Brightway logo

- design information –

# Logo versions

|  |  |
| --- | --- |
| Dark background | Clear background |
|  |  |

Original logo versions, to be used in priority.

|  |  |
| --- | --- |
| Black on white | White on black |
| Une image contenant texte, basket-ball  Description générée automatiquement |  |

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)  .eps  .pdf (only for plain colored background) | .png  .jpeg (only for plain colored background) |

# Colors

|  |  |
| --- | --- |
|  | Hexadecimal : #ffffff  R: 255, G: 255, B: 255  CMJN(0, 0, 0, 0)  H: 0°, S: 0%, L: 100% |
|  | Hexadecimal : #e8f7f6  R: 232, G: 247, B: 246  CMJN(6, 0, 0, 3)  H: 176°, S: 48%, L: 94% |
| Une image contenant carré  Description générée automatiquement | Hexadecimal : #45bfb0  R: 69, G: 191, B: 176  CMJN(64, 0, 8, 25)  H: 173°, S: 49%, L: 51% |
|  | Hexadecimal : #2b2b2b  R: 43, G: 43, B: 43  CMJN(0, 0, 0, 83)  H: 0°, S: 0%, L: 17% |
|  | Hexadecimal : #000000  R: 0, G: 0, B: 0  CMJN(0, 0, 0, 100)  H: 0°, S: 0%, L: 0% |

# Font

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

Roboto is a font free for commercial use that can be downloaded here :

https://fonts.google.com/specimen/Roboto