

# Brand GUIDELINES

Among our most valuable assets, our brand is the unique expression by which we intend to be recognized, in what people see, hear and feel.



## Visual Identity

### THE LOGO





## Visual Identity

### LOGO USAGE

**Spacing** Maintain spacing around the logo:  
• 1/2 the height/width of the logo



**Sizing** Maintain appropriate sizing—  
no smaller than 1.5".



**Font** The logo font is treated as a unique graphic element. It is not repeated in headlines, which would diminish its importance. Complementing fonts provided here may be used rather than trying to match the logo.

### Incorrect Usage

To uphold the integrity of the brand, refrain from the following or similar misuse.

Combined with other elements



Drop Shadow



Distorted proportions



Incorrect color: *the logo shall only appear in BFW Blue, black or white*



Busy background, poor visibility





## FONT

Clean, strong, confident, and geometric.

For digital purposes, such as Word or Powerpoint, **Arial** may be substituted.

The logo font is to be set apart and unique—  
not matched in layout.

### Headlines

#### Neue Aachen Pro

**Regular**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
                  abcdefghijklmnopqrstuvwxyz  
                  **1234567890 (.,:?!\$&\*)**

**Bold**        **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
                  **abcdefghijklmnopqrstuvwxyz**  
                  **1234567890 (.,:?!\$&\*)**

### Body Copy

#### Good Headline Pro

**Regular**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
                  abcdefghijklmnopqrstuvwxyz  
                  **1234567890 (.,:?!\$&\*)**

**Bold**        **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
                  **abcdefghijklmnopqrstuvwxyz**  
                  **1234567890 (.,:?!\$&\*)**

**Condensed** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
                  abcdefghijklmnopqrstuvwxyz  
                  **1234567890 (.,:?!\$&\*)**



# Visual Identity

## COLOR

Supports brand recognition and communicates tone and personality without word or image.

- Technical      Intelligent
- Industrial      Approachable
- Creative      Current
- Confident      Dependable

### • Primary: Marcum Blue

Color proportions might vary depending on the tone and intent of the piece, but strive for cohesive and consistent color in communications. Do not use tints of Marcum Blue. Tints of the secondary colors remain more vibrant.

### • Secondary: Sky Blue, Turquoise, Aquamarine, Sand, Grey and tints thereof. These colors are used for large areas of color to add variation, organize, and show emphasis.

### • Accent: Red, Yellow Orange, Green

These are to be used for minor elements, infographics, and to add interest and emphasis. These are rarely, if ever, to be used in a prominent way.

### Primary Color

Headlines  
Large Shapes

#### Marcum Blue

RGB 0/86/148  
CMYK 100/55/0/24  
Hex 005694

#### Sky Blue

RGB 0/132/200  
CMYK 85/38/0/0  
Hex 0084c8

#### Turquoise

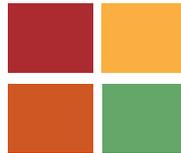
RGB 0/168/194  
CMYK 90/0/20/6  
Hex 00a8c2

#### Aquamarine

RGB 0/118/137  
CMYK 90/0/20/30  
Hex 007689

### Accent Color

Infographics  
Small Shapes



#### Red

RGB 172/43/48    CMYK 22/96/87/14    Hex ac2b30

#### Yellow

RGB 251/175/65    CMYK 0/36/84/0    Hex fbaf41

#### Orange

RGB 207/87/35    CMYK 14/79/100/3    Hex cf5723

#### Green

RGB 101/166/105    CMYK 65/15/76/1    Hex 65a669

#### BFW Gray

RGB 96/109/133    CMYK 67/53/33/9    Hex 606d85

#### Turquoise tint

#### Sky tint

#### Aquamarine tint

#### Sand

RGB 231/224/203    CMYK 3/4/16/6    Hex e7e0cb

#### Sky tint

