



Portrait mark/logotype
To be used in vertical applications.



Landscape mark/logotype
To be used in horizontal applications.



Extended logo



Combined logo
To be used only in cases in which the first three logos are not sufficient.
e.g. Website header, Official letterhead.

The base of the type is aligned with the top of the logo mark.



The base of the type is aligned with the bottom of the logo mark.



The type is centre-aligned and fits within approximately 70-degree angles.



The logo mark and typographic elements are aligned at 90-degree angles.



General Guidelines

Logo mark and typographic elements are not to be altered within the logo area. All logos may be used at any scale, however the proportion and spacing of elements within a logo must remain the same in relation to one another.

Typography and Colour

TYPEFACE

Chaparral Pro (Regular)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

COLOUR PALETTE



Principal Blue

Used in the base of the logo, this colour is also used when 'Biodiversity Heritage Library' is spelled in full, to give a sense of authority.

CMYK 90 : 65 : 15 : 2
RGB 38 : 96 : 153
HEX #266099



Supporting Blue

This colour is used in the middle 'pages' of the logo as well as the abbreviated 'BHL' to give a softer feel to the uppercase letters.

CMYK 71 : 30 : 2 : 0
RGB 64 : 149 : 205
HEX #4095CD



Light Blue

This colour is used in the upper 'pages' of the logo and is 50% of the supporting hue.

CMYK 34 : 9 : 3 : 0
RGB 159 : 202 : 230
HEX #9FCAE6