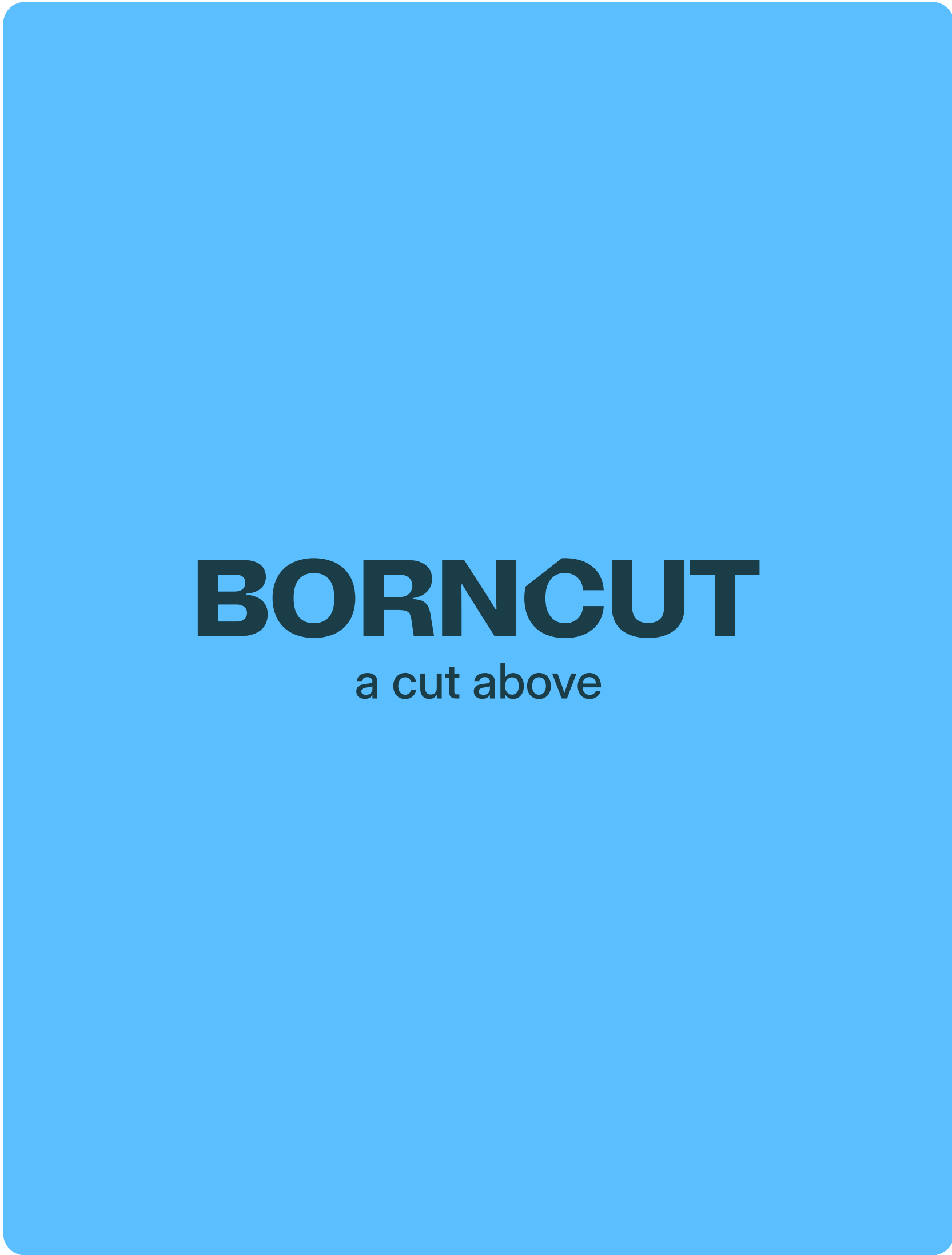


Borncut logo in Blue version.

# Logo Tagline

Borncut's logo with tagline is available in three versions. The primary logo in Borncut grey, as well as black and white.

It is also permitted to use the tagline separately from the logo or as a heading. See examples later in the guide.il, etc.



Borncut logo in Grey version.



Borncut logo in White version.



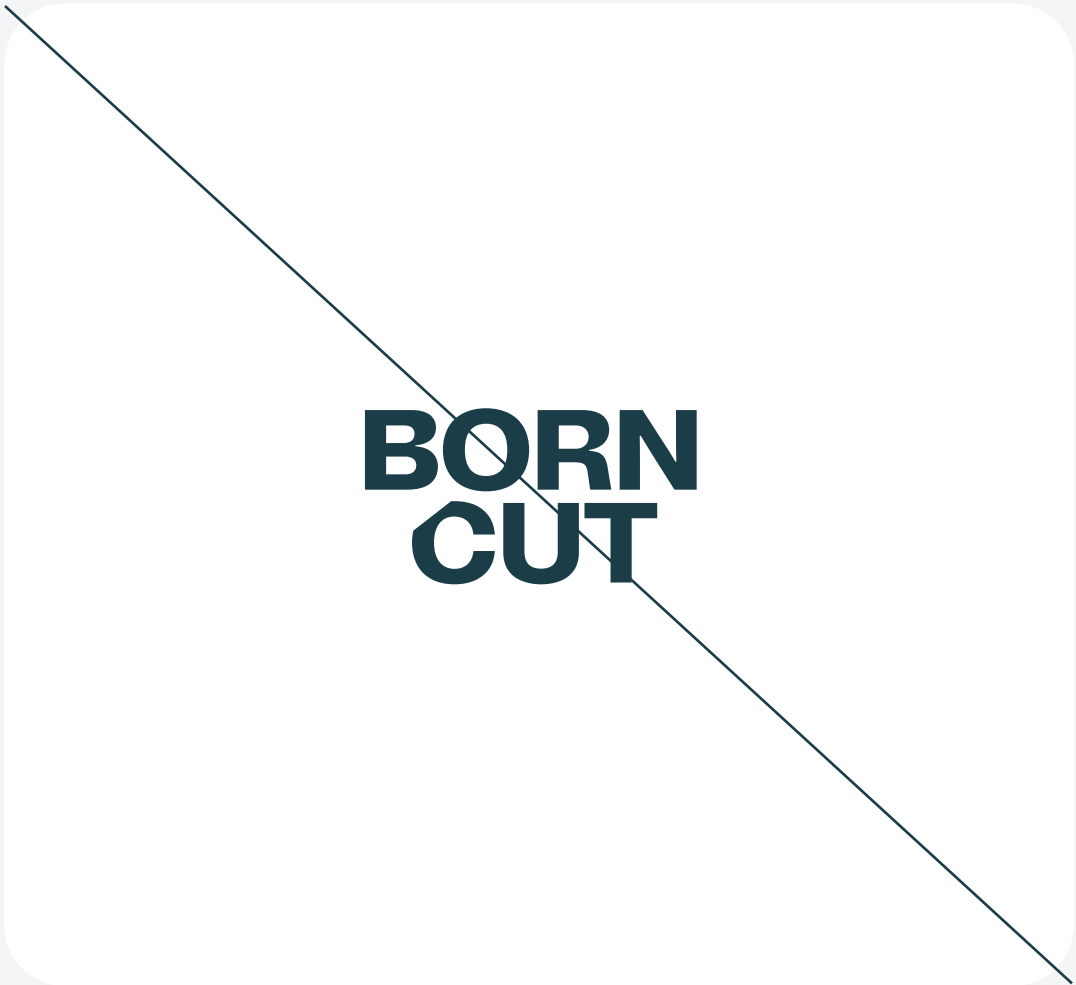
Borncut logo in Black version.

# Logo Don'ts

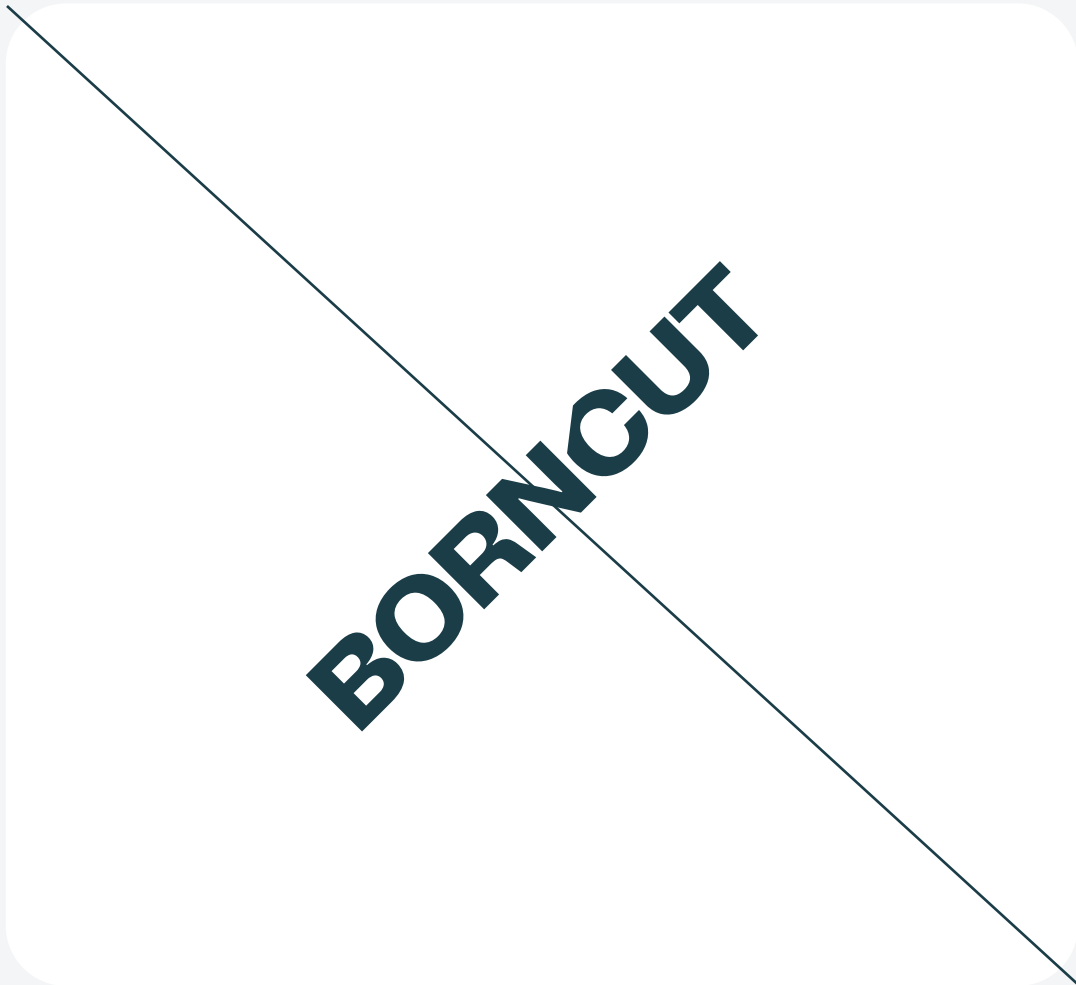
Borncuts logo is an essential part of the corporate identity and it is important that the visual expression is maintained at all times. These examples show incorrect use of the logo.



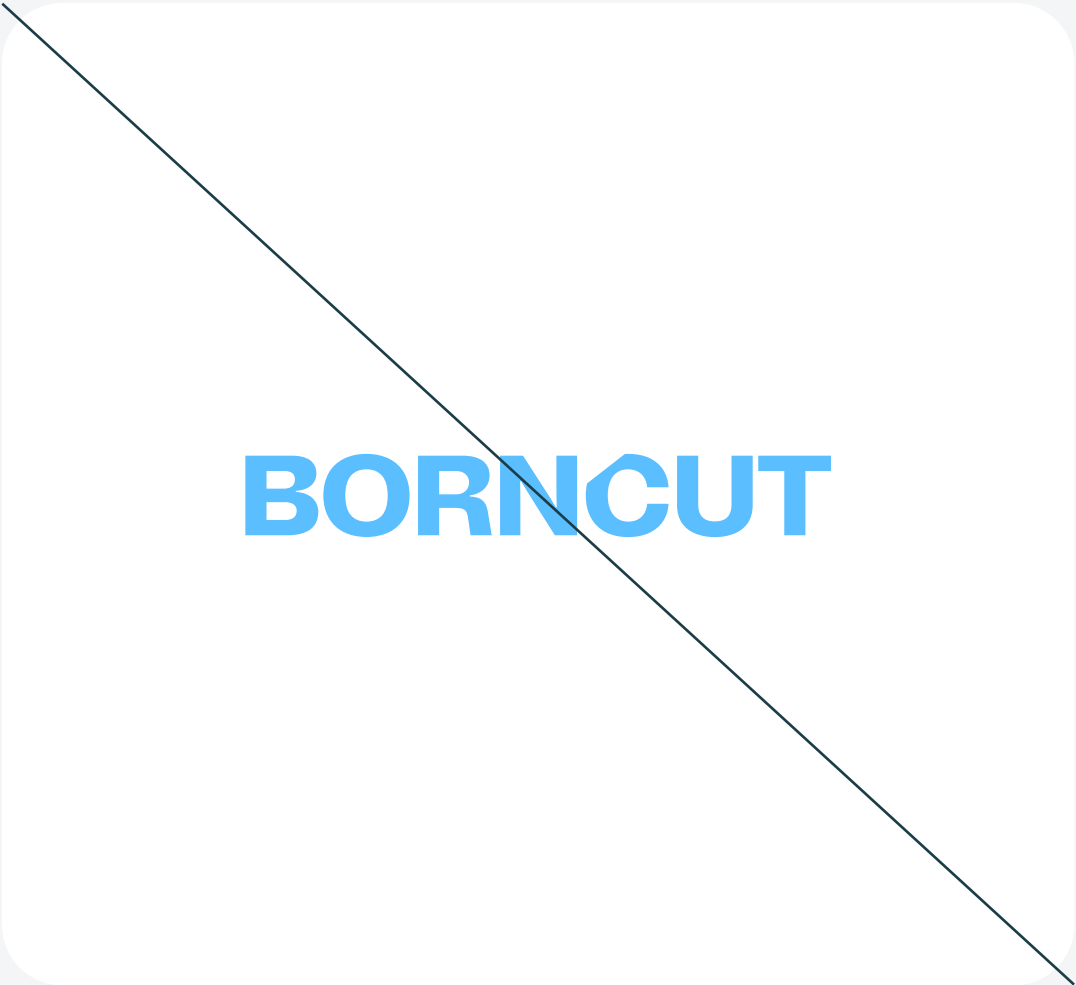
Never use effects in the logo – colour gradients, shadows etc.



Alternative logo versions may not be used.



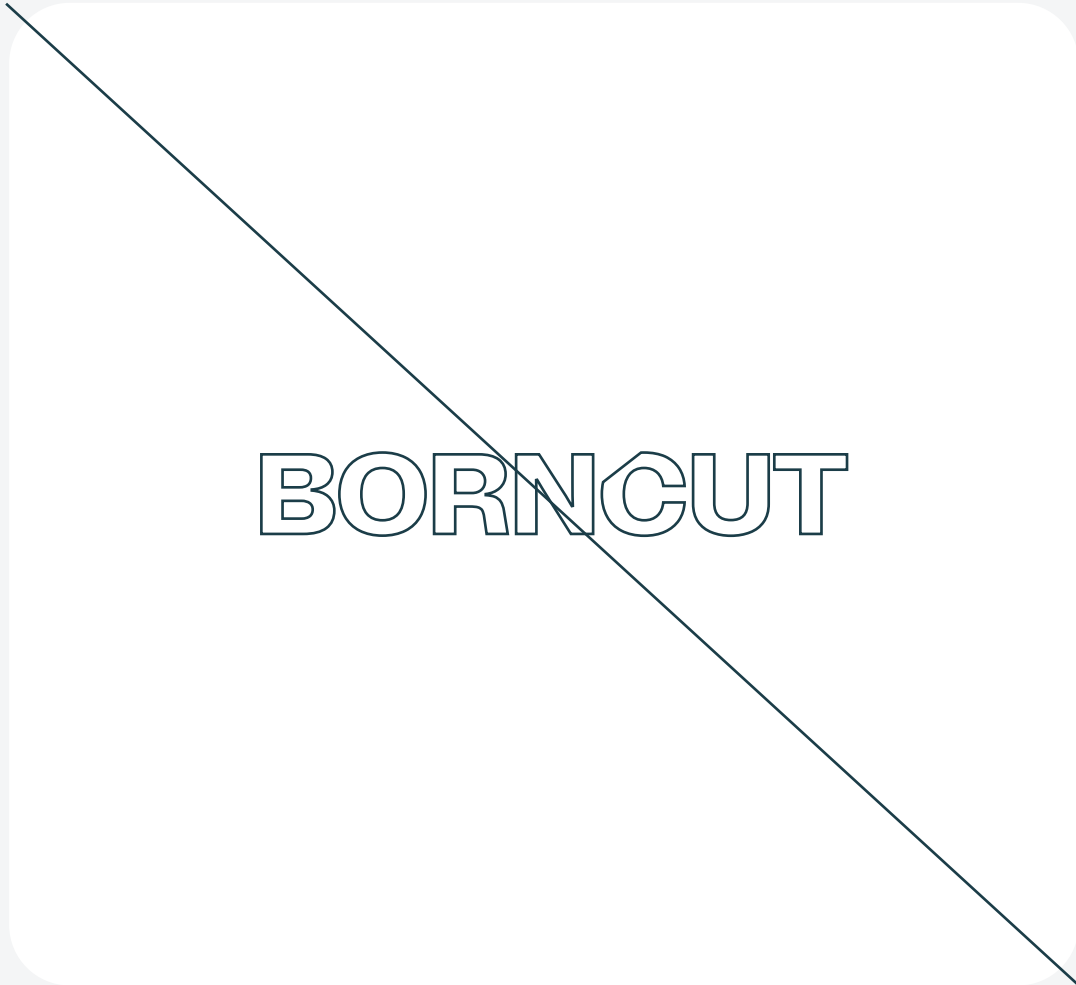
The logo must not be rotated or appear crooked



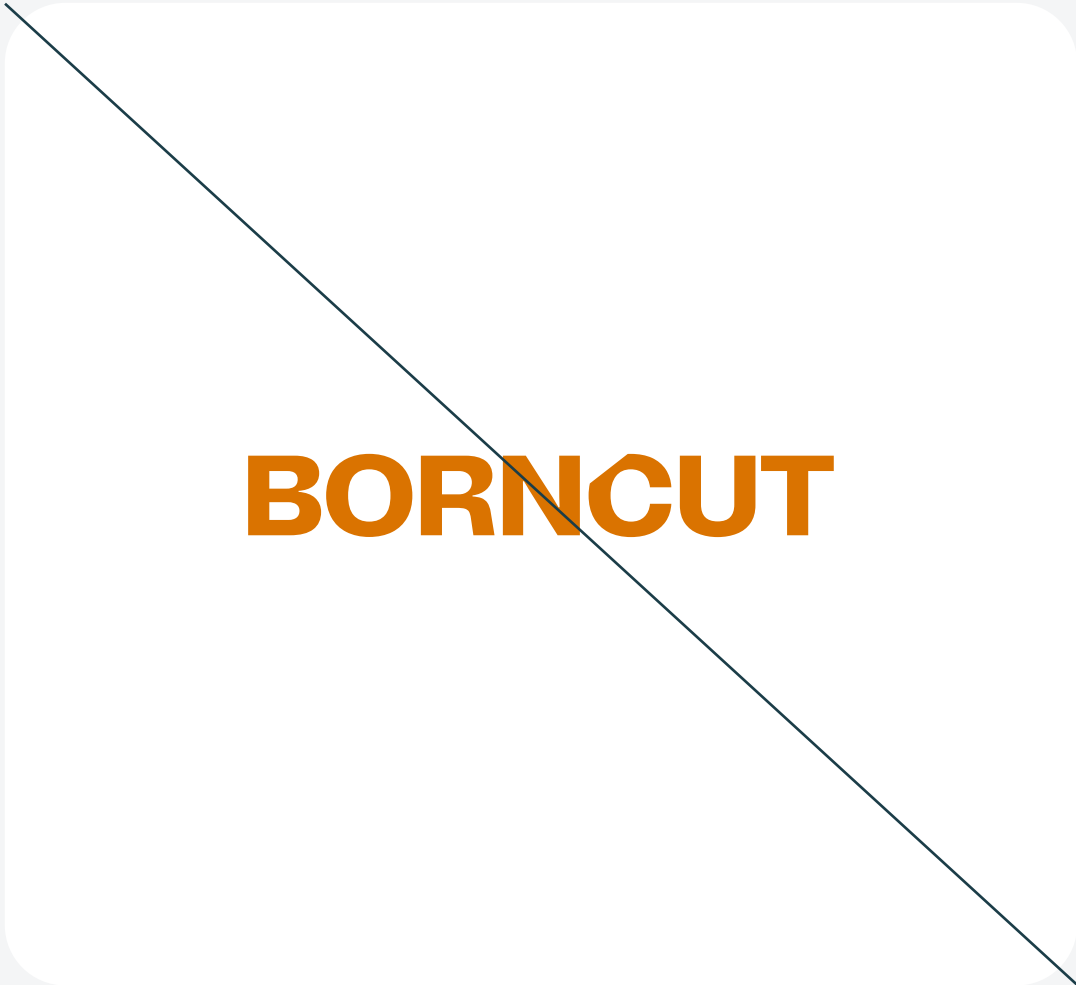
The light blue logo must not be used on a white background.



The logo must not be distorted.



Do not use outline on the logo.



The logo may only be used in black and white.

# Logo Clearspace

## Clearspace

To ensure the optimal appearance of the logo a clearspace to surrounding elements has been defined.

The more space you can create around the logo, the better. At a minimum, there should be a space around the logo that corresponds to half the height of the C.

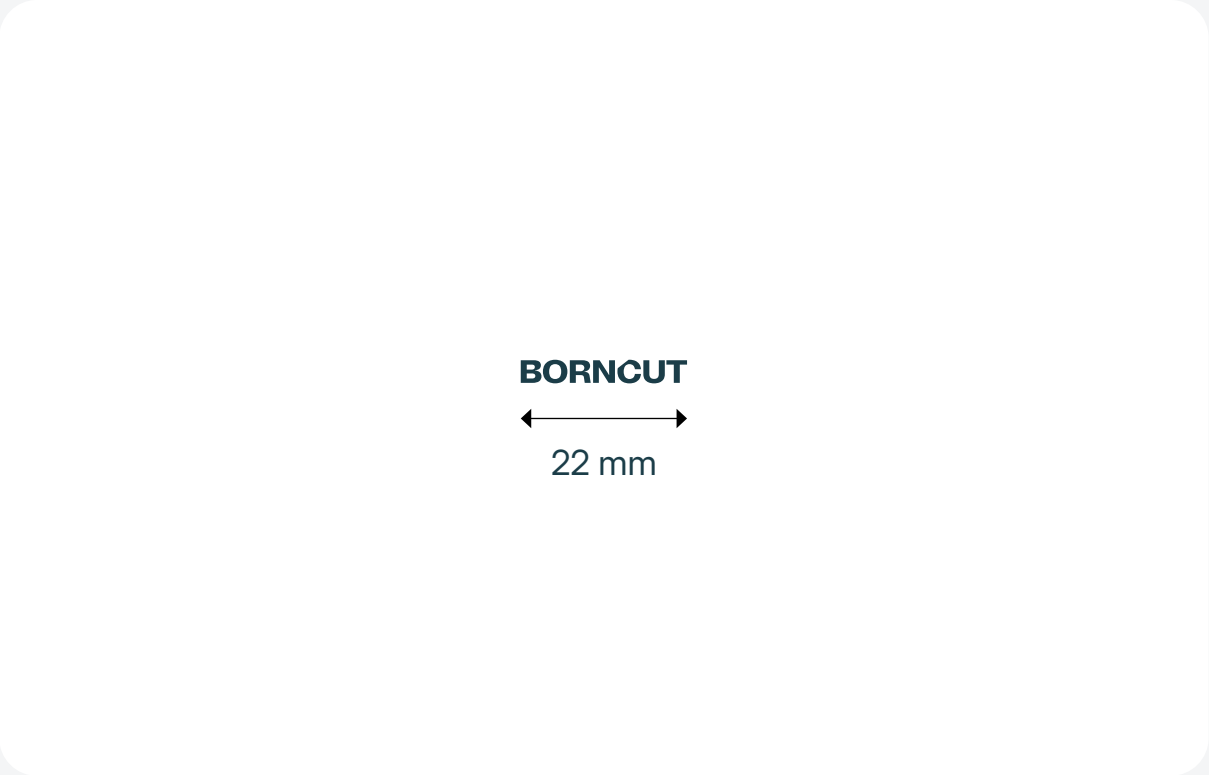
In certain cases it might be necessary to deviate from the clearspace, for instance on signage with limited space.

## Scale

The logo can be scaled down to small sizes on print and screen. The smallest size available is 22 mm wide.



Minimum distance



Scale

# Colours Definitions

Borncuts primary recognition colour consists of Borncut Blue manifesting water, ocean, hygiene, depth, ‘coolness’, quality and innovation.

Borncut Blue must always be used in an RGB version on all material used digitally - website, SoMe, online Product catalogs and so on.

When the Borncut Blue is used on printed matter, the colour will not have this sharp expression, as CMYK value. If you want to achieve the same intensity, we recommend using Pantone 2171C.

Note: It is important to emphasise that differences and shades of colour cannot be avoided as it depends on the type of colour, the material used, the individual computer colour setting, and where and how the colour is printed.

<div><div>Borncut Blue Screen</div><div>PANTONE 2171C RGB 90 190 255 #5ABEFF</div></div>	<div><div>Borncut Grey</div><div>PANTONE 309C CMYK 65 18 16 78 RGB 27 61 72 #1B3D48</div></div>		<div><div>White</div></div>
	<div><div>Borncut Grey Gradient</div></div>		
<div><div>Borncut Blue 30%</div><div>RGB 205 235 255 #CDEBFF</div></div>	<div><div>Borncut Grey 80%</div><div>RGB 74 100 109 #4A646D</div></div>	<div><div>Borncut Grey 60%</div><div>RGB 118 139 145 #768B91</div></div>	<div><div>Borncut Grey 40%</div><div>RGB 164 178 182 #A4B2B6</div></div>
<div><div>Borncut Blue Print</div><div>CMYK 60 10 0 0</div></div>	<div><div>Borncut Grey 30%</div><div>RGB 187 198 201 #BBC6C9</div></div>	<div><div>Borncut Grey 15%</div><div>RGB 221 226 228 #DDE2E4</div></div>	<div><div>Borncut Grey 5%</div><div>RGB 244 245 246 #F4F5F6</div></div>

**BORNCUT**  
a cut above