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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





Visual Identity

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



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

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

