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: 
  ![Color Logo]

- BW (halftone): 
  ![BW Halftone Logo]

- BW (solid): 
  ![BW Solid Logo]

**Vertical version of logo**

- Color: 
  ![Color Vertical Logo]

- BW (halftone): 
  ![BW Halftone Vertical Logo]

- BW (solid): 
  ![BW Solid Vertical Logo]

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

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Logo Usage

The logo should NEVER be used in the following manners.

• Without the tagline

• In all orange

• In all warm gray

• 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

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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&