

# The Brandmark

Primary Brandmark

## The Brandmark

The illustration shown below is the preferred Brandmarks shown in the main languages using all the branding colours. This style of Brandmark should be used on all applications in the acceptable colour ways shown in this manual.



Primary Brandmark Bilingual

The term "Brandmark", used throughout this manual, refers to the construction shown on these pages. It should be used in all applications of the branding unless otherwise specified.

# The Brandmark

Primary Brandmark

The Bahrain Polytechnic Brandmark can be used in a number of colour ways. These have been carefully considered and each colour way is specific to certain applications.



Single colour



Key-line logo



White out logo

## Horizontal brandmark

The horizontal brandmarks are designed to be strictly to be considered only for signage and not as a general usage.



## Super horizontal brandmark

The horizontal brandmarks are designed to be strictly to be considered only for signage and not as a general usage.



## Restricted landmark

The horizontal landmarks are designed to be used as an alternative in cases where space is limited.



بوليتكنك البحرين  
BAHRAIN POLYTECHNIC