

Brand Guidelines



The
Brigid
Alliance

Version 1

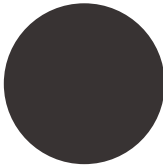
Our Color Palette

GENERAL PRINTING: Use CMYK color values, and CMYK versions of logo and graphics files.
DIGITAL / ON-SCREEN: Use RGB or HEX color values, and RGB versions of logo and graphics files.
SPECIAL PRINTING / SIGNAGE: PMS colors and files may be most useful to your supplier here.

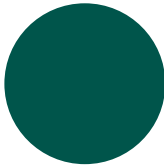
Key Corporate colors

Color is a primary means of visual identification and consistent use of the color palette helps us build strong brand recognition.

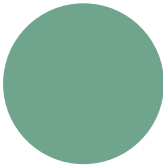
These colors are used in our logo and should be the most prominent colors in our materials.



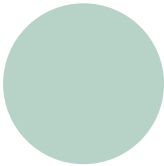
CMYK 66-65-62-57
 RGB 56-51-51
 HEX #383333



CMYK 90-43-67-36
 RGB 0-85-75
 HEX #00554B



CMYK 69-19-51-1
 RGB 112-165-141
 HEX #70A58D



CMYK 29-7-23-0
 RGB 183-210-198
 HEX #B7D2C6



CMYK 7-1-5-0
 RGB 234-242-238
 HEX #EAF2EE



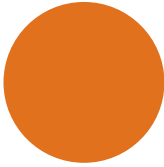
CMYK 2-0-2-0
 RGB 248-251-249
 HEX #F8FBF9

Secondary colors

These colors are used to add more accents to the primary colors.



CMYK 80-65-0-0
 RGB 69-105-22
 HEX #4569E0



CMYK 10-65-95-0
 RGB 226-113-30
 HEX #E2711E



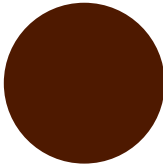
CMYK 9-60-100-0
 RGB 214-173-255
 HEX #D6ADFF



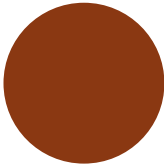
CMYK 0-29-100-0
 RGB 255-187-2
 HEX #FFBB02

Skintone colors

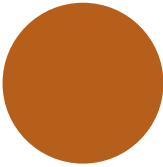
These colors are used in illustrations as skintones but may also be used, along with their tints for other design pieces.



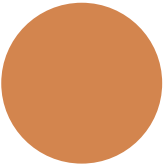
CMYK 41-82-90-64
 RGB 78-25-0
 HEX #4E1900



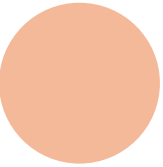
CMYK 29-83-100-30
 RGB 138-56-18
 HEX #8A3812



CMYK 22-70-100-10
 RGB 182-95-26
 HEX #B65F1A



CMYK 15-54-78-1
 RGB 211-133-78
 HEX #D3854E



CMYK 2-31-38-0
 RGB 244-185-153
 HEX #F4B999

Our Typefaces

Typography is another essential building block of our visual identity system. When used consistently, our typeface helps us establish a unique and cohesive voice across all of our communications.

Primary typeface

Beatrice is a multi-purpose, modern, sans serif typeface. It should be used whenever possible for all digital and print assets.

Beatrice

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890\$%&(.,: “ “ ”/ !?)

Beatrice

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890\$%&(.,: “ “ ”/ !?)

Digital display typeface

Work Sans is a free, Google Font that should be used in instances when Beatrice is unavailable.

Work Sans

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890\$%&(.,: “ “ ”/ !?)

Work Sans

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890\$%&(.,: “ “ ”/ !?)

As a last resort, Arial should be used when Beatrice and Work Sans are unavailable for instance in Powerpoint presentations and Word documents that need to be opened on external PCs.

Arial Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890\$%&(.,: “ “ ”/ !?)

Arial Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890\$%&(.,: “ “ ”/ !?)

Arial Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890\$%&(.,: “ “ ”/ !?)