BRIT CHALLENGE

BRAND GUIDELINES

BRIT CHALLENGE BRAND GUIDELINES

PRIMARY LOGO

Our logo is the cornerstone of our brand identity. Correct use will ensure a clear and consistent visual identity. It has been specially created and must not be redrawn or altered in any way. It can be shown with or without the strapline.

BRIT CHALLENGE BRAND GUIDELINES

SECONDARY LOGOS

Our logo is the cornerstone of our brand identity. Correct use will ensure a clear and consistent visual identity. It has been specially created and must not be redrawn or altered in any way. It can be shown with or without the strapline.

BRIT CHALLENGE UNITING TO SUPPORT YOUNG ADULT & STUDENT MENTAL HEALTH

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LOGO ON COLOUR

Please use the white version of the logo when it is placed on dark backgrounds. Please ensure that the logo is clearly visible at all times.

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LOGO EXCLUSION ZONE & SIZING

An exclusion zone has been developed to make sure that the logo is sufficiently prominent. The height of the B in BRIT is to be used as a clearance guide. Do not allow type, rules or any other graphic device into this area. This principle applies to any sized logo.

As a general rule, depending on the print quality, the logo with strapline should not be reproduced smaller than 25mm in width, and without the strapline it should not be reproduced smaller than 15mm in width.

25 mm

15 mm

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LOGO MISUSE

Here are a number of examples of how the logo should not be used.

Do not rotate the logo

Do not stretch or distort the logo.

Do not add effects such as drop shadows to the logo.

Do not change the colours of the logo.

Do not use elements of the logo and reposition them.

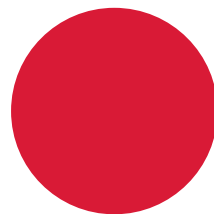Do not add additional elements to the logo including background colours and shapes.

BRIT CHALLENGE BRAND GUIDELINES

COLOUR PALETTE

We use two strong colours and white to ensure brand consistency and to create a balanced message.

Use CMYK for print and RGB or hex (#) for web use. Secondary colours are to be used for accents or background colours.
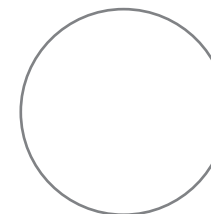
BRIT CHALLENGE RED
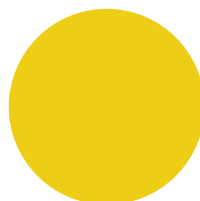
CMYK 2 100 82 6
RGB 218 26 53
HEX #da1a35
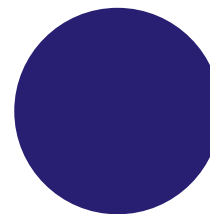
BRIT CHALLENGE BLUE

CMYK 97 100 0 28
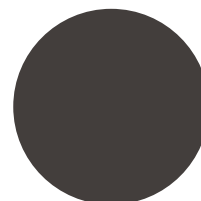RGB 40 30 114
HEX #281e72

BRIT CHALLENGE WHITE

CMYK 0 0 0 0
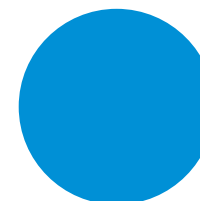RGB 255 255 255
HEX #ffffff

YELLOW

CMYK 8 15 100 0
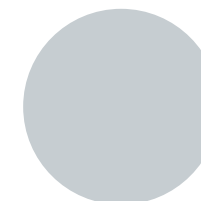RGB 238 205 23
HEX #eecd17

CHARCOAL

CMYK 40 40 40 70
RGB 67 62 60
HEX #433e3c

AQUA

CMYK 100 24 0 0
RGB 0 144 214
HEX #0090d6

LIGHT GREY

CMYK 10 4 4 14
RGB 198 205 209
HEX #c6cdd1

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TYPOGRAPHY

Oswald Regular is our font for headlines. This must always be used in uppercase and not used for paragraphs of text.

Open Sans is our font for body copy, we use regular and bold to create contrast. When using PC replacement fonts use Helvetica or Arial.

OSWALD REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Open Sans Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Open Sans Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

BRIT CHALLENGE BRAND GUIDELINES
PHOTOGRAPHY

The photography style reflects the audience of BRIT Challenge.

The imagery should be bold, fresh and modern, reflecting the young audience online and in print. Images should include young adults of varying genders, ethnic groups and abilities.

BRIT

CHALLENGE