Brilliant Fulfillment
Brand Guidelines

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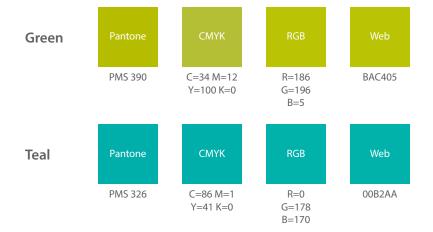
bff BRILLIANT FULFILLMENT

Logo Usage

Minimum Clear Space Requirements

The BFF logo must always be separated from other graphic elements (such as headlines, text, artwork, images, etc.) to ensure its visibility. This separation is achieved via minimum clear space requirements. Minimum clear space is equal to the width of the B in the BFF graphic.

Logo Usage

Primary Colors

Green

Pantone	CMYK	RGB	Web
PMS 390	C=34 M=12 Y=100 K=0	R=186 G=196 B=5	BAC405

Teal

Pantone	CMYK	RGB	Web
PMS 326	C=86 M=1 Y=41 K=0	R=0 G=178 B=170	00B2AA

Secondary Colors

Gray

Black	CMYK	RGB	Web
77%	C=0 M=0 Y=0 K=77	R=83 G=83 B=83	535353

Orange

Pantone	CMYK	RGB	Web
PMS 151	C=0 M=57 Y=92 K=0	R=255 G=121 B=0	FF7900