

BSR TRANSFORM CONFERENCE | BRAND IDENTITY

Process Book



BEA DUNGAN

DESIGN CONCEPTS B&W



CONCEPT REFINEMENTS



CONCEPT REFINEMENTS



CHARACTER
COLOUR
IDEATIONS



CONCEPT REFINEMENTS

TRANSFORM 
BSR CONFERENCE 2024

TRANSFORM 
BSR CONFERENCE 2024

FINAL BRAND LOGO

TRANSFORM **RM**
BSR CONFERENCE 2024

TRANSFORM **RM**
TORONTO CONFERENCE BSR 2024

TRANSFORM **RM**
BSR CONFERENCE 2024

COLOUR PALETTE AND TYPEFACE

PANTONE COLOURS



PANTONE BLACK 6 C

C= 83.5%

M= 71.9%

Y= 58.43%

K= 74.19%



PANTONE 298 C

C= 66.81%

M= 9.12%

Y= 0.56%

K= 0%



PANTONE 2412 C

C= 64.07%

M= 0%

Y= 56.4%

K= 0%



PANTONE 1788 C

C= 0%

M= 96.47%

Y= 83.16%

K= 0%



PANTONE 10450 C

C= 35.5%

M= 26.98%

Y= 27.38%

K= 0%



TYPEFACES

**GOTHAM
BOLD**

**PERIDOT
CONDENSED
MEDIUM**

THANK YOU!

Bea Dungan
BSR Transform Conference