



ISANG DEKADANG
SERBISYO
P A R A S A
B A Y A N

10th Anniversary Logo Guidelines

beep™ 10th anniversary logo: elements

The 10th Year Anniversary logo marks a decade since the beep™ brand was launched, coinciding with the Full System Acceptance (FSA) of the Rail AFCS Public Private Partnership (PPP) Project and the commencement of the 10-year concession period.

01 icon

This special beep™ 10th year anniversary logo creatively integrates the iconic beep symbol as the '0' in the number '10', celebrating a remarkable and pioneering decade of service and commitment to the nation.

02 wordmark

The anniversary slogan “**Isang Dekadang Serbisyo Para Sa Bayan**” is included to celebrate this significant milestone, reinforce brand equity and recall through the years and honor its pioneering spirit.

03 typeface

The rounded edges of the typeface Quicksand make the brand feel friendly and relatable.

The boldface version is used to give it an element of stability.



Quicksand Bold

beep™ 10th anniversary logo: orientations

Horizontal Logo

- The horizontal version places the logo icon and wordmark side by side with a barline in-between.
- **Best Used For:**
 - Website headers and navigation bars
 - Email signatures
 - Letterheads and official documents
 - Presentations (when space is wide) or in landscape orientation
 - Banners and footers



Vertical Logo

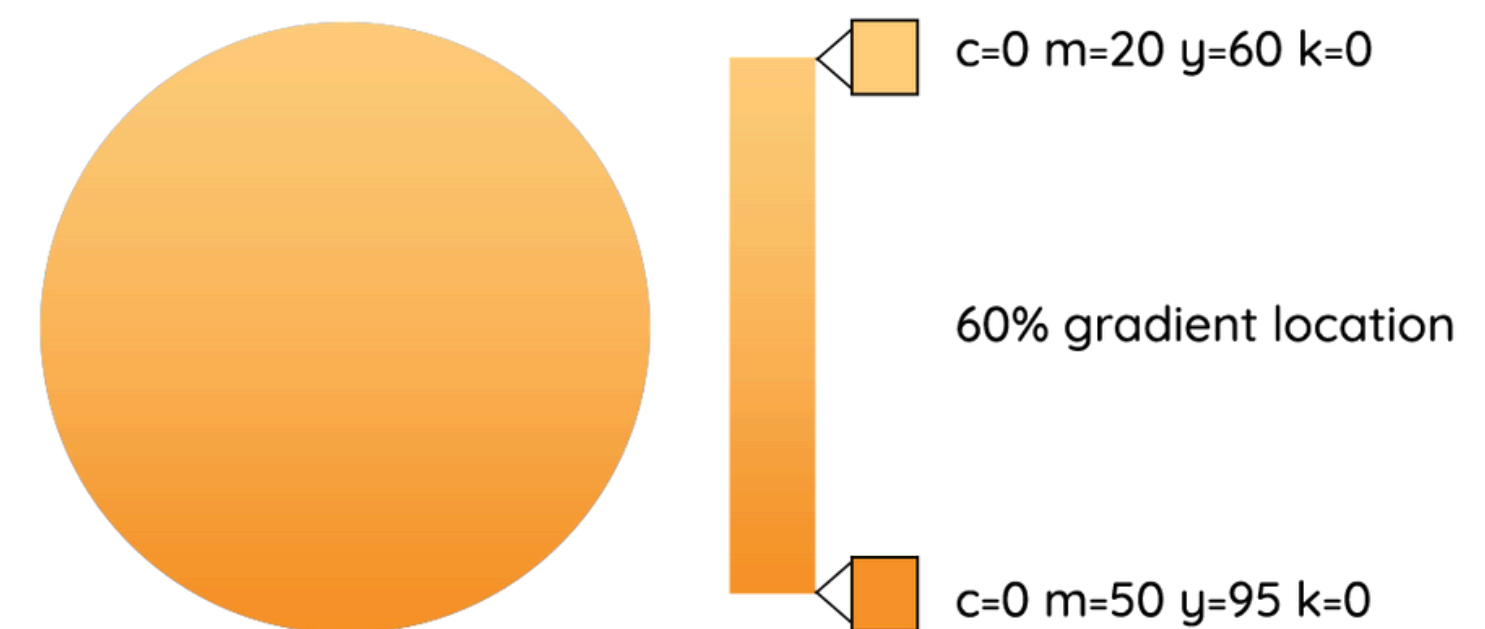
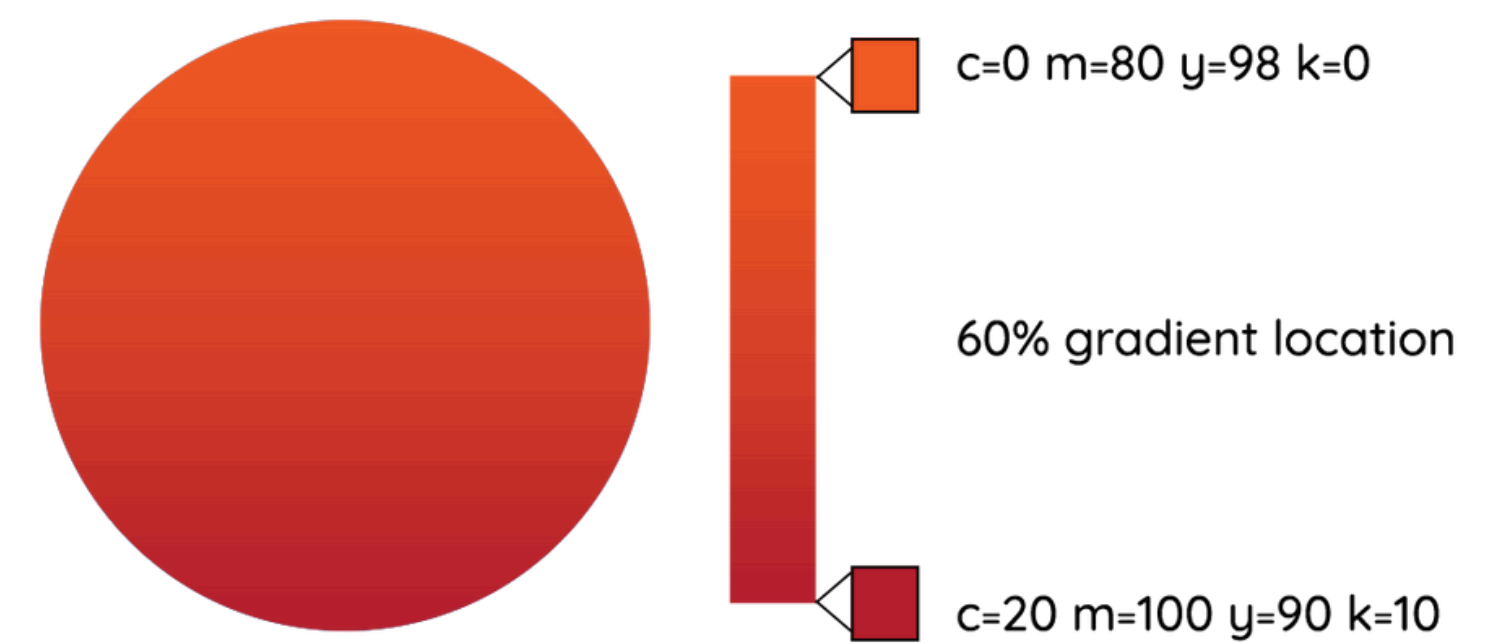
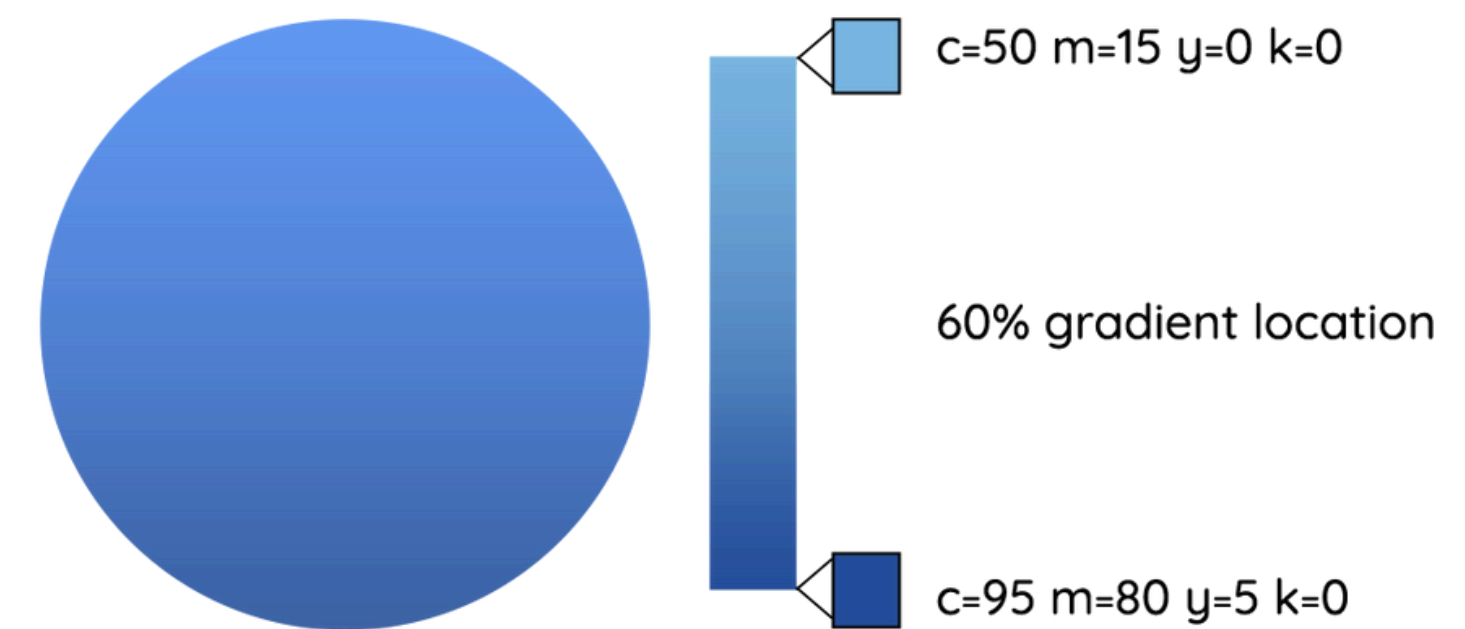
- The vertical version stacks the icon above the wordmark.
- **Best Used For:**
 - Social media profile photos
 - Posters or vertical layouts
 - Mobile-first designs or small spaces
 - Merchandise (e.g., tote bags, mugs, shirts) with a portrait orientation
 - Where a square layout is needed
 - When used alongside other brands, trademarks or logos.



beep™ 10th anniversary logo: color guide

01 Full Color

The elements in the full color logo use gradients of blue, red, and yellow. These colors are softer and more approachable renditions of the colors on the Philippine flag.



beep™ 10th anniversary logo: color guide

02 Flat Color Guide

This treatment ensures clarity and legibility while maintaining a clean and professional look in monochrome applications.



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beep™ 10th anniversary logo: color usage guide

White and Full Color Logos

Best for: Dark or solid-colored backgrounds

Why: These versions offer high contrast and maintain legibility on dark surfaces.

Examples: Use on dark posters, black banners, navy headers, or colored graphics.



Black Logo

Best for: Bright or white backgrounds

Why: The black logo stands out clearly against light surfaces without clashing.

Examples: Use on white documents, clean slides, or printed materials with light layouts.



beep™ 10th anniversary logo: incorrect usage

To protect the integrity of the brand, the logo or elements thereof must not be altered in any way. Below are common violations to avoid:



01

Stretch, squeeze, or distort the logo's proportions.



02

Change the logo colors to any that are not part of the approved brand palette.



03

Add shadows, glows, gradients design elements, or other effects to the logo.



04

Rotate or flip the logo in any direction.



05

Avoid placing the logo on low-contrast or busy backgrounds.



06

Crop or cut off any part of the logo.



07

Add unapproved text or elements within, around, or overlapping the logo.



08

Use outdated or unofficial logo versions.



09

Outline the logo or place it inside a shape that's not part of the design system.



10

Only separate the icon and wordmark if brand guidelines allow.