



01/03/2020

## **RULES FOR THE USE OF THE NAME AND LOGO OF BIA**

### **1. NAME**

**The name of the organization is as follows:**

- **In Bulgarian:** Българска стопанска камара – съюз на българския бизнес
- **In English:** Bulgarian Industrial Association – Union of the Bulgarian Business

**Using capital and lowercase letters:**

- **In Bulgarian** - only the word "Bulgarian" is capitalized. All other words, including "Union of Bulgarian Business", are written in lowercase letters.
- **In English** - all compound words of the name are capitalized, excluding the union words.
- **In both language versions** - the entire name can be written in all capital letters (All Caps function)

**Use of abbreviations:**

- **In Bulgarian** - only the abbreviation "Българска стопанска камара" is allowed as "БСК". The words "съюз на българския бизнес" are not written with the abbreviation "СББ" under any circumstances!
- **In English** - only the abbreviation "Bulgarian Industrial Association" is allowed as "BIA". The words "Union of Bulgarian Business" are not written with the abbreviation "UBB" under any circumstances!

**Examples of correct and incorrect use of the BIA name and logo are published in the appendix to this document.**

### **2. INSTITUTIONAL COLOR AND FONT**

**The institutional font** of BIA is Tahoma with a font size of 10 or 11 pt.

**The institutional color** is "petroleum blue" with parameters:

- **CMYK** - 100:60:10:40
- **RGB** - 0:70:120
- **#004673**

### 3. LOGO

The BIA logo was registered in the Patent Office of the Republic of Bulgaria on March 25, 1996, with a validity period of July 19, 2035.

It consists of a graphic and verbal part in Bulgarian and English, arranged according to the design and area of the printed or digital material, as follows:



Placed on a black or other dark background, the logo is as follows:



The logo must be of an appropriate size (while respecting the original proportions!), which allows good visibility and recognition of the brand, including the word mark being readable.

Existing electronic formats are maintained available on the institutional website (in the "About BIA" section - "Corporate identity").

**External partners of BIA** (companies, organizations, institutions, etc.) have the right to use (place) the logo and/or name of the chamber in their printed and/or digital materials under relationships expressly regulated for the purpose, including through a contract, partnership agreement or other document signed by the Chairman of the Board of Directors or a person authorized by him.

Placing the logo and/or name of BIA in printed materials (books, brochures, flyers, posters, etc.) prepared by employees of the chamber or by external partners who have received the right to use the logo and/or name of BIA **must be coordinated** with the Public Relations Department, which certifies compliance with the requirements of this regulation.

**CORRECT:**

БЪЛГАРСКА СТОПАНСКА КАМАРА – СЪЮЗ НА БЪЛГАРСКИЯ БИЗНЕС

Българска стопанска камара – съюз на българския бизнес

Българска стопанска камара

БСК – съюз на българския бизнес

**БСК**

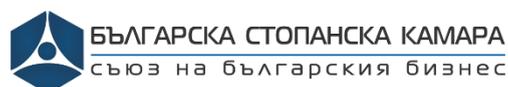
BULGARIAN INDUSTRIAL ASSOCIATION – UNION OF THE BULGARIAN BUSINESS

Bulgarian Industrial Association – Union of the Bulgarian Business

Bulgarian Industrial Association

BIA – Union of the Bulgarian Business

**BIA**



**INCORRECT:**

Българска Стопанска Камара

Българска Стопанска Камара – Съюз на Българския Бизнес

Българска стопанска камара – Съюз на българския бизнес

БСК-**СББ**

Bulgarian industrial association – union of the bulgarian business

Bulgarian industrial association – Union of the bulgarian business

BIA-**UBB**

