

what not to do with BMS logos

using the master artwork

It is important that you never try to recreate the logos and only use the master artwork provided in electronic format.

Shown opposite are the most common abuses of the logo. These kind of misuses undermine years of careful work by BMS, and we'd welcome your help in ensuring that our logos are used properly.

In addition the logo should never be incorporated into any other logo or identity. Even when partnering other organisations the BMS logo should be reproduced in accordance with these guidelines.

Please:

- 1 Do not** reshape the logo.
The proportions of the rectangular block have been specifically designed to create the correct balance.
- 2 Do not** separate the text from the icon.
The text BMS World Mission should never be shown in its logo form without the icon.
- 3 Do not** substitute other typefaces within the logo.
They have been specifically designed to work with the graphic.
- 4 Do not** resize elements within the logo.
All elements have been specifically designed to work as a single unit.
- 5 Do not** distort the logo in any direction as this will reduce its impact.
- 6 Do not** use alternative colours.
The colours have been specifically chosen to work together.



1

BMS
world mission

2



3



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