



LIGHTBRIDGE  
CONSULTING

# Lightbridge Consulting Brand Guide

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## Logo Overview

The logo combines a distinctive suspension bridge and lighthouse, symbolizing guidance, connection, and direction. This should be the primary visual representation across all company materials.

## Logo Usage

- **Primary Logo:** Full color with gray bridge, black lighthouse, orange-yellow beam, and blue wave.
- **Alternative Logo:** Black-and-white or monochrome (grayscale) for backgrounds not suitable for full color.
- **Clear Space:** Maintain clear space equal to at least half the height of the lighthouse around the logo.

## Color Palette

- **Primary Colors:**
  - Bridge Gray: #A9A9A9
  - Lighthouse Black: #000000
  - Beam Yellow-Orange: #FFA500
  - Wave Blue: #1F78B4
- **Secondary Colors (backgrounds, accents):**
  - White: #FFFFFF
  - Light Gray: #F0F0F0
  - Deep Blue (alternative accent): #0B3D91

## Typography

- **Primary Typeface:** Montserrat (Bold and Regular)
- **Secondary Typeface:** Helvetica Neue (Regular and Light)

## Font Usage

- **Headings:** Montserrat Bold
- **Body Text:** Helvetica Neue Regular
- **Captions & Small Text:** Helvetica Neue Light

## Imagery Guidelines

- Use crisp, clean, professional photography emphasizing themes of direction, guidance, and structural strength.
- Maintain consistency in brightness and saturation, preferring neutral and subtle tones.

## **Do's and Don'ts**

- **Do:**
  - Use logo in its original proportions.
  - Use designated color palette consistently.
  - Ensure logo visibility with appropriate contrast.
- **Don't:**
  - Alter or distort the logo.
  - Use non-brand colors in official materials.
  - Overlay text or images directly onto the logo.

## **Brand Tone & Voice**

- **Professional yet approachable**
- **Confident**, providing clear and actionable guidance.
- **Supportive**, emphasizing partnership and collaboration.

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This guide ensures consistency and clarity in communicating Lightbridge Consulting's brand identity effectively across all platforms and materials.