BrainGu 2017
BRAND GUIDELINES

Logo Description

The BrainGu logo depicts the convergence of the human and the machine, reflecting the team's advanced technical expertise, and multi-disciplinary problem-solving capabilities. The dripping "gu" represents the lasting impact that clients experience after working with the BrainGu team.

Incorrect Uses

Do Not Apply Effects

Do Not Alter the Scale of "Brain"

Do Not Stretch or Compress

Do Not Use Outlines

Do Not Alter Alignment

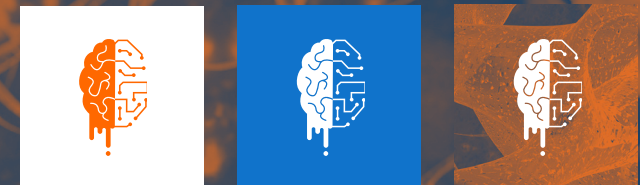Do Not Move the "Brain"

Correct Uses

Logo

Logo Alt

Logo Mark

braingu.com

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BRAND GUIDELINES

Web & Print Typeface

Montserrat
Header and Body Copy

Light | *Light Italic* | Regular | *Italic* | **Semibold** | **Bold** | **Extra Bold**

Google / MS Office Typeface

Helvetica
Header and Body Copy

Light | *Light Italic* | Regular | *Italic* | **Bold** | ***Extra Bold***

Who We Are

BrainGu is a technology lab focused on cyber security automation.

Tone of Voice

BrainGu writes in an assertive and conversational tone, addressing the audience in the second person (you) and referring to the company in the first person plural (we / us). We strive to use the active voice and present tense, with clear, plain language grammar.

Primary Colors

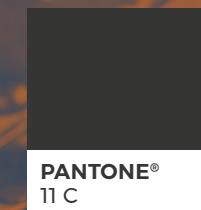**HEX**
F47221
CMYK: 0, 69, 98, 0
RGB: 244, 114, 33

PANTONE®
1585 C

HEX
1073CB
CMYK: 83, 53, 0, 0
RGB: 16, 115, 203

PANTONE®
2172 C

HEX
143D67
CMYK: 100, 81, 34, 21
RGB: 21, 62, 104

PANTONE®
7686 C

Secondary Colors

HEX
363636
CMYK: 69, 63, 62, 56
RGB: 54, 53, 53

PANTONE®
11 C
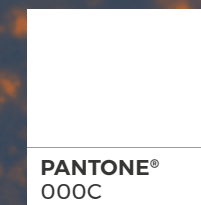
HEX
FFFFFF
CMYK: 83, 53, 0, 0
RGB: 21, 62, 104

PANTONE®
000C

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