



The easiest way to find, buy,
and sell used equipment

boomandbucket.com
888-313-1597

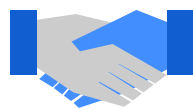
Brand Guidelines



Values

We believe the buying and selling experience should be the best in the industry — and we also believe it should be continuously evolving and getting better everyday for our customers.

Design at Boom and Bucket is working together to provide just that. As such, the Boom and Bucket brand embodies four values:



Trust

Be customer obsessed and understand



Technology

Provide new ways to do things through valuations, inspections, and finance.



Service

Empowering ops, growth, and fleet advisors to be better equipped to service our customers.

Brand Typography



The IBM Plex typeface has been specially chosen to complement the Boom and Bucket tone of voice. It has a contemporary style and contains characteristics unique to the Boom and Bucket brand that convey a precise, reliable and trustworthy attitude.

IBM Plex Sans

IBM Plex Sans can be applied for normal header and body texts.

The Quick Brown
Fox Jumps Over
The Lazy Dog




ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 [] () {} \ / < > ?

[Download IBM Plex Sans Here](#)

IBM Plex Mono

IBM Plex Mono can be applied for normal header and body texts.

The Quick Brown
Fox Jumps Over
The Lazy Dog



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789[](){}\/\<>?

[Download IBM Plex Mono Here](#)

Heading H1

Semibold 64/64 or Bold 64/64

Heading H2

Header Bold 48/56

Heading H3

Header Medium 48/56 or Header Bold 48/56

Heading H4

Section Header Semibold 20/28

HEADING H5

(IBM Plex Mono) Bold All Caps 16/20, 5% Letterspacing

Body 1

Regular 18/24 or Semibold 18/24

Body 2

Regular 16/24 or Semibold 16/24

Body 3

Regular 14/20 or Semibold 14/20

Body 4

Regular 12/26 or Semibold 12/26

Color Palette



The Boom and Bucket color palette has been created to reflect the spirit of our brand.

HEX CODE
#000000

CMYK
0% 0% 0% 100%

RGB
0, 0, 0

HEX CODE
#333333

CMYK
0% 0% 0% 80%

RGB
51,51,51

HEX CODE
#CCCCCC

CMYK
0% 0% 0% 20%

RGB
204,204,204

HEX CODE
#D92116

CMYK
0% 85% 90% 15%

RGB
217,33,22

HEX CODE
#DE2C21

CMYK
0% 80% 85% 13%

RGB
222,44,33

HEX CODE
#F55147

CMYK
0% 67% 71% 4%

RGB
245,81,71

HEX CODE
#438EFF

CMYK
92% 55% 0% 18%

RGB
17,94,209

HEX CODE
#206FE5

CMYK
86% 52% 0% 10%

RGB
32,111,229

Color Palette



The Boom and Bucket color palette has been created to reflect the spirit of our brand.

HEX CODE
#438EFF

CMYK
74% 44% 0% 0%

RGB
67,142,255

HEX CODE
#EFEFEF

CMYK
0% 0% 0% 6%

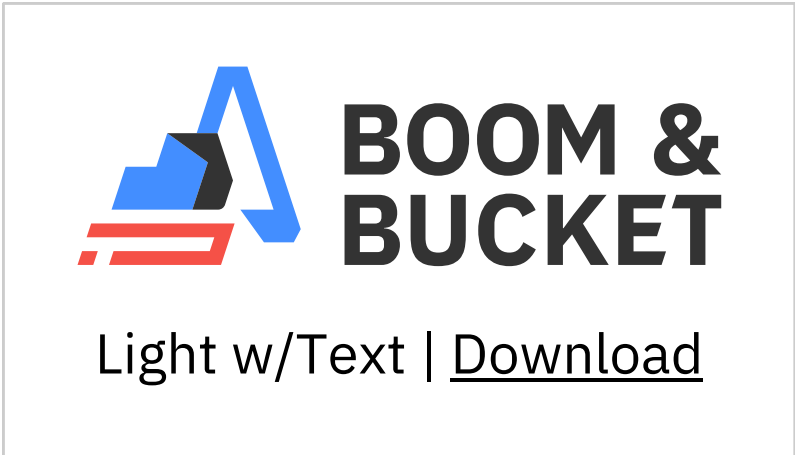
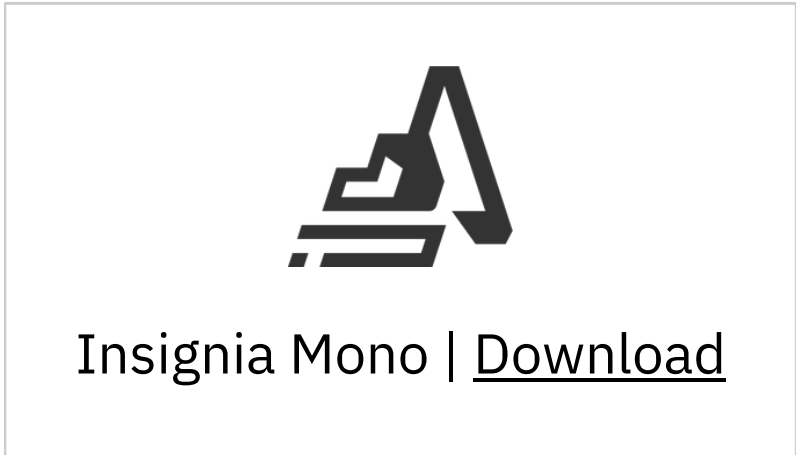
RGB
239,239,239

HEX CODE
#FFFFFF

CMYK
0% 0% 0% 0%

RGB
255, 255, 255

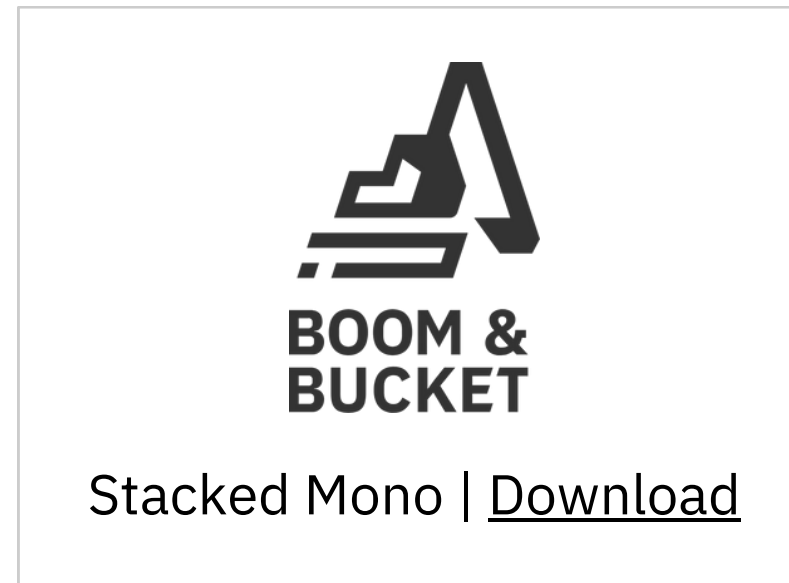
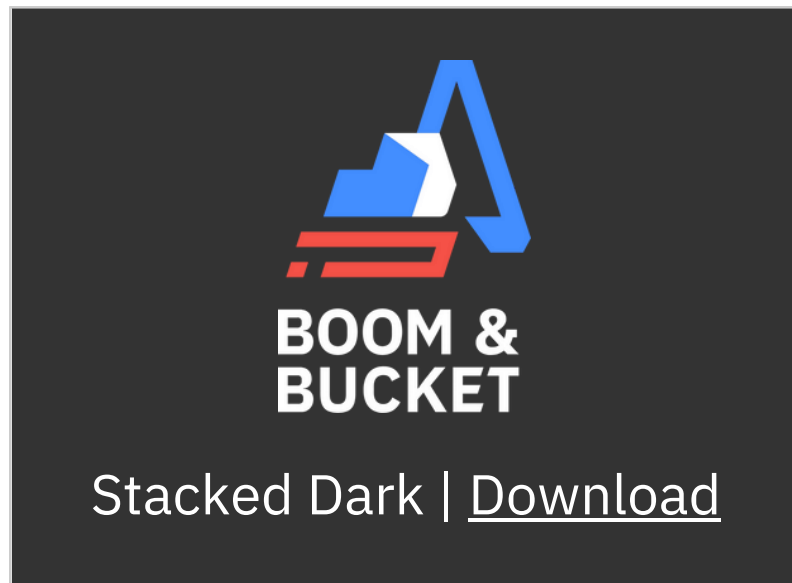
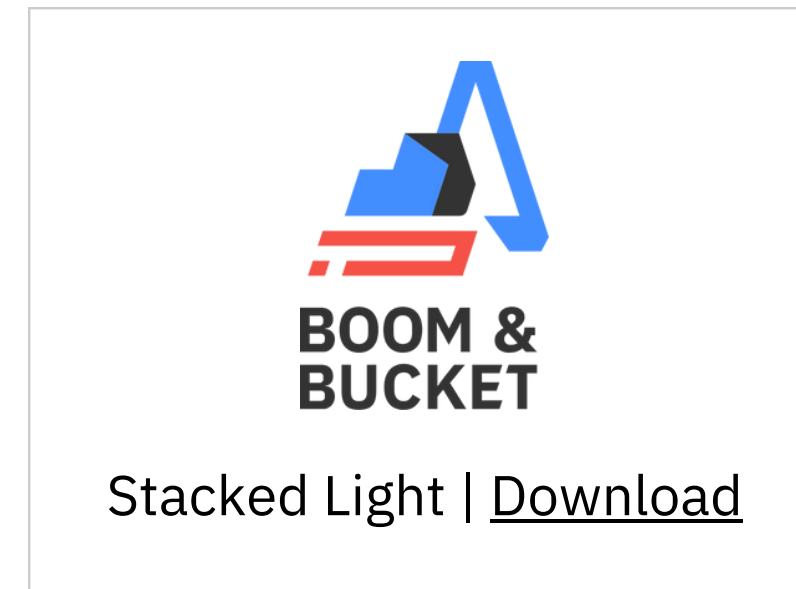
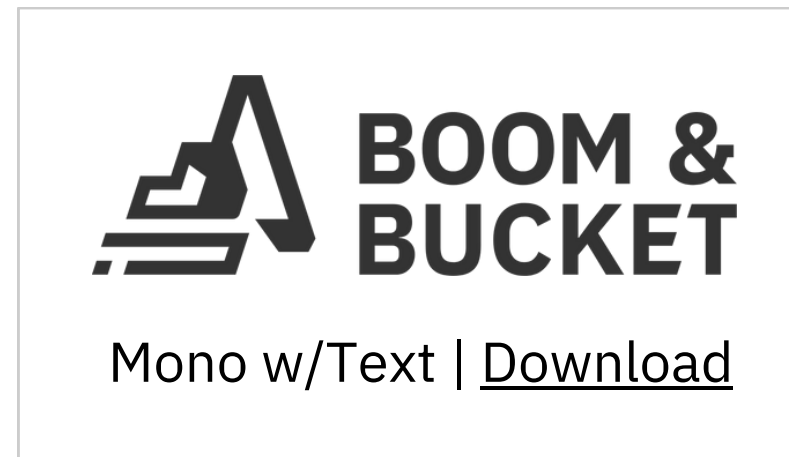
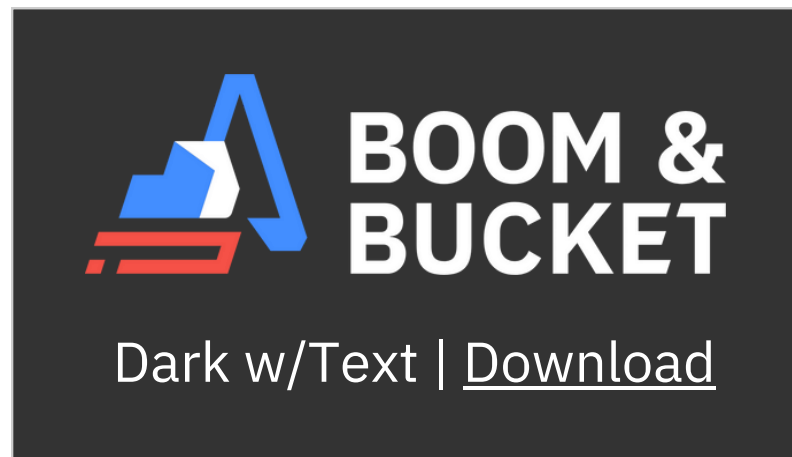
Logo Variations



Inspired by the very essence of our work, the excavator in our logo embodies Boom and Bucket's mission to dig deeper and reach higher in the heavy equipment industry.



Logo Variations





Rules of application

DO'S AND DON'TS



DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.



DO NOT rotate the logo.



Contact Information

Phone Number
[\(888\)-417-3477](tel:(888)417-3477)

Email Address
support@boomandbucket.com

Website
www.boomandbucket.com