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Brand Manual

BALIO STUDIO'S NEW GRAPHIC GUIDELINES

Update : 15 février 2024

MANUEL DE CONCEPTION GRAPHIQUE

Corporate identity?

See how image meets design.

BALIQ®

Table of content

SECTION 1 | INTRODUCTION ..... PAGE 04

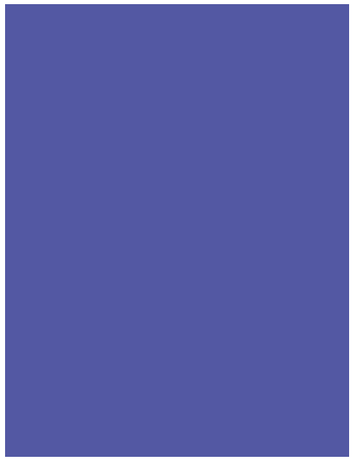
SECTION 2 | THE LOGO ..... PAGE 06

SECTION 3 | THE TYPOGRAPHY ..... PAGE 10

SECTION 4 | THE COLORS ..... PAGE 14

SECTION 5 | SUMMARY ET CONTACT ..... PAGE 18

The guidelines describe the visual and verbal elements that represent the company’s identity.



DESIGN GUIDELINES

In this document, we’ll cover a few guidelines describing the visual and verbal elements that represent Balio Studio’s corporate identity.

This includes our name, logo and other elements such as color, typography and graphics.

Each of us is responsible for protecting the company’s interests and preventing any unauthorized or incorrect use of the company logo.

In this way, we reinforce the dissemination

Welcome

The logo

Introduction
Construction and clearspace
Application et guidelines.

INTRODUCTION

Our logo is the key element of our identity. It's a combination of the symbol itself and our company name. They have a fixed relationship that must never be altered in any way.

THE LOGOTYPE

A corporate logo consists of two elements:
the logo symbol and the typography.
The symbol is an image evoking design culture and the link between visual communication and different influences.
It has a special relationship with the company name, as it replaces the letter "O".
The typography was carefully chosen for its technological, refined and legible style.

RECOMMENDED FORMATS:
.eps | .png | .tiff

ATTENTION:

The use of any stylized, animated, hand-drawn or other official logo is not permitted. It compromises the system and the consistency of the brand.
Please visit www.baliostudio.com if you have any questions or require further information.

1

LOGO DARK VERSION



2

LOGO VERSION CLAIRE



Logo Construction and Clearspace

Il est important de conserver les marques de l'entreprise à l'écart de tout autre élément graphique. Pour réguler cela, une zone d'exclusion a été établie autour du logo. Celle-ci indique le positionnement le plus proche de tout autre élément graphique ou message par rapport au logo.

CLEARSPACE

Definition

–

Whenever you use the logo, it must be surrounded by a clear space to guarantee its visibility and impact. No graphic elements of any kind should invade this area.

Calcul

–

To calculate free space, take the height of the "O" and place it around the logo.



Application on background



Logo version A



Logo version B



Logo version C



Logo version D

The typography

History
et structure

Police history and its structure

Typography plays an important role in communicating an overall tone. The careful use of typography reinforces our personality and ensures clarity and harmony in all Balio Studio communications. We selected Albert Sans as our main typeface, which helps inject energy and enthusiasm into all visual communications.

ALBERT SANS

THE FONT

Albert Sans is a modern geometric sans serif family, inspired by the typographic characteristics of Scandinavian architects and designers of the early 20th century. The Albert Sans family includes ten weights ranging from Thin to Black, and supports over two hundred languages.

The font was designed by Copenhagen-based graphic designer and typographer Andreas Rasmussen.

Available on GoogleFont, it's easy to download and use for the Web. It is licensed under Open Font. https://openfontlicense.org/
Free legal download on: https://fonts.google.com/specimen/Albert+Sans

EXEMPLES TYPES ALBERT SANS

A L B E R T
S A N S

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Black Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § $ % & / ( ) = ? ` ; :
¡ “ ¶ ç [ ] | { } ≠ ¿ ‘
« Σ € ® † Ω ¨ / ø π • ± ‘
æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

Corporate colors

Primary colors
Color code

Primary colors and color code

PRIMARY COLOR SYSTEM

–

Color plays an important role in Balio Studio's visual identity program. Colors below are recommendations for different media. A palette of primary colors has been developed. The consistent use of these colors will contribute to the cohesive and harmonious appearance of the company on all media. Check with your designer or printer when using company colors, whether they are always consistent.

COULEUR 1

–

CODES COULEUR

CMJN : C100 M096 J045 N061
RVB : R025 V024 B050
Web : #131433



TONS DE COULEURS



100 % 80 % 60 % 40 % 20 %

LE DÉGRADÉ



Dégradé

COULEUR 2

–

CODES COULEUR

CMJN : C098 M074 J042 N042
RVB : R021 V051 B077
Web : #15334D



TONS DE COULEURS



100 % 80 % 60 % 40 % 20 %

LE DÉGRADÉ



Dégradé

COULEUR 3 (HIGHLIGHT)

–

CODES COULEUR

CMJN : C063 M022 J000 N000
RVB : R077 V174 B255
Web : #4DAEFF



TONS DE COULEURS



100 % 80 % 60 % 40 % 20 %

LE DÉGRADÉ



Dégradé

Summary and contact

A SHORT SUMMARY

A logo's graphic charter is an essential document for ensuring the consistency and visual integrity of a company's identity.

By establishing rules and technical constraints concerning colors, typography, placement and spacing around the logo, it ensures that the logo is presented consistently and effectively on all media and in all contexts.

By following these guidelines, companies can strengthen their brand image, increase recognition and credibility, and maintain consistent visual communication with their target audience.

A well-designed graphic identity helps to reinforce a company's reputation and value, while providing clear guidelines for its use across different platforms and media.

Contact

Site Web : www.baliostudio.com

FOLLOW US

Thanks.

THE NEW GRAPHIC GUIDELINES OF THE COMPANY BALIO STUDIO

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