



Brand Guidelines



Beverly Bootstraps Brand Guidelines

Logo Usage

The logo was developed in both horizontal and vertical formats. The horizontal format should be the primary use. Only use the vertical format when necessary. The solid black version should ONLY be used when cost prohibits printing a halftone or color.

Horizontal version of logo

Color:



BW (halftone):



BW (solid):



Vertical version of logo

Color:



BW (halftone):



BW (solid):



The icon can be used by itself at 100% or 15%.



Beverly Bootstraps Brand Guidelines

Logo Usage

The logo should NEVER be used in the following manners.

- Without the tagline

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- In all orange

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- In all warm gray

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- In any color other than the assigned colors

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Logo Usage

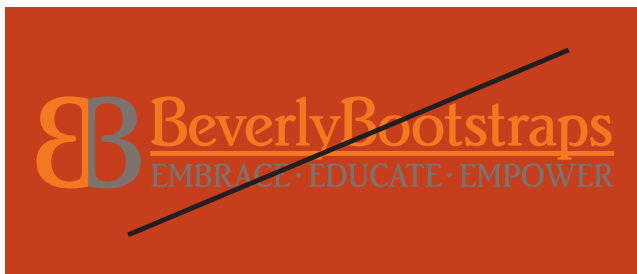
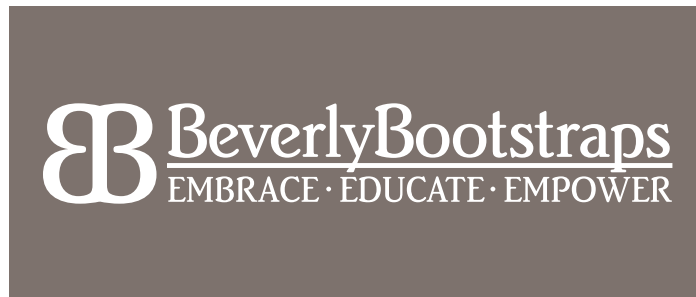
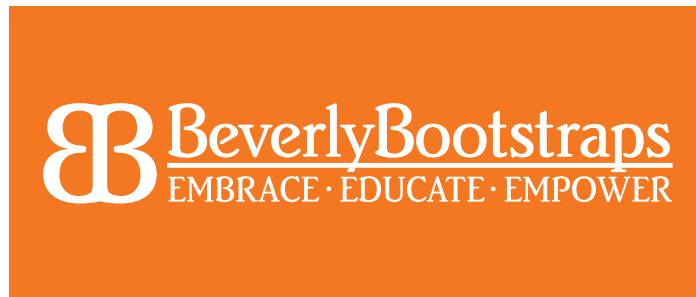
Keep .375" away from logo



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Logo Usage

It is preferred that the logo appear on a white background. However, if necessary the logo may appear on the orange or warm gray backgrounds as shown below. The logo should never appear in color on a colored background.



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Color Usage



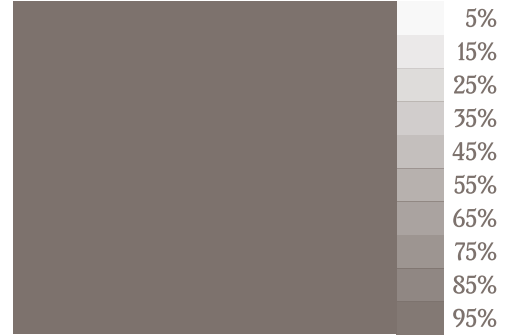
ORANGE

PMS 152

C:0/M:66/Y:100/K:0

R:229/G:114/B:0

Hex: E57200



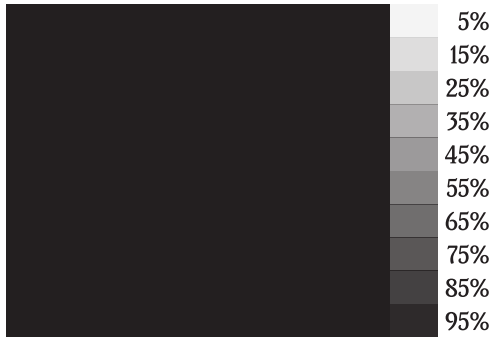
WARM GRAY 8

C:17/M:24/Y:25/K:49

R:140/G:130/B:121

Hex: 8C8279

Specifications for Logo when used as one color/black & white



BLACK

C:0/M:0/Y:0/K:100

R:0/G:0/B:0

Hex: 000000



GRAY (60% Black)

C:0/M:0/Y:0/K:60

R:35/G:31/B:32

Hex: 231F20

Suggested Complimentary Colors



BRICK

PMS 7599

C:0/M:85/Y:98/K:20

R:179/G:61/B:38

Hex: B33D26



SOFT ORANGE

PMS 143

C:0/M:32/Y:87/K:0

R:241/G:180/B:52

Hex: F1B434

Beverly Bootstraps Brand Guidelines

Font Usage

Logo & Tagline Font

Brighton

(note: this font is not available in italic)

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&

Complimentary Font

Optima

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&*

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&**

Bold Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890&***