



wordmark version



subtitled version



wordmark reversed



subtitled reversed



wordmark version



subtitled version



wordmark reversed



subtitled reversed



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Colours used in the brand:

	Matrix Green cyan:60 magenta:10 yellow:100 black:0	red:121 green:172 blue:43	hex: #79AC2B nearest websafe: #669933
	BinBusy grey cyan:59 magenta:50 yellow:48 black:42	red:87 green:86 blue:86	hex: #575656 nearest websafe: #666666
	Ex-wife silver cyan:33 magenta:25 yellow:26 black:5	red:179 green:178 blue:178	hex: #B3B2B2 nearest websafe: #CCCCCC

Typefaces used in the brand:

Quicksand: Bold/ Regular/ Light

While there is no existing typeface used in creating the wordmark itself (all characters are custom made), in everyday use the font Quicksand, by Andrew PAGLINAWAN issued under the generous SIL Open Font License, is the closest free high-quality match to the geometric quality of the logo and the rounded stroke ends.

To retain a brand consistency use of this typeface on web and printed pages should be restricted to headings only, keep the body -copy in Helvetica, Arial or a similar sans-serif typeface to avoid making the brand image monotonous. Avoid using the typeface in black, use a dark grey (as above) or one of the blues of the brand colours instead. Quicksand is included in this logopack with the SIL agreement.



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If a slogan is used, it can sit much closer to the logo than the spacing guide on the previous page suggests. Keep the slogan left-aligned and in a faint colour so it doesn't compete with the Exbin wordmark for attention. If using the subtitled version it might be better to keep the spacing guide as demonstrated on the previous page. Don't try resizing the text so it is the same width as the logo, let it run longer on the right hand side so it creates an assymetrical "L" shape.