

# Bull City Software Group™

Core corporate identity | Version 1.0

**BULL CITY**  
**SOFTWARE GROUP™**

Built in Durham. Designed to work everywhere.

A modern, practical technology identity rooted in Durham and built for broad growth.

The geometric skyline signals place, progress, modular software, and upward momentum without using bull, sports, HVAC, or industry-specific imagery.

# Logo system

Use the simplest lockup that fits the available space.

## Primary horizontal



## Stacked



## Icon only



Clear space: maintain at least the width of one narrow skyline column around every lockup.

Minimum size: horizontal 180 px digital / 1.5 in print; icon 24 px digital / 0.25 in print.

# Color and typography



**Bull City Navy #0B1F3A**

RGB 11 31 58 | CMYK 81 47 0 77



**Signal Blue #1687FF**

RGB 22 135 255 | CMYK 91 47 0 0



**Civic Silver #B8C3D1**

RGB 184 195 209 | CMYK 12 7 0 18

**White #FFFFFF**

RGB 255 255 255 | CMYK 0 0 0 0

## Typography

### Primary: Avenir Next

Headlines: Bold or Demi Bold. Body: Regular. Labels: Demi Bold with modest tracking.

Web fallback: Inter, then Arial, then sans-serif.

### BULL CITY — Avenir Next Bold

Software designed for practical work — Avenir Next Regular

# Usage rules

Consistency protects recognition and trademark clarity.

- Do use the full-color mark on white or very light neutral backgrounds.
- Do use the reverse white mark on Bull City Navy or dark photography with adequate contrast.
- Do keep the ™ symbol with the corporate wordmark until registration; use ® only after registration.
- Do treat the tagline as supporting copy; omit it below minimum legibility size.
- Do not stretch, rotate, outline, shadow, bevel, or recolor the logo.
- Do not rearrange individual skyline columns or alter their proportions.
- Do not place the mark inside a bull silhouette, sports crest, roofline, flame, or snowflake.
- Do not combine this identity with Hay's Heating & Air colors, logos, URLs, or messaging.

## Tagline

Approved wording: "Built in Durham. Designed to work everywhere."

Always use the exact capitalization and punctuation. Do not split either sentence internally.

Preferred placement: one line beneath or beside the logo; two lines only when width requires it.