

Brand Identity & Style Guide

Design

Company

Designer

Logo & Brand Identity Guidelines

Ballard Brief

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We are the Ballard Brief.

We exist to provide changemakers with useful information to better tackle persistent social problems using rigorous research and editing processes.

Our Vision:

A world where people use their knowledge about social issues to make a difference in the lives of those around them.

Our Values:

1. Inspire the World
2. Make a Change
3. Provide top notch information

It is important that the Ballard Brief values are a part of everything we do. Our values define what we stand for and why we do what we do. They are the why behind our mission, purpose, and vision for the future.

Our Voice:

When people interact with our brand, we want them to feel educated and inspired. While we present information on a lot of difficult topics, we don't want to come off as gloomy or pessimistic. We know there are problems in the world, and we are here to enlighten people about those issues and inspire them to become changemakers

Our Tone:

We have a professional tone of voice without being aloof. Our brand has these attributes:

Accessible: We want to be understandable and palatable to as many people as possible. Our writing cannot be too academic.

Concise: We will be covering some very complex topics, so we need to simplify our issues as much as possible while still helping readers understand the nuances of the issues.

Accurate: We need data to back up any claim we make. Extensive research, use of academic journals, expert interviews, etc, will establish credibility.

Tagline:

Do the problems of the world seem overwhelming? Let's talk solutions.

Value Proposition:

We help people become global citizens by providing quality research on pressing issues

Primary colors



CMYK

74 11 3 1

HEX

#00A2CC

RGB

0 162 204



0 75 92 1

#FA4908

250 73 8



CMYK

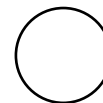
73 68 63 19

HEX

#4D4B4B

RGB

77 75 75



0 0 0 0

#FFFFFF

255 255 255

Font Styles

Most text (including H1 and H2) should be rgb(68, 55, 54) / #443736

When on a darker/colored background, text should be white #FFF

H3 and H4 should be rgb(126, 126, 117) / #7E7E75

H4 should also be italicized

Each headline is 1.5x bigger than the previous, with h4 being 1.5x bigger than the body text

Measure: No line of text should be greater than 75 characters (excluding spaces)

In all other cases, follow the general Ballard Center style guide (<https://byu.app.box.com/file/301110398066>)

The Typeface Family

Only one font styles are used for the brand, typeface family: Breuer Condensed

When to Use:

Breuer (Bold) is the primary font used for the logotype/logo wording.

When to Use:

Breuer (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Breuer Condensed(Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Breuer Condensed (Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()