


# BenchScout Brand Guidelines

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These are the guidelines and do's/don'ts of BenchScouts name and image.

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## Logo

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The BenchScout logo is copyright material. You can find the downloads, do's and don'ts, and more below.

## Do's and Don'ts

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### ***Do's***

- Do use the logo as provided.
- Do use the logo to reference our brand and image.
- Do use the logo in accordance to these guidelines.

### ***Don'ts***

- Don't change the color of the logo.

- Don't angle, distort, or move the logo in anyway.
- Don't violate these guidelines.
- Don't overlap, cover, or overflow the logo.

## Logo Downloads

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### Mark

- [SVG](#)
- [PNG](#) (2000x2000)
- [JPG](#) (2000x2000)

### WordMark

- [SVG](#)
- [PNG](#) (4000x1000)
- [JPG](#) (4000x1000)

### Mark and WordMark

- [SVG](#)
- [PNG](#) (5000x1000)
- [JPG](#) (5000x1000)

## More

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If there is anything else please contact us: [s+brandguidelines@benchscout.com](mailto:s+brandguidelines@benchscout.com)

### Other Notes

- Mark sure to have at least 40px all around the image.
- Don't use a high contrast background behind the logo except when used for accessibility.
- If ever in question, email at the email a couple lines above this.

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## Colors

We use a five main color scheme. These includes primaries, secondaries, tertiaries, plus white and black.

We ask you not to change any of these colors by:

- Applying tints, filters, or greyscales.
- Blatantly changing the color.
- Changing the order or colors.

**Primary: #1C4670**

**Secondary: #278AB0**

**Tertiary: #1DC690**

**Quaternary: #EAEAE0**

**White: #FFFFFF**

**Black: #000000**



## Fonts

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We use many different fonts across the website for different purposes.

Montserrat Sans Serif is used for header text, this is easy for the eyes to see and read when there is little content with big text.

Lora Serif is used for body text, this is easy for the eyes to read when it is smaller text or there is a lot of content.

Roboto Sans Serif is used for small content and small size. This might be used in the copyright or terms of service.