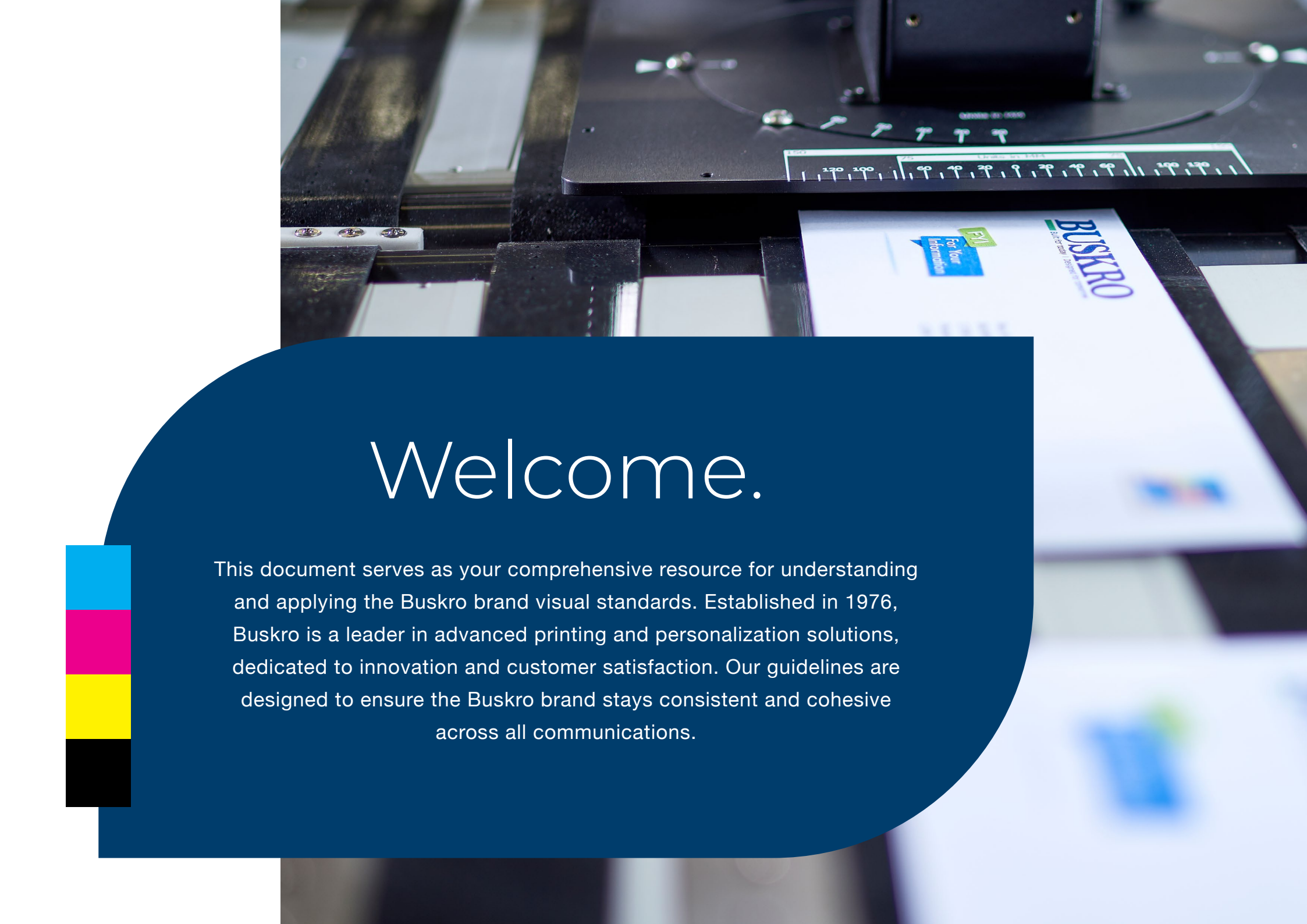


Brand Guidelines

Brand Identity and
Visual Standards

Version 1.3
2024



Welcome.



This document serves as your comprehensive resource for understanding and applying the Buskro brand visual standards. Established in 1976, Buskro is a leader in advanced printing and personalization solutions, dedicated to innovation and customer satisfaction. Our guidelines are designed to ensure the Buskro brand stays consistent and cohesive across all communications.

Contents.

Welcome	1
Contents	2
01 Color	3
Primary Palette	4
Dark Palette	5
CMYK Graphic	6
02 Logo	7
Primary Logo	8
Background Variations	9
Primary Logomark	10
Secondary Logo	11
Secondary Logomarks	12
03 Typography	13
Header Type	14
Body Type	15
Typography Usage	16

04 Iconography	17
Buskro Icons	18
05 Buskro Tree	19
Graphic Usage	20
06 Messaging	21
Vision & Mission	22
Key Messages	23
Core Values	24
07 Brand Voice	25
Personality	26
Buskro Leadership	27
Tone of Voice	28
Keywrods	29
Communication Guide	30

01 Color

This section outlines the primary color palette, guidance on color usage and the role color plays in communicating the brand's identity and values. Adhering to these guidelines creates cohesive and impactful visuals that reflect Buskro's modern, professional image in the industry.

01 Primary Color Palette

02 Dark Color Palette

03 CMYK Graphic

Primary Palette

This primary color palette is used on white backgrounds for applications that require emphasized clarity and visibility, such as brand documents and product spec sheets. These colors reflect the brand's modern, innovative approach and help maintain a clean visual identity.



Dark Palette

This dark palette is used on black or dark blue backgrounds to enhance contrast and add dynamic design elements. The darker tones create a bold and powerful visual impact, ideal for formal presentations, digital content, and high-end branding materials.

Dark Palette Color 01

Buskro Blue

HEX
#003D6B

RGB
0-61-107

CYMK
100-79-33-23

Dark Palette Color 02

Cyan Blue

HEX
#1D8FA8

RGB
29-143-168

CYMK
100-22-29-0

Dark Palette Color 03

Buskro Yellow

HEX
#F2C913

RGB
242-201-19

CYMK
0-20-100-0

Dark Palette Color 05

White

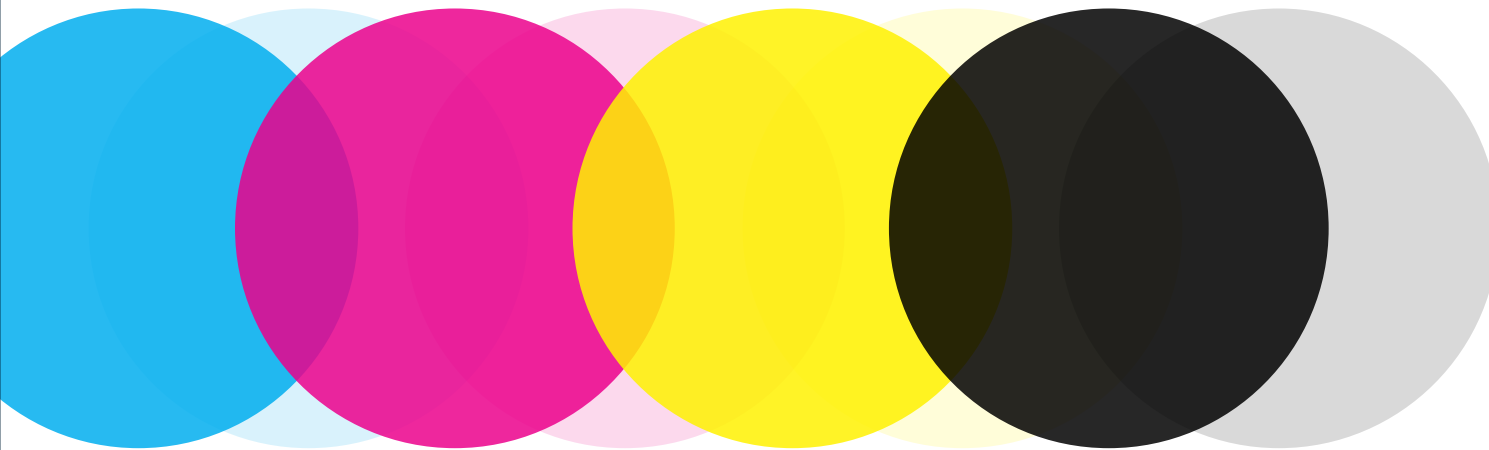
HEX
#0A263A

RGB
10-38-58

CYMK
100-72-42-64

CMYK

Buskro's CMYK graphic uses cyan, magenta, yellow, and black (CMYK) to represent Buskro's focus on printing services and precision in color. These colors should always be used collectively as a set, never individually in order to maintain the integrity of the graphic's significance.



02 Logo

This section provides specifications for the correct and consistent usage of the Buskro primary logo and logomark, including clearspace, color variations and orientation. Adhering to these guidelines ensures that our logo is distinct, recognizable and will be remembered by our customers and audience.

01 Primary Logo

02 Color Variations

03 Logomarks

04 Secondary Logo

05 Secondary Logomark



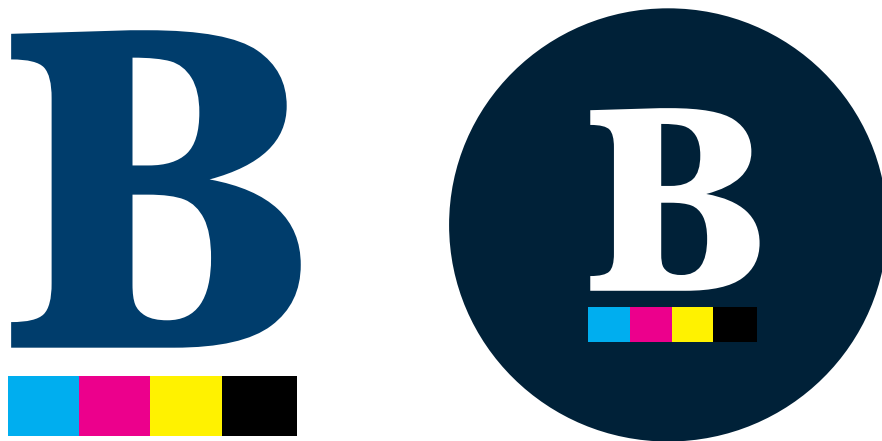
Background Variations

This section outlines how to display the Buskro logo across different backgrounds. The logo should be positioned on light backgrounds for clarity and contrast, ensuring it remains legible and impactful. On dark backgrounds, a version of the logo with lighter tones should be used to maintain visibility. It's crucial to avoid overly complex or busy backgrounds that may distract from the logo.



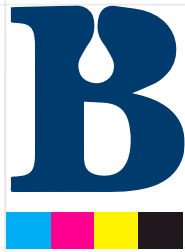
Logomarks

The Primary B Mark of the Buskro logo serves as a versatile design element that reinforces brand identity. It should be used consistently across various applications, maintaining its proportions and integrity. When used effectively, the B Mark enhances brand presence and supports cohesive visual communication.



Buskro's secondary logo makes use of the current design without the tagline. This gives flexibility in it's application, while offering space for alternative elements.





Buskro B Ink Drop Logomark

This logomark uses the Buskro B with an ink drop to represent the brand's impact in the printing industry.



Buskro B Ink Drop Emblem

This logomark uses the Buskro B with an ink drop in an emblem that includes the Buskro name and CMYK graphic.



03 Typography

This section outlines the typography guidelines for Buskro, including primary and secondary fonts. Consistent use of these typefaces ensures a cohesive and professional appearance across all communications. Following these typography rules strengthens the brand's visual identity and enhances readability, creating a unified and polished experience for the audience.

01 Header Type

02 Secondary Type

03 Typography Usage

AaBb

ur Title Goes Here.

Welcome to Bus

Montserrat Light

Montserrat Regular

Montserrat Semibold

Montserrat Bold

Montserrat Extra Bold

AaBbCc

This is a body copy example
used to showcase typefont.

Buskro is a solutions-driven
manufacturing company, pi

Helvetica Neue Thin

Helvetica Neue Light

Helvetica Neue Regular

Helvetica Neue Medium

Helvetica Neue Bold

Typography Usage

Headers: Montserrat

Montserrat is the typeface to be used for headers and larger fonts across all applications. It can be used in light, medium and bold forms, but italicized should be avoided.

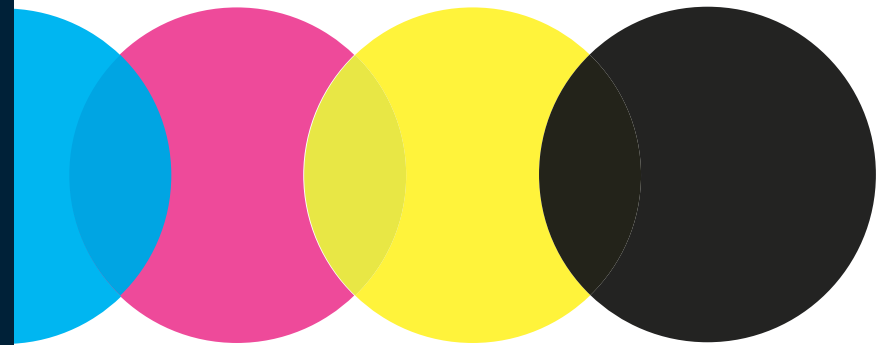
Body Copy: Helvetica Neue | Expanded: 40

Helvetica Neue is the typeface to be used for body copy and smaller fonts across all applications. It can be used in light, bold, and italic forms, always expanded by 40.

04 Iconography

The iconography in Buskro's branding serves to visually represent the solutions offered such as labeling, RFID, packaging, card personalization, encoding, and automation. When used consistently across all platforms, the icons can aid in navigation and understanding, contributing to a cohesive brand experience that effectively engages the audience.

01 Buskro Icons



**Packaging**

Used to represent solutions for the packaging market segment.

**Labeling**

Used to represent Buskro's cost-effective labeling solutions.

**Card**

Used to represent Buskro's card personalization solutions.

**RFID**

Used to represent RFID solutions for postal, packaging, and labeling.

**Direct Mail**

Used to represent Buskro's solutions for high-volume mailing needs.

**Encoding & Automation**

Used to represent state-of-the-art encoding & automation solutions.

05 Buskro Tree

This section defines how the Buskro tree graphic should be used and highlights its significance. The tree image on the Buskro homepage symbolizes the essence of creativity and innovation in the printing industry. This distinctive design, featuring a tree intertwined with printing ink, represents the flourishing of ideas and creativity in and color.



Graphic Usage

The tree with ink symbol should be used sparingly as an accent element to enhance brand communications, not as a primary focal point. It may be incorporated subtly in marketing materials, website headers, or as a watermark to reinforce Buskro's identity without overshadowing the main content or messaging. It also should only be used in conjunction with the Light Color Palette, only on white backgrounds.

The integration of ink into the tree design emphasizes Buskro's core mission: to be a leader in the printing industry. It serves as a reminder that every printed piece begins with an idea, much like how a tree starts from a single seed. This visual metaphor encapsulates the journey from conception to realization in the world of printing. The ultimate message of the Buskro tree is:

“Building our family of people through growth while offering personalized services in everything we do.”



Messaging

Brand messaging is the cornerstone of how Buskro's values, identity and advantages are communicated to the world. This section outlines the messaging that we wish to reflect, including a commitment to innovation, quality, and customer satisfaction in the advanced printing industry. Guidelines include key messages, tone of voice, and essential phrases that should be used consistently across all communications to ensure a cohesive and impactful representation of the Buskro brand.

01 Vision & Mission

02 Key Messages

03 Core Values

04 Buskro Tree Graphic

Vision & Mission

“Built for Today, Designed for Tomorrow”

Mission: To be acknowledged as a leading manufacturer, seller, and service provider of high-quality, durable products. We are dedicated to innovation, crafting the next essential solution, empowering us to dominate the industry.

Key Messages

Innovation-Driven

Emphasize our role in developing cutting-edge printing technologies that drive the industry forward.

Solutions-Focused

Highlight our consultative approach and ability to deliver tailored solutions for diverse customer needs.

Quality and Reliability

Stress the durability and high performance of our products, built to withstand demanding industrial environments.

Customer-Centric

Showcase our dedication to understanding and meeting customer needs through close collaboration and support.

“Advancing printing technology since 1976”

“Tailored solutions for your printing challenges”

“Enhancing operational efficiency & profitability”

“Innovative printing and personalization solutions”

“Durable, high-performance printing systems”

Core Values

B
Brave

We are courageous and honest. We take calculated risks while holding ourselves accountable.

U
Understanding

We prioritize listening first, seeking to understand, and foster open communication.

S
Serving

Buskro put others first, build trust through vulnerability, and admit mistakes

K
Keen

We are eager to learn, enthusiastic, and pride ourselves on embracing a growth mindset.

R
Reliable

We have each other's back, prioritize the team, and demonstrate loyalty and cooperation.

O
Ownership

We care deeply about outcomes, take personal responsibility, and proactively solve problems

07 Brand Voice

This section outlines the brand voice, and how we communicate to the audience. The brand voice reflects Buskro's identity as a leader in advanced printing and personalization solutions. Taking into consideration our key messaging, Buskro's brand voice should consistently embody the core values, and commitment to innovation, quality, and customer satisfaction.

01 Personality

02 Buskro Leadership

03 Tone of Voice

04 Keywords

05 Communication Guide

We Are Not

Arrogant:

We avoid condescension; Buskro is here to help.

Complacent:

We are always striving for improvement & innovation.

Disengaged:

We do not ignore customer feedback or needs.

We Are

Responsible & Empathetic:

We care deeply about outcomes, and take personal responsibility to proactively solve problems.

Reliable & Dependable:

A trusted partner with a legacy since 1976, ensuring customers are delivered consistent quality.

Passionate:

Deeply committed to our industry, innovation, products, and the impact we make.

Knowledgeable:

As a long-standing company in the industry, Buskro offers expert guidance and insights.

The 4 P's

People

The right people on the bus always win.

Process

What allows teams to scale and grow.

Partnership

Sharing in the vision, supportive.

Performance

Scoreboards, 1 goal, 1 team.

The 3 C's

Culture

We avoid condescension; Buskro is here to help.

Chemistry

We are always striving for improvement & innovation.

Competence

We know our role, we play together, we win and lose together, we learn together.

Tone of Voice

As a leader in the printing industry, the brand needs to convey clarity in its communication while highlighting its innovation, reliability, and customer-centric values. Keeping in mind the brand personality, messaging and tone of voice - every interaction should build trust and showcase expertise while remaining approachable.

Professional & Supportive

In all forms of communication, professionalism is paramount. However, the tone should also always be helpful, solution-oriented, and client-focused.

Confident & Clear

Communicate with confidence and expertise, using straightforward language that clients can easily understand to convey Buskro's extensive range of solutions.

Positive & Proactive

When addressing challenges, always remain optimistic and focused on solutions, using positive language to reinforce that the client is in capable hands.

Keywords

Keywords play a crucial role enhancing visibility and reach in the digital landscape. The consistent use of these targeted keywords should be strategically incorporated into Buskro's messaging and communication, including in website copy, blog posts, social media updates, and marketing communications. This will help optimize content for search engines ensuring that potential clients can easily find Buskro when looking for advanced printing solutions.

- Read & Print
- Variable Digital Printing
- Innovation
- Quality
- Advanced Printing Solutions
- Innovative Printing Technology
- Personalization
- Customer Satisfaction
- Reliability
- Solutions-Oriented
- Industry Leader
- Inkjet printing solutions
- Labeling
- Card Personalization Solutions
- Direct Mail Solutions
- Packaging
- RFID
- Encoding & Automation
- Printing Industry Experts
- Experts in Advanced Printing
- Advanced Printing Capabilities
- Innovative Printing Software

Communication Guide

As a leader in the printing industry, the brand needs to convey clarity in its communication while highlighting innovation, reliability, and customer-centric values.

Keeping in mind the brand personality, messaging and tone of voice - every interaction should build trust and showcase expertise while remaining approachable.

Audience Focus

B2B audience that includes OEMs and integrators in packaging, printing, and encoding, seeking automation and personalized printing systems with ongoing service opportunities.

Communication Goals

Maintain a professional yet approachable tone, balancing technical accuracy with clarity, while highlighting Buskro's 40-year legacy and four brothers' commitment to continuous innovation in the industry.

Key Differentiators to Keep in Mind

Buskro stands out for pioneering the first Windows-based software in the industry. Additionally, our team's average tenure of 20 years reflects Buskro's longstanding dedication and expertise.



BUSKRO
 Built for today | Designed for tomorrow

B

