



BRAND GUIDELINES

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THE BRANDVOCATE BRAND

The visual identity of brandvocate, like the merging of the words “brand” and “advocate”, seeks to merge a timeless sense of trust and reliability with the sleek modernism of the digital platforms our clients call home.

Lettermark



Colors



Wordmark



Typography



LETTERMARK

The brandvocate lettermark combines the letters “b” and “v” to create a space in the shape of a play button representing our clients’ video content, while color and shape transforms the “v” into a trendline evoking freedom and success.

Create adequate space around the lettermark and surrounding elements. The **clear space** should be greater than or equal to the width of the “b” element of the lettermark.

Maintain a **minimum size** for the lettermark of 30 pixels or 8 millimeters tall to ensure legibility.

Color



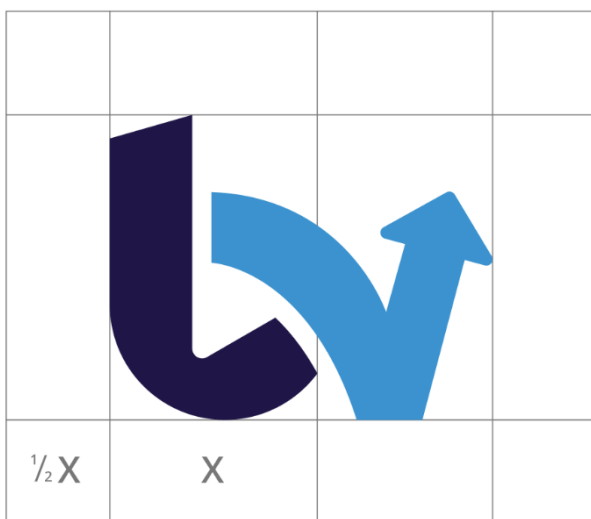
Black



White



Clear space



Minimum size

Digital 30px
Print 8mm



USAGE ON BACKGROUNDS

The full-color lettermark should only be used on white backgrounds or near-white photograph backgrounds as long as visual integrity and legibility are maintained.

The black or white lettermarks should only be used on photographs and colors within the Brandvocate color palette.

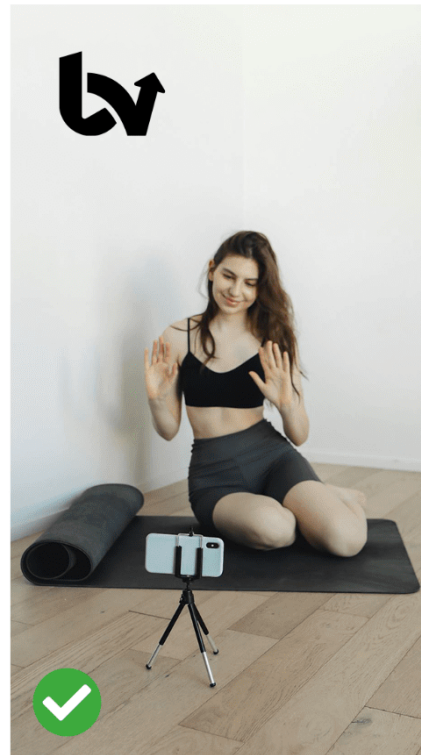


LETTERMARK ON PHOTOGRAPHS

When placing the lettermark or logo on a photograph, ensure sufficient contrast for legibility. Do not modify the colors of the logo. Make sure the portion of the photo behind the logo is not visually cluttered.

For light backgrounds, the full color lettermark or logo may be used. A light background is one with values no darker than 5%. For dark backgrounds, use the white variant.

Use the black variant lettermark or logo on photos with light backgrounds where the overall hue of the photo would clash with the blues of the branding, and less saturated or more monochrome compositions.



LETTERMARK GUIDANCE

Do not alter the lettermark in any manner without prior approval, including colors and rendering. Always use the supplied artwork, do not try to recreate the lettermark from scratch.

Do not rotate



Do not use unauthorized colors



Do not fill with images



Do not add gradients



Do not add drop shadow



Do not distort



Do not change the transparency



Do not outline



Do not swap the logo colors



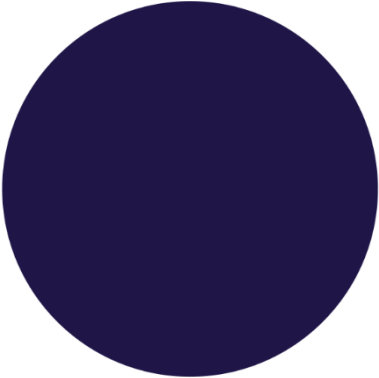
COLORS

Our hero colors are Russian Violet and Celestial Blue, with Dark orange as a contrasting/highlight accent color.

The **blue** has an accessible alternative (#0075b0) for use with white text or backgrounds.

The **orange** has an accessible alternative (#ac4f16) for use with white text or backgrounds.

Russian Violet



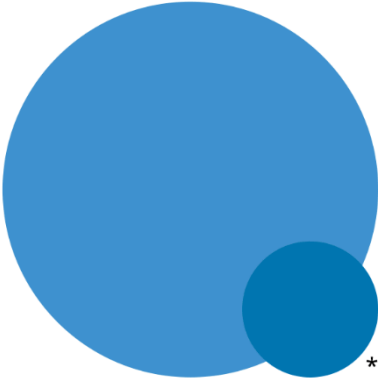
Pantone 275 C

HEX #1F1547

RGB 31, 21, 71

CMYK 56, 70, 0, 72

Celestial Blue



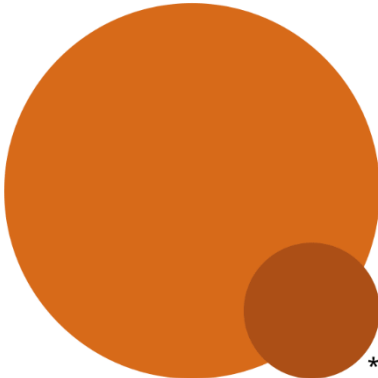
Pantone 7688 C

HEX #3E91CF

RGB 62, 145, 207

CMYK 70, 30, 0, 19

Dark Orange



Pantone 158 C

HEX #d76a19

RGB 215, 106, 25

CMYK 0, 51, 88, 16

Alice Blue



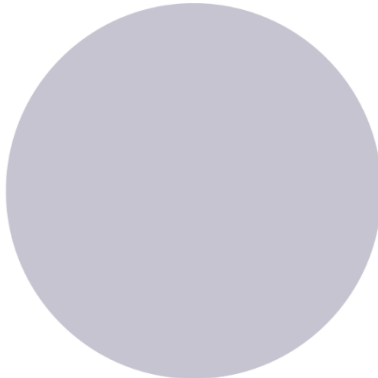
Pantone 656 C

HEX #ebf4fa

RGB 235, 244, 250

CMYK 6, 2, 0, 2

French Gray

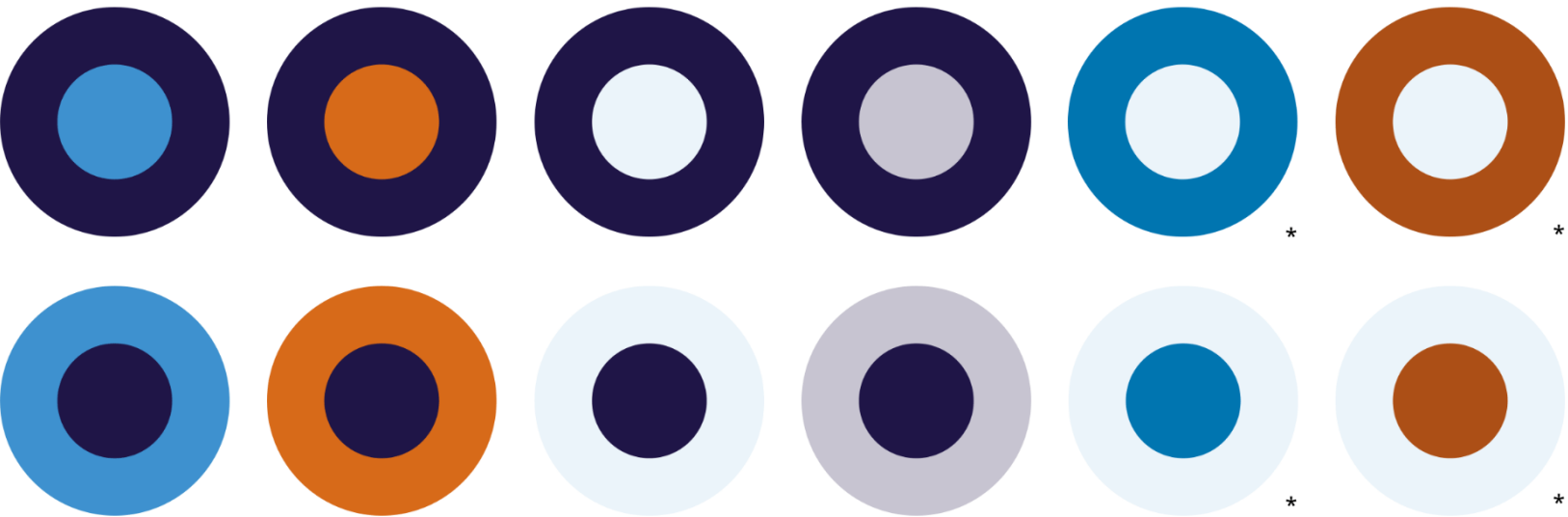


Pantone 5305 C

HEX #c7c4d1

RGB 199, 196, 209

CMYK 5, 6, 0, 18



WORDMARK

The horizontal wordmark is the primary logo and should be used in most cases.

Full-color, white and black variations are provided for use in the appropriate contexts.

Color

The wordmark "brandvocate" is displayed in a dark blue color. The letter "v" is stylized with a light blue upward-pointing arrow integrated into its vertical stroke.

Black

The wordmark "brandvocate" is displayed in a solid black color. The letter "v" is stylized with a black upward-pointing arrow integrated into its vertical stroke.

White

The wordmark "brandvocate" is displayed in white on a solid black background. The letter "v" is stylized with a white upward-pointing arrow integrated into its vertical stroke.

White

The wordmark "brandvocate" is displayed in white on a solid blue background. The letter "v" is stylized with a white upward-pointing arrow integrated into its vertical stroke.

WORDMARK

CLEAR SPACE AND MINIMUM SIZE

The **clear space** is equal to the height of the “n” of the Brandvocate wordmark.

Maintain a **minimum size** for the lettermark of 20 pixels or 6 millimeters tall to ensure legibility.

Clear space



Minimum size

Digital 20px
Print 6mm



WORDMARK GUIDANCE

The brandvocate lettermark and logomark act as substitutes for more flexible use in different contexts. As they are comprised of similar elements, they should not be locked up together as a singular logo in any arrangement.

Do not alter the color of parts of the wordmark.

brandvocate



Do not use any unauthorized colors.

brandvocate



Do not lock the wordmark up with the lettermark.

brandvocate



brandvocate

TYPOGRAPHY

TangoSans is the **Logo typeface**, with more playful and iconic letters.

Montserrat is the **Headline typeface**, preferably in Bold and Uppercase. Precise, minimal, strong.

Open Sans provides a more versatile experience as the **paragraph text** typeface.

TangoSans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Family

Light	Regular	SemiBold	Bold	ExtraBold
<i>Light Italic</i>	<i>Regular Italic</i>	<i>SemiBold Italic</i>	<i>Bold Italic</i>	<i>ExtraBold Italic</i>

TYPOGRAPHY COLORS

Headlines should be in black or white in most cases, but can also be in violet.

Use colored backgrounds with text sparingly to create emphasis.

Maintain proper color value contrast and legibility in all typography.

Body text should be black or white.

WHY WE'RE DIFFERENT

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Dark brand colors can be used as backgrounds with black or white text.

WHY WE'RE DIFFERENT

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Headlines and emphasized or interactive text may be in violet or blue.

WHY WE'RE DIFFERENT

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Use black or white text for photos.

WHY WE'RE DIFFERENT



Body text should never be in color.

WHY WE'RE DIFFERENT

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Do not use low contrast colors or oranges for headlines.

WHY WE'RE DIFFERENT

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Do not combine color text with color backgrounds.

WHY WE'RE DIFFERENT

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Do not use color text on photos.

WHY WE'RE DIFFERENT

