



Design & Brand
Guide Lines.

Questions?
Abbie@bentosmb.com

DO
MORE.

A photograph of a white Apple iMac computer sitting on a thick, dark wood-grain stand. The screen is black and displays the words 'DO MORE.' in large, white, bold, sans-serif capital letters. The background of the screen shows a window with horizontal blinds. The desk is light-colored wood and holds a white keyboard, a white mouse, a glass of water, and a small black speaker. In the background, there is a black metal shelving unit with books and a potted plant.

WHO WE ARE



We are a passionate team of friendly Canadians who care about small businesses and want to see entrepreneurs and small and medium businesses thrive. We believe that when small businesses grow, communities grow too. We love challenges, meeting new people and learning about businesses like yours.

When we think of Bento, we think of all the pieces of something great coming together. Bento is a combination of balanced, collaborative products, working together to move your business forward.

WHAT WE'RE ABOUT

Or "brand statement" if
we're using the
fancy terms

We are small business owners. We understand the ups and downs, the struggles, and the need to stay on top of everything all the time. It's not easy.

We started this journey after meeting small business owners who were timid, hated their websites, were ashamed of their social presence, or lack thereof, and knew they should be doing more, be doing better. One common thread with these business owners was a desire to be more consistent, to grow, without knowing where to start or how to even get from A-B let alone A-Z.

Our Values

1. whatever it takes.
2. Attention to detail.
3. Support local every chance we get
4. Teamwork, can-do, and resourceful
5. Integrity and balance in work and life



OUR LOGO

When we think of Bento, we think of all the pieces of something great coming together.

Every Bento client starts with our base plan, and then customizes each area to suit their needs and goals - Hence the bento box!



OUR LOGO

A Logo Clear-space. When Positioning logo, leave "o" size spacing between logo and other design elements



B Use white or any light brand colours on dar backgrounds



C Use black or any dark brand colours on light backgrounds



D Use greyscale where colour replication isn't possible



E Use colour logo where appropriate & possible



F Minimum logo size. Contact us to enquire about exceptions



OUR LOGO

Logo usage and limitations

Contact us if you are unsure or
have any questions.

A Logo should contrast appropri-
ately against it's background

B Do not move or scale logo
sections independantly

C Do not use non-brand colours

D Keep logo proportions. Do not
skew , squish, or stretch logo

E Do not place on busy back-
grounds

F No strokes or other effects

G Do not remove or add elements

H Do not switch up colour order

I No gradients

J Let the logo breath, leave
space between other design
elements



OUR COLOURS

Brand Colours Be sure to remain faithful to our brand colours when possible. When creating imagery that requires a broader spectrum, such as illustrations or iconography work from the tints and shades featured here.

White, black and any greys are also appropriate.



R 148 G 201 B 66
C 47 M 0 Y 97 K 0
#94C841



R 244 G 121 B 34
C 0 M 65 Y 99 K 0
#F47921



R 73 G 26 B 79
C 76 M 100 Y 36 K 34
#4B194F

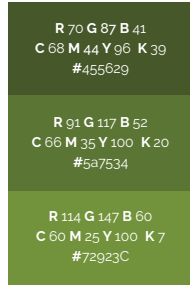


R 85 G 76 B 99
C 69 M 69 Y 41 K 25
#544C62



R 211 G 30 B 77
C 12 M 100 Y 65 K 1
#D31E4C

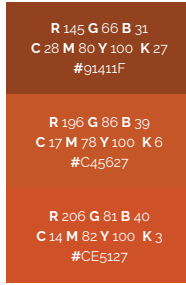
SHADES



R 70 G 87 B 41
C 68 M 44 Y 96 K 39
#455629

R 91 G 117 B 52
C 66 M 35 Y 100 K 20
#5a7534

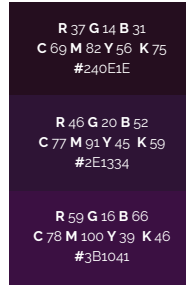
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C 60 M 25 Y 100 K 7
#72923C



R 145 G 66 B 31
C 28 M 80 Y 100 K 27
#91411F

R 196 G 86 B 39
C 17 M 78 Y 100 K 6
#C45627

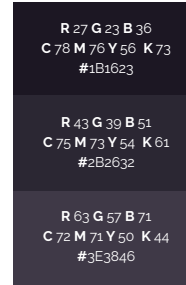
R 206 G 81 B 40
C 14 M 82 Y 100 K 3
#CE5127



R 37 G 14 B 31
C 69 M 82 Y 56 K 75
#240E1E

R 46 G 20 B 52
C 77 M 91 Y 45 K 59
#2E1334

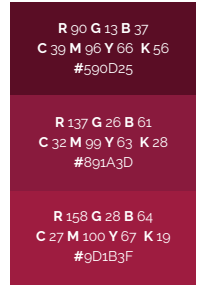
R 59 G 16 B 66
C 78 M 100 Y 39 K 46
#3B1041



R 27 G 23 B 36
C 78 M 76 Y 56 K 73
#1B1623

R 43 G 39 B 51
C 75 M 73 Y 54 K 61
#2B2632

R 63 G 57 B 71
C 72 M 71 Y 50 K 44
#3E3846

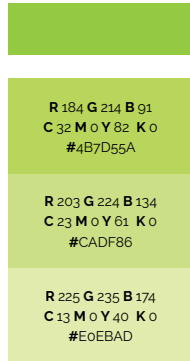


R 90 G 13 B 37
C 39 M 96 Y 66 K 56
#590D25

R 137 G 26 B 61
C 32 M 99 Y 63 K 28
#891A3D

R 158 G 28 B 64
C 27 M 100 Y 67 K 19
#9D1B3F

TINTS



R 184 G 214 B 91
C 32 M 0 Y 82 K 0
#4B7D55A

R 203 G 224 B 134
C 23 M 0 Y 61 K 0
#CADF86

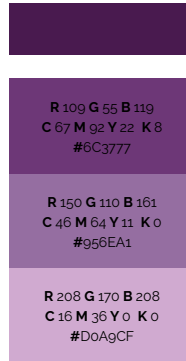
R 225 G 235 B 174
C 13 M 0 Y 40 K 0
#E0EBAD



R 246 G 141 B 69
C 0 M 54 Y 81 K 0
#F68D44

R 249 G 166 B 108
C 0 M 41 Y 62 K 0
#F9A66C

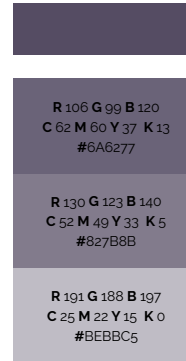
R 251 G 185 B 141
C 0 M 32 Y 45 K 0
#FAB88D



R 109 G 55 B 119
C 67 M 92 Y 22 K 8
#6C3777

R 150 G 110 B 161
C 46 M 64 Y 11 K 0
#956EA1

R 208 G 170 B 208
C 16 M 36 Y 0 K 0
#D0A9CF



R 106 G 99 B 120
C 62 M 60 Y 37 K 13
#6A6277

R 130 G 123 B 140
C 52 M 49 Y 33 K 5
#827B8B

R 191 G 188 B 197
C 25 M 22 Y 15 K 0
#BEBBC5



R 238 G 49 B 103
C 0 M 94 Y 41 K 0
#EE3167

R 236 G 113 B 149
C 2 M 70 Y 17 K 0
#EB7095

R 232 G 153 B 176
C 5 M 48 Y 12 K 0
#E899B0

OUR TYPE

Our typefaces are Josefin Sans
and Raleway.

Main headlines are Josefin Sans
Bold, while secondary lines
are Raleway Semibold Italics,
and main body text is Raleway
Regular

Aa

Josefin sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4
5 6 7 8 9 - + = : " ? ! # @ \$ %

Aa

Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 0 1
2 3 4 5 6 7 8 9 - + = : " ? ! #
@ \$ %

Headline fonts use Josefin Sans Bold

*Supporting & Secondary lines are
Raleway Semibold italics*

Main body text is raleway regular. Ugitatqu
untiis nectur am, sim et audae volupta ni idi
qui omnim rescit lam que cus sitaqui dolup-
ta nam, quo odit aut aceatempelia assitae
secta inullo quis endundae aut ut aut es el
ipsam con coreped que venis mossinus.

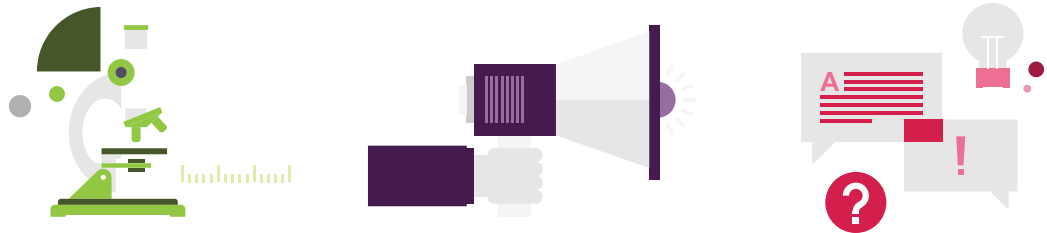
OUR ICONS

There are two icon styles for various situations, but remember to follow colour guidelines.

Simple Iconography Use the line art and bold coloured style for small icons for web, digital and smaller formats.



Larger Illustrations Use these flat vector styles in larger formats as illustrations

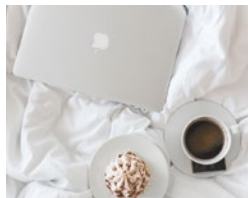
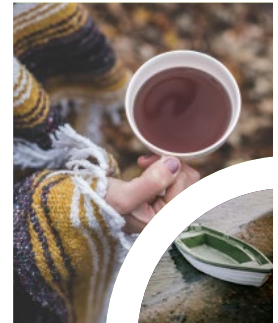
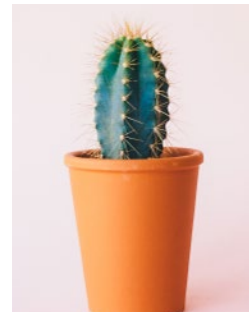
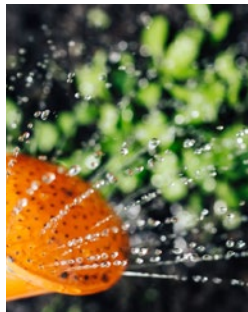
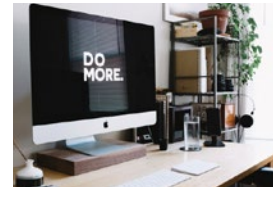


OUR IMAGE

When using an image, aside from ensuring you have the rights to using the image, also take into account that the tone it conveys in-line with our brand values.

Use images that are:
Modern, Authentic, fun, quirky, classy, Nicely arranged, Colourful, Technology based, nature metaphors such as growth or grand scale, Bonus points for featuring a succulent.

Avoid images that are:
Low Quality, Overtly-Staged or Awkward, Corporate, Offensive, Adult Content,





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