

VISUAL IDENTITY GUIDELINES

SECTION 00

INTRODUCTION

**THIS DOCUMENT CONTAINS THE RULES FOR BERNARD'S
VISUAL IDENTITY SYSTEM.**

Follow these rules strictly to maintain consistency and build brand equity.
We invite you to absorb this information and reference it often to become
an informed steward of the brand.

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These are the characteristics that are present in every part of our visual identity, including logo, color, typography, and art direction.

PRACTICAL

In the context of the industrial welding space we see Practical conveying:

- Simple and easy to use
- Accessible and affordable
- Understated and approachable

CUTTING EDGE

In the context of the industrial welding space we see Cutting Edge conveying:

- Innovative and evolved
- Modern yet familiar
- Top performing

FOCUSED

In the context of the industrial welding space we see Focused conveying:

- Intentional and purposeful
- Top of the line
- Undeterred in quality and reliability

Our SMIT is our single most important thing. It's the concept that drives every decision we make about our visual identity and how we choose to apply it.

A MODERN LEGACY

SECTION 01

LOGO

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These are the characteristics that are present in every part of our visual identity, including logo, color, typography, and art direction.

The Bernard logo is one of the most visible parts of our brand. It is a memorable token, acting as a recognizable signature that unites all of our visual communication.

Use it consistently and follow these guidelines to build strong brand recognition.



Building on the attributes of the Bernard brand, our mark.



Our logotype represents a forward-thinking approach to a timeless identity. It symbolizes the power and reliability of our products.

BERNARD™

Our lockup should be used in most cases. It consists of our mark integrated alongside the B in our logotype.



These are a few of the primary colorways for using the Bernard logo. The lockup is always used in one color but can be leveraged in many different brand colors while keeping accessibility and legibility in mind.



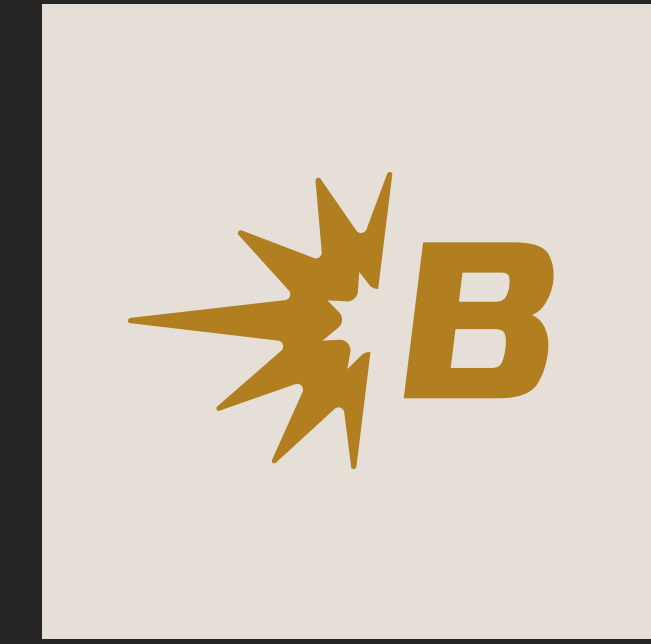
To be used infrequently, our lockup can exist in a two-color format, with the spark icon in Base and our logotype in Bond.



Bernard uses the Base version of our logo on Alloy or Bond backgrounds for avatars across all social media accounts.

SQUARE

Use on LinkedIn and any other platform that uses square avatars.

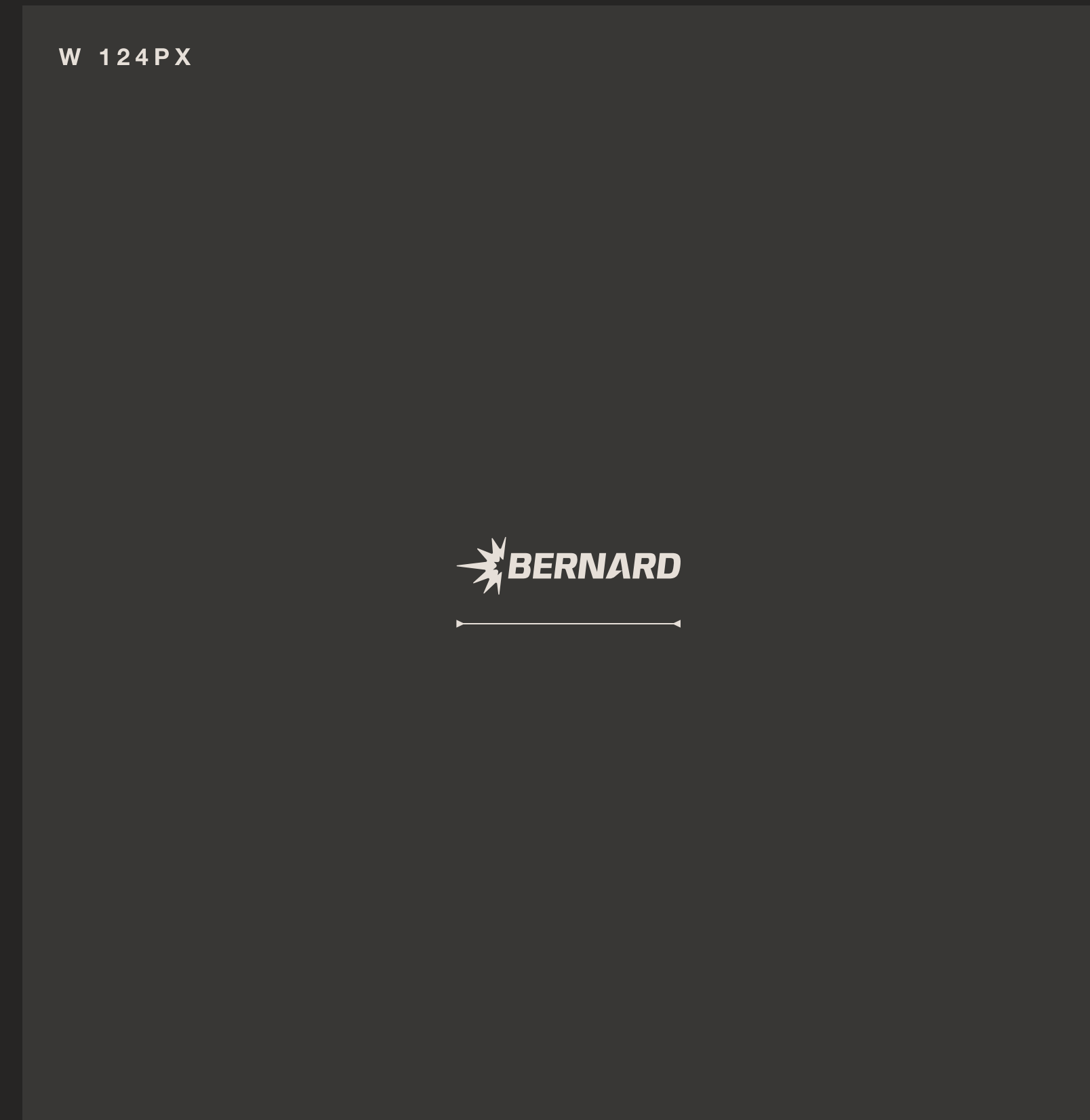


CIRCLE

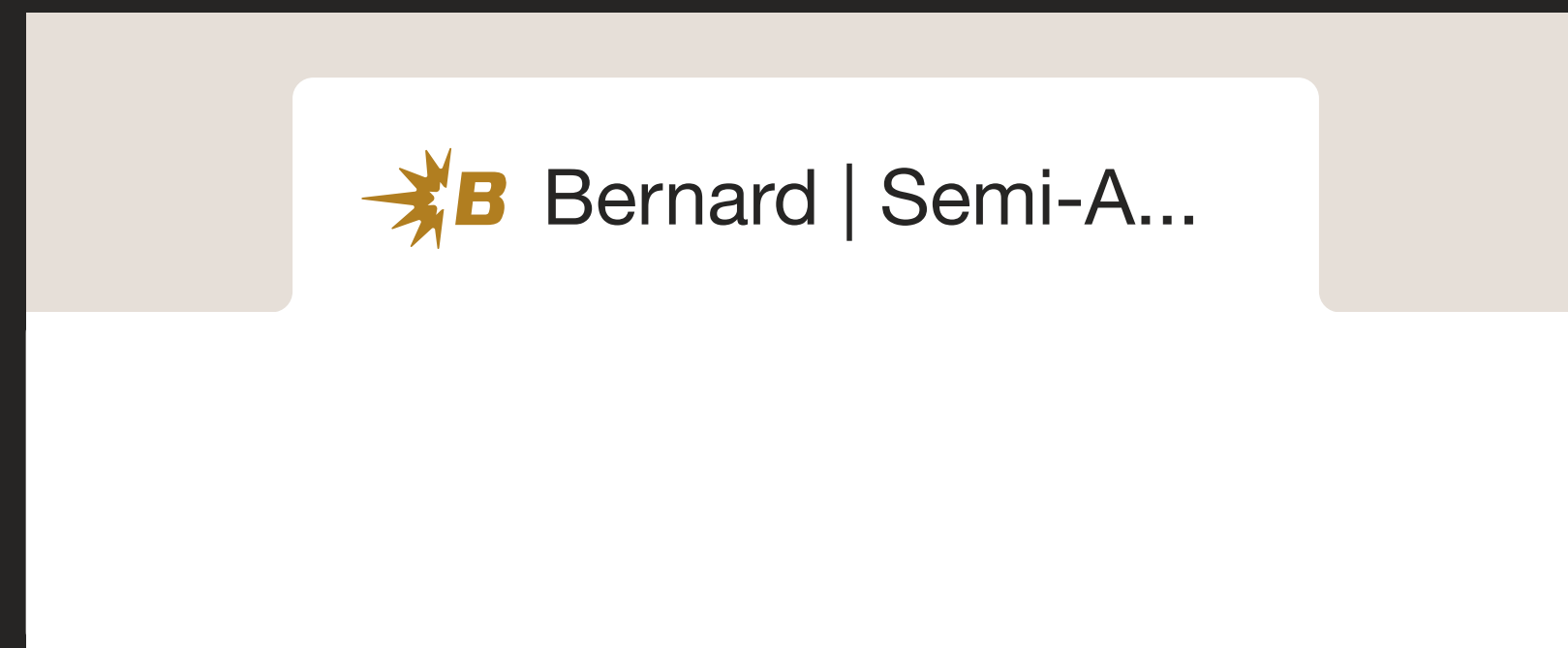
Use on X (Twitter), Instagram, and any other platform that uses circle avatars.



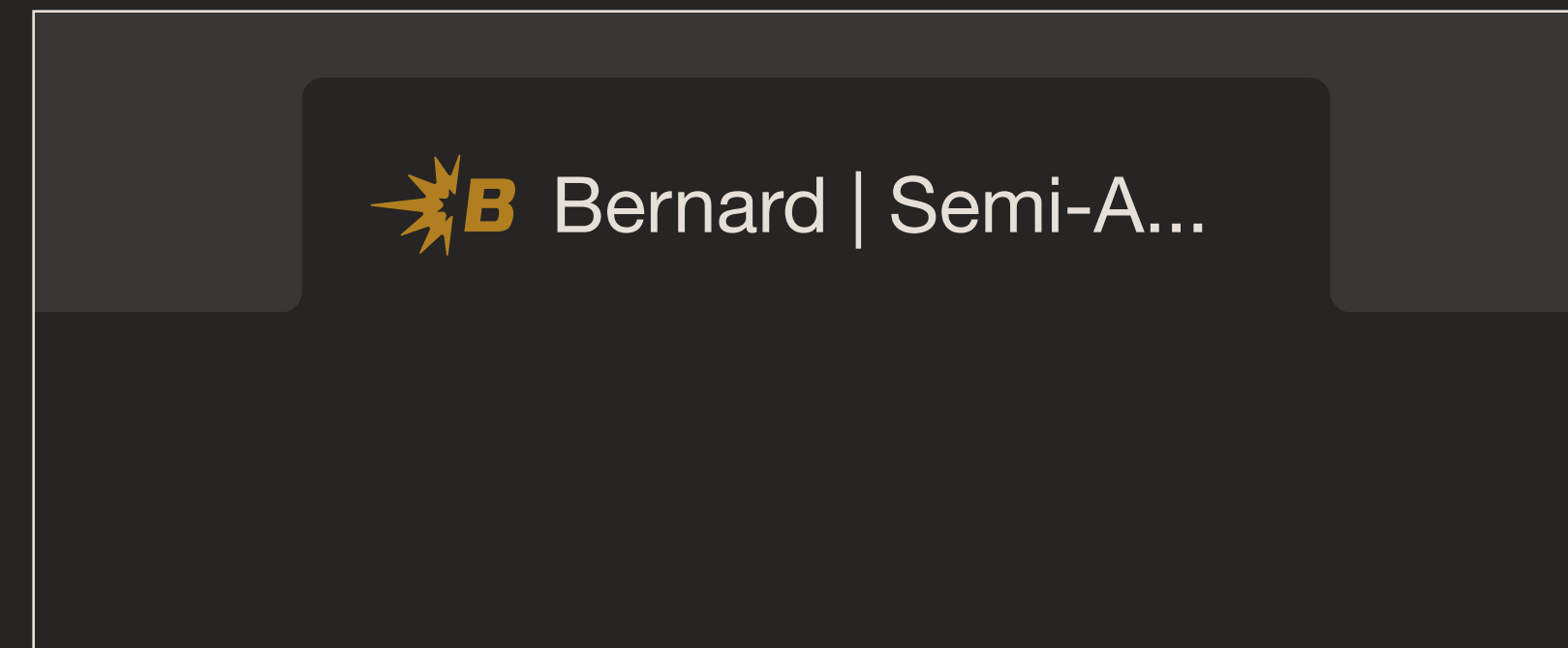
Establishing a minimum size ensures the impact and legibility of the logo remains uncompromised. For most instances, do not scale the logo below these recommended sizes.



Bernard leverages the Base version of the logomark for our website's favicon.



Light mode browsers with the favicon



Dark mode browsers with the favicon

Intentional co-branding is important to ensure consistency of the Bernard brand. Use either the lockup or the logomark for co-branding purposes.

Spacing is determined by the mark, as referenced below. Unless otherwise noted by partner brands, each logo is optically equal, as a collection of shapes.



A strong brand identity succeeds when it's used consistently. To make sure the Bernard brand appears as consistently as possible, don't misuse our logo in these ways.



⊗ Don't use alternative lockups.



⊗ Don't use an unapproved colorway.



⊗ Don't use outlined versions as lockups.



⊗ Don't apply special effects.



⊗ Don't rotate the logo.



⊗ Don't distort the proportions.



TREGASKISS

Building on the attributes of the Tregaskiss brand, our Tregaskiss mark.



Our logotype represents a forward-thinking approach to a timeless identity. It symbolizes the power and reliability of our products.

TREGASKISS®

Our lockup should be used in most cases. It consists of our mark integrated alongside the B in our logotype.



These are a few of the primary colorways for using the Tegaskiss logo. The lockup is always used in one color but can be leveraged in many different brand colors while keeping accessibility and legibility in mind.



SECTION 02

COLOR

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Color distinguishes the Bernard brand, adding meaning, energy, and depth to our identity.

Use color appropriately through all expressions of our brand to enforce a consistent and recognizable brand experience.

These colors comprise the official Bernard palette. They should be the foundation for any visual communication and will cover most of your color needs.

ALLOY

419 C
BLACK 6 U
0 | 0 | 1 | 85
38 | 37 | 36
262524

ALLOY SHADE
15252C

BOND

0 | 3 | 5 | 10
230 | 223 | 216
E6DFD8

BOND SHADE
D0C9C3

CARBIDE

0 | 0 | 0 | 0
0 | 0 | 0
FFFFFF

CARBIDE SHADE
E7E7E7

Our secondary color palette should be used to complement our primary palette and create hierarchy throughout the brand experience.

BASE

1255 C
131 U
0 | 20 | 57 | 31
177 | 126 | 32
B17E20

BASE SHADE
A0711B

CURRENT

467 C
4003 U
0 | 10 | 29 | 16
215 | 189 | 140
D7BD8C

CURRENT SHADE
BFA678

SPARK

130 C
2010 U
0 | 33 | 94 | 2
249 | 168 | 15
F9A80F

SPARK SHADE
E2980D

The color ratio per brand application should reflect these percentages to the best of your ability.



SECTION 03

TYPOGRAPHY

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Typography plays an essential role in our visual identity, lending form and flavor to our words.

Use typography consistently and with intention to preserve proper hierarchy and reinforce our recognizability and distinction.

Erbaum is Bernard's primary brand font. Its strong and powerful design injects a sense of confidence and craft. It is used for display purposes, headlines, and subheads. Use exclusively the Bold weight.

ERBAUM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

!@#\$%^&*()

Helvetica Neue is Bernard’s secondary typeface. It exudes a sense of professionalism and reliability. Its clean, geometric lines convey a modern yet timeless aesthetic. It is used for body copy, captions, and buttons.

Helvetica Neue

LIGHT
REGULAR
BOLD

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

0123456789

!@#\$%^&*()

These are the general usage categories for the Bernard type hierarchy.
Use your best judgement when determining the size and weight of a type specimen.

MIG WELDING GUNS

ERBAUM
ALL CAPS
DISPLAY

CONFIGURE YOUR GUN

ERBAUM
ALL CAPS
HEADLINES

Get the exact MIG gun or reamer you need. Customize your welding gun or nozzle cleaning station for your specific application using our online product configurators!

HELVETICA NEUE
SENTENCE CASE
BODY COPY

SUPPORTING YOU AFTER PURCHASE

HELVETICA NEUE
ALL CAPS
CAPTIONS & EYEBROWS

ALTERNATIVE TYPEFACES

When the primary brand typeface can't be used, use the alternative typeface Russo One in the Google suite or the universal typeface, Arial.

When the secondary brand typeface can't be used, use the universal typeface, Arial.

BRAND TYPEFACES

Use most often in design and marketing.

AA

ERBAUM

Aa

HELVETICA NEUE

ALTERNATIVE TYPEFACES

Use most often within the Google suite.

AA

RUSSO ONE

Aa

HELVETICA NEUE

UNIVERSAL TYPEFACES

Use only if brand and alternative typefaces are not supported.

AA

ARIAL

Aa

ARIAL

ART DIRECTION

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ART DIRECTION 30

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Grip Texture 34

Sheet Metal Border 37

Photography 39

Building on the core visual foundation of logo, color, and typography, art direction outlines the unique ways in which we can enforce our brand visually.

This section defines what is and isn't appropriate for Bernard to display throughout our visual identity.

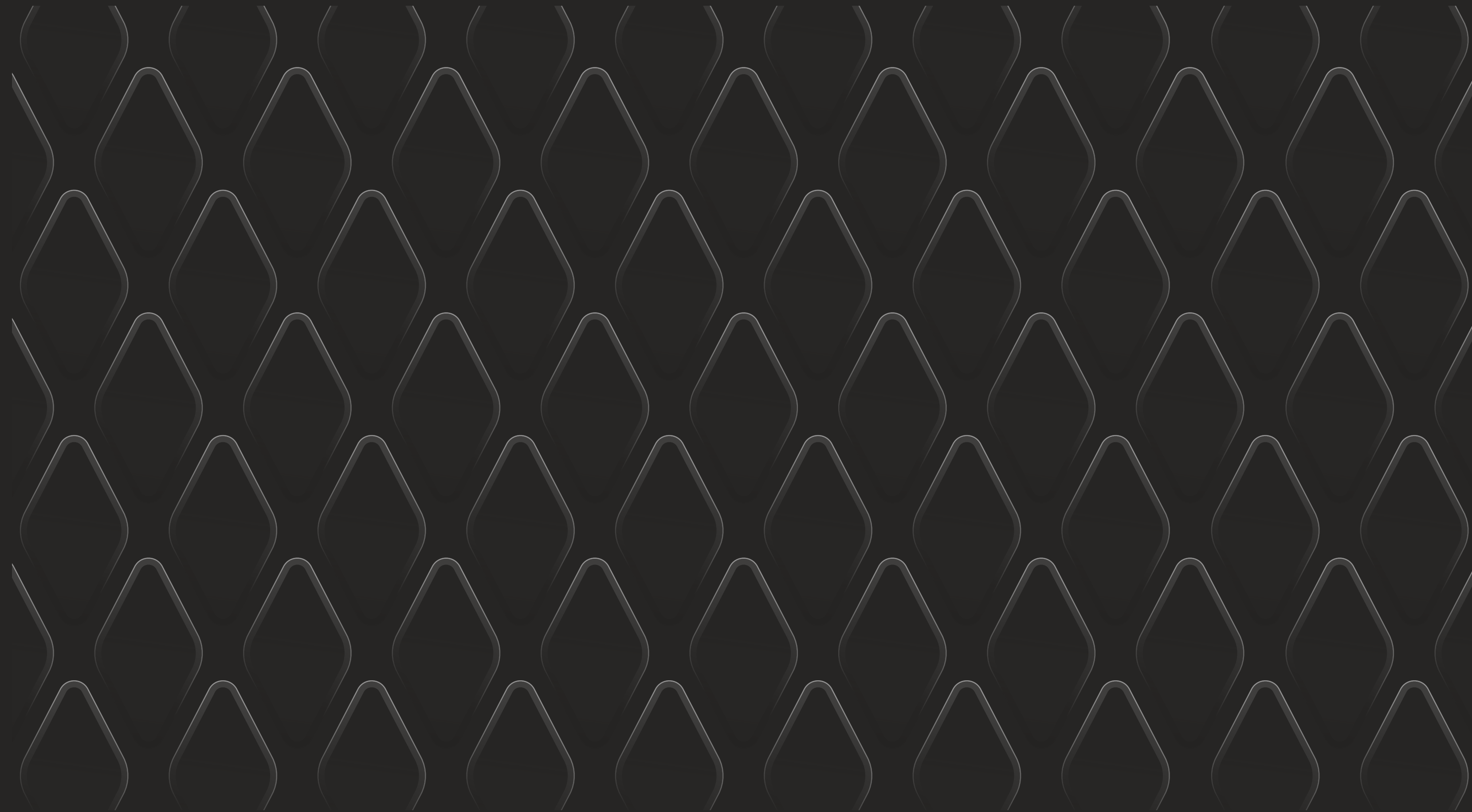
The first of two brand textures, our Alloy Texture showcases the industrial landscape that Bernard lives in while still being clean, approachable, and precise.



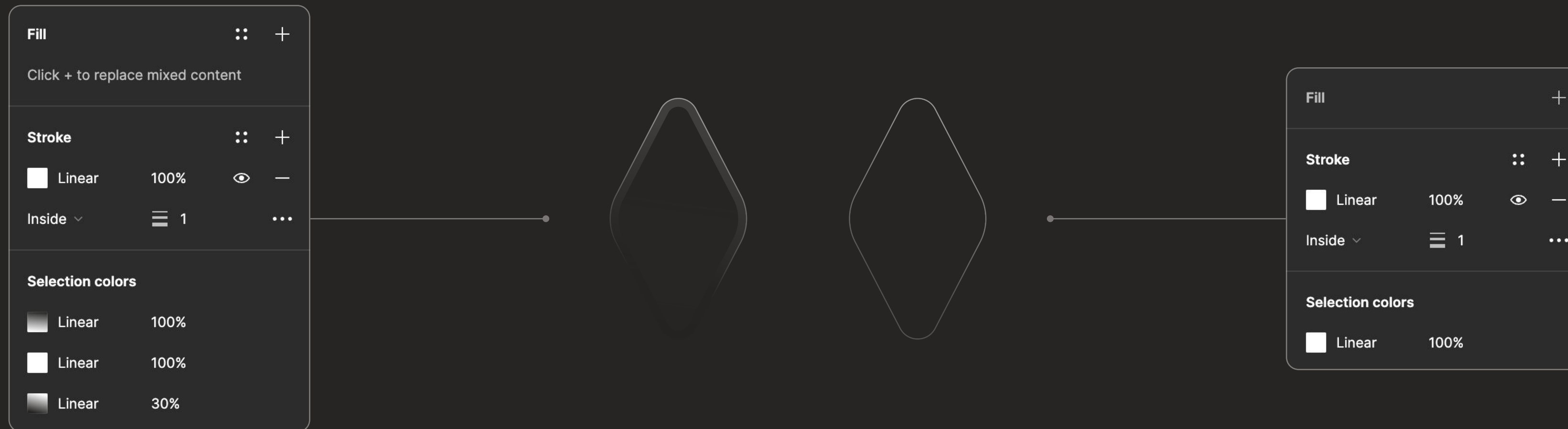
At its core, the Alloy Texture consists of four layers of various textures, blend modes, and gradients. Each layer adds to the texture both literally and aesthetically, rather than taking away from the broader concept.



Our second brand texture is the Grip Texture. It is a natural way to incorporate Bernard's products into the visual language. It can be leveraged in a detailed application as seen here.



Reference these attributes when creating new Grip Texture patterns or utilize the pre-constructed versions in this file or asset library.

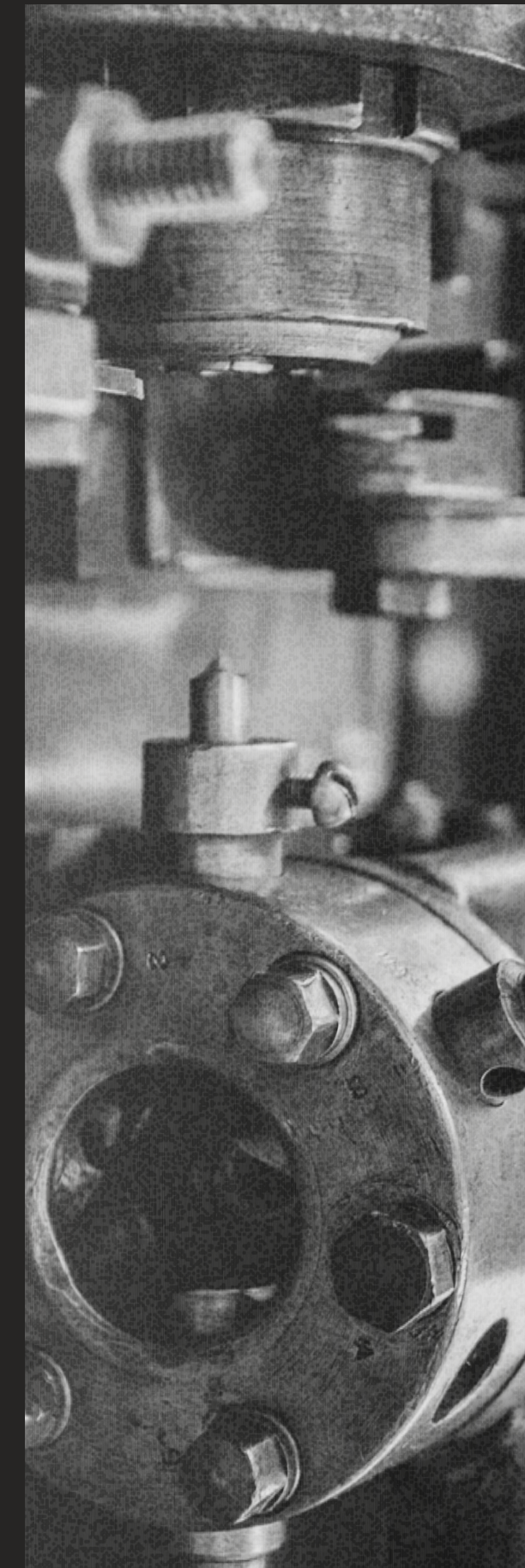


This simple but effective graphic element utilizes a gradient line and shadow to give the appearance of sheet metal being approached with a welding gun. Leverage this element as a page break, separator, or border treatment.

Reference these characteristics when creating new Sheet Metal Borders or utilize the pre-constructed versions in this file or the asset library.



The majority of photography instances should incorporate welders and welding products being utilized in the proper environment. Whether through stock photos or custom photo shoots, ensure the environment is apparent and the welders themselves are compliant with best practices.



Art Direction For Style Example Only

NOTE

Photography examples shown in these guidelines are for the purpose of style example only and may be subject to copyright. Appropriate licenses for all photos must be obtained before use.

After selecting a suitable subject, create photographic consistency by reducing the image's contrast and adding the same metal and grain textures found in our Alloy Texture visual language element.



Art Direction For Style Example Only

NOTE

Photography examples shown in these guidelines are for the purpose of style example only and may be subject to copyright. Appropriate licenses for all photos must be obtained before use.

This is the final result of the the adjustments and additions to the image.
This replicable and flexible image style aligns with a number of
compositions already created for the Bernard brand.



Art Direction For Style Example Only

NOTE

Photography examples shown in these guidelines are for the purpose of style example only and may be subject to copyright. Appropriate licenses for all photos must be obtained before use.

This document serves as a foundational guide to using our brand identity. It covers all the rules regarding color, typography, art direction, visual components, and more. If there is ever doubt, please refer back to this document. These guidelines are for the Bernard team only.

Thank you!

BERNARD

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