

The logo, colour and type.

A bite of business. Daily.

THE LOGO



Business Bagel

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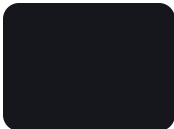


Clear space: the width of the bagel's hole on every side. Smallest: 120 px / 28 mm wide (bagel alone 24 px / 8 mm). Never stretch, rotate, recolour, retype or add effects. The bite is always top right.

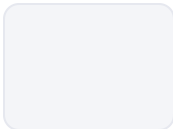
COLOUR



Royal
#2C42E6
CMYK
89 77 0 0



Ink
#15171C
CMYK
88 73 39 97



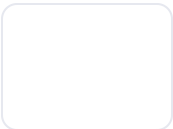
Paper
#F4F5F8
CMYK
5 4 3 0



Lime
#C9F23E
CMYK
30 0 91 0



Navy
#191F30
CMYK
95 70 15 91



White
#FFFFFF
CMYK
0 0 0 0

Royal carries the brand. Lime is a highlighter, never text on white. Text always passes WCAG AA.

TYPE

Archivo

Headlines and figures

Inter

Reading

IBM PLEX MONO

Kickers, labels, numbers

Lora italic

Standfirsts, in decks and documents

Words and devices.

Write it the same way every time.

OUR NAME	Business Bagel (two words). Formerly Daily Bagel.
PUBLISHER	Bagel Media (Pty) Ltd
WHAT WE ARE	South African business and finance news
WEBSITE	businessbagel.com
PRESS AND PARTNERSHIPS	info@bagel.co.za

BOILERPLATE

Business Bagel is South Africa’s daily business and finance news: the markets, the money and the companies moving the country, explained clearly.

Instagram @business_bagel • TikTok @businessbagel • YouTube @business_bagel

GRAPHIC DEVICES



MARKETS • COMPANIES • ECONOMY • POLICY • PROPERTY • MOTORING • THE ROU

[Figure]

[LABEL]

[Figure]

[LABEL]

Everything else is in the media kit at businessbagel.com/media-kit.