



FOUNDATIONS
LOGOS
COLORS
FONTS
STYLES

BRAND STANDARDS





INTRODUCTION

The Bishop Brand Standards Guide is designed to help you understand the unique components of your identity package and how to use them.

Included within these pages you'll find logo, color, font, and style standards as well as links to download assets. You'll also find information about Bishop's brand foundations including brand voice, key positioning statements, and more.

Understanding and using these standards consistently across all media will help you build trust and awareness with your target audiences. It will also help differentiate you from the competition and clearly communicate what makes Bishop the gold standard in Badassery.

CONTENTS

BRAND FOUNDATIONS

The Golden Circle	3
Brand Voice	4
Key Positioning Statements	5
Logo Anatomy & Name Standards	7

LOGO STANDARDS

Sacred Space	8
Logo Lockup	9
Logo Lockup & Tagline	10
Logo Mark	11
What Not To Do	12

COLOR STANDARDS 13

FONT STANDARDS

Meet the Families	14
Substitute Fonts	15

STYLE STANDARDS

Assets & Elements	16
Coloring Dynamic Backgrounds	17
Examples & Studio Files	18

WHAT WE DO

High in the Rocky Mountains of Colorado, Bishop designs and manufactures Telemark bindings. The original model made its debut back in 2001. Coveted by hardcore Telemark skiers, Bishop's machined bindings have withstood the most extreme skiing conditions and continue to stand the test of time. Bishop is currently developing plans to expand their product line to include new hardware for a variety of alpine sports.

HOW WE DO IT

The following promises make up Bishop's unique offering to customers. These characteristics collectively differentiate Bishop and make it an especially appealing alpine sports brand.

KEY DIFFERENTIATORS

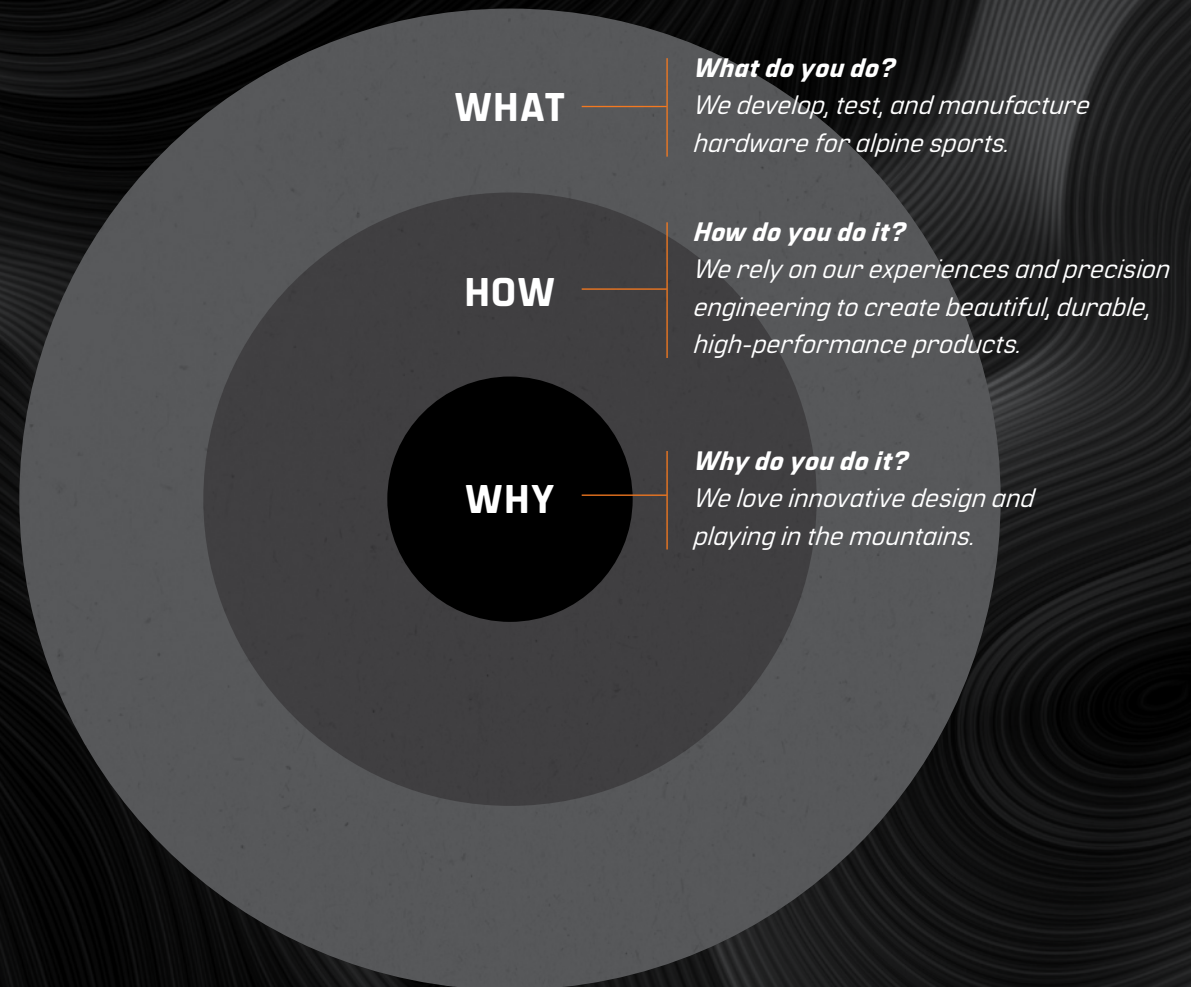
1. Artistry
2. Strength
3. Precision
4. Legitimacy

WHY WE DO IT

We love innovative design and playing in the mountains.

BRAND FOUNDATIONS

THE GOLDEN CIRCLE



INSPIRATIONAL QUOTES

"Life should not be a journey to the grave with the intention of arriving safely in a pretty and well preserved body, but rather to skid in broadside in a cloud of smoke, thoroughly used up, totally worn out, and loudly proclaiming, 'Wow! What a ride!'"

"Anything that gets your blood racing is probably worth doing."

"Faster, faster, until the thrill of speed overcomes the fear of death."

"Anything worth doing is worth doing right."

"When the going gets weird, the weird turn pro."

"What I do, I do freely and with a clear conscious."

BRAND FOUNDATIONS

BRAND VOICE

Hunter S. Thompson



Pioneering / Visionary / Rebellious / Brilliant / Iconic
Tribal Voice / Creative / Authoritative / Investigative / Informed
Experienced / True to Self

USE CASES

The Key Positioning Statements are inspired by Bishop's Key Differentiators. Use them on your website, in press releases, email marketing campaigns, and for any other communications that tell your audience who you are, what you do, and why you're special.

BRAND FOUNDATIONS

KEY POSITIONING STATEMENTS

Artistry

LIKE A FIGHTER JET FLOWN BY A BALLERINA, BISHOP SOARS WITH GRACE AND STYLE.

Shining brightly over other designs, Bishop is the mighty beacon, lighting the path for the rest to follow. Bishop's machined metals, refined lines, and splash of color, come together with the beauty of a ballerina and the force of a fighter jet. Step into the BMF/3 and find your flow like never before.

Strength

ARMAGEDDON-PROOF. TESTED. TRIED AND TRUE. Bishop's products are all made with the same agenda: to be the gold standard in Badassery, performing and powering beyond the rest. Seriously, the tooth and nail testing each design undergoes would make a stunt double cringe. Step into a pair of BMF/R bindings and feel every ounce of applied force transferred from your legs to the snow. No other bindings are as bomb-proof as Bishops. Now go forth and shred.

USE CASES

The Key Positioning Statements are inspired by Bishop's Key Differentiators. Use them on your website, in press releases, email marketing campaigns, and for any other communications that tell your audience who you are, what you do, and why you're special.

BRAND FOUNDATIONS

KEY POSITIONING STATEMENTS

Precision

HARNESS THE FORCE OF NATURE LIKE NEVER BEFORE. The purpose of hardware is to keep two things together and to transfer applied energy in an efficient way. Such is the main objective of our engineering department: to reliably take every ounce of energy you exert and apply it to the snow. Back at the shop, nothing gets the crew more amped up than a debate on biomechanics or stress testing. From material selection to the profiles of CNC-machined components, everything Bishop makes is engineered with intention and precision.

Legitimacy

LIVE IT. LOVE IT. BE IT. We are a team of mountain town ski nerds who push the limits both on the slopes and in the shop. We are engineers. We are Colorado's outdoor junkies. We are all Badassadors, hellbent on spreading the good word of the Sacred Snow. We push the limits of physics in every design we test. If something breaks, we adjust and try again. And again, and again, and again. All until a radically new product is ready for your hungry eyes, and only then will we serve you. Find your place at the table, dinner is served and Bishop is the main course.



BACKGROUND

The Bishop name is a cult classic, with years of equity and recognition behind it. The elimination of the qualifier 'Binding Co' from the name has allowed for swift expansion into other areas of Alpine Sports. The logo type and logo mark speak to the strength and precision of the product line. The color palette is advanced, energetic, and confident. And the tagline is both aspirational and inviting, with a thin sans serif typeface that creates a refined and gentle balance to an otherwise masculine tone.

NAME STANDARDS

The name Bishop will appear countless times in text, headlines, and other copy. These instances create a need to formalize how the name will be treated when it appears as content other than the logo.

BRAND FOUNDATIONS

LOGO ANATOMY & NAME STANDARDS



In flowing text, camel case the name Bishop.

Bishop's BMF/R Bindings let you tour and tele like a boss.

All caps is OK if it's the only option within flowing text.

BISHOP'S BMF/R BINDINGS LET YOU TOUR AND TELE LIKE A BOSS.

Always use all caps for URLs and email addresses.

BISHOPSHREDS.COM



RESPECT THE BOUNDARIES

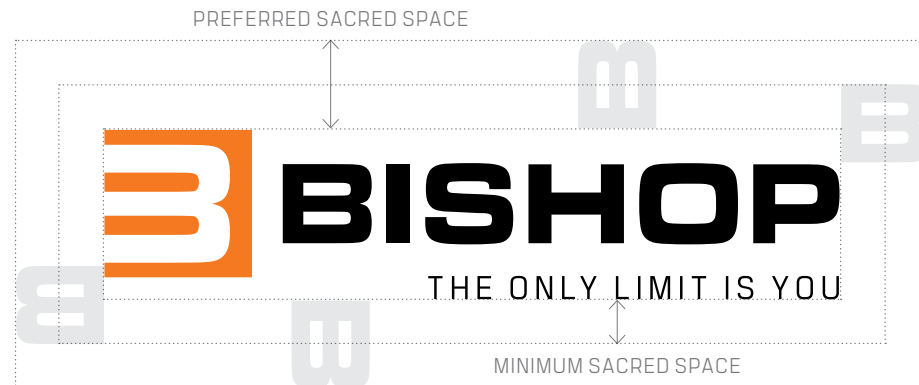
To help ensure your Bishop logo reproduces clearly and consistently every time, no shapes, text, artwork, or images should cross into the sacred space.

The padding around the logo artwork also helps ensure surrounding elements aren't immediately associated with the logo or your identity.

The preferred sacred space around the logo is built into your Logo Kit files on all four sides of the artwork and equals the width of the letter B in the word Bishop. The minimum sacred space equals half the width of the letter B on all four sides of the artwork.

LOGO STANDARDS

SACRED SPACE





YOUR LOGO KIT

As the face of your brand, the Logo Kit provides you with one of the most important pieces of the Bishop identity. Available in stacked and inline versions, use the logo that fits the space best. Artwork is included in color, white, and black versions and is available in six standard file formats:



COLOR / WHITE / BLACK

Use the color Logo Lockup as often as possible and on a white background, especially for print and digital pieces. The color Logo Lockup can also appear over a dark background for apparel and retail products.

When limited to one color for the Logo Lockup, the white artwork should be used if it will appear on a darker background color, ideally one from the approved palette. Use the black artwork on white or lighter backgrounds when limited to one color.

[DOWNLOAD LOGO KIT](#)

LOGO STANDARDS

LOGO LOCKUP





WHEN TO USE THE TAGLINE

Use the Logo Lockup **WITH** the Tagline when the audience may be less familiar with Bishop. These include instances like banners, advertising, flyers, posters, and stationery sets.

Use the Logo Lockup **WITHOUT** the Tagline in instances where the audience is more familiar with Bishop and/or the logo will be a more permanent application. These include things like signage, your website, social media channels, email marketing, stickers, retail apparel, etc.

Aside from the inclusion of the Tagline, all other use cases and standards remain the same. Artwork is included in color, white, and black versions and is available in six standard file formats:



[DOWNLOAD LOGO KIT](#)

LOGO STANDARDS

LOGO LOCKUP & TAGLINE



WHEN TO USE THE LOGO MARK

The Logo Mark should be used sparingly for things like retail apparel, large-scale environmental branding, signage, and select advertising applications.

When using the Logo Mark alone, try to have the Logo Lockup, the word Bishop, and/or the URL appear somewhere on the same item.

Artwork is included in color, white, and black versions and is available in six standard file formats:



DOWNLOAD LOGO KIT

LOGO STANDARDS

LOGO MARK





FORBIDDEN USE CASES

Using your logo according to brand standards on a consistent basis is critical to building trust and awareness. Avoid the following common pitfalls in using your logo artwork.

1. **DO NOT** apply colors to logo artwork in any other manner than how files are supplied in the Logo Kit.
2. **DO NOT** use color logo artwork on a background color other than white or black, preferably white.
3. **DO NOT** place color logo artwork over photos or other busy backgrounds. Instead use the white or black logo, whichever is easiest to see.
4. **AVOID** placing white or black logo artwork over color backgrounds outside the approved palette. See page 14 for Color Standards and specs.
5. **DO NOT** rearrange or reorient the logo artwork for any reason.
6. **DO NOT** modify the logo artwork in any way.

LOGO STANDARDS

WHAT NOT TO DO



YOUR COLOR PALETTE

Deploying color and using it consistently across all media is key to building a strong identity. The Master Palette includes colors used in the logo artwork and colors that should be used more frequently. The Accent Palette includes colors that help add depth and increase visibility, but should be used less often.

HEX
RGB
 Perfect for web and digital applications

CMYK
PMS
 Ideal for print, signage, and apparel

USE CASES

All colors and shades of colors can be used as backgrounds or photo overlays. **FIRE** should be used most often for headlines, subheads, and call outs. **MIDNIGHT** can also be used for headlines and subheads, and should always be used for text.

JADE should always be used for calls to action, photo overlays, and backgrounds.

VIOLET and **DUSK** can also be used as backgrounds and overlays. **SCARLET** and **GOLDEN** should be used minimally, primarily for retail, product, and apparel.

COLOR STANDARDS

MASTER PALETTE		ACCENT PALETTE	
 FIRE	HEX F47820 RGB 244/121/32 CMYK 00/65/100/00 PMS 716C	 DUSK	HEX 7C97AB RGB 124/152/172 CMYK 55/33/24/00 PMS 5425C
 MIDNIGHT	HEX 231F20 RGB 35/31/32 CMYK 00/00/00/100 PMS NEUTRAL BLACK C	 SCARLET	HEX CF3037 RGB 208/49/55 CMYK 12/95/84/03 PMS 1797C
 JADE	HEX 4DBFA9 RGB 77/191/70 CMYK 65/00/42/00 PMS 3258C	 GOLDEN	HEX FCD571 RGB 253/214/113 CMYK 01/15/66/00 PMS 1215C
 VIOLET	HEX 762157 RGB 118/33/87 CMYK 51/98/38/23 PMS 7650C		

YOUR FONT KIT

Each of the typefaces in your Font Kit are licensed for installation and regular desktop use on up to three computers. You may share the fonts with third-party contractors and vendors when necessary to produce print materials, products, apparel, etc. Fonts should not otherwise be used on a regular basis outside the Bishop organization. Webkit fonts will need to be licensed when the need arises.

USE CASES

MANIFOLD REGULAR camel case should be used for all body text. Use all caps **MANIFOLD HEAVY** for headlines and subheads, as well as calls to action. Or, use all caps **MANIFOLD LIGHT** for headlines and subheads, then camel case for larger body text, call outs, and intro text. Italic (oblique) versions of each font are also included. Refer to the [Home Page Mockup](#) for best practices.

DISRUPTORS SCRIPT should be used sparingly for headlines and subheads to help add an edgy, authentic tone.

DOWNLOAD FONT KIT

FONT STANDARDS

MEET THE FAMILIES

MANIFOLD

Disruptors Script

abcdefghijklmnopqrstuvwxyz!@#%&^*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

MANIFOLD LIGHT

abcdefghijklmnopqrstuvwxyz!@#%&^*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

MANIFOLD REGULAR

**abcdefghijklmnopqrstuvwxyz!@#%&^*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

MANIFOLD HEAVY

abcdefghijklmnopqrstuvwxyz!@#%&^()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*

DISRUPTORS SCRIPT

GOOGLE FONTS

Some digital publishing, email marketing, and content platforms only allow use of Google Fonts without custom coding by a developer, and some exclusively allow Google Fonts with no other options. In these cases use the recommended Google Fonts to replace the preferred fonts and apply the same use case standards outlined on the prior page.

SYSTEM FONTS

Some digital platforms only allow use of universal System Fonts like Arial, Times, Trebuchet, Verdana, etc. In these cases simply replace Manifold or Titillium with Arial as it's the most reliably scalable font no matter the operating system, browser, email client, etc. In order to incorporate preferred font use in these scenarios, create image slides with type overlays in Photoshop to share your primary message, insert them as JPGs, and add links to content.

[DOWNLOAD FONT KIT](#)

FONT STANDARDS

SUBSTITUTE FONTS

TITILLIUM

Mr Dafoe

abcdefghijklmnopqrstuvwxyz!@#\$\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TITILLIUM THIN

abcdefghijklmnopqrstuvwxyz!@#\$\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TITILLIUM REGULAR

abcdefghijklmnopqrstuvwxyz!@#\$\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TITILLIUM BOLD

abcdefghijklmnopqrstuvwxyz!@#\$\$%^&()
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*

MR DAFOE

USE CASES

All assets and elements were created using Adobe Creative Suite programs. Click on hero images, snowy background, and dynamic backgrounds to download.

HERO IMAGES

A collection of lifestyle photos to be used frequently for marketing collateral and advertising campaigns.

SNOWY BACKGROUND

Use this background behind content blocks to help create contrast, suggest depth, and add subtle texture.

DYNAMIC BACKGROUNDS

To help add elegant movement and subtle energy to designs, use any of these black and white backgrounds as they are or with color overlays from your color palette.

VIGNETTE BACKGROUND

Use this background featuring a dark inner glow with any color from your palette for short sidebars, call outs, and other content.

CALL TO ACTION

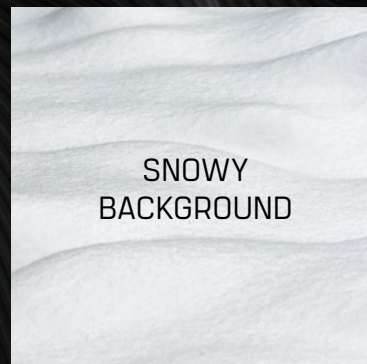
When possible, use a Jade-colored pill button to highlight calls to action and/or interactivity in both print and digital media.

STYLE STANDARDS

ASSETS & ELEMENTS



HERO IMAGES



SNOWY
BACKGROUND



DYNAMIC
BACKGROUNDS



VIGNETTE
BACKGROUNDS

CALL TO ACTION

SPECIAL NOTES

Your dynamic background kit includes several design variations, each with unique flows, patterns, and shapes. Feel free to rotate, crop, and adjust white balances as needed to produce the desired effect and create maximum legibility when type is overlaid on them.

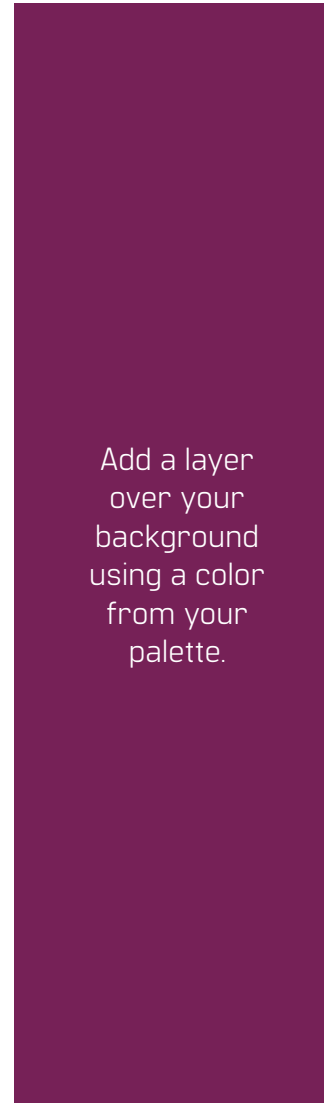
Use the backgrounds as they are in black and white or follow the steps to the right to create custom colored backgrounds.

STYLE STANDARDS

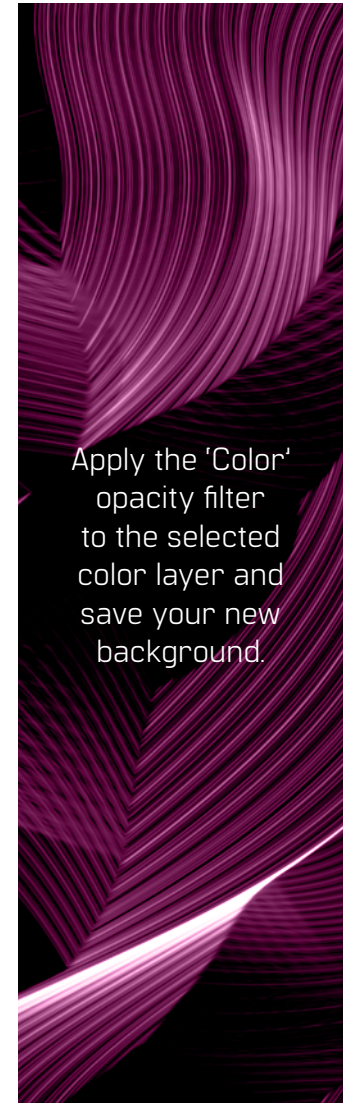
COLORING DYNAMIC BACKGROUNDS



Select your black and white background and open it in Photoshop.



Add a layer over your background using a color from your palette.



Apply the 'Color' opacity filter to the selected color layer and save your new background.

SPECIAL NOTES

All collateral was created using Adobe Creative Suite programs, specifically InDesign, Illustrator, and Photoshop. Files are saved down to the lowest compatible versions whenever possible.

DOWNLOAD STUDIO FILES

Gain access to editable studio files by clicking on the example you want. You'll then be directed to a link within a browser to complete the process.

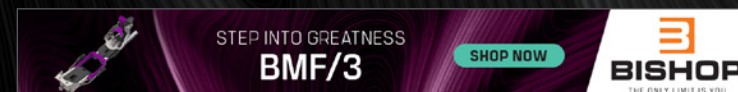
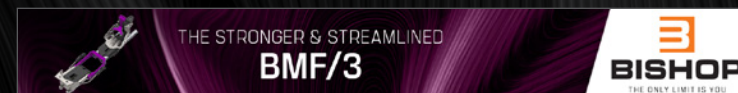
Please contact Dennis@Hyfyve.com with questions or issues.

STYLE STANDARDS

EXAMPLES & STUDIO FILES



Digital Advertising – 250x250 Animated GIF



Digital Advertising – 728x90 Animated GIF

SPECIAL NOTES

All collateral was created using Adobe Creative Suite programs, specifically InDesign, Illustrator, and Photoshop. Files are saved down to the lowest compatible versions whenever possible.

DOWNLOAD STUDIO FILES

Gain access to editable studio files by clicking on the example you want. You'll then be directed to a link within a browser to complete the process.

Please contact Dennis@Hyfyve.com with questions or issues.

STYLE STANDARDS

EXAMPLES & STUDIO FILES



Website & Social Media Marketing — 1640x624 JPG Slides

SPECIAL NOTES

All collateral was created using Adobe Creative Suite programs, specifically InDesign, Illustrator, and Photoshop. Files are saved down to the lowest compatible versions whenever possible.

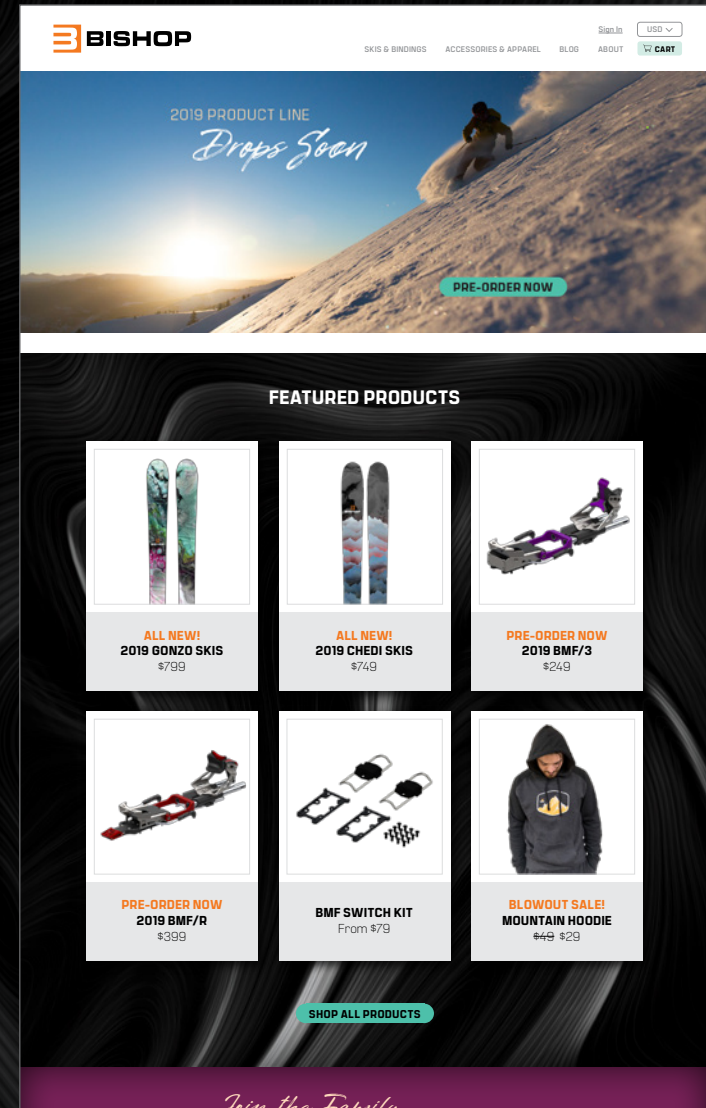
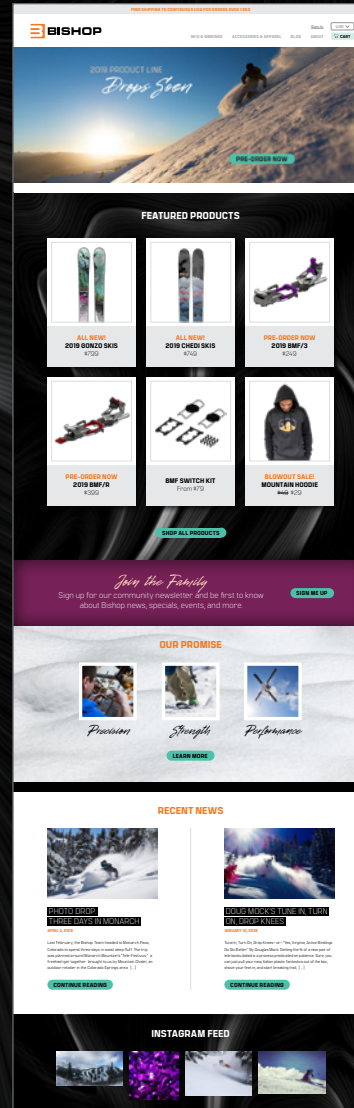
DOWNLOAD STUDIO FILES

Gain access to editable studio files by clicking on the example you want. You'll then be directed to a link within a browser to complete the process.

Please contact Dennis@Hyfyve.com with questions or issues.

STYLE STANDARDS

EXAMPLES & STUDIO FILES



Home Page Mockup — 1275px Width w/ 12-Column Responsive Grid

SPECIAL NOTES

All collateral was created using Adobe Creative Suite programs, specifically InDesign, Illustrator, and Photoshop. Files are saved down to the lowest compatible versions whenever possible.

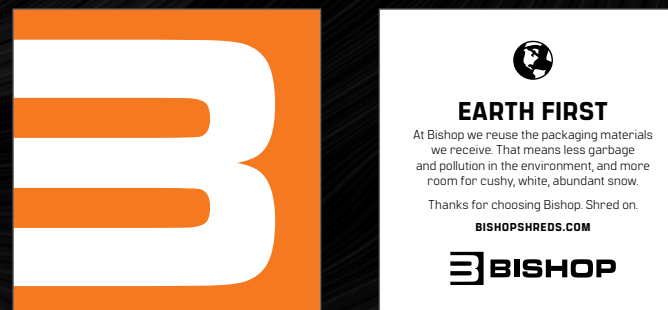
DOWNLOAD STUDIO FILES

Gain access to editable studio files by clicking on the example you want. You'll then be directed to a link within a browser to complete the process.

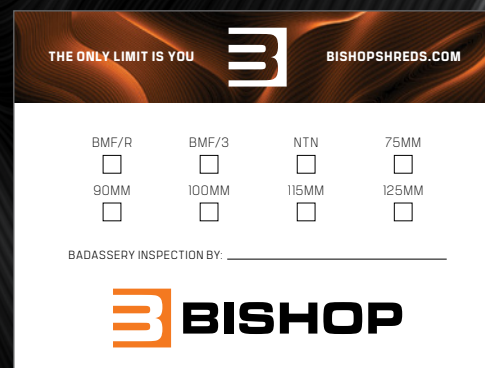
Please contact Dennis@Hyfyve.com with questions or issues.

STYLE STANDARDS

EXAMPLES & STUDIO FILES



Logo Mark Sticker — 3" x 3" w/ Eco-Responsible Message Backing



Order Packaging Sticker — 4" x 3" w/ Space for Additional Items

210 Edwards Village Blvd.
Suite C208
Edwards, CO 81632
(970) 306-6123

BISHOPSHREDS.COM

