

Bullseye Glass

Brand Standards Guide

MARCH 2023





THE BULLSEYE GLASS BRAND

March 2023



For makers, artists, and architects around the world, the Bullseye Glass Co. brand is synonymous with excellent products, trustworthy customer service, and a commitment to championing glass art and glass artists.

The company's logotype, BEGLASS, will typically appear near the company name, Bullseye Glass or Bullseye Glass Co. It is not a replacement for, but a graphic complement to, the company name and brand. BE Glass, likewise, can be used interchangeably with Bullseye Glass Co., just like the common shorthands, Bullseye Glass and Bullseye.

Graphic files can be found at https://bullseyeglass.photoshelter.com/galleries/CoooolQFoMgAMB_8/Bullseye-Branding

Comments and questions about Bullseye branding can be directed to Mary Kay Nitchie at mk@bullseyeglass.com.



ABOVE: *The Tapestry Project* with Richard Parrish.



BULLSEYE GLASS

Primary Brand Logo

The primary logo for **Bullseye Glass** is the most salient representation of the company in all branded materials.

The wordmark “BEGLOSS” is synonymous with the company name “Bullseye Glass Co.”, and does not represent a name change of the company or any of its sub-brands.

The primary brand logo is also the foundation upon which all other Bullseye branded logos are based. This document will present these versions, their approved alternates and ways the Bullseye Rainbow icon can best convey the breadth of Bullseye’s contribution to the field of kilnformed glass.

Shown here are horizontal and vertical lockups, along with the Bullseye Rainbow icon.

See the guidelines on color, beginning on page 18 for further discussion of Bullseye logos and color.







BULLSEYE STUDIO

Primary Brand Logo

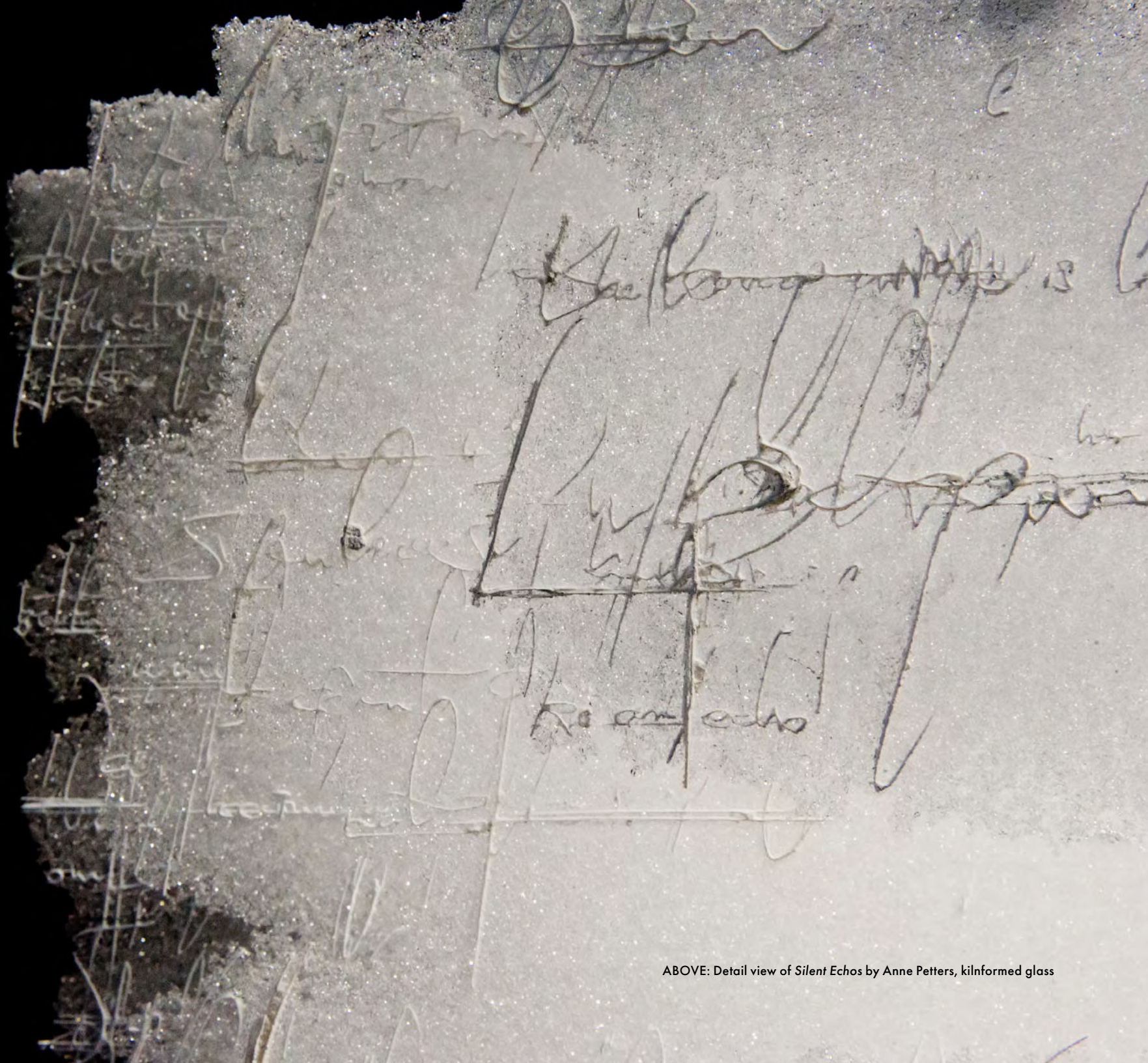
The primary logo for **Bullseye Studio** is derived from the primary brand logo. It has been customized for Bullseye Studio to more closely associate Bullseye Studio with glass fabrication in the factory and the company's larger relevance in the field of kiln-formed glass artworks.

The wordmark "BEGLOSS STUDIO" is synonymous with the name "Bullseye Glass Studio" or "Bullseye Studio" and does not represent a name change.

Shown at left are horizontal and vertical lockups, along with the Bullseye Rainbow icon.

See the guidelines on color, beginning on page 18 for a further discussion of Bullseye logos and color.





ABOVE: Detail view of *Silent Echos* by Anne Petters, kilnformed glass



BULLSEYE PROJECTS

Primary Brand Logos

The primary logo for **Bullseye Projects** is derived from the primary brand logo. It has been customized for Bullseye Projects to more closely associate Bullseye Projects with Bullseye Glass Co.'s general influence in the field of kilnformed glass artworks.

The wordmark "BEGLOSS PROJECTS" is synonymous with the name "Bullseye Glass Projects" or "Bullseye Projects" and does not represent a name change.














Shown at left are horizontal and vertical lockups, along with the Bullseye Rainbow icon.

See the guidelines on color, beginning on page 18 for further discussion of Bullseye logos and color.




**BULLSEYE GLASS
RESOURCE CENTERS**

Primary horizontal and vertical lockups for all Bullseye Resource Centers include versions in a CMYK / Pantone 199c, white/reversed and a solid black / grayscale (not represented here).




Open Studio & Firing Fees

NAME _____

DATE _____

PARAGON GL24 FIRINGS

FUSE _____

SLUMP _____

TOTAL _____

MOLD RENTALS _____

NOTES:

PAYMENT DUE AT PICKUP.

OPEN STUDIO _____ (30 min. increments)

IN _____ OUT _____

OPEN COLDWORKING _____ (30 min. increments)

IN _____ OUT _____

SANDBLASTER RENTAL _____ (15 min. increments)

IN _____ OUT _____

PAYMENT DUE ON DAY OF STUDIO ACCESS.

BULLSEYE RESOURCE CENTER

Casting Sample Set

Cut billet rectangles show Bullseye's forty tinted colors for casting, plus standard Clear, lead-free Crystal Clear, and opalescent styles Black and White. To predict color, view the sample through the side with the dimension that most closely matches the thickness of your planned project.

Samples measure approximately 1.5" x 2.5" x 0.75"





















(008103) **\$195.25**

 BEGLASS



BULLSEYE DIVISIONS

**Classes, Videos, KGRCs,
Kilnspace & Goods**
Primary horizontal and vertical
lockups include versions for
print in a CMYK, white/
reversed and a solid black for
single color applications (not
represented here.) In addition,
there are PNGs as logos and
Favicons for digital use.

 BEGLOSS CLASSES	 BEGLOSS CLASSES	 BEGLOSS CLASSES	 BEGLOSS CLASSES
 BEGLOSS VIDEOS	 BEGLOSS VIDEOS	 BEGLOSS VIDEOS	 BEGLOSS VIDEOS
 BEGLOSS PARTNER	 BEGLOSS PARTNER	 BEGLOSS PARTNER	 BEGLOSS PARTNER
 BEGLOSS KILNSPACE	 BEGLOSS KILNSPACE	 BEGLOSS KILNSPACE	 BEGLOSS KILNSPACE
 BEGLOSS GOODS	 BEGLOSS GOODS	 BEGLOSS GOODS	 BEGLOSS GOODS

BULLSEYE GLASS CO. SHOP CLASSES VIDEOS BULLSEYE PROJECTS BULLSEYE STUDIO



VIDEOS ▾ ABOUT ▾ CONTACT

LOG IN

SUBSCRIBE



Combination Video Live / Remote Classes

Explore a diverse range of kilnforming techniques for all skill levels and interact with talented glass artists from around the globe with our video live/remote classes.

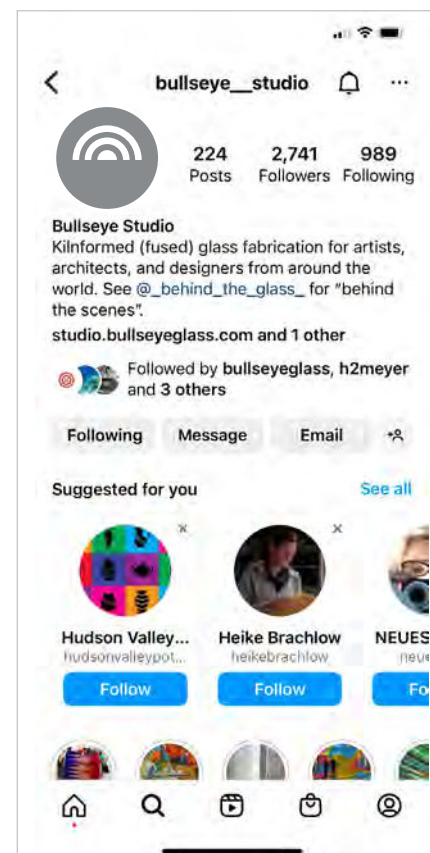
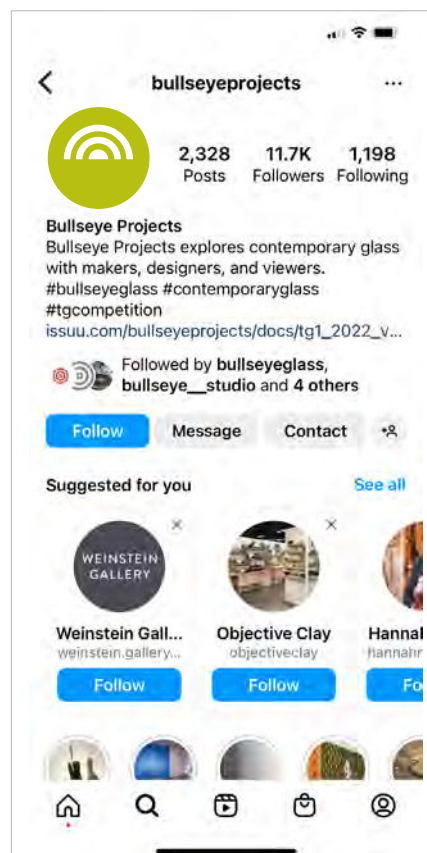
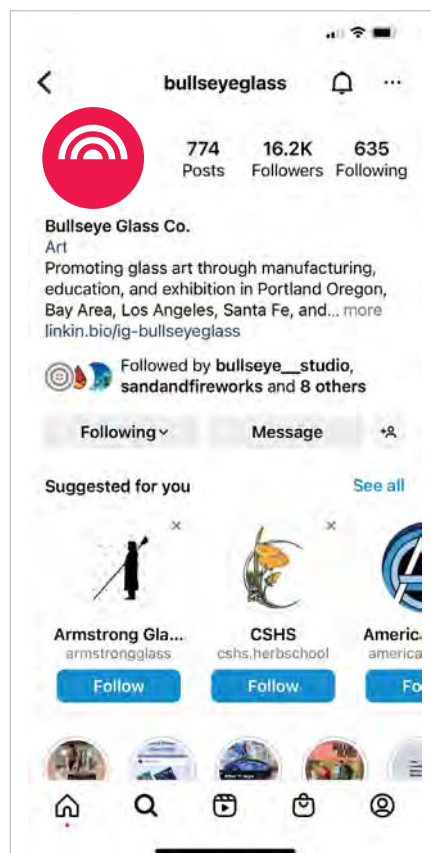
DIGITAL COLLATERAL

Social Media

Social Media icons for each of Bullseye's divisions in their respective primary brand colors are below in addition to universal alternates in solid black or a Bullseye Glass styles gradient. These social media icons represent an exception to usage rules regarding clear space parameters. Because of the decreased scale on various portable devices, the space around the logo will be less than the height of the Bullseye Rainbow on all sides.



See page 20 for more about the Bullseye Glass color gradient

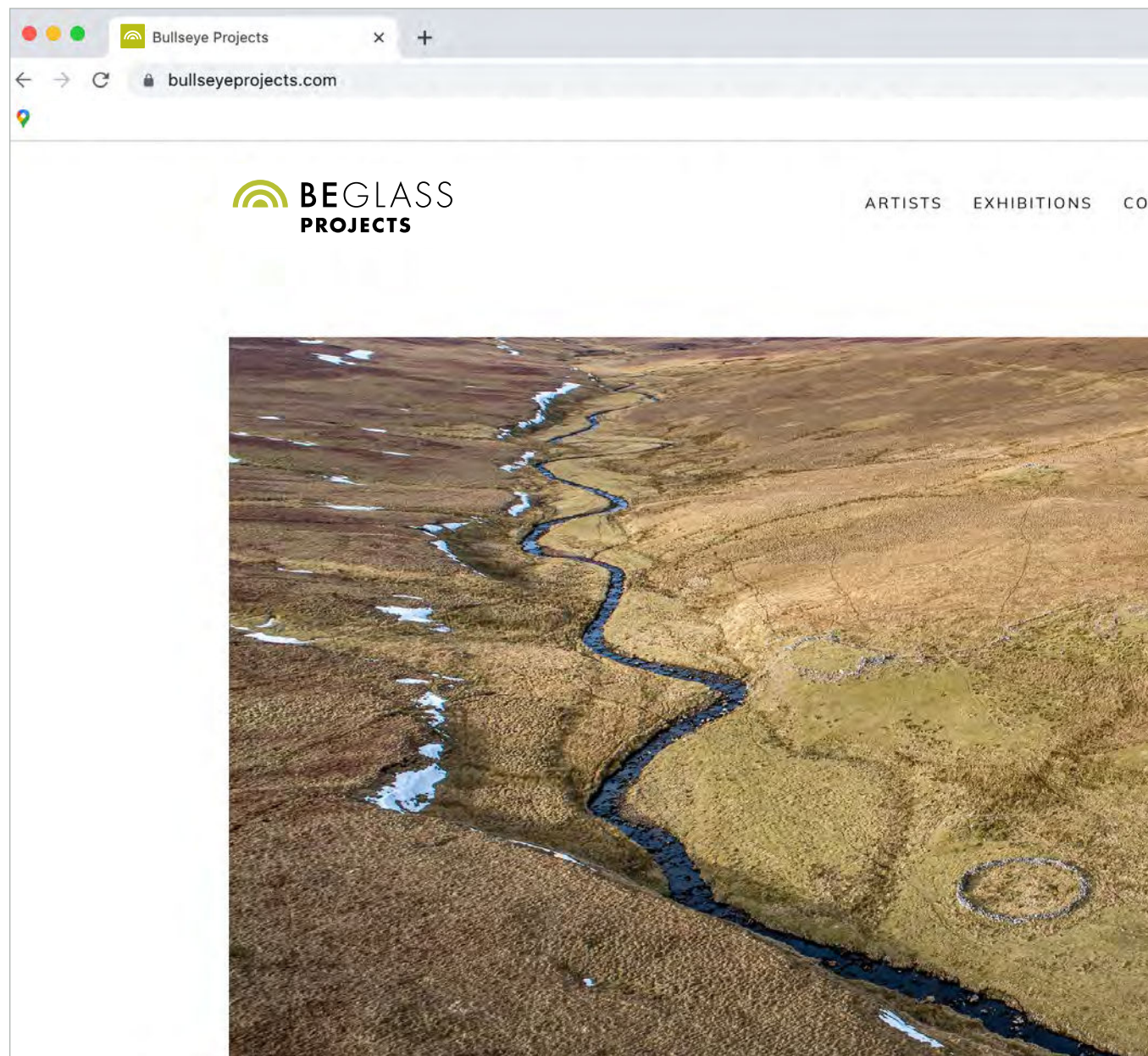


Favicons

Favicons for Bullseye's divisions are below in addition to universal alternates, black or Bullseye Glass styles gradient. They are not required to adhere to clear space and minimum size parameters.



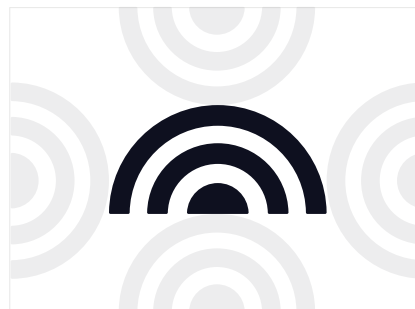
See page 20 for more about the Bullseye Glass color gradient.



CLEAR SPACE

Keeping at least the minimum amount of clearance around any Bullseye logo will ensure its visibility and impact. The clearance around each logo is equal to the height of the Bullseye Rainbow represented in the logomark, scaling proportionally for all sizes and forms of reproduction. Of noted exception are favicon applications in which the legibility of the icon at a small scale takes precedence. See *examples on the previous pages*.

It is also important to stress that this is a minimum clearance. Print media or banner applications such as in the example at right may benefit from more clear space from the margin.





Bullseye Projects Horizontal
Print: 1.25"
Desktop displays: 125 px
Hi-Res displays: 225 px



Bullseye Studio Horizontal
Print: 1.25"
Desktop displays: 100 px
Hi-Res displays: 225 px



Primary Horizontal
Print: 1.25"
Desktop displays: 125 px
Hi-Res displays: 375 px



RC Horizontal
Print: 1.25"
Desktop displays: 100 px
Hi-Res displays: 300 px

MINIMUM SIZES

For each of the Bullseye logos, minimum widths are given to ensure legibility in print and on screen.



Primary Vertical
Print: 0.75"
Desktop displays: 75 px
Hi-Res displays: 225 px



Primary Vertical
Print: 0.75"
Desktop displays: 75 px
Hi-Res displays: 225 px



Primary Vertical
Print: 0.75"
Desktop displays: 75 px
Hi-Res displays: 225 px



RC Vertical
Print: 0.75"
Desktop displays: 75 px
Hi-Res displays: 225 px



Bullseye Rainbow
Print: 0.25"
Desktop displays: 25 px
Hi-Res displays: 75 px

BULLSEYE GLASS & COLOR

Primary Brand Colors

Each of Bullseye's divisions have one color that is central to its identity. These colors, already shown in their respective logos, are to be used in materials that permanently represent the institutions. Examples of such uses include letterhead and business cards, press kits, exterior signage, product labels, logos on company websites and social media profiles.

BULLSEYE GLASS

Pantone 199c
CMYK 8/100/84/1
RGB 219/0/50
Hex #ed174c

BULLSEYE STUDIO

Pantone Cool Gray 8c
CMYK 49/40/38/4
RGB 136/139/141
Hex #888b8d

BULLSEYE PROJECTS

Pantone 583c
CMYK 33/12/100/0
RGB 183/191/16
Hex #b7bf10

Grayscale for Print & Web

In addition to the Primary brand colors, there are a set of grayscale colors for all Bullseye divisions. Aside from *Rich Black* which has broad applications, most of these are for digital use with the specific objective of flexibility in the design process while maintaining an over-all level of cohesion.

Rich Black
CMYK print 75/68/67/90
One Color print 0/0/0/100
CMYK text 0/0/0/100
Digital text #000000
Hex 2-color logos #000000
icons, text, headers, container fills

Soft Black
CMYK 44/44/44/100
RGB 44/44/44
Hex #2c2c2c
icons, headers, container fills/background

Dark Silver
CMYK 63/55/54/28
RGB 89/89/89
Hex #595959
container fills/background

Medium Silver
CMYK 45/36/37/2
RGB 148/149/149
Hex #949595
container fills/background

Light Silver
CMYK 18/13/14/0
RGB 207/208/208
Hex #cfdodo
container fills/background

Pale Silver
CMYK 0/0/0/7
RGB 237/238/238
Hex #edeeee
container fills/background

Secondary Brand Colors

At right is a series of Secondary brand colors that can be used as alternates for the Primary brand colors.

INDIGO BLUE
0148

Pantone 2186C
CMYK 94/69/7/33
RGB 11/65/119
Hex #0b4077

SUNFLOWER YELLOW
0220

Pantone 130C
CMYK 2/38/100/0
RGB 242/169/0
Hex #f2a900

MINK
0119

Pantone 409C
CMYK 36/42/37/28
RGB 133/120/116
Hex #857874

Limitless Color

While this document showcases a curated set of Primary and Secondary brand colors, any CMYK/RGB/Pantone color based on a Bullseye glass style can be used in conjunction with the white/reversed logo or in the Rainbow icon, as long as the color provides enough contrast and legibility. This flexibility extends to all Bullseye divisions with the exception of Bullseye Preferred Partners (KGRCs).

Examples on the following pages and at right demonstrate how color can be used in conjunction with the logo to convey the desired suggestion of limitless color.





BULLSEYE GLASS & COLOR

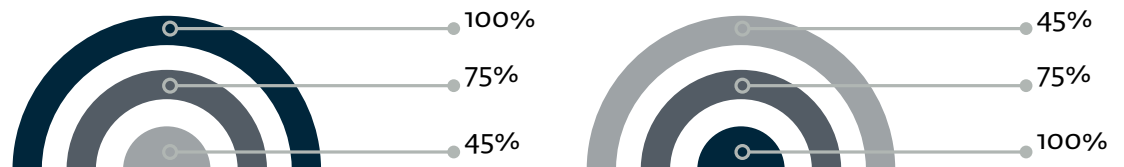
Gradients & Tints

The Bullseye brand is about color and light and it takes many forms from a dense Stiff Black Opalescent to an airy Cilantro Green Transparent Tint.

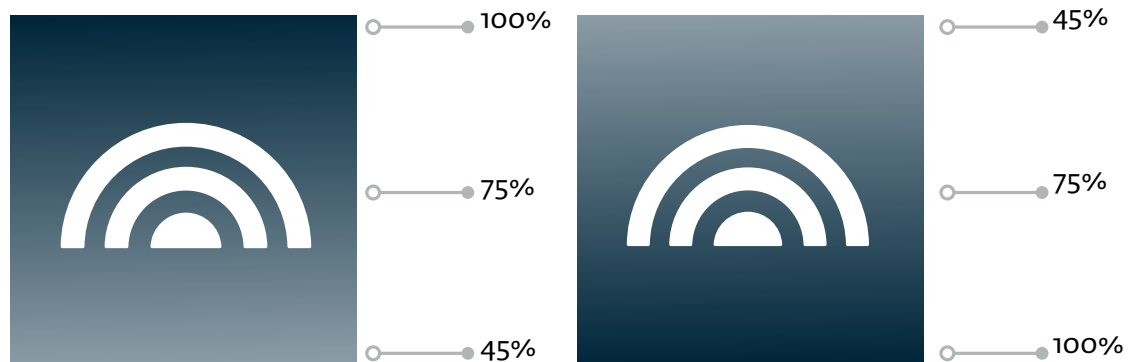
The use of gradients and tints in conjunction with Bullseye's suite of logos is a way to convey the ephemeral changing quality of light and the way it interacts with layers of color in kiln-formed glass artworks.

Note: The gradient should be used for digital applications only, as it can produce inconsistent print results. For print, use the tint rainbow which gives the illusion of a gradient but is comprised of solid fills.

TINT RAINBOW



GRADIENT COLOR STOPS





Free-Form Color Compositions

It is possible to mix and match Bullseye style colors so long as the value and saturation of each color does not diminish the readability of the icon.

Applications for this treatment of the icon include but are not limited to promotional materials such as t-shirts, or patterns for large-scale signage.

When choosing color compositions, we suggest consulting the Bullseye Color Wheel to find the strongest color palettes based on color theory.

BULLSEYE GLASS TYPOGRAPHY

Print Media

Bullseye Glass uses the typefaces, Futura PT and Auto Pro. See at right for specifications and usage. Both display and body typography, are left aligned.

GLYPHS

Many Bullseye documents use mathematical equations and dimension notations. Please use the correct glyphs for these elements. See just below.

Inch Marks ("), not (")

Foot Marks ('), not (')

Multiplication Symbol (x), not (x)

ABOUT KILN-GLASS | OVERVIEW

Running Header

Futura PT Book, 9/11, All Caps
Tracking 80, 0.0625 space after
Character Style, Futura PT Medium

breaking ground

Standing Head

Auto 1 LF italic, 8/10, Lowercase
0.25 space after

About Kiln-Glass

Header (h1)

Futura PT Medium, 24/27
0.1875 space after, optical kerning

AN OVERVIEW

Fused glass is frequently characterized by a cut-and-fit approach to design. Various shapes of colored glass are cut and fired to a base blank, often a tile or plate.

Subhead (h2)

Futura PT Medium, 13/15
0.1875 space after, 40 tracking

Introductory Paragraph

Futura PT Book, 13/15
0.0625 space after, optical kerning

Construction of a Linemaking Mini-Kiln

The original vitrigraph kiln was composed of a stack of three component kiln rings. We now use the Paragon Caldera because it has a programmable controller (the original did not), requires less power, and is more versatile.

Subhead (h3)

Auto Pro Bold, 12/15
0.0325 space after

Lead (p character style)

Auto Pro Bold 10/12
0 space after

Body Text (p)

Auto Pro Regular, 10/12
0.0625 space after

Pull Quote

Futura PT Light Oblique, 13/15
0.0625 space after

*"Oris explabo remolorio. Et
alitam valor aut dolut ducidig
natint, tem fugia solectem.
Perchit aut quistio que"*

Subhead (h4)

Auto Pro Small Cap Black, 8/10
0 space after, 50 tracking

GLASS STYLE

To be used as a vitrigraph, the Caldera is set on top of a panel of 1" (2.5 cm) thick rigidized fiber or vermiculite board that replaces the bottom of the kiln.

Caption

Futura PT 8/10
0.0325 space after



AT LEFT: The Bullseye Caldera kiln, see size specifications and ordering information just below.

8.5" x 8.5" x 1.5"
(22 x 22 x 4 cm)
008635..... \$42.45

shop.bullseyeglass.com

<h1>Mulish/Muli Semi-Bold
2.488 rem</h1>

The Mold Sale

<h2> Mulish/Muli Semi-Bold
2.074 rem</h2>

December 2022

<h3> Mulish/Muli Semi-Bold
1.728 rem</h3>

In-store Only

<h4> Mulish/Muli Semi-Bold
1.44 rem</h4>

AT PARTICIPATING RESOURCE CENTERS

FIND OUT MORE

<p> Mulish/Muli Semi-Bold
1 rem</p>

Now is the time to get a jump start on your 2023 project!

<h5> Mulish/Muli Semi-Bold
0.833 rem</h5>

Captions.

<h6> Mulish/Muli Semi-Bold
0.694 rem</h6>

The Fine Print.

BULLSEYE GLASS TYPOGRAPHY

Digital Tystack

SCALED

The Digital tystack uses a 1.20 (Minor Third) descending type scale using a baseline body size of 16 px/1 rem.

Note: The examples at left are a visual representation of the descending visual hierarchy eventhough they are not in the exact rems indicated.