



We are Badger & Combes.

A tenacious & confident production company, with big personality and a dedication to all things digital media.

We use current & emerging technologies to deliver creative solutions that build audiences, with a team that have been trained at the heart of media but step beyond traditional production.

We develop talent, nurture skill and embed confident new ideas into professional production teams.



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Badger & Combes



We combine a wealth of traditional media expertise with a shed-load of youthful talent...this is not your normal production company.

We do things differently here.



It all started seven years ago when our MD went back to education to study and retrain as a media professional. During his time at MediaCityUK, he was finding that opportunities were presenting themselves where he could combine his studies and industry related collaborative projects. At 40, it was apparent that companies were giving him a shot over his 19-year-old counterparts, probably based on maturity and experience of other non-related media job roles.

During his time at The University of Salford, he discovered that students wanted to capitalise on this industry connection. The university asked us to create a Media Production Team that could engage with companies and organisations on a professional level, whilst offering bespoke opportunities in real-world scenarios. One of the early problems was the different ethos between industry and academia and the need to be reactive and adaptable to business requirements. Badger & Combes was created by our MD to be that conduit between industry and academia.

Badger & Combes as a company is made up of a collaborative mix of youth, experience, professionalism and maturity. We facilitate dynamic and tireless individuals who are determined to share the ethos of collaborative growth and development.



Badge of Honour

Our Ethos

Leadership, Intent & Ownership

Leaders are created when they're given the ability to lead and own their intent to lead. Badger & Combes believe that there are leadership qualities in every single person that wants to become a Badger.

We find that our clients have the same ethos, and this creates a harmony in delivery. Many times we see Badger & Combes embedded in the organisations we work with. This creates a trust and solid enduring relationships with our clients that goes beyond the typical use of a once approach to service delivery.

We possess a vast array of skills to provide professional quality content tailored to each client's specific needs. From pre-production to the final edit, Badger & Combes is capable of overseeing, managing and executing productions no matter how complex or simple.



Brand Guidelines

The Mark Of A Badger - Logo

Our logo is made up of the Badger icon and the wordmark.

Don't mistreat the Badger

Our Badger icon as part of the logo should not be altered in any way. When used together they must maintain the same relationship as shown here.

Let the Badger breathe

All of our logo variants need clear space around them.

A good reference point for this is the letter 'B' in Badger.



Brand Guidelines

The Mark Of A Badger - Logo

Good Badger



- Logo relationship maintained
- Clear space around the logo
- Consistent colours

Bad Badger



- Badger icon & text relationship altered
- Badger rotated
- No clear space around the logo



Brand Guidelines

The Mark Of A Badger - Logo Partnerships

Badger & Co...

When working with other brands, the Badger icon and the ampersand can be used next to the guest logo.

The ampersand is scaled up placed above the Badger's shoulder to allow space alongside it for other brands.



Lockup

Alternatively, if the logos need to be clearly separated, you can use the Badger in a box.



Brand Guidelines

The Mark Of A Badger - Icon

The Badger icon

The Badger can live separately as an icon, but the Badger & Combes text cannot live without the Badger.

This allows you to run wild with the Badger, for backgrounds, windows and different design layouts.

Go full Badger

Always use the Badger icon in full.
Never split it up into different parts

Also, please scale the Badger proportionately, and don't stretch or warp the poor little thing.

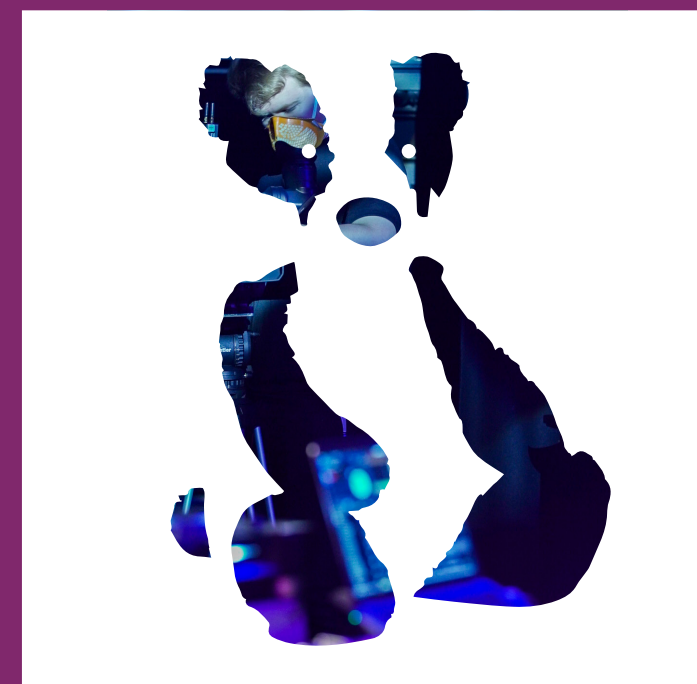


Brand Guidelines

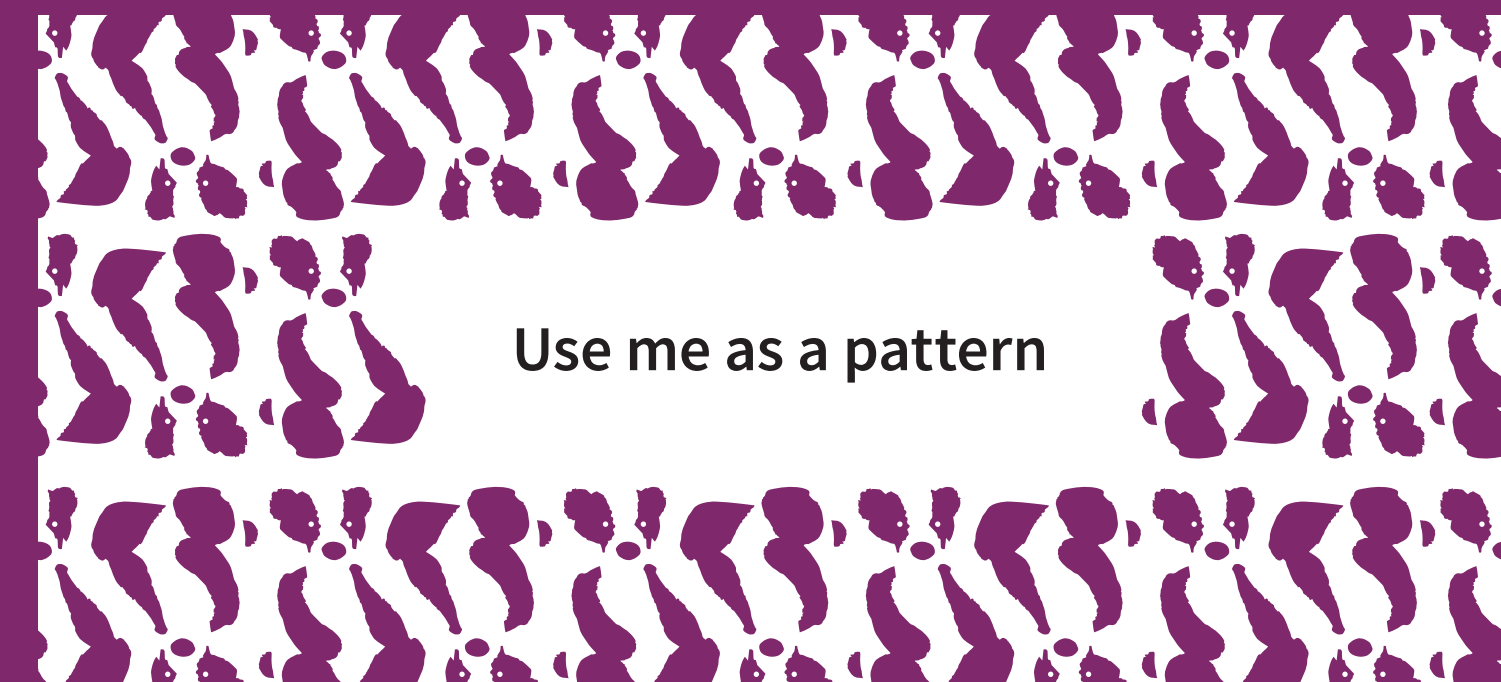
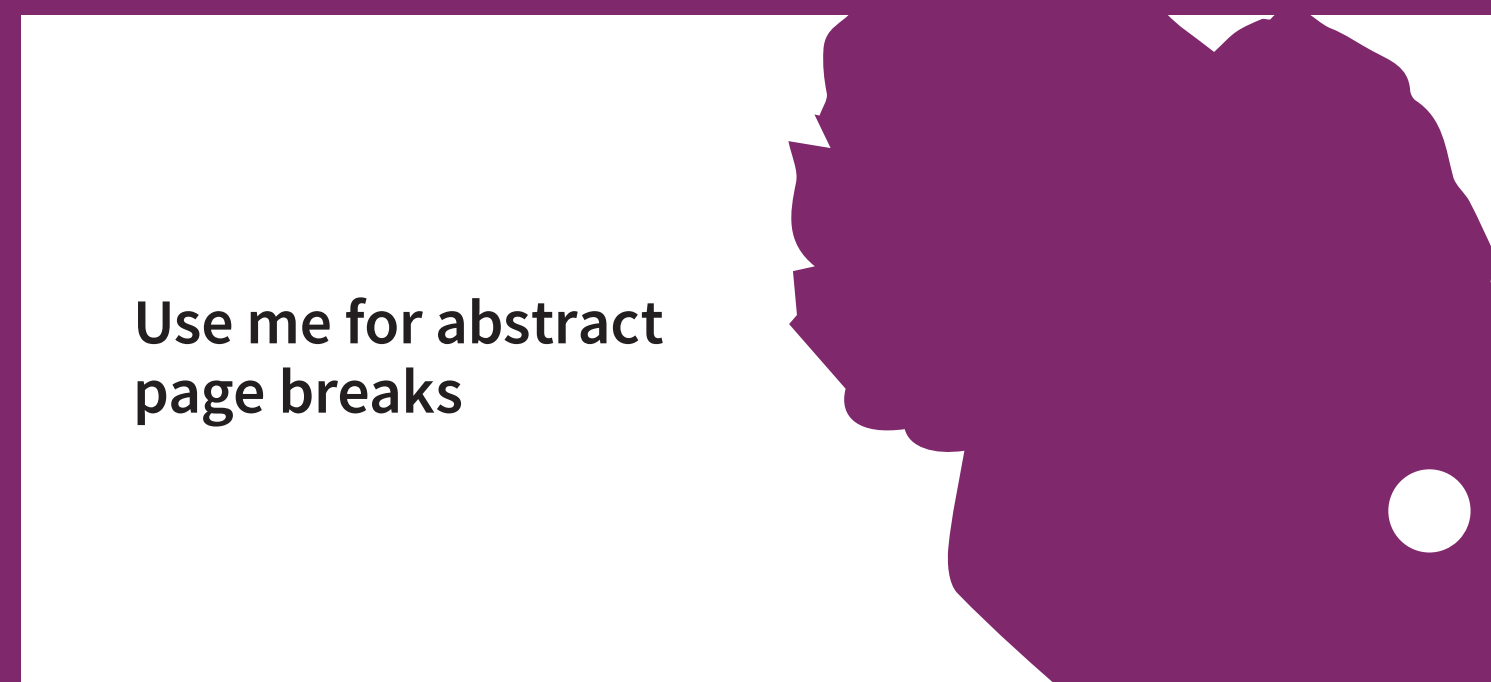
The Mark Of A Badger - Icon Usage



Use me as a window...



...or over photography



We could give you a big list of examples of how not to use our logo, but that would be filling your head with bad ideas...

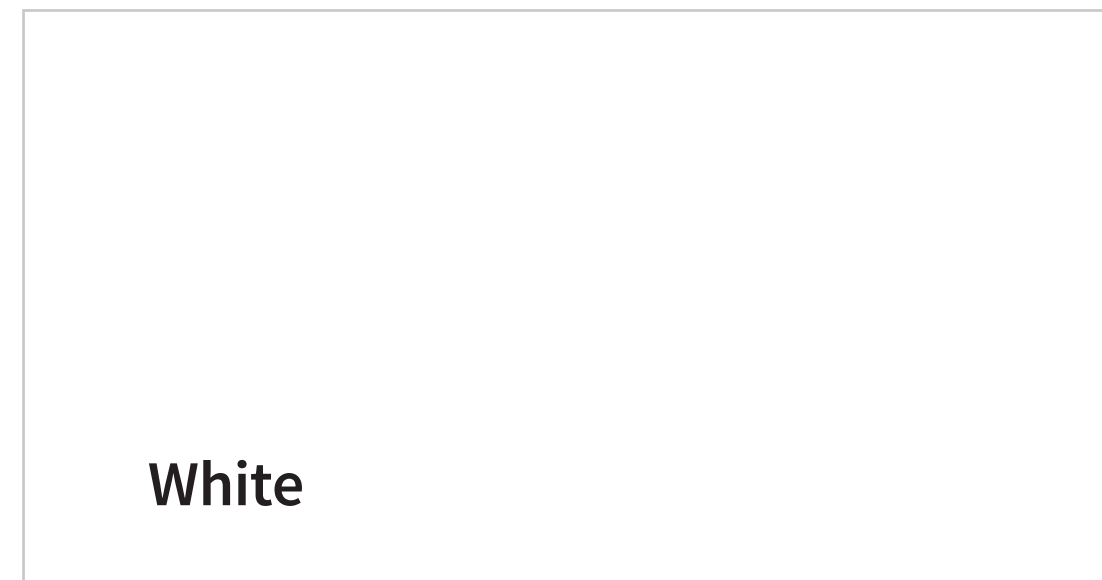
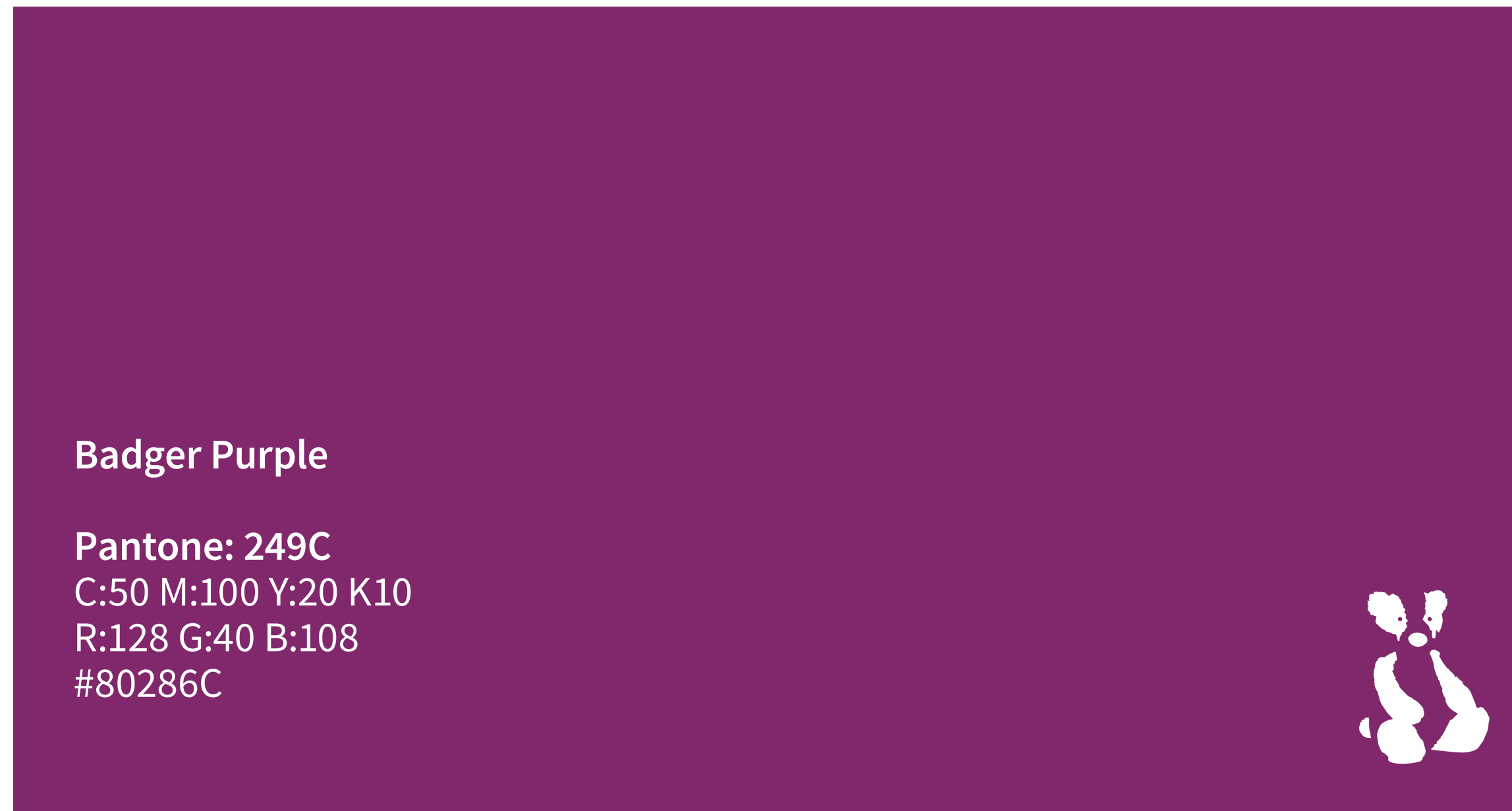
**Just be nice to it...this
Badger bites.**



Visual Identity

Brand Colours

Core Colours



Secondary Colours



British Racing Green

Pantone: 2408C
C:75 M:30 Y:75 K:20
R: 70 G:120 B:80
#378647



Ship Canal Blue

Pantone: 2161C
C:85 M:55 Y:25 K:10
R:50 G:100 B:140
#32648C



Mustard Yellow

Pantone: 7752C
C:20 M:25 Y:90 K:5
R:207 G:177 B:37
#CFB125



Visual Identity

Brand Colours

Our brand colour palette is very versatile.

You can create a strong hero brand aesthetic with the core colours, using the secondary colours for sub-brands or extra information.

Equally you can mix and match the core colours with the secondary colours to keep things fresh and varied.



WEBSITE



SHOW REEL



EVENTS



FOLLOW US



Visual Identity

Brand Colours - Colourbook



Visual Identity

Typography

We use two typefaces exclusively across all branded elements. Both of them come in a variety of weights.

Headline Font - Marion

THE QUICK PURPLE BADGER JUMPS OVER A LAZY DOG.
Perfect for headlines, names & large text.

Secondary Font - Source Sans Pro

THE QUICK PURPLE BADGER JUMPS OVER A LAZY DOG.
Perfect for supporting text, sub-headings & body copy.



Out In The Wild

Visual Branding Examples - Stationary

Comp Slip



Business Card



Letterhead



Out In The Wild

Visual Branding Examples - Social Media

Twitter

Badger & Combes
413 Tweets

Badger & Combes
@badgermcr Follows you
Highly talented collaborative company bringing together organisations, digital talent and technology to creative industries.
Manchester, England | bcombes.com | Joined February 2019
693 Following 534 Followers
Followed by United We Stream GM, John marfleet, and 14 others you follow

Pinned Tweet
Badger & Combes @badgermcr · 1 Jan
Thank you for spending the past 24 hours with us at @StreamGm! We reached 4 million viewers, 2nd on trending and most importantly, you helped us raise £100k for #OneGM the mayor's charity.
Thank you everyone and happy new year! 🎉 #unitedwestreamgm

Facebook

Badger & Combes
@badgermcr - Broadcasting & media production company

Spotlight 1
POPULAR
Badger & Combes - Digital Media Specialsts
Take a look at some of our work
261 views · 11 weeks ago
by Sam Diamond, John Marfleet and 18 others

About
MediaCity UK, Salford M50 2QE Manchester

Instagram

badgermcr

113 Posts 384 Followers 142 Following

Badger & Combes
Broadcasting & Media Production Company
Highly talented collaborative project bringing together industry, digital talent and technology to the creative industries.
bcombes.com/
Followed by rugbyarns101, creativecapture_jm and 2 others

Follow Message Email address



Out In The Wild

Visual Branding Examples - Video



Drone

Specialists

Badger
& Combes

Showreel

Video watermarks

Using the Badger icon over videos for brand recognition without distracting from the footage.

Combine with fully branded intro or end frames.



Lockups

Boxing up the logo to sit alongside clients/other brands.



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