# Brightway logo

- design information –

## Logo versions

### Dark background



### Clear background



Original logo versions, to be used in priority.

### Black on white



### White on black



Destined to be used in only black and white environments.

Each version is given on transparent background and with plain colored background. Each version is given in 3 formats.
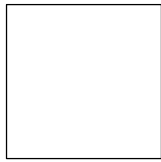
| Vector format | Raster format |
|---|---|
| .ai (native file format) | .png |
| .eps | .jpeg (only for plain colored background) |
| .pdf (only for plain colored background) | |

# Colors

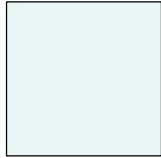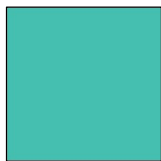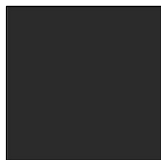| | |
|---|---|
| ◻ | Hexadecimal : #ffffff<br>R: 255, G: 255, B: 255<br>CMJN(0, 0, 0, 0)<br>H: 0°, S: 0%, L: 100% |
| ◻ | Hexadecimal : #e8f7f6<br>R: 232, G: 247, B: 246<br>CMJN(6, 0, 0, 3)<br>H: 176°, S: 48%, L: 94% |
| ◼ | Hexadecimal : #45bfb0<br>R: 69, G: 191, B: 176<br>CMJN(64, 0, 8, 25)<br>H: 173°, S: 49%, L: 51% |
| ◼ | Hexadecimal : #2b2b2b<br>R: 43, G: 43, B: 43<br>CMJN(0, 0, 0, 83)<br>H: 0°, S: 0%, L: 17% |
| ◼ | Hexadecimal : #000000<br>R: 0, G: 0, B: 0<br>CMJN(0, 0, 0, 100)<br>H: 0°, S: 0%, L: 0% |

# Font

| Used for the logo | Used for the text in this document |
|---|---|
| Roboto condensed | Roboto |
| ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
| abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz |
| 1234567890 !@£$%^&*() | 1234567890 !@£$%^&*() |

Roboto is a font free for commercial use that can be downloaded here :
https://fonts.google.com/specimen/Roboto