

branch

Visual Brand Guidelines



Logo

When do we keep “Metrics”?

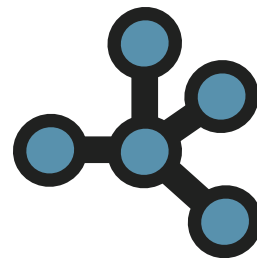
On anything physical that we give out or show off, to be extra memorable and make it easier to find us.

We prefer to use the version without “Metrics” online, if the logo is on our site or links to it.



The Icon

Our icon can accompany our logo without the detailed “h”, or stand on its own.



Logo Treatments

Margin

Aim for the width of the n (about 0.5 em) on each edge, including the stem of the h.



Skew

To convey sincerity and stability, we avoid skew.



Background

Avoid placing the logo on busy prints, photos, or colors that don't contrast.



Warp

Always maintain the original proportions of the logo.



Logo Color



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Either Branch blue is acceptable. For dark backgrounds, the only change should be transferring the lettering and stems to white.



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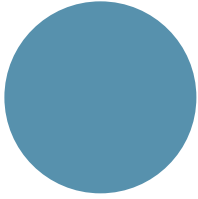
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Watch out for subtle miscolorings. Don't use black, lighter grays, or browns for the text. Use only Branch blues for the nodes.

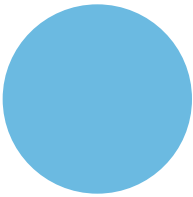
Colors

Primary Blue



Hex: #5691AD
RGB: 86 / 145 / 173
CMYK: 68 / 32 / 22 / 0
Pantone: 7459 C

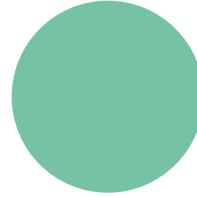
Secondary Blue



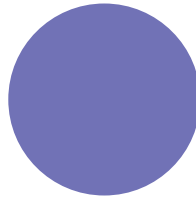
Hex: #6EBADF
RGB: 110 / 186 / 223
CMYK: 53 / 11 / 4 / 0
Pantone: 2985 C

Accents

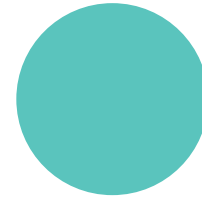
These colors can be used for backgrounds, but only when it's necessary to use colors other than the Branch blues.



Hex: #79C2A2
RGB: 121 / 194 / 162
CMYK: 53 / 3 / 45 / 0
Pantone: 346 C



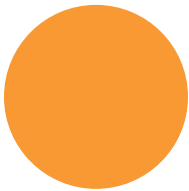
Hex: #7273B6
RGB: 114 / 115 / 182
CMYK: 61 / 57 / 0 / 0
Pantone: 272 C



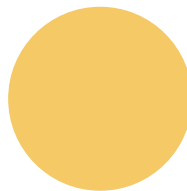
Hex: #5AC4BD
RGB: 91 / 196 / 190
CMYK: 60 / 0 / 30 / 0
Pantone: 325 C

Brights

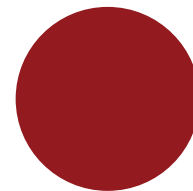
Use sparingly to add a focal point, but avoid using for text or background.



Hex: #FC9A30
RGB: 252 / 154 / 48
CMYK: 0 / 47 / 90 / 0
Pantone: 1375 C



Hex: #F4C867
RGB: 244 / 200 / 103
CMYK: 4 / 21 / 70 / 0
Pantone: 121 C



Hex: #921A1D
RGB: 146 / 26 / 29
CMYK: 27 / 100 / 100 / 27
Pantone: 7621 C

Full Palette

#0A3D49

#205E72

#36738C

#5691AD

#5690AD

#87B5C4

#B0CCD1

#0091B2

#19A5D1

#42B1DC

#6EBADF

#83C8E4

#A3DDEA

#C1E6F0

#5AA480

#79C2A2

#93CDB1

#C8E4D4

#555899

#7273B6

#888CC6

#C7C6E0

#3EA097

#5AC4BE

#83CEC8

#BFE4E1

#F89933

#FC9A30

#F9AB5D

#FCC28D

#FCAD22

#F4C867

#F7D38B

#FFE5BB

#6A0E15

#921A1D

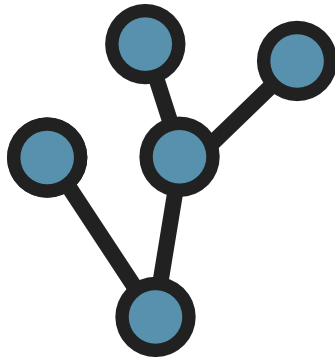
#D3394F

#FF97B0

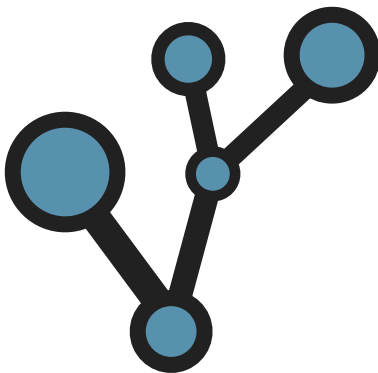
Imagery



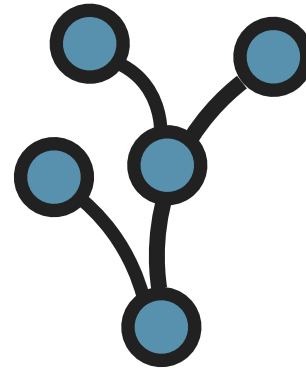
Drawing from our logo, we like to use node-based imagery.



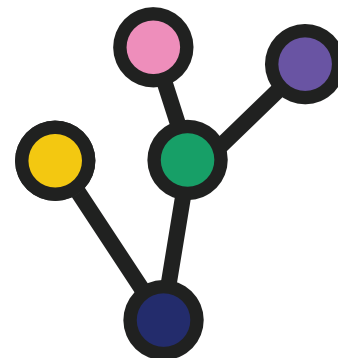
Playing with line weight and node size can add fun to an image.



Curved lines don't convey our highly technical brand.



An inconsistent color scheme makes imagery less powerful.



Font

We use Open Sans, a highly legible humanist font, for our logo, copy, and display.

We use various weights, usually 100 for copy, 400 for headings, and 700 for bold.

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