# Brand Guidelines

# The basics

The BRIDGEGOOD logo is a powerful symbol representing design for social good. Here are some rules of the road when using our logo.

- Only show the logo in BRIDGEGOOD blue or gold.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't surround the logo with other objects.
- Don't accessorize the logo with extra elements.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance in this document.

## Logo

# Clear space and minimum size

When you are using the BRIDGEGOOD logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 16 pixels wide.

100%

**BG**
**BRIDGEGOOD**

150%

Logo clear space

BG

16px

Logo minimum size

BG

**Logo**

# Color

The BRIDGEGOOD logo is always either blue or gold. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.

And never show the BRIDGEGOOD logo in black or any other colors.

We do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior permission from BRIDGEGOOD - support@bridgegood.com.
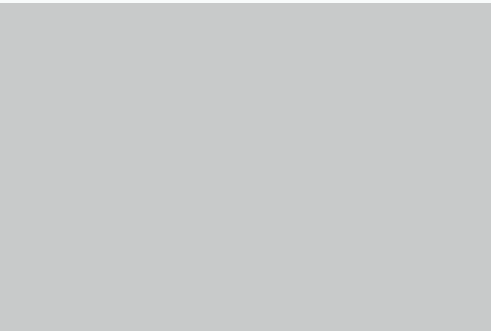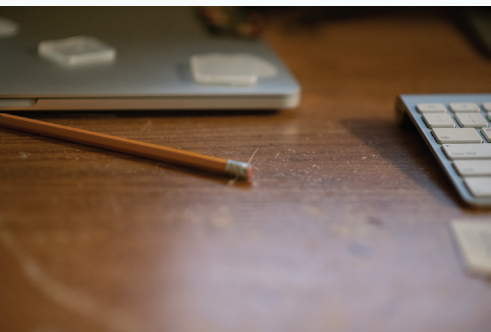


Blue logo on white background



Gold logo on white background



White logo on image background

Layer 2
10-20% black tint

Layer 1
Original image

**Logo**

# Approved assets

Represent the BRIDGEGOOD squad with the following approved digital assets.



BG Blue, simplified
Icon

*Min. width of 32px*



BG Gold, simplified
Icon

*Min. width of 32px*



BG Blue, simplied
Logo

*Min. width of 32px*



BG Gold, simplified
Logo

*Min. width of 32px*



BG Gradient, dark
Icon

*Min. width of 32px*



BG Gradient, light
Icon

*Min. width of 32px*



BG Full Stack, dark
Icon

*Min. width of 32px*



BG Full Stack, light
Icon

*Min. width of 32px*

**Logo**

# Social icons & logo pairing

When using the logo alongside other social icons to represent your online presence, you can use the logo in either blue or gold, displayed at equal size and height to the other social media icons. When using the logo in white, the background color may be set in any color.

It is preferred that our logo is represented free of a container but if a container works best for your needs, feel free to user either a circle, square, or square with rounded corners.

Download social icons at www.bridgegood.com/brand.

Logo
Social Icon

*Min. width of 32px*

Square
Social Icon

*Min. width of 32px*

Rounded Square
Social Icon

*Min. width of 32px*

Circular
Social Icon

*Min. width of 32px*

**BG /username**

Portfolio Promotion
Logo Pairing

*Note: allow logo clear space*

**Color**

# Primary

**Blue**

HEX #002171

**Hover Blue**

HEX #0D47A1

**Color**

# Primary

**Gold**

HEX #C79100

**Hover Gold**

HEX #FFC107

**Dark Gray**

HEX #4D4D4D

**Medium Gray**

HEX #999999

**Gray Text**

HEX #737373

**Side Bar**

HEX #FAFAFA

**Off White**

HEX #EDEEF8

**Pure White**

HEX #FFFFFF

**Pure Black**

HEX #000000

# Our typeface

Our typeface is bold, simple, and universal - it allows us to emphasize the diverse voices on BRIDGEGOOD.

For typeface treatment on our web application, we use Roboto Black, Bold, and Regular.

When you pair the logo with a BRIDGEGOOD username (e.g., /yourusername), feel free to use a typeface that's from your brand's design system.

**Important: always capitalize BRIDGEGOOD when using digital, print, and social text.**

# Roboto Black

# Regular

# Bold

**BG**

**Need help?**

# Contact us at support@bridgegood.com

**BG**