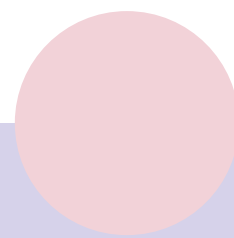
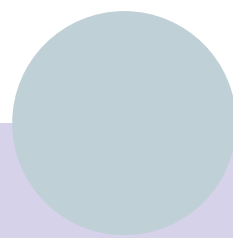
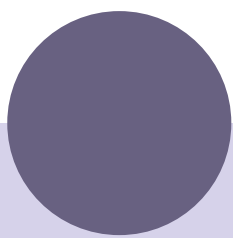
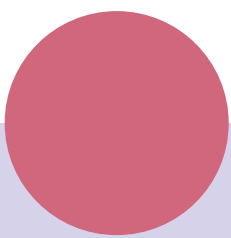
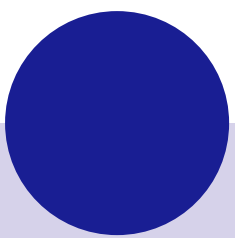


## Primary Palette

Use for the logo and key elements. Do not use for backgrounds, text, common elements.

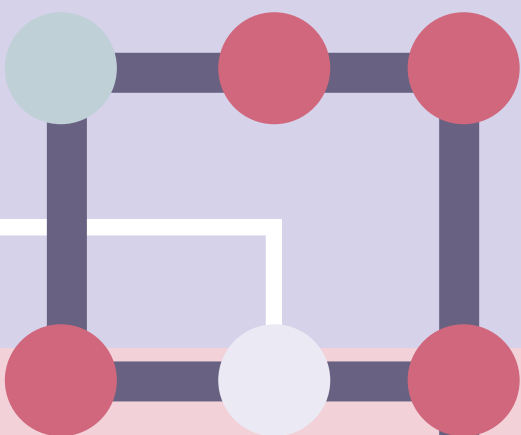
Headline text:  
Edmondsans Bold

Normal text:  
Work Sans Regular



## Secondary Palette

For text, backgrounds and shading. Core foreground <-> background contrast colors to be used for contents, and some brighter colors for decorative elements.





# Branding Theme

Brigade is an accessible system that offers flexible ways of making your infrastructure work. The branding should be simple and chunky. Clear language. An optimistic, can-do attitude.

The thematic idea is around 'blueprints'. Where Helm3 has topography and maps, Brigade is a series of blueprints and configurations that outline build tasks and defines ways to create scripts and pipelines in JavaScript.



# Typography

Big punchy words are set in **Edmondsans** - a humanist sans-serif with a solid feel. It has even curves and nice details when used in large settings. **Not suitable** for standard page copy.

Regular sized text is set in **Work Sans**, a more practical everyday font - which is better suited to longer passages of text (think Docs pages, Blog posts, longform articles, slides, etc). **Work Sans** is already used extensively for Brigade - as the main typeface on Brigade.sh.

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