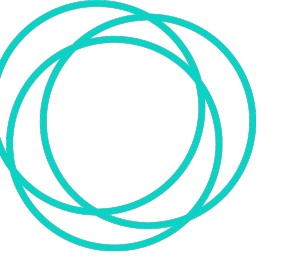


**BAYARD**

# BRAND USE

Store in a cool place,  
out of direct sunlight.

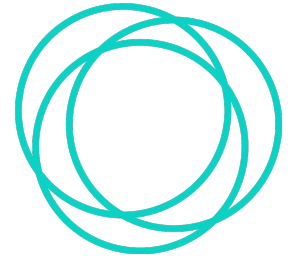
**Bring  
your  
Product  
Content  
to Life!**



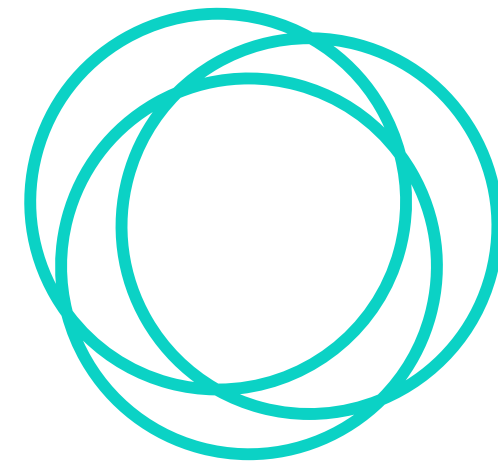
# CORPORATE BRAND

The BAYARD Logo

# BAYARD Logo | Primary

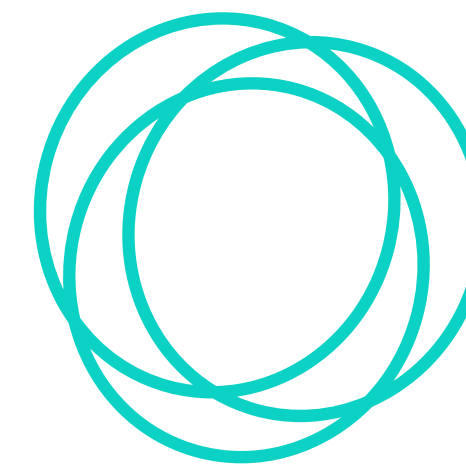


vertical

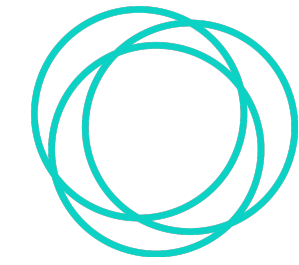


**BAYARD**

horizontal

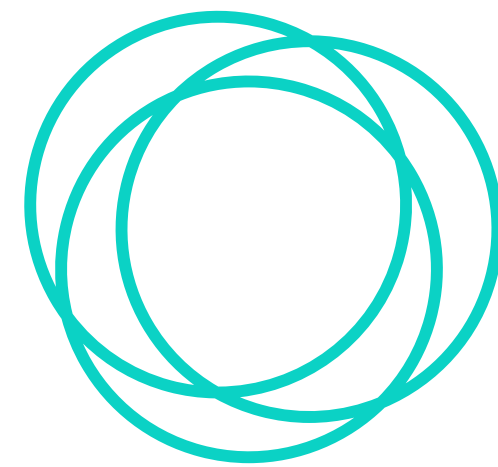


**BAYARD**



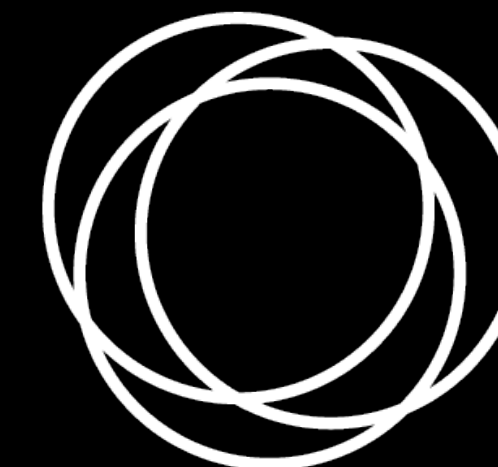
# BAYARD Logo | Primary

vertical

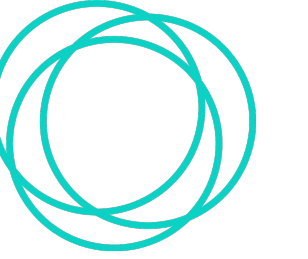


**BAYARD**

LOGO ON DARK BACKGROUND



**BAYARD**



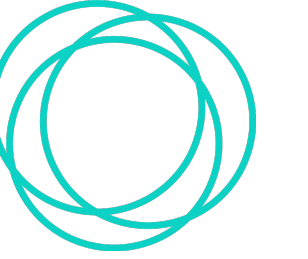
# BAYARD Logo | Primary

horizontal

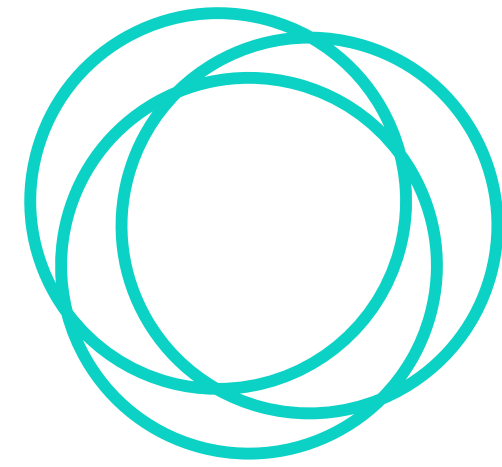
LOGO ON DARK BACKGROUND



# BAYARD Logo



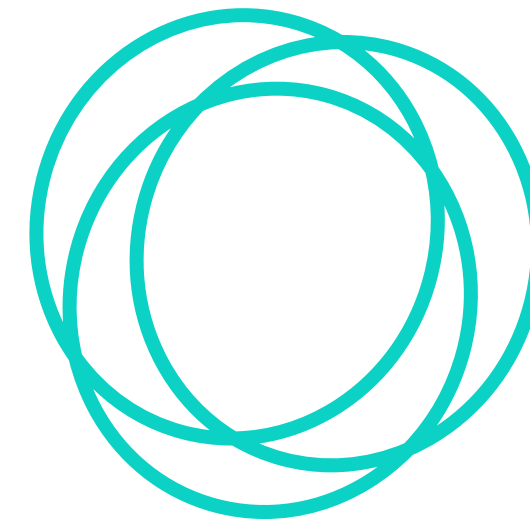
LOGO + CLAIM | Vertical



**BAYARD**

European Data Syndication Services

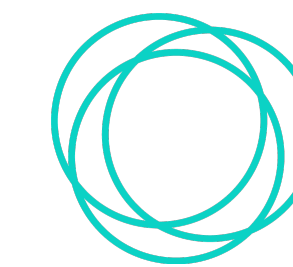
LOGO + CLAIM | horizontal



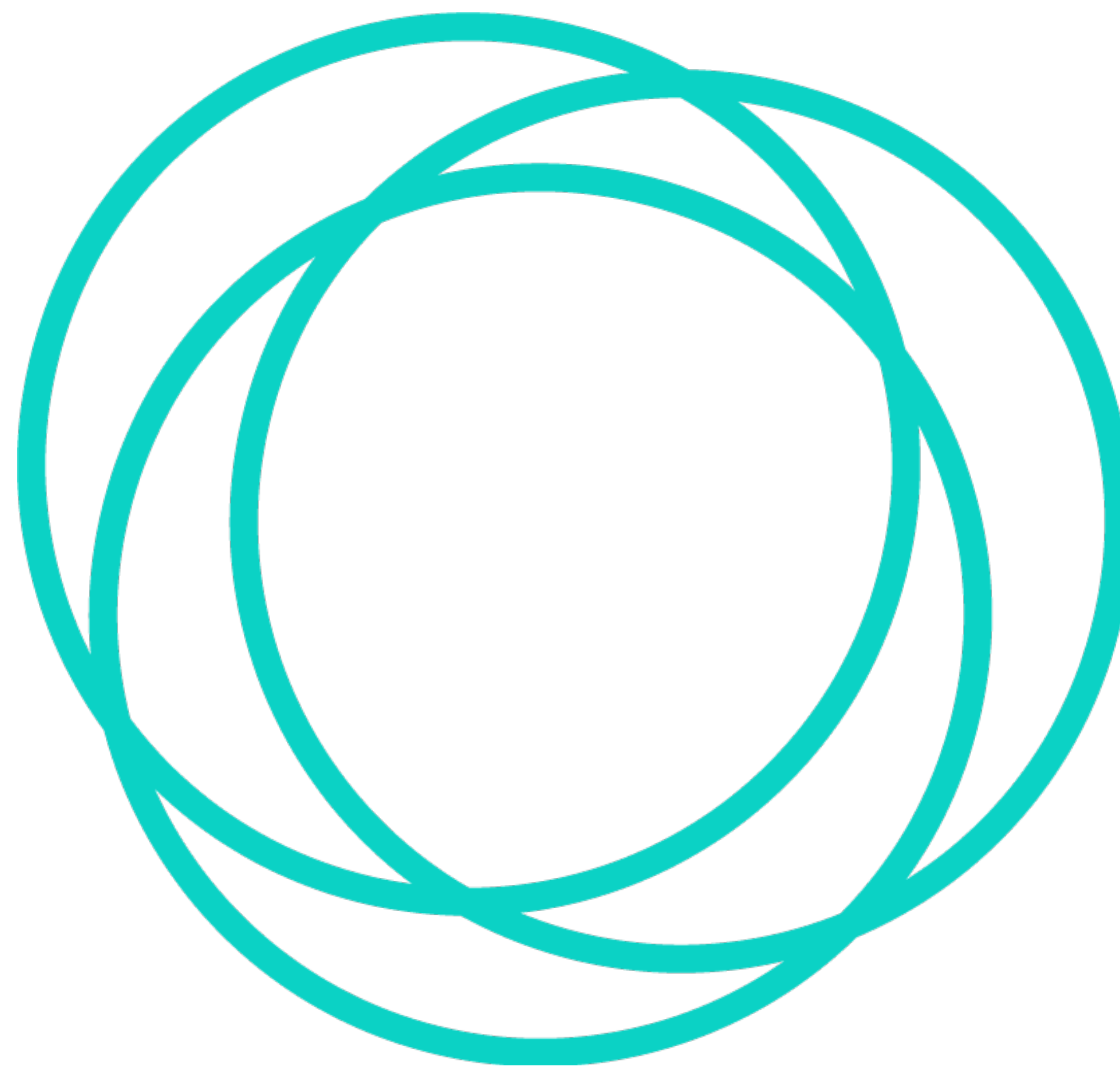
**BAYARD**

European Data Syndication Services

# BAYARD Logo | Elements



The ORBITAL





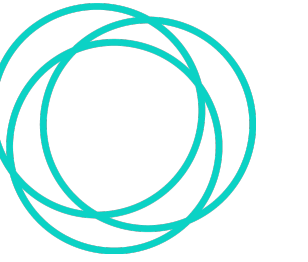
# BAYARD Logo | Free space



FREE SPACE IS EQUAL



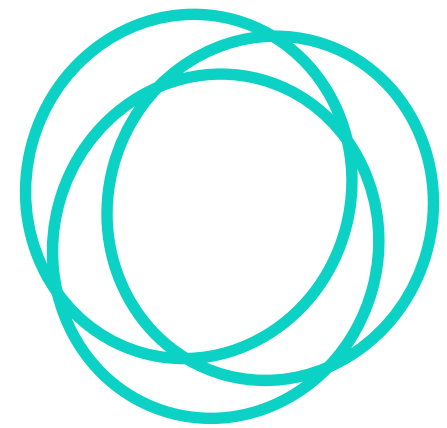




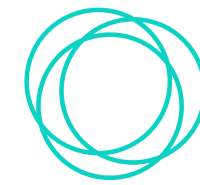
# BAYARD Logo | Minimum Sizes



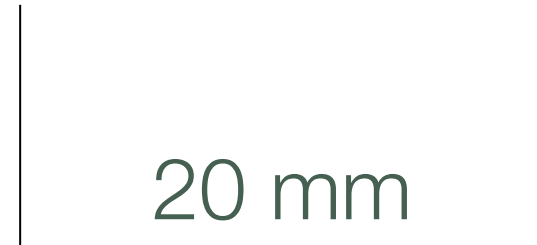
**BAYARD**



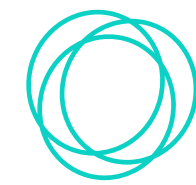
**BAYARD**



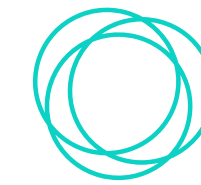
**BAYARD**



20 mm



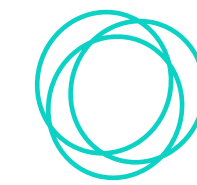
**BAYARD**



**BAYARD**

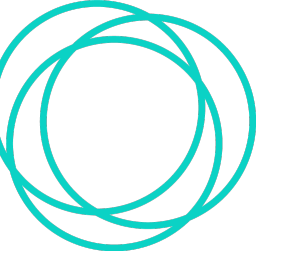


XX px



**BAYARD**

# BAYARD Logo | How to use



**BAYARD**

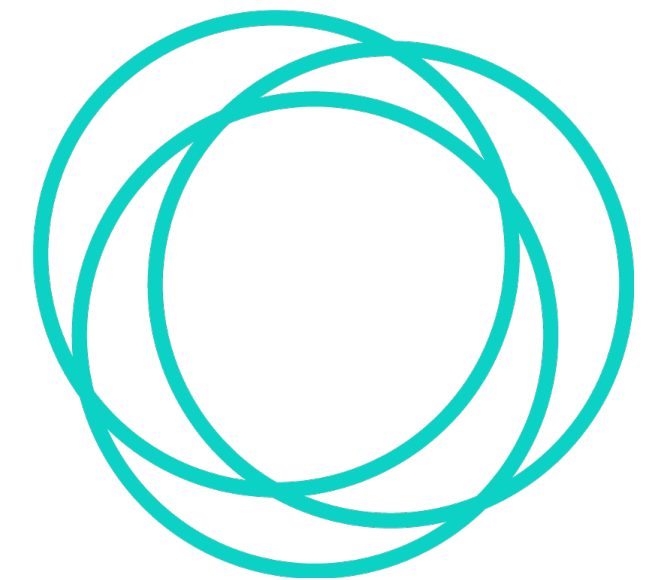
**YES**

Only Logo, without Orbital & Claim



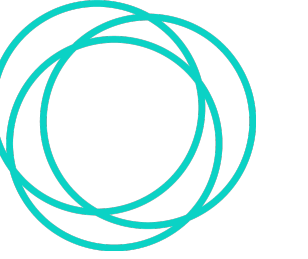
**YES**

Logo on colorful background.



**YES**

Only The Orbital



# BAYARD Logo | Not to use



**NO**  
Do not apply effects.



**NO**  
Do not distort the logo.



**NO**  
Do not display the logo in colors that do not match the corporate colors.