

Logos



Wordmark



Wordmark (gray scale)



Wordmark (inverted)



Wordmark
Icon



Wordmark Icon
(gray scale)



Wordmark Icon
(inverted)



Initial
Icon



Initial Icon
(gray scale)

The bepress Wordmark should be used as the primary logo mark for the bepress brand. The Wordmark Icon should be used as a secondary logo mark where the full bepress name isn't fitting due to restrictive spacing and/or size constraints. It is also the recommended logo to be used when framed in a square or circle plane. The Initial Icon can be used for the same use as the Wordmark Icon but should never be framed.

The trademark symbol is to be included in the bepress Wordmark.

The word 'bepress' is lowercase when used in a sentence. 'Bepress' at a start of a sentence is to be capitalized. If possible it is best to avoid starting a sentence with 'bepress,' to maintain a uniform brand aesthetic.

Colors



CMYK	RGB	HEX	PANTONE® EQUIVALENT
C85 M53 Y0 K0	R0 G114 B198	0072C6	PMS 300 U



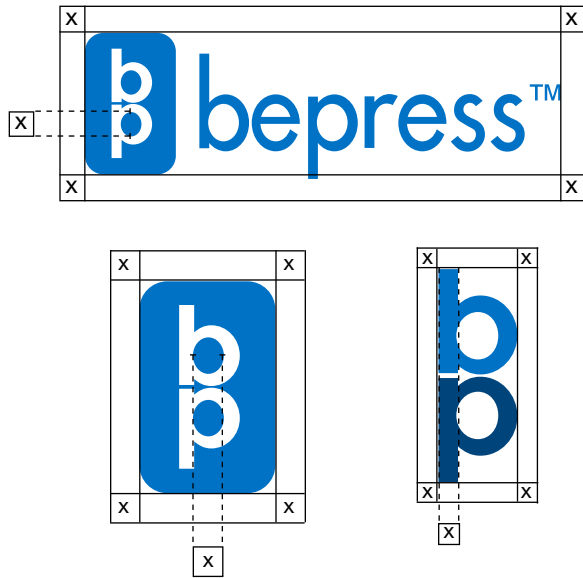
CMYK	RGB	HEX	PANTONE® EQUIVALENT
C100 M80 Y26 K10	R0 G68 B124	00447C	PMS 295 U

The official bepress colors are shown here.

When creating print documents it is ideal to use CMYK color or the Pantone equivalent. When creating web documents RGB color is the appropriate color model to use.

If you are creating a bepress document that only uses one of the two official bepress colors, the lighter of the two blues is preferred.

Spacing



The bepress logos should have enough spacing to ensure importance in relation to other typographical elements and prevent any instances of false affiliation with other entities.

The Wordmark should have a protected clear space equal to the *height* of the bowl of the “b” and “p” of the Wordmark’s icon. The Wordmark Icon should have a protected clear space that is equal to the *width* of the bowl of the “b” and “p.” The Initial Icon should have a protected clear space equal to the stem of the “b” and “p.”

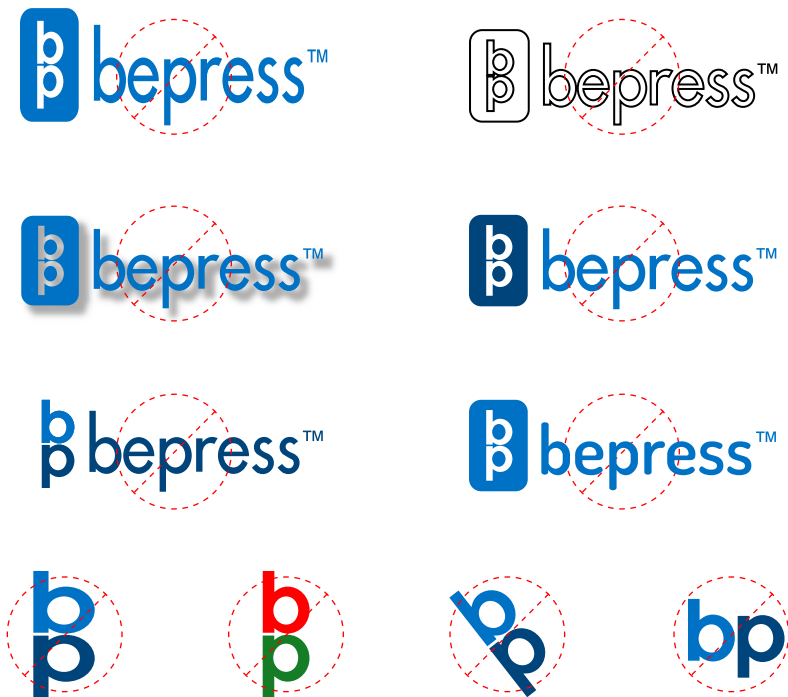
Sizing



The bepress logos should be large enough to ensure legibility.

Each logo should be no shorter than 1cm in height, measuring the height of the “bp” element.

Unacceptable Usage



Do not attempt to alter or distort the bepress logos in any unspecified way. This includes stretching, outlining, using unofficial colorways, changing logo elements, adding shadows, outer glows, etc.

The bepress Wordmark Logo and Wordmark Icon Logo should not be mixed and matched.

Do not attempt to replace the bepress Wordmark Logo with other typefaces. This exclusion includes the official bepress typefaces Terminal Dosis and Helvetica Neue.

The bepress logos should always be displayed completely horizontally and should not be shifted from this axis.

In most instances it is best to use the bepress logos on a white background.

Typography

Terminal Dosis	Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890!@#%~&*()
	SemiBold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890!@#%~&*()
Helvetica Neue	Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890!@#%~&*()
	Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890!@#%~&*()

The acceptable typefaces used for bepress collateral are shown here.

Terminal Dosis is a very simple, monoline rounded sans serif Google Font, and is the preferred typeface for headings, subheadings and titles.

Helvetica Neue is a reworking of the classic sans serif font Helvetica, and is the preferred typeface for body text in print and web.

Obsolete Logos

THE BERKELEY ELECTRONIC PRESS
bepress: the new standard in scholarly publishing



The bepress logos shown here were retired in 2011. They shall not be used in any current official bepress publications and are only displayed here for reference. “The Berkeley Electronic Press” term shall only appear in publications as historical reference.