

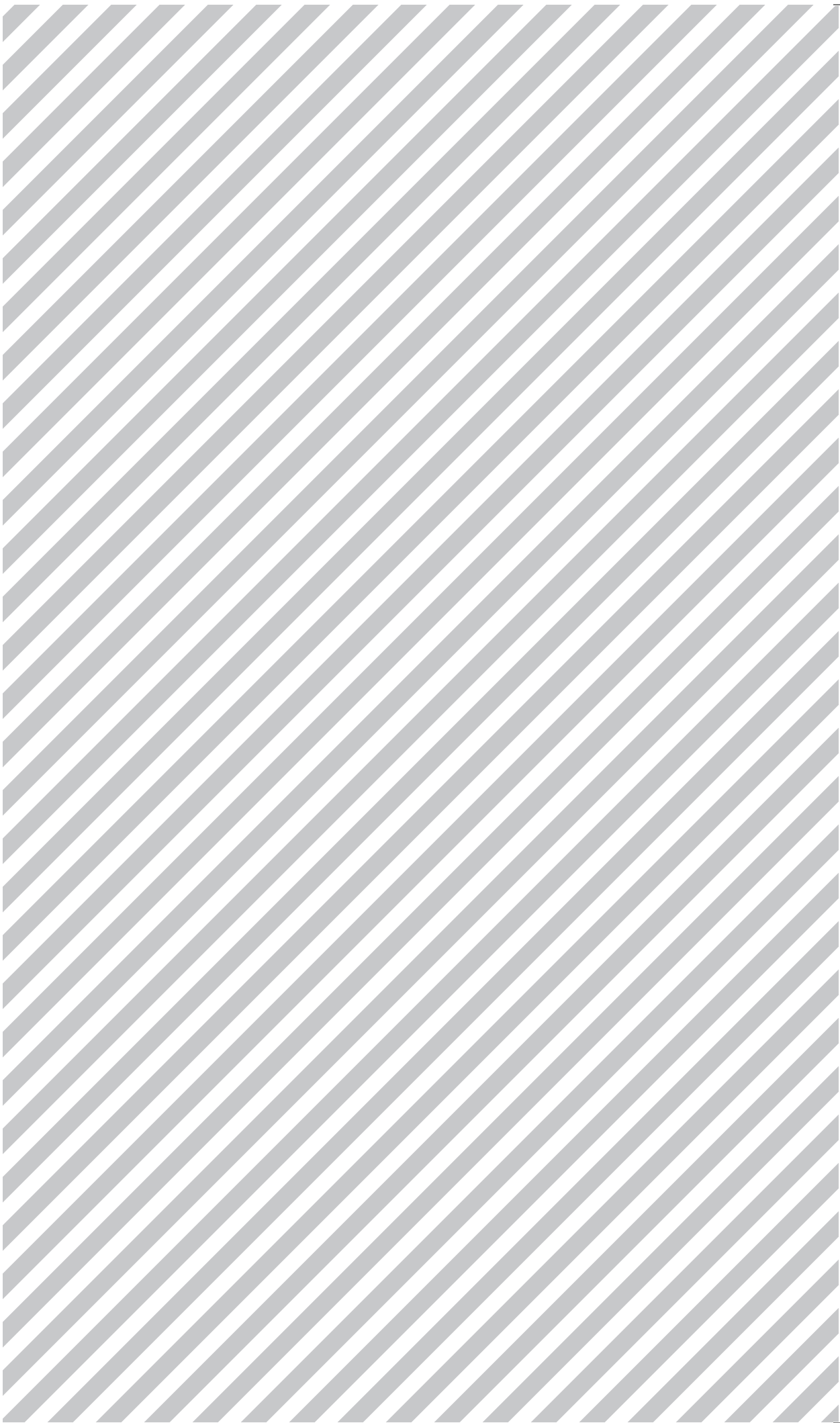


# Brightline Initiative Brand Guidelines

Version 2: Issued 12/20/2016

# CONTENTS

Typography .....	2
Colors .....	3
Logos .....	4
Primary	4
White	5
One-color	6
Clear space & minimum size	7



# TYPOGRAPHY

**To ensure consistency across communication materials, Brightline Initiative will consistently use the Lato Font family.**

Flexibility comes from using one type family that contains all necessary styles. Lato is the primary font suite that features Regular, Heavy, and Light fonts. The Lato family was selected because it is clean, open and legible at all sizes.

LINKS TO FONT AND WEBFONT

<http://www.latofonts.com>

LATO REGULAR

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

LATO HEAVY

AaBbCc123

**Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.**

LATO LIGHT

AaBbCc123

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

# COLORS

To ensure consistency across Brightline communication materials, the color palette uses a select few colors.

Colors for web (hex and RGB) and process printing (CMYK) have been adjusted for best reproduction on screen and do not match Pantone® Color Bridge breakdowns.

## PRIMARY COLORS



### BL Gold

PANTONE® 124 C  
CMYK: 0, 27, 100, 0  
HEX: #FEBE10  
RGB: 254, 190, 16



### BL Black

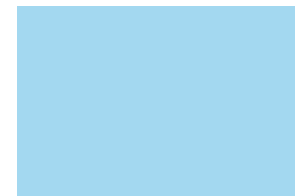
PANTONE® COOL GRAY 11 C  
CMYK: 0, 0, 0, 80  
HEX: #3B3B3B  
RGB: 65, 65, 65

## SECONDARY COLORS



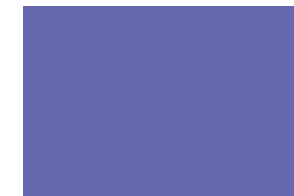
### BL Orange

PANTONE® 7579 C  
CMYK: 0, 79, 94, 0  
HEX: #F15D2A  
RGB: 241, 93, 42



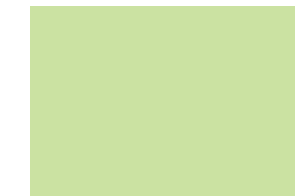
### BL Blue

PANTONE® 291 C  
CMYK: 30, 0, 0, 4  
HEX: #A4D7EF  
RGB: 164, 215, 239



### BL Purple

PANTONE® 2725 C  
CMYK: 67, 63, 0, 0  
HEX: #676AB1  
RGB: 103, 106, 177



### BL Green

PANTONE® 365 C  
CMYK: 22, 0, 46, 0  
HEX: #CADE8E  
RGB: 202, 222, 142



### BL Gray

PANTONE COOL GRAY 7 C  
CMYK: 0, 0, 0, 50  
HEX: #888888  
RGB: 145, 145, 145

## LOGOS: PRIMARY

The Brightline Initiative logo calls attention with its boldness. Tapered circular strokes connect the two l's in the Brightline word mark.

The primary logo should be used whenever possible.

The alternate logotype may be used when the less attention is appropriate or when less space is available.

### PRIMARY LOGO



### ALTERNATE LOGOTYPE



## LOGOS: WHITE

The white version of the Brightline Initiative logo should be used over black and colored backgrounds or dark, low-contrast images.

PRIMARY LOGO



ALTERNATE LOGOTYPE



## LOGOS: 1 COLOR

One-color versions of the Brightline Initiative logo and alternate logotype are available for circumstances when it is not possible to use the primary color version.

1-COLOR LOGO



1-COLOR LOGOTYPE



1-COLOR LOGO



1-COLOR LOGOTYPE



# LOGOS: CLEAR SPACE & MINIMUM SIZE

## Clear space is the minimum “breathing room” maintained around the Brightline Initiative logo.

The clear space for the primary lockup is 2x the height of the “BRIGHTLINE” letterforms.

To ensure legability, the primary logo should not be scaled smaller than 1.5 inches wide, and the alternate stacked should not be scaled smaller than 1 inch wide.



PRIMARY LOGO  
MINIMUM SIZE



ALTERNATE LOGOTYPE  
MINIMUM SIZE

