

### The Name

The **bom.com** name springs naturally from the concept of our product.

**bom.com** evokes the collaboration power of the internet; sharing and managing, organizing and accessing all of the data that defines a company's products; and the interaction between multiple roles in the construction of a product's bill of materials.

### The Logo

The logo for **bom.com** symbolizes the simple notion of sharing information in a powerful, robust environment.

The overlapping, intersecting circles brings the notion of sharing useful information in a simple, easy, and efficient way to the forefront of our message.



## Lock Up & Clearspace

The **bom.com** logotype is constructed by pairing the symbol (overlapping circles) with the typographic name. The lockup of elements can be arranged horizontally or vertically.

### Proportions

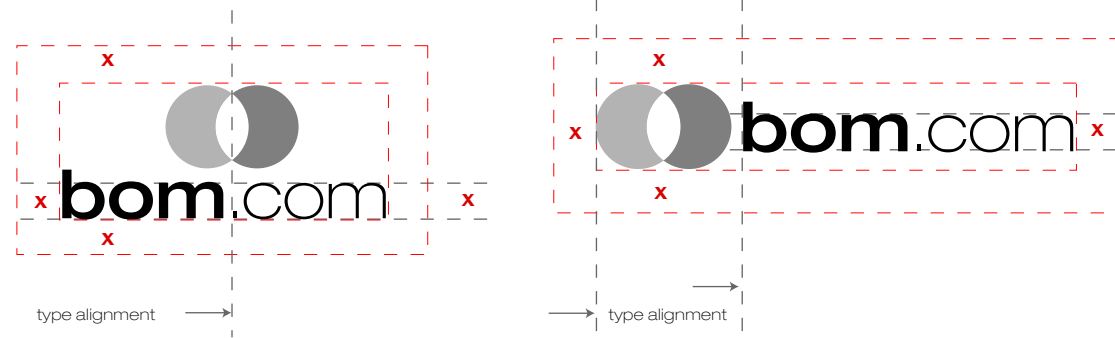
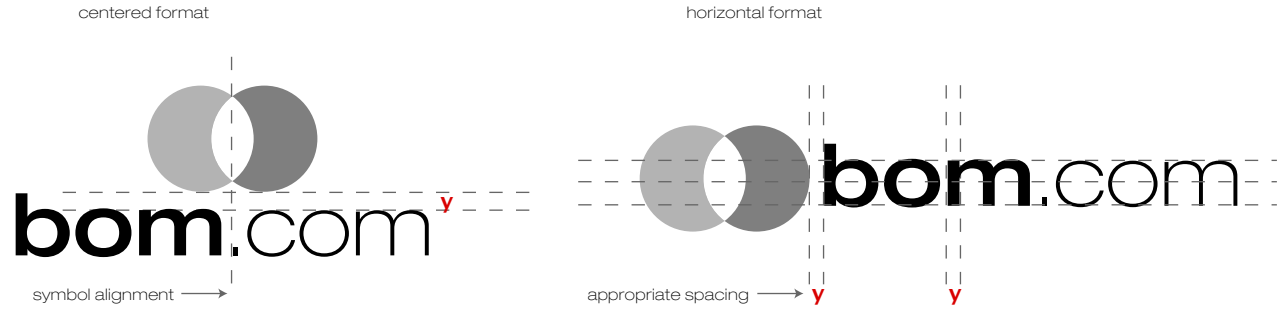
The x-height of the logotype (**x**), and thickness of the boldest word (**y**), are used as basis for spacing the rest of the lock up. This is shown in the diagram to the right. The same units are used to determine the clearspace.

### Clearspace

The logotype must maintain a consistent amount of clearspace - inside of which no other elements may exist. Clearspace is determined by the x-height of the logotype and follows a consistent measure around the perimeter of the entire lockup.

### Color

The **bom.com** logotype can be reproduced in two color formats which are shown to the right and on the following page.



black & white (greyscale)

general color use



## Type & Color Palette

The construction of the **bom.com** logotype encourages a variety of color combinations and provides a system of supportive typefaces to accommodate applications in multiple environments.

### Color

The recommended color schemes for the **bom.com** logotype are shown to the right. Always remember to use colors as appropriate to the end-use - i.e. use RGB colors when using the logotype for screen (Web) and use PMS colors when going to print.

When applying the logotype to a dark background, we recommend using white or a light color-value for the name. Keeping the number of colors used to a minimum is also recommended.

### Primary & Secondary Color Palletes

Shown are the primary and secondary complements for use in various applications of the Identity. Secondary colors should be used as accents. Both PMS colors (for print) and RGB mixes (for screen/Web) have been specified.

### Primary & Secondary Typefaces

Both typefaces are shown with extended variations that are acceptable to be used in identity applications. When composing designs with multiple typefaces, try to use no more than three different typefaces in a single design.

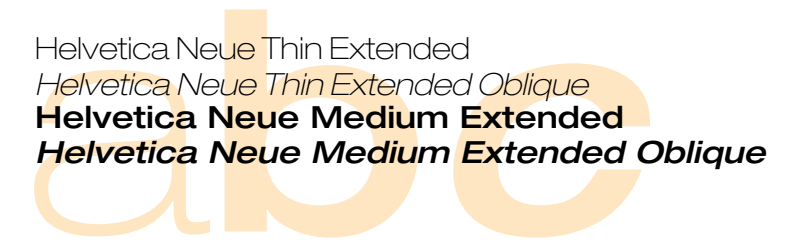
common color uses



single color usage



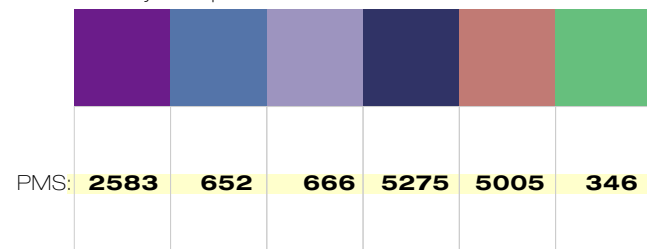
primary typeface



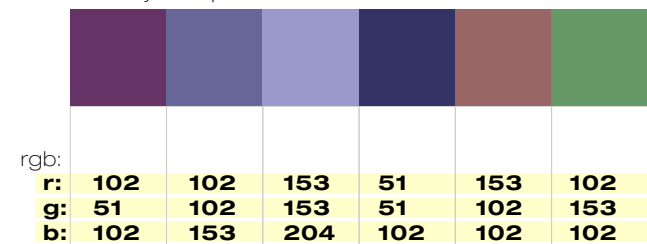
secondary typeface



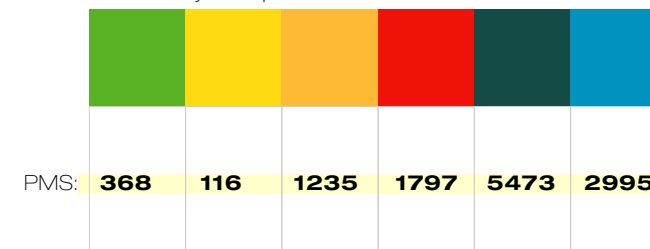
Primary Complements



Primary Complements



Secondary Complements



Secondary Complements

