The BMC logo is our single most important brand visual and the most visible element of our identity. Correct and consistent application of our logo accelerates audience engagement, raises our credibility, and improves brand recall.

The BMC logo consists of two elements: the symbol and the logotype. It is both simple and bold, and using it correctly will allow it to be memorable and lasting.
Symbol – Helix

Our symbol is an abstraction of a double helix structure. It signifies that BMC is a driver of innovation and transformation.

The symbol also resembles fluid arrows, indicating our commitment to our customers—we put our customers and their success first.

Additionally, the symbol resembles a capitalized B, calling to mind the BMC name and tying together past and present as we move to the future.
A lot of care and detail went into making Helix a strong mark.

It is constructed using symmetrical angles combined with circles to create the main curves. The result is both fluid and strong, flexible and robust. The angles tease the eye and compel you to keep watching.
**Logo Usage**

**Clear Space, Minimum Size, Proportion**

**CLEAR SPACE**

<table>
<thead>
<tr>
<th>X</th>
<th>X</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**MINIMUM SIZE**

The minimum print size of the logo is .5” (12.7 mm) wide. The minimum screen size of the logo is 60 pixels wide.

**MAINTAIN PROPORTIONS**

To ensure accurate and consistent use, never alter, rotate, embellish, or attempt to recreate the “bmc” logo. The proportions and shape of the helix should never be altered for any reason. To resize, hold the “Shift” key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the importance of the BMC identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the letter “c” in bmc.
Logo Usage

Color Versions & Backgrounds

When using the original logo, white is the preferred background color.

Use the reversed version when placing the logo over dark backgrounds.

The logo may be used over any color within the BMC color palette. Choose the appropriate version of the logo to ensure adequate contrast. The background should never impair the logo's legibility or impact.

The logo may be used over calm areas of photography, provided there is adequate contrast. Be judicious about where and when this is used.
The location of the logo in layouts is important for recognition, especially when seen multiple times across various touchpoints. The identity system gives guidance as to general logo placement. Generally, logo placement priority is as follows: Lower Right, Lower Left, Upper Right, and Upper Left.

The BMC logo should not appear inappropriately large on any layout, surface, or display. It should be proportionate to the other elements surrounding it. The width of the logo should not exceed 30 percent of the total width of a layout.
Logo Usage

Incorrect Usage

- Do not outline
- Do not rotate
- Do not distort or skew
- Do not use drop shadow
- Do not alter size relationship of elements
- Do not rearrange
- Do not stack
- Do not alter logotype
- Do not add effects
- Do not alter color
- Do not place on poor contrasting backgrounds
- Do not place on busy photo backgrounds
The BMC tagline is: The Multi-Cloud Management Company. This tagline should be applied to most customer- and internal-facing assets that are easily modified or infrequently changed. In general, assets that have a long “shelf-life” or those with little room for the logo/lock-up should omit.

The BMC logo/tagline lockup consists of three elements: the logo, the thin line, and the tagline. The logo stands out more than the tagline, so the tagline color is lighter grey than the logo.

Never break or extend the tagline differently than its current two-line structure.
Logo + Tagline Lockups
Clear Space, Minimum Size

Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the importance of the BMC identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the letter “c” in bmc.

The minimum print size of the logo is 0.5” (12.7 mm) wide. The minimum screen size of the logo is 60 pixels wide. The tagline is sized accordingly.
## Logo + Tagline Lockups

### Color Versions & Backgrounds

<table>
<thead>
<tr>
<th>PREFERRED</th>
<th>REVERSED</th>
<th>COLOR BACKGROUND</th>
<th>IMAGE BACKGROUND</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Preferred" /></td>
<td><img src="image2.png" alt="Reversed" /></td>
<td><img src="image3.png" alt="ColorBackground" /></td>
<td><img src="image4.png" alt="ImageBackground" /></td>
</tr>
</tbody>
</table>

When using the original logo, white is the preferred background color.

Use the reversed version when placing the logo lockup over dark backgrounds. The tagline grey is even lighter than the original version so that the contrast between the logo and the tagline is correctly presented like the contrast in the original version.

The logo lockup may be used over any color within the BMC color palette. Choose the appropriate version of the logo to ensure adequate contrast. The background should never impair the logo’s legibility or impact.

The logo lockup may be used over calm areas of photography, provided there is adequate contrast. Be judicious about where and when this is used.
Note

The tagline is included on correspondence, business cards, and PPT covers. These applications meet the criteria of “easily modified” or “infrequently changed.”