BRIGHTRUN

Branding Guidelines

COLOURS

PANTONE 212
RGB	240 78 152
HEX	#F04E98
CMYK	0 78 8 0

PANTONE 1375
RGB	255 158 27
HEX	#FF9E1B
CMYK	0 45 94 0

PANTONE 646
RGB	94 138 180
HEX	#5E8AB4
CMYK	72 31 3 12

PANTONE 642
RGB	209 221 230
HEX	#D1DDE6
CMYK	13 2 1 1

FONTS

Gotham, Arimo

Body Copy Colour:

80% Black

EXAMPLES OF LOGOS

Horizontal Logo, Colour

Stacked Logo, Colour

Stacked Logo, Black

Reverse (White) Logo over Pantone 212

Icon

Wordmark

File Types:

.EMF files — EMF files are ideal for Microsoft Office software. They are scalable vector image files that will not pixilate, similar to Microsoft Clip Art. They can be used only in Microsoft software for screen or print

.EPS files — EPS files are scalable vector files intended for professional print or design vendors

.PNG files — PNG files are ideal for use on the web

Considerations:

- Do not alter the logo or icons
- Do not place the logo over a cluttered background
- Scale the logo proportionately – don't allow it to become stretched
- Use the provided logo files and always ensure the logo is not pixilated