Boost

Brand Guidelines

Welcome to the Boost brand.

This document provides guidance for using and working within your brand. Follow the guide for logo usage and sizing, color schemes, and typographic styles.

Primary Logo Usage & Sizing

The Boost logo is set up as horizontal and is only to be used in the permitted colors. The logo can be used on both dark and light backgrounds.

The logo includes black and white wordmark versions with an orange symbol.

The minimum size the logo should be used at is a width of 168px or 1.50".

Symbol Usage & Sizing

The Boost icon can be used in social media and collateral as a stand-alone brand element. It is only to be used in the permitted colors. The symbol can be used on both dark and light backgrounds.

Clear Space

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text, and other visual elements do not encroach on the logo. The minimum required clear space around the bounding box is half the width of the upper-left "triangle" in the Boost B symbol.

Color Palette

The color palette is another level of the brand and should be followed to further strengthen the identity. All materials should adhere to the palette to maintain consistency for the brand.

To the right are CMYK, RGB, Pantone, and Hex breakdowns. Always utilize these color codes and do not use any other color conversion methods.

The brand consists of orange, green black, charcoal, slate, steel, stone white, and white. The orange and green should be used as accent colors.

Orange

CMYK 0 ▪ 44 ▪ 100 ▪ 0
RGB 255 ▪ 159 ▪ 0
PMS 1375 C
Hex #FF9F00

Green

CMYK 58 ▪ 0 ▪ 55 ▪ 0
RGB 90 ▪ 213 ▪ 153
PMS 353 C
Hex #5AD599

Black

CMYK 88 ▪ 73 ▪ 58 ▪ 72
RGB 5 ▪ 26 ▪ 38
PMS 5395 C
Hex #051A26

Charcoal

CMYK 87 ▪ 69 ▪ 56 ▪ 61
RGB 23 ▪ 42 ▪ 52
PMS 433 C
Hex #172A34

Slate

CMYK 82 ▪ 61 ▪ 49 ▪ 33
RGB 49 ▪ 74 ▪ 87
PMS 7477 C
Hex #314A57

Steel

CMYK 29 ▪ 13 ▪ 12 ▪ 0
RGB 181 ▪ 201 ▪ 211
PMS 5445 C
Hex #B5C9D3

Stone White

CMYK 12 ▪ 4 ▪ 4 ▪ 0
RGB 221 ▪ 231 ▪ 236
PMS 656 C
Hex #DDE7EC

White

CMYK 0 ▪ 0 ▪ 0 ▪ 0
RGB 255 ▪ 255 ▪ 255
Hex #FFFFFF

Typography

The primary typeface is Cairo.

Cairo is for headline and body copy use. The approved weights to be used throughout the brand are Medium and SemiBold. This font can be found at fonts.google.com/specimen/Cairo

Headlines

Cairo - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy

Cairo - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Thank You

We hope you have enjoyed your walk through the Boost brand and are ready to put it into action. If you have any questions, please reach out to hello@grainandmortar.com.