

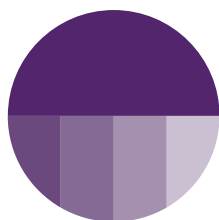
BRAINCURRANT LOGO GUIDELINE

While good design and creativity are important to your identity, we can't underscore enough that the real impact of your brand and messaging is built on consistency. Thus we whizzed up these basic logo guidelines – using your logo in a regulated and consistent fashion will convey your professionalism and help to build strong brand awareness and loyalty across multiple audience touchpoints. If you are ever unsure about how to use your logo, please don't hesitate to get in touch with the Huskies – here to help.

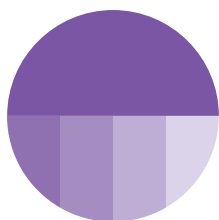
PRIMARY & SECONDARY LOGO



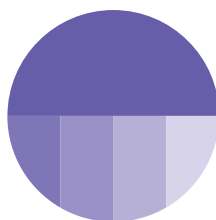
COLOUR PALETTE



CMYK 80 100 22 16
RGB 82 37 108
HEX 52256C



CMYK 60 77 0 0
RGB 123 86 164
HEX 7B56A4



CMYK 69 71 0 0
RGB 103 94 169
HEX 675EA9

LOGO TYPEFACE

Aa Bb Cc Dd

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

GOTHAM BLACK

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM LIGHT

DOS

- Use the original electronic files
- Keep the original proportions
- Give the logo its own space

FILES FOR PRINT

- EPS (Preferred for large signs and banners)
- PDF (quality, infinite scalability & transparency)
- JPG (Preferred for images)

DON'TS

- Redraw or retype or add elements to the logo
- Stretch or distort the logo
- Use the logo on busy background

FILES FOR SCREEN/WEB

- PNG (transparency)
- SVG (vector image, supports transparency for web)