briteco

branding guide

Logo Correct Use

Logo Incorrect Use

Logo and Strapline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Gilroy Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Gilroy Semibold

Typography

Gilroy Regular

Use for body copy and subheads.

Headlines should be set in title case.

Color: #282D3E, #008181, #1AC8BD, #A9C1CB, #FFFFFF

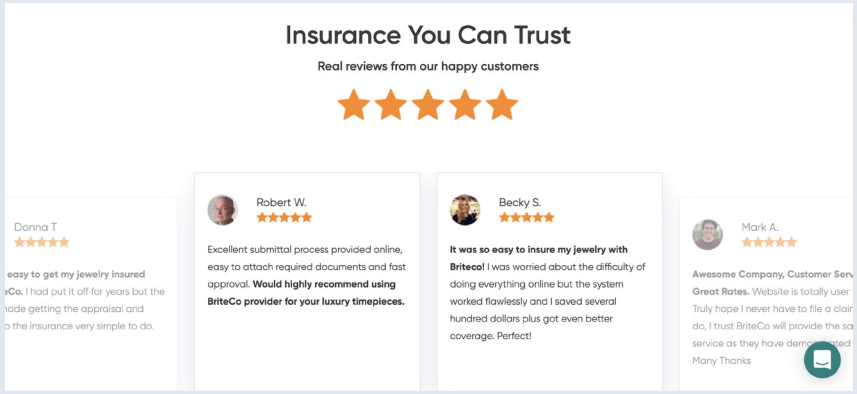
Right

Gilroy Semibold

Use for headlines, call-to-actions, and call-outs within body copy.

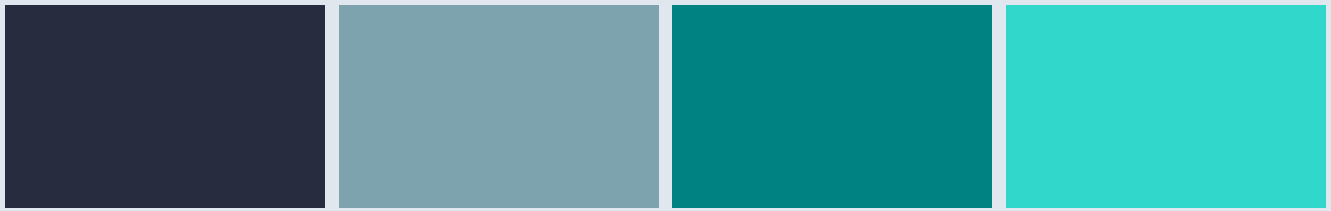
Headlines should be set in title case.

Color: #272D3F, #008181, #1AC8BD, #A9C1CB, #FFFFFF



Wrong

IMPORTANT:
Gilroy Regular and Semibold are the only approved fonts for use.



#272D3F #7DA3AF #008182 #31D7CA

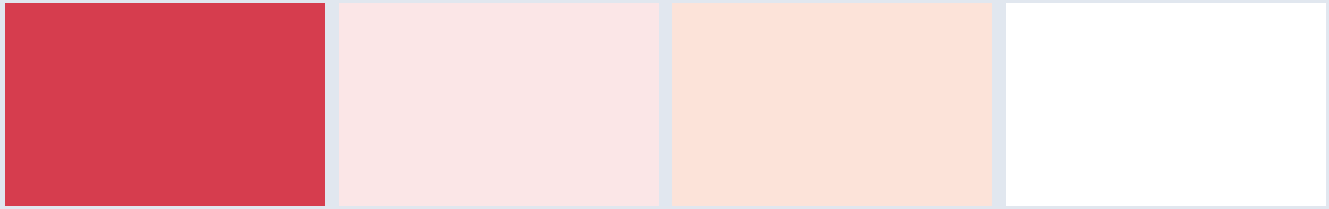
Primary Color Palette

Use this palette for the company website, ancillary logos, or PowerPoint decks. Do not use tints of these colors. Use the secondary palette to support the primary palette when necessary.

#466F88 #A9C1CB #E1E7EF #F4F7FC #FC883A

Secondary Color Palette

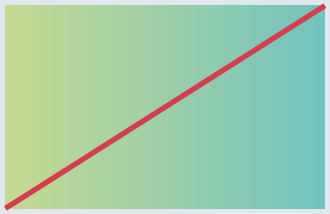
Use the secondary palette for backgrounds, texts, graphics and call-to-actions, especially on social media, advertising, or PR materials.



#D73D4F #FCE6E8 #FFE5D9 #FFFFFF

Auxiliary Color Palette

The auxiliary color palette should be used to provide visual clarity only if the secondary or primary palette needs support. Do not use tints of these colors.



Previous Gradient

This gradient is no longer part of the branded color palette.

IMPORTANT:
No other gradient should be use. Always use solid official colors for backgrounds, images and graphics.

Life style images should have warm lighting, featuring Millennials or Gen Z.
The tone should be Optimistic and happy.

Product images should be outlined, without a background.

Un-outlined product photography may be used in formal internal documents such as reports or presentations. as long as the background tones matches our branding colors.

Photography

CHECK YOUR PRICE →

Buttons

Color: #FC883A

Font: #FFFFFF, Gilroy Semibold all caps

Shape: Rectangular with rounded corners. 12% of the hight.

Official Check Mark

Color: Solid #31D7CA

Branding check mark should be place over all product photos on website, social media and ads.

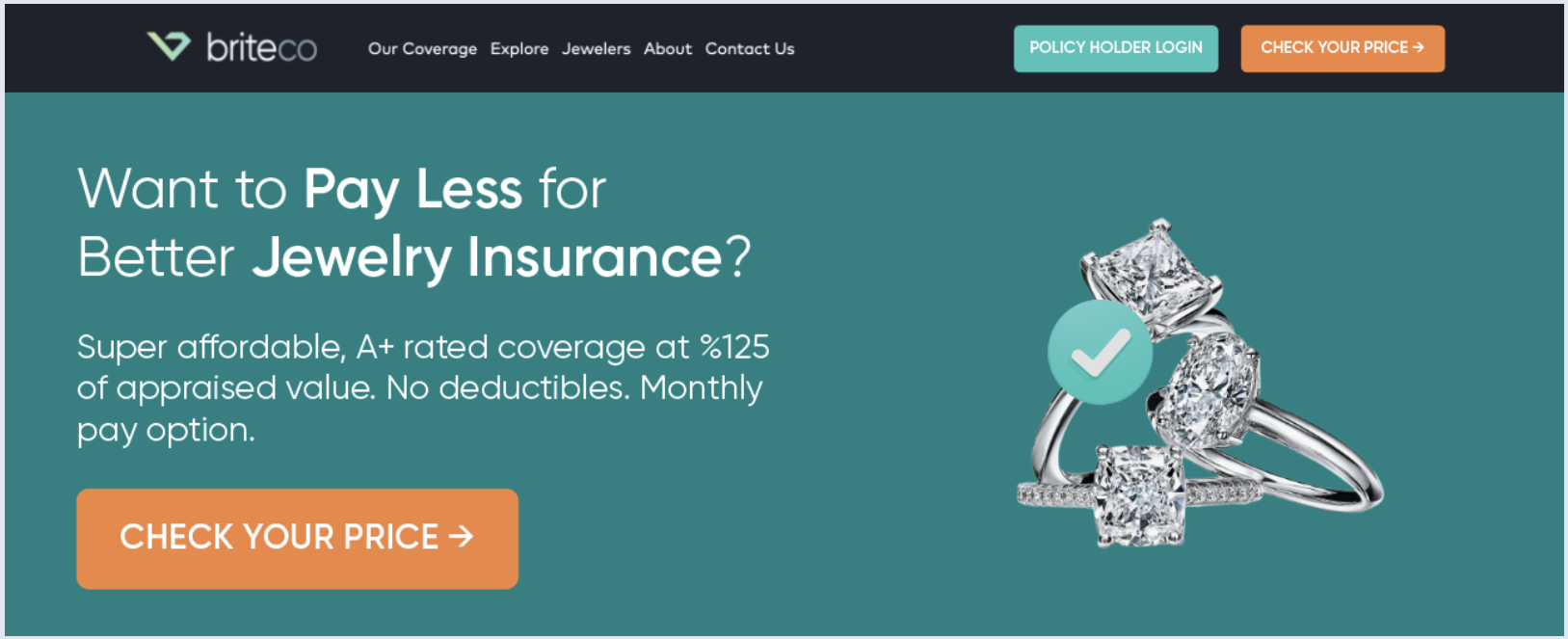
Other Icons

Always use the official icons

Numbers:

Color: Always use the official icon numbers

Additional Graphics



Background Color

Color: #008182

Buttons

Color: #FC883A
Font: #FFFFFF, Gilroy Semibold all caps
Shape: Rectangular with rounded corners

Images

Outline images. Product image with Check mark

Font

Font: #FFFFFF, Gilroy Semibold
It is acceptable to have a mixture of Gilroy Regular and Semibold within one headline as long as it is consistent on all hero banners throughout the website.

Website Hero Banner