

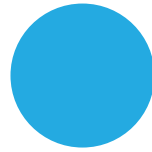
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Core Color Palette

Brightly's primary color is blue. Pure white is used as a secondary accent color. White and or black can be used as accent colors in communications. As a support palette use shades near the primary color.

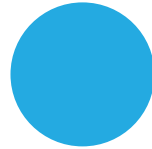
The primary color should dominate the communications along with the white and or black accent color. These colors and their corresponding values are used to keep the consistency of Brightly's color palette throughout different applications, formats, and environments.

Pantone Color



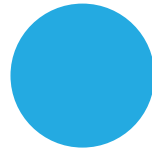
14-4530 TN

Process Color



C: 58%
M: 0%
Y: 9%
K: 0%

RGB Color



R: 86
G: 200
B: 227

Hex Color



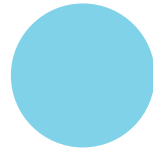
#56c8e3

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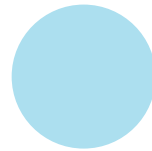
Support Color Palette

These are suggested tints of the Brightly brand meant to accentuate, complement and enhance the brand.

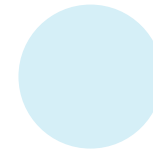
Tint Percentage



75%

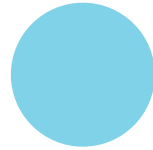


50%

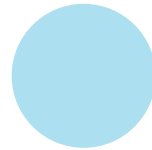


25%

Process Color



C: 45%
M: 0%
Y: 7%
K: 0%

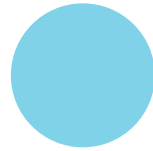


C: 30%
M: 0%
Y: 5%
K: 0%

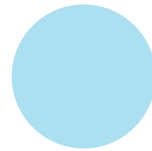


C: 58%
M: 0%
Y: 9%
K: 0%

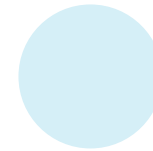
RGB Color



R: 128
G: 214
B: 234

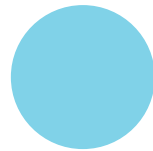


R: 171
G: 228
B: 248

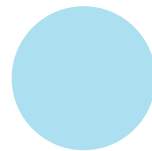


R: 86
G: 200
B: 227

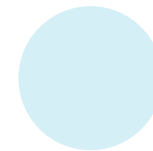
Hex Color



#80d6ea



#abe4f1



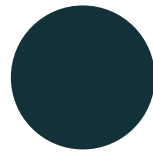
#d5eff6

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Support Color Palette

These are suggested shades of the Brightly brand meant to accentuate, complement and enhance the brand.

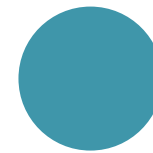
Shade Percentage



75%

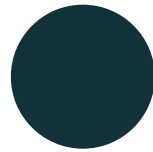


50%

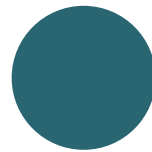


25%

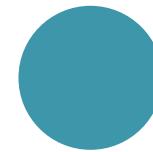
Process Color



C: 88%
M: 64%
Y: 58%
K: 56%

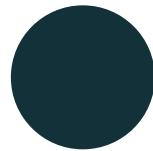


C: 84%
M: 49%
Y: 44%
K: 18%

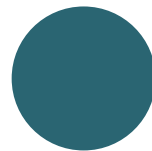


C: 74%
M: 27%
Y: 28%
K: 1%

RGB Color



R: 22
G: 50
B: 57

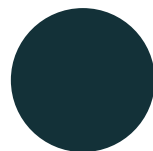


R: 43
G: 100
B: 114

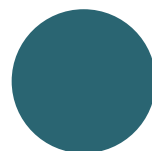


R: 65
G: 150
B: 170

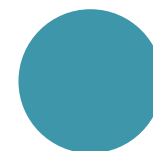
Hex Color



#163239



#2b6472



#4196aa

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Typography Print

The main brand fonts for marketing materials are Cabin and Cooper Hewitt.

The following can be adjusted to the material but these are guidelines:

Headings

Font: Cabin SemiBold
Letter spacing: 79
Line Height: .89

Subtitles

Font: Cooper Hewitt Bold
Letter spacing: 59

Body

Font: Cooper Hewitt Light
Letter spacing: 100
Line Height: 1.36

Cabin SemiBold/Headings

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Cooper Hewitt Bold/Subtitles

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Cooper Hewitt Light/Body

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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Typography Web

The Brightly website uses the Montserrat font. Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. Montserrat is often mentioned as the closest free alternative to Gotham and Proxima Nova.

Montserrat Bold/Headings

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Medium/Subtitles

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Montserrat Bold/Body

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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Typography Supplemental Materials

Gotham Narrow Book and Helvetica are used for emails, reports and longer materials.

Gotham Narrow Book

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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Logo

Full Brightly Signature Logo

This is the standard logo that should be the primary representation of the brand.

Brightly®. The use of the name should be accompanied by the ® symbol in order to protect the mark. There should be no space between the letters. The B should be capitalized.

Contact Coopportunity or your cooperative developer for a copy of the logo.



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Logo

Brightly "B" Seal

The seal is not the Brightly logo, but should be used as a graphic element to support and promote the brand. For instance, on the business cards, the seal would go on the back, but the full signature would be used for the front cover.

The seal can also be used in other applications such as stickers, stamps, and patterns.

Digital uses of the seal include the favicon on the Brightly official website, and profile picture on social media channels such as Instagram, Facebook, Twitter, and LinkedIn.



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Logo

Incorrect Usage

The colors, size, and proportions of the logos should never be changed. Consistency is key to protecting the brand identity and trademark.

- Do not alter the full signature in any way
- Do not animate, color, skew, or apply effects to the logo
- Do not separate the elements
- Never attempt to create the logo yourself, change the font, or alter the size or proportions
- Do not attempt to alter the space between the logo mark and the logotype

Only use the logo following the original file type and size guidelines. Do not use a photo, screenshot, or copy & pasted version of the logo, or enlarge a low-resolution/small-size version of the logo.



X Don't stretch the logo



X Don't shrink the logo



X Don't change the colors