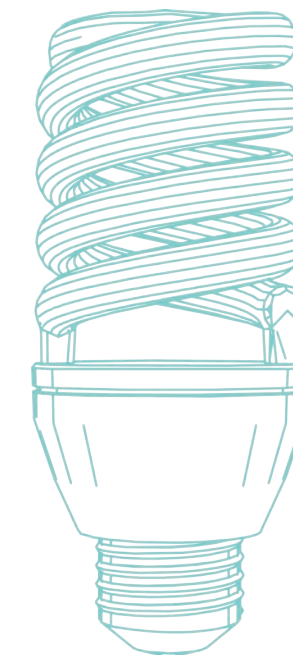# BOMBILLAZO

Brand Style Guidelines

Origins

Everything starts with an idea.

From a young age, I loved inventing and thinking of big ideas. So in 2003, as I entered the internet world, I chose the name "Bombillazo" as my digital moniker. Shortly after, I started creating original content on the web. I had the vision of developing ideas that would thrill to audiences under a unique, recognizable brand.

Bombillazo Studios was launched to achieve this vision in content production. As I matured, I developed a website and added engineering work to my portfolio. After more than a decade, I knew I had to expand and evolve the concept.

Future

Now, Bombillazo is the digital entity representing me, my ideas, and my work.

It is a means for me to fuse my interest in technology, creative thinking, and problem-solving. It is a way to collaborate, innovate, and learn with others. Most importantly, it is a place to share my work with people and gather impressions and feedback.

Bombillazo keeps evolving. I look forward to continuing my effort of inspiring and delighting with new ideas.

- Hector Ayala, Founder
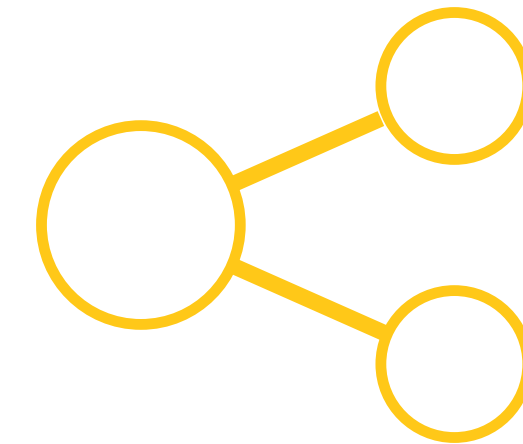
Mission

Spark innovation

Bombillazo's mission is to turn ideas into real creations. I constantly work to learn new things, develop projects and share my creations. Technology, creativity and design are at the core of my approach. Every resulting piece of content and project I create reflects that.
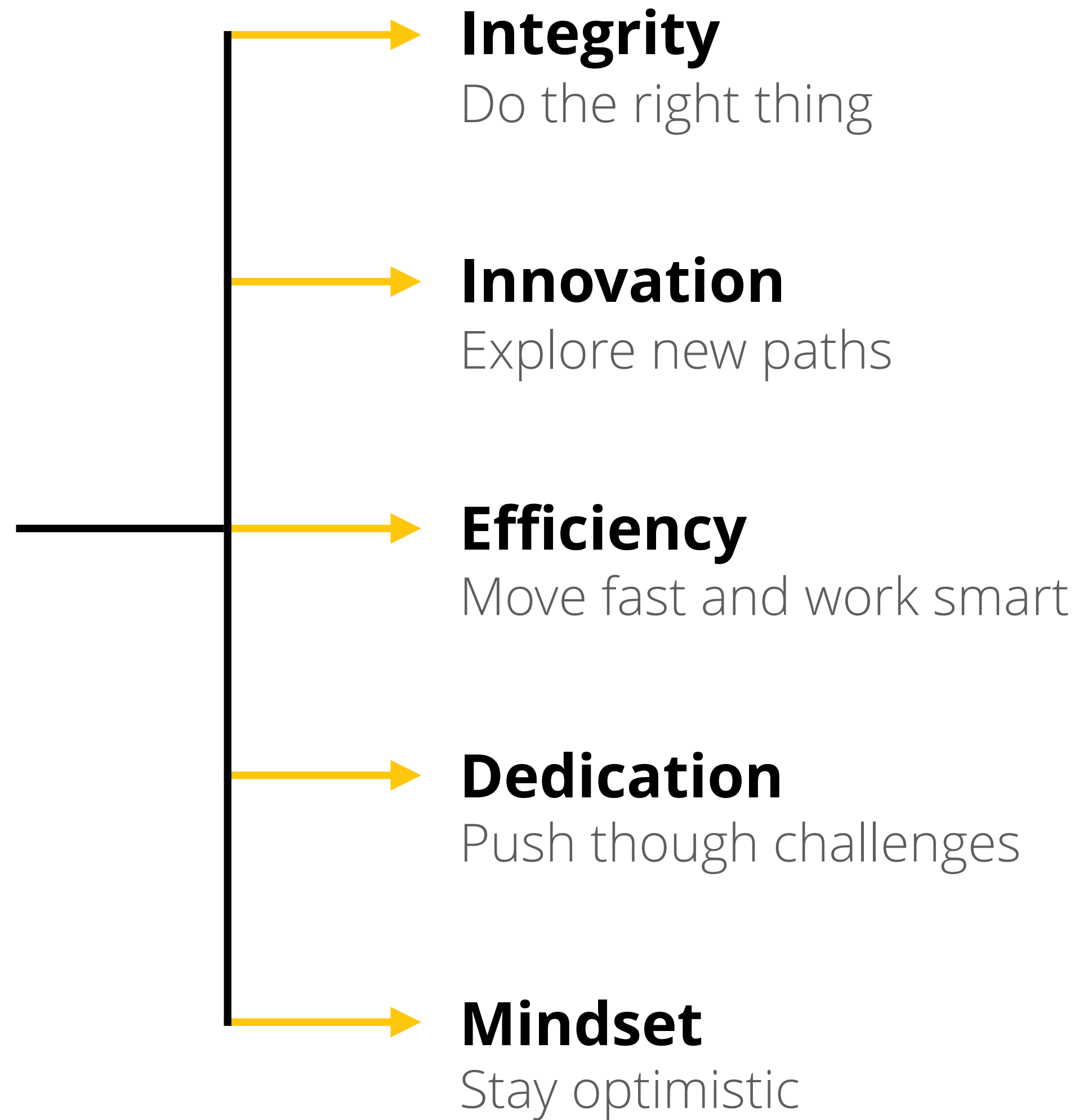
Learn   Develop   Share

Values

Bombillazo

Integrity
Do the right thing

Innovation
Explore new paths

Efficiency
Move fast and work smart

Dedication
Push though challenges

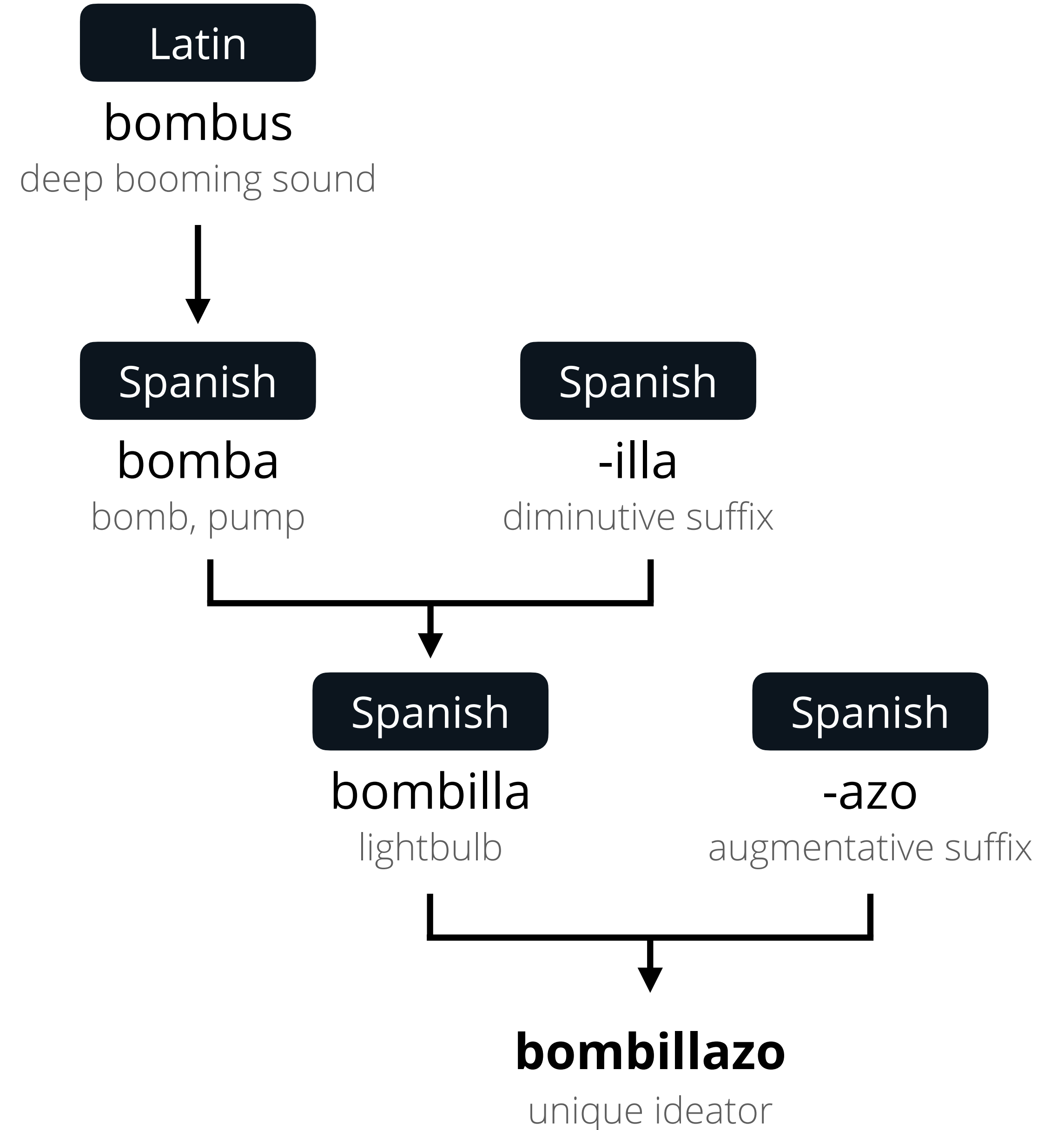**Mindset**
Stay optimistic

Name

bom·bi·lla·zo

/ bombi'dʒazo / , [bom-bee-**jah**-zo]

noun

1. a person who comes up with bright, original ideas. An ideator, innovator. Literal translation to English: lightbulber (agent noun)

2. a tremendous and ingenious idea

Latin
bombus
deep booming sound

Spanish		Spanish
bomba | | **-illa**
bomb, pump | | diminutive suffix

Spanish		Spanish
bombilla | | **-azo**
lightbulb | | augmentative suffix

bombillazo
unique ideator

Pictorial Mark

The Bombillazo pictorial mark was designed to be modern, minimalist and easily recognizable. The logo is composed of 2 main parts: the glass bulb and the base.

Together they make up the icon of a lightbulb, the visual essence behind the Bombillazo name and a metaphor for all the bright ideas, solutions and content we come up with and develop.

Pictorial Mark - Glass Bulb

The glass bulb is formed by a triad of vertically centered, rounded rectangles at parallel angles. The rounded edges balance the rest of the logo's sharp design. The group of 3 represent plurality and completeness (of ideas). The shapes angle upward and point forward to what is ahead (building to the future) as well as evoke the spiraling shape of a bulb.

The yellow color brings optimism and creativity to the identity and design which is central to the themes of enlightenment, brightness, and ideation.
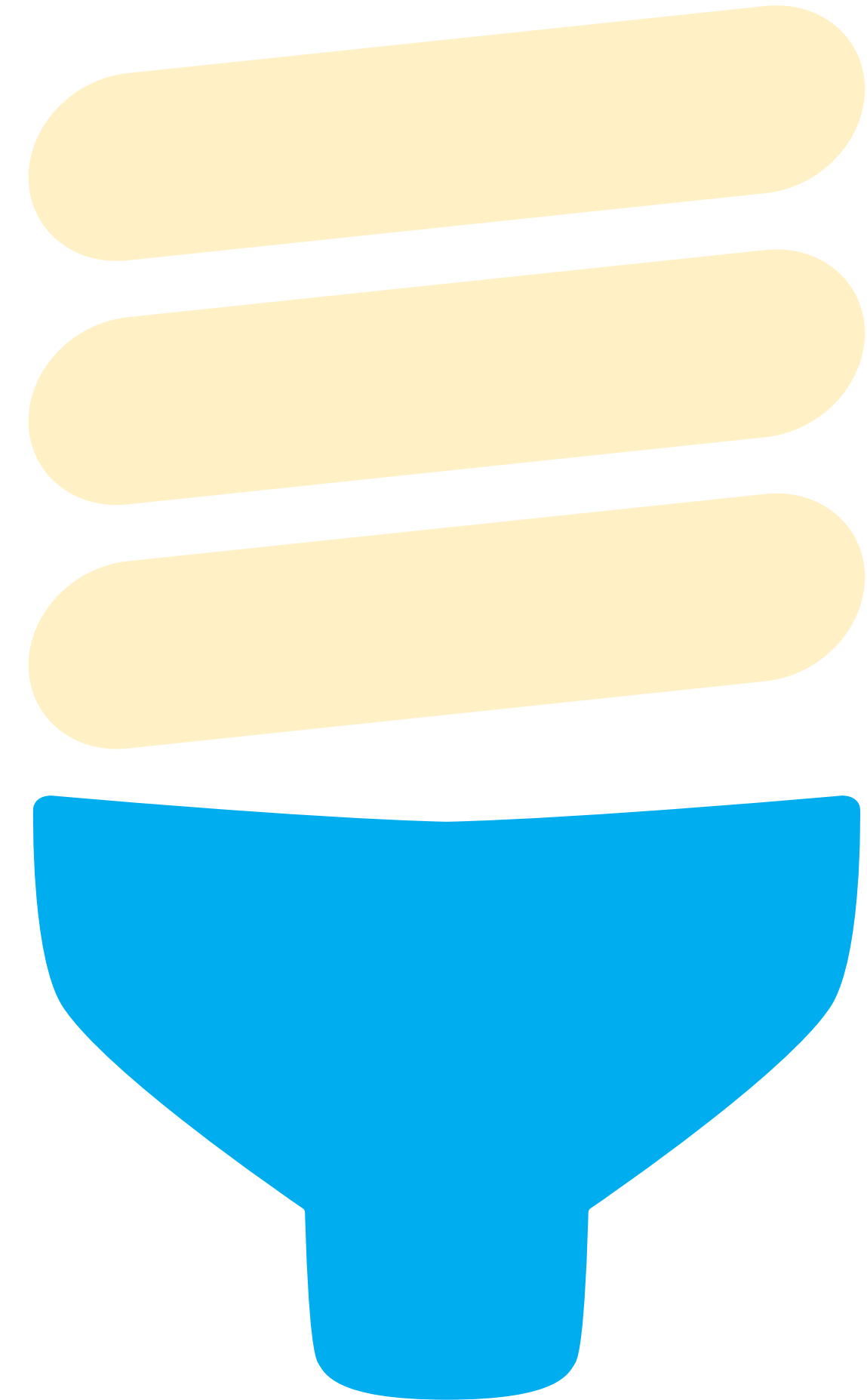
Pictorial Mark - Base

The base is a horizontally symmetrical shape with a hi-tech and engineered form. It serves as the foundation (stability) and the connector (sharing with others) for the bulb. The funnel shape juxtaposes the feeling of stability by shifting the point of equilibrium to the bottom of the shape and creates a sense of calculated tension.

The blue color reenforces the themes of the use of technology and expertise as well as evoking strength, trust and reliability.

Wordmark

The Bombillazo wordmark is the name BOMBILLAZO in all caps in a custom geometric sans-serifs typeface for a modern and simplistic style that compliments the pictorial mark. The text is black (evoking power and boldness) with a blue outline (when size permits).

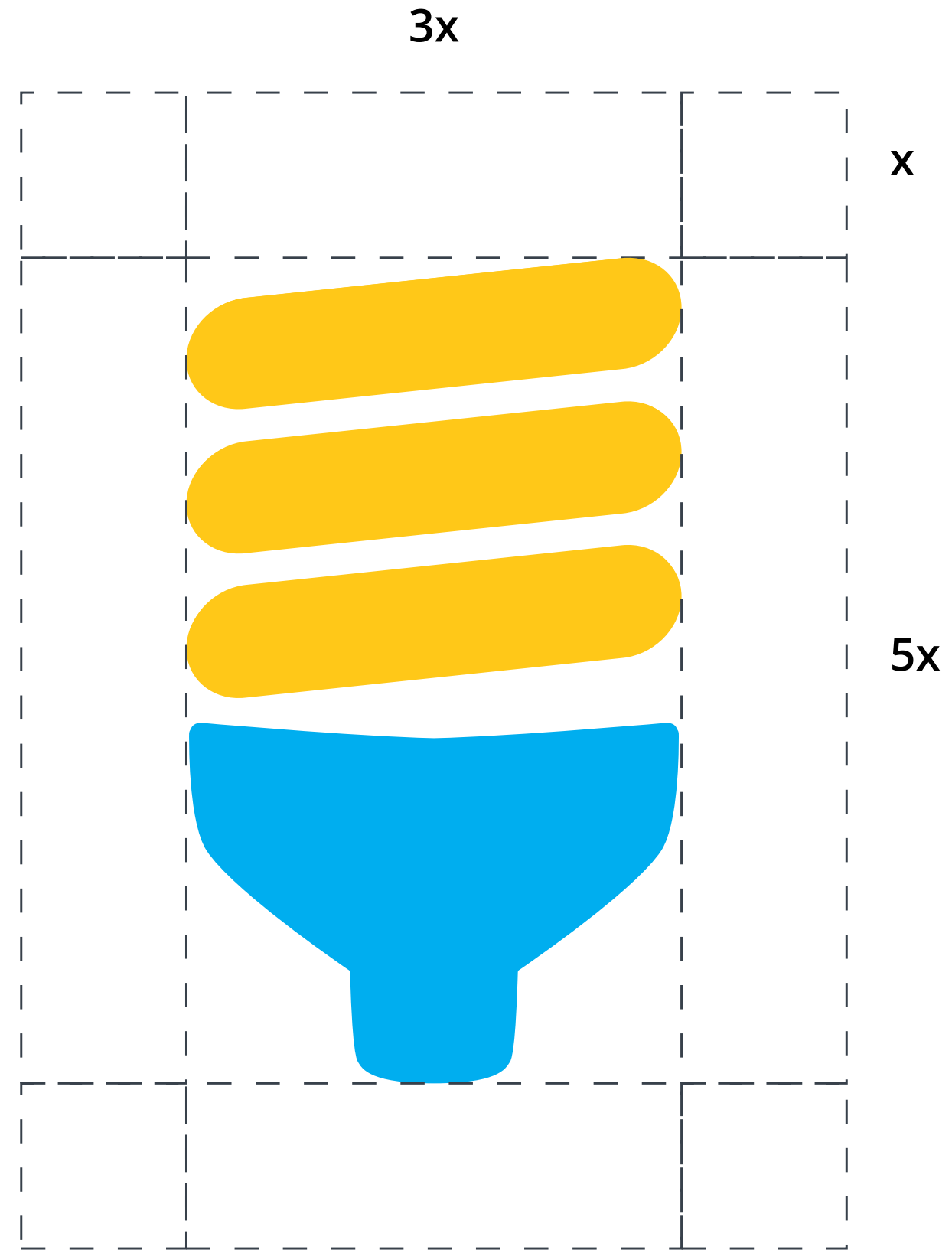Optionally, the established year 2003 can be used in the Open Sans Semibold Typeface.
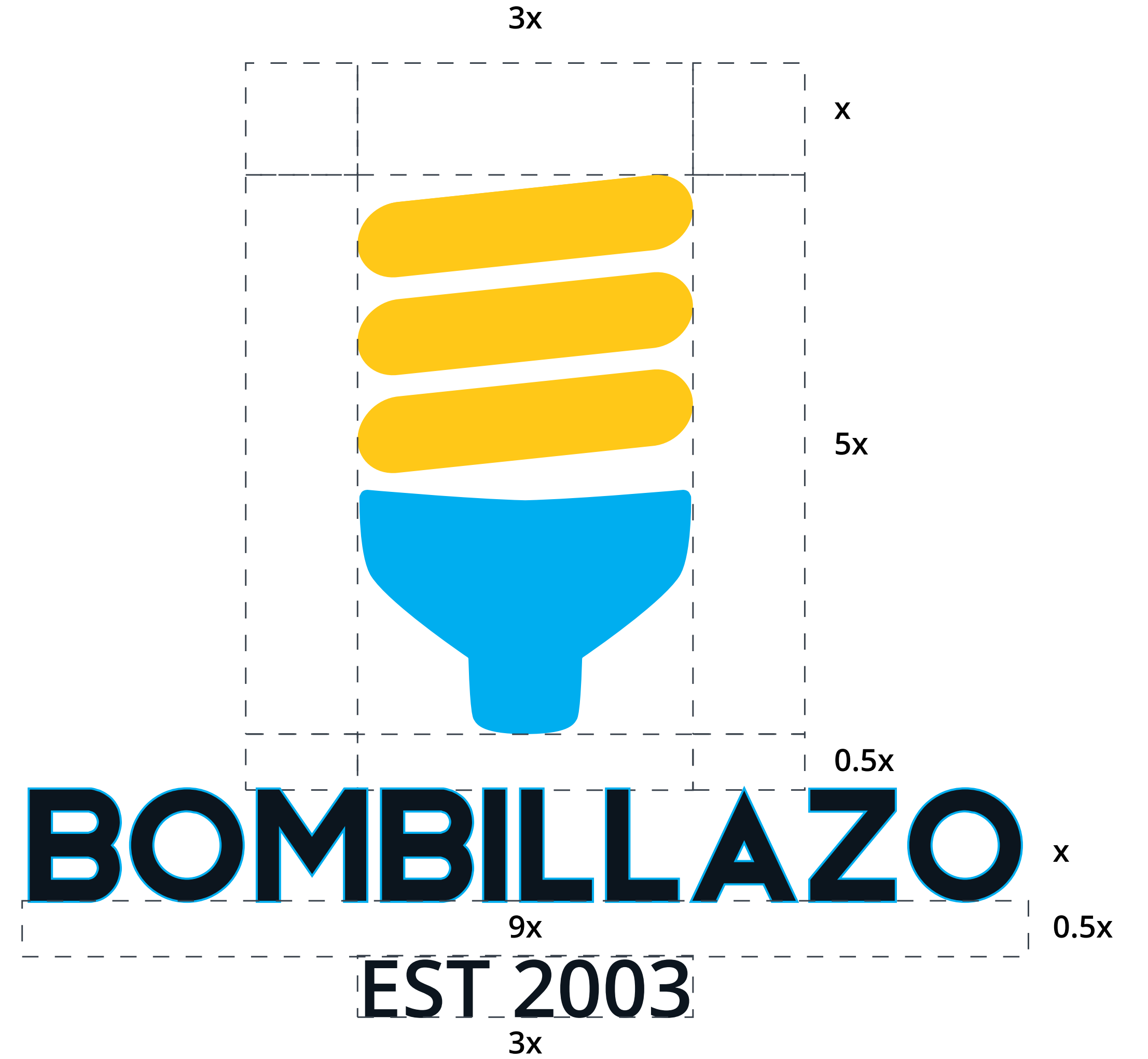
BOMBILLAZO
EST 2003

Layout

3x

x

5x

No Text

3x

x

5x

0.5x

BOMBILLAZO

x

9x

0.5x

EST 2003

3x

Complete Logo

11

Logo

Variations - Complete

This is the full form logo used for large formats and designs with spare vertical and horizontal space.

Variations - Horizontal

This logo form is useful on designs with limited vertical spacing such as web or documentation.
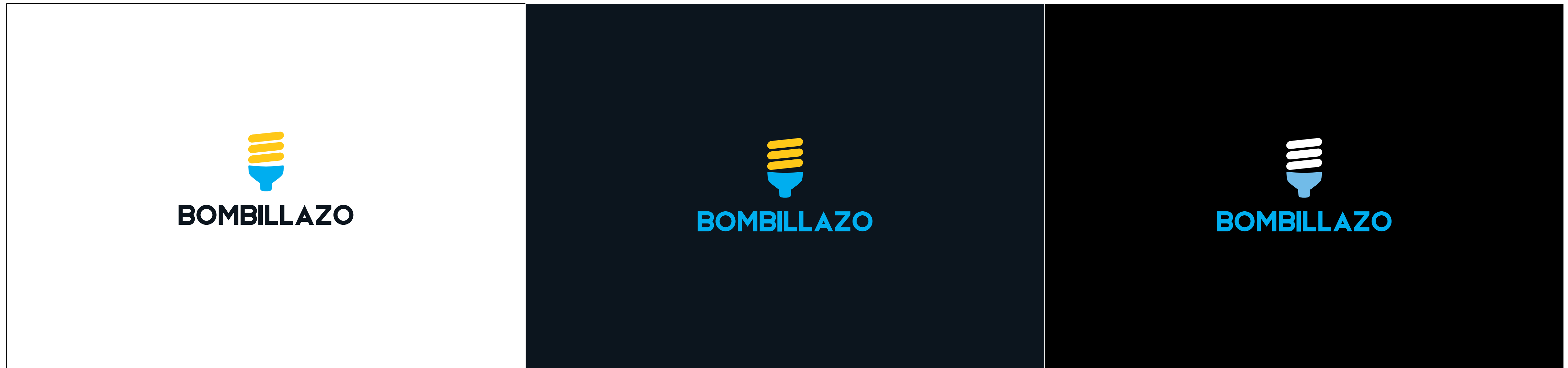
Variations - Medium

This logo form is more condensed and simple form of the horizontal version.
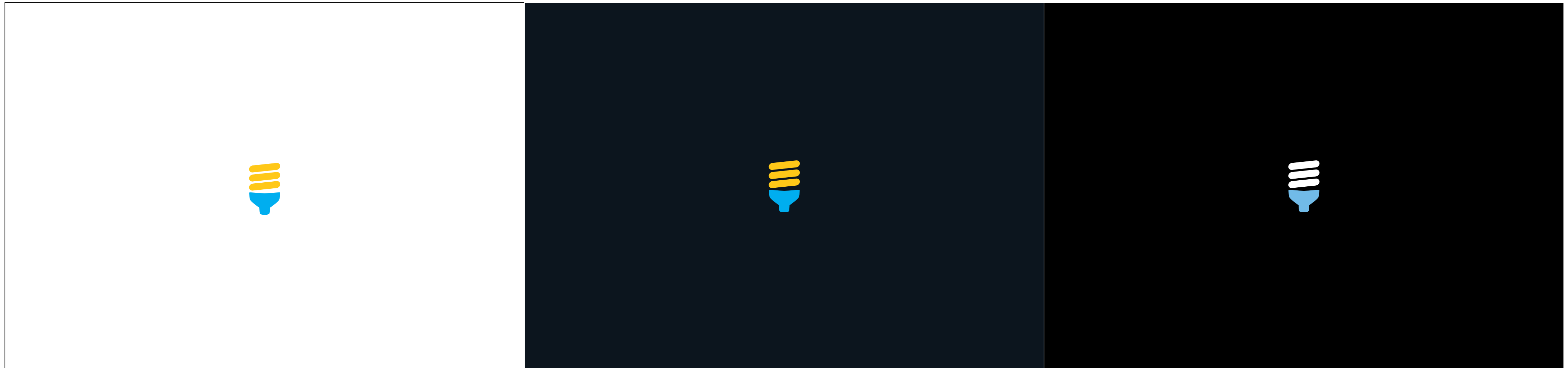
Variations - Small

This logo form a condensed version of the complete form. At this size, the stroke of the word mark gets lost. The text should be filled with the appropriate solid color and no stroke.
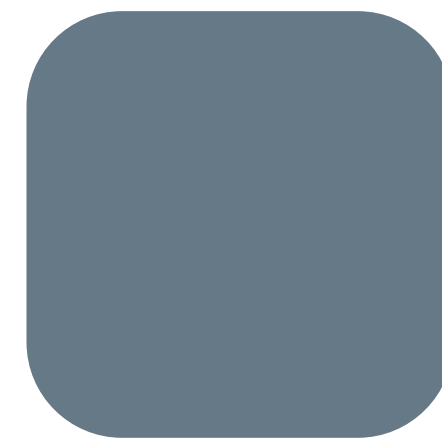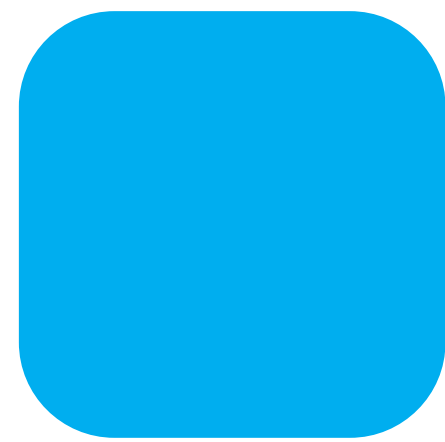
Variations - Icon

This is the smallest logo form which is composed of the Bombillazo icon alone. Useful where text use or size is limited.
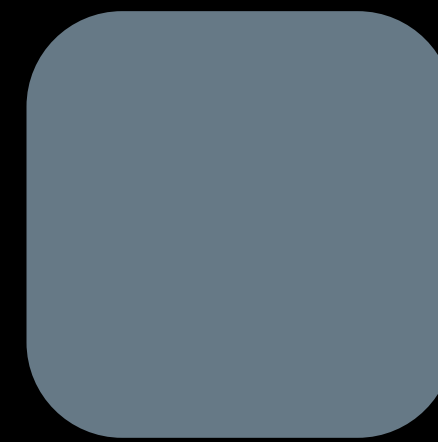
Color Scheme - Light

HEX	#4DABE9	#FFC818	#667986	#38414B	#0C151E
RGB	0, 174, 239	255, 200, 24	102, 121, 134	56, 65, 75	12, 21, 30
CMYK	69, 14, 0, 0	0, 21, 97, 0	64, 45, 37, 8	76, 64, 52, 41	83, 72, 59, 76

Additional valid tones of blue and yellow can be derived from these by lightening or darkening in intervals of 10%.

Color Scheme - Dark
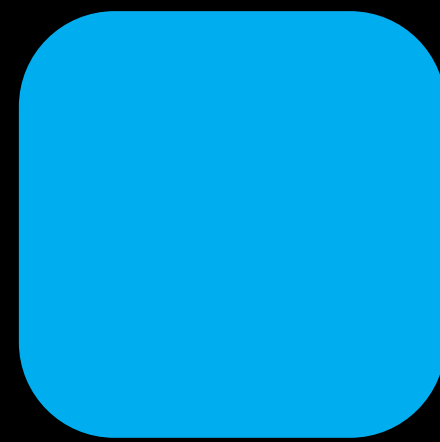
HEX	#4DABE9	#FFC818	#667986	#38414B	#0C151E
RGB	0, 174, 239	255, 200, 24	102, 121, 134	56, 65, 75	12, 21, 30
CMYK	69, 14, 0, 0	0, 21, 97, 0	64, 45, 37, 8	76, 64, 52, 41	83, 72, 59, 76

The Bombillazo style is "dark by default". This is the preferred color scheme mode.

Font Name

Open Sans is the main typeface used by Bombillazo. I like to keep it simple.

Aa
Open Sans Light
Body

Aa
Open Sans Semibold
Header

Aa
Open Sans
Auxiliary Text

Aa
Open Sans Bold
Emphasis, Warnings

Miscellaneous

Gradients

The use of gradients should use the style colors (including derivatives) and be limited to the use of shading images with transparency.

Opacity

Opacity should be a percentage multiple of 5.

Gradient	#0c151e 0-50%
	#4DABE9 50-100%
	35°
Opacity	75%

Miscellaneous

Angles

Elements, gradients and colors at angles must be set at 0°, 15°, 35° or multiples of 45°.

Shape Borders

Content sections and images should have a border radius of 20px.
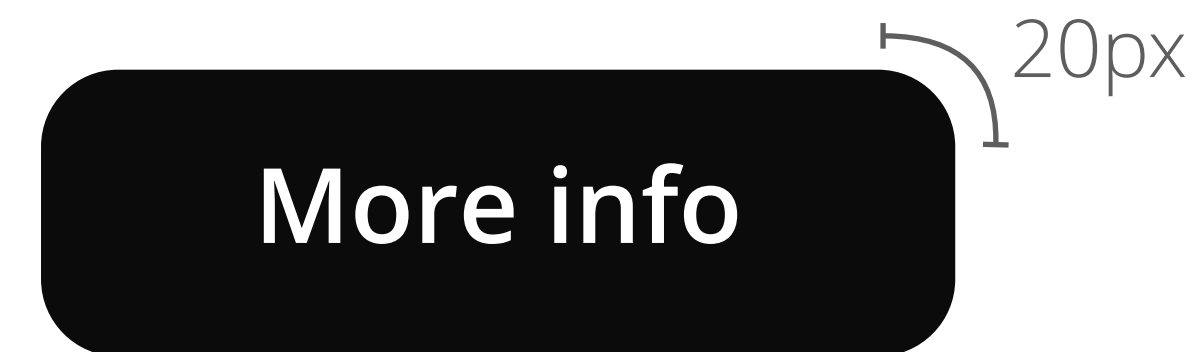
20px

More info

Image Formats

Use .webp files with fallbacks to .jpg or .png.

web📷p > **.jpg** **.png**

```css
352    /* =Menu
353    ----------------------------------------
354
355    #access {
356        display: inline-block;
357        height: 69px;
358        float: right;
359        margin: 11px 28px 0px 0px;
360        max-width: 800px;
361    }
362
363    #access ul {
364        font-size: 13px;
365        list-style: none;
366        margin: 0 0 0 -0.8125em;
367        padding-left: 0;
368        z-index: 99999;
369        text-align: right;
370    }
371
       #access li {
           display: inline-block;
           text-align: left;
```