

2019 Version 1.0



Brand guidelines

Contents

**Welcome to the
Bright brand guidelines.**
These guidelines are
just that, a guide, rather
than a set of hard rules.
Instead it should inspire
and promote creativity.

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Logo

The Bright Logo

The Bright logo defines who we are and what we do as an organisation. It differentiates us from competitors and attracts potential customers to our products and services. It is one of our most important and valuable business assets and should **always** be used with respect. These brand guidelines help manage how the bright logo and our product logos are applied consistently and creatively.

The Bright logo is available either **positive** or **reversed** in four different relationships. Each is available as finished artwork in all the standard reproduction formats to suit a variety of techniques and applications.



Four logo relationships

We have created four versions of the Bright logo with different size relationships of the icon to the logotype to suit different kinds of applications; from wide landscape areas to tall portrait banners.

Wherever possible we recommend using the Landscape Logo (**Bright_Logo-1_Landscape**) for most applications, however you may use the alternative logos where desired. The logos are available **positive** or **reverse** artwork in all the standard production formats.

To select the most appropriate logo relationship, consider the dimensions of the application, the size you wish to make the logo and how the logo connects to your overall design layout. Always use plenty of clear space around the logo.

Logo integrity

Each logo is surrounded by an invisible 'clear space' zone. This is a minimum no-go area where all elements; such as graphics, typography or disruptive photography must not encroach.

The clear space zone must always be respected and never used as a coloured line or a block of colour which encloses or 'holds' the logo as this visually becomes part of the logo and degrades its power.

Design layouts are more engaging when we add significantly more breathing space around the logo than suggested by the clear space zone.

Landscape logo

Folder name:
[Bright_Logo-1_Landscape](#)

This is our Primary Logo and it can be used for most applications. In this relationship the logotype and the icon are equally balanced with each other.



Portrait logo

Folder name:
[Bright_Logo-2_Portrait](#)

The Portrait Logo can be used for applications with restricted widths, or where a more dominant Brightstuff Icon is required. Always ensure clear legibility of the logotype when used at small sizes.



Vertical logo

Folder name:
[Bright_Logo-3_Vertical](#)

The Vertical Logo maximises legibility of the logotype when applying to tall, vertical spaces such as banners or the spine of a book. It must never be used rotated to a landscape format.



Icon only

Folder name:
[Bright_Logo-4_Icon](#)

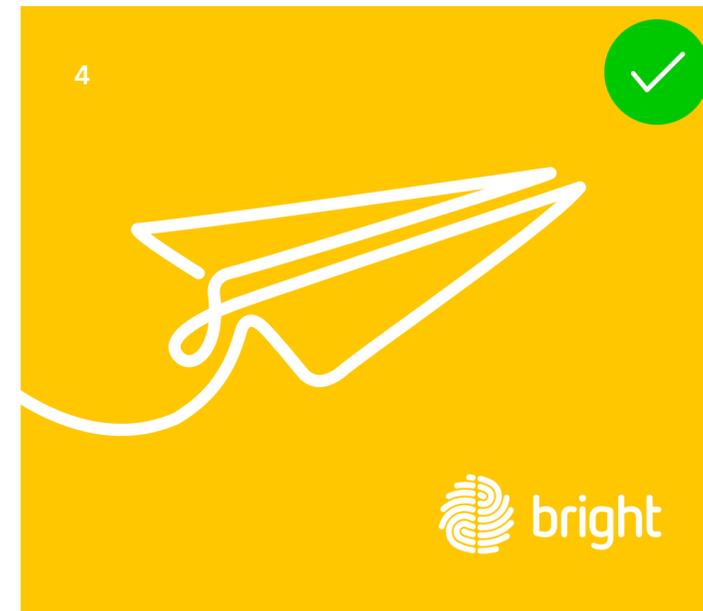
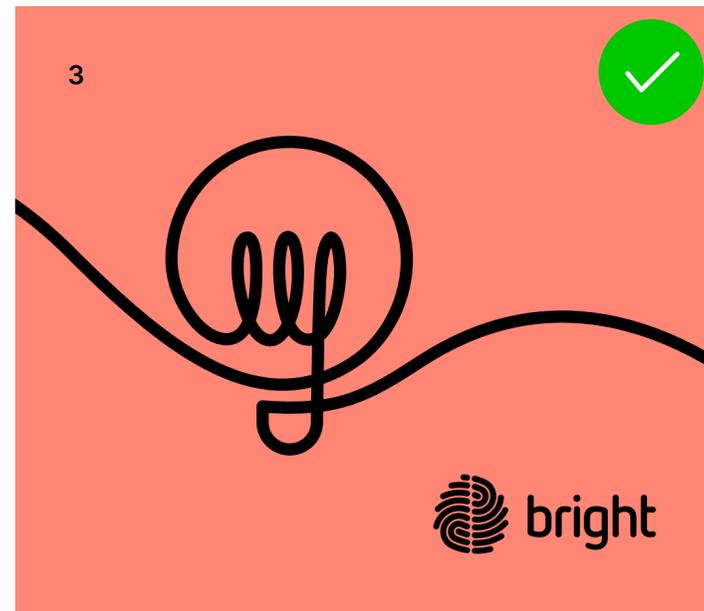
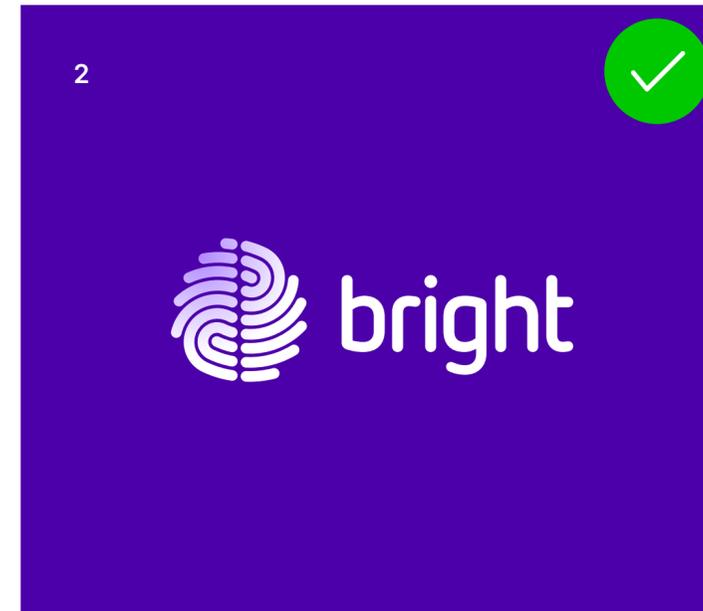
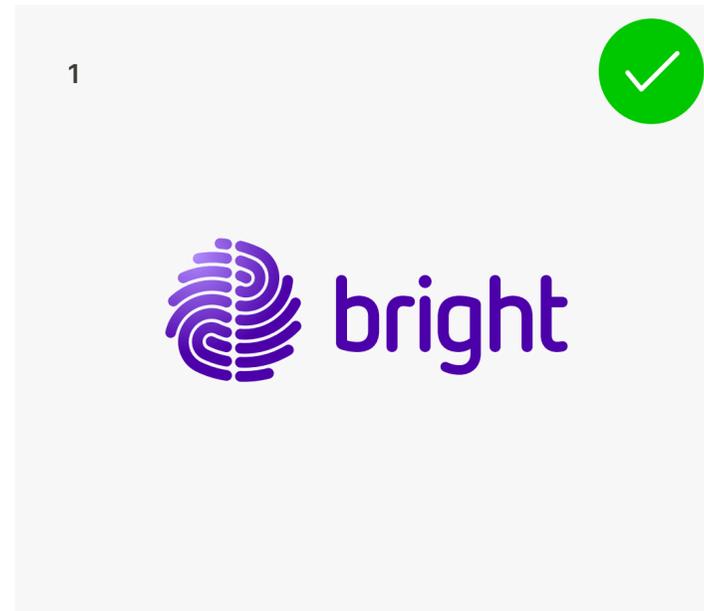
Using the Brightstuff icon without the logotype suggests a confident modern brand. It can be used across all appropriate material to make a bold statement and works well at large sizes.



Logo legibility

On occasion you may need to apply the logo to alternative background colours, textures or photography other than what is recommended. Always maintain legibility of the logo.

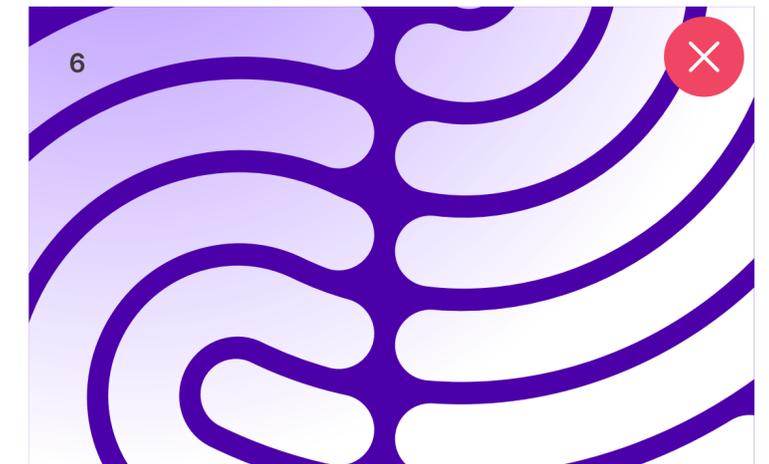
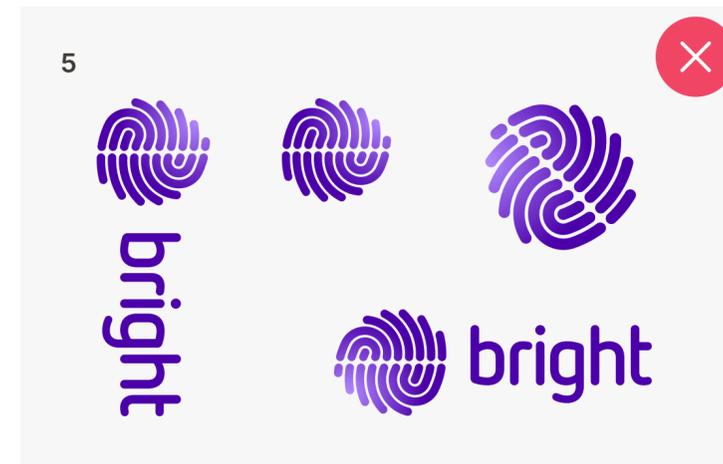
1. **YES** to fresh white backgrounds
2. **YES** to Bright Violet Gradient or Bright Violet Solid
3. **YES** to the secondary colour palette.
Note this requires either a black or white only version of the logo
4. **YES** to the secondary colour palette.
Note this requires either a black or white only version of the logo



Misusing the logo

Only ever use the logo as described within these guidelines and always use supplied finished artwork.

1. **Never** place the logo within any graphic shape or holding device
2. **Never** show two or more logos in the same field of vision. The exception to this rule is in sponsorship (e.g. multiple stadia advertising hoardings, or on a brand wall at a premier event)
3. **Never** use any other colour combinations except where allowed in these guidelines
4. **Never** recreate, adapt or alter the logo in any way. It is carefully constructed and is available as production ready finished artwork in all formats. Always use the correct logo artwork
5. **Never** place the logo at any other angle other than as supplied within the artwork
6. **Never** crop or obscure the logo
7. **Never** distort the logo
8. **Never** reconfigure the logo or remove any element



Bright product logos are connected to the Bright masterbrand using a consistent visual style.

Brand architecture

The Bright brand consists of the Bright logo and a variety of Bright product logos. The same rules and guidelines created for the Bright logo also apply to how product logos are used.

New customers

The new brand (Bright) should be used when communicating with new customers. There is no need to explain the previous name or branding to this audience.

Existing customers

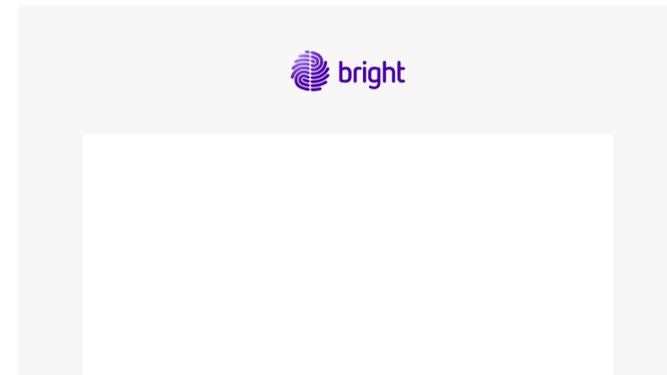
Many of our existing customers know us as AssetBank or one of our products. For this reason we may choose to brand communications to them using one of our legacy logos (listed below) combined with a Bright endorsement.

Legacy logos

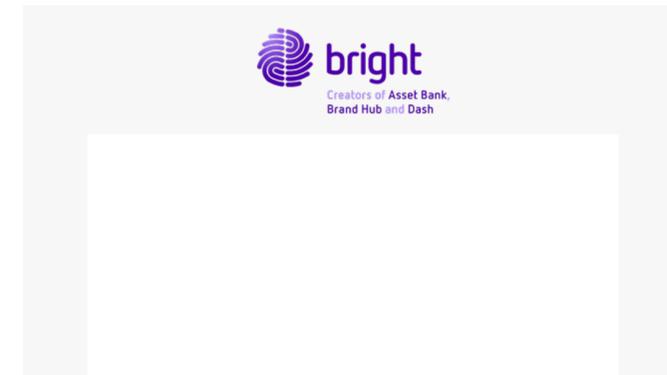
- Bright – Creators of AssetBank
- Bright – Creators of Dash
- Bright – Creators of AssetBank, Brand Hub and Dash
- AssetBank – Created by Bright
- Dash – Created by Bright
- Brand Hub – Created by Bright



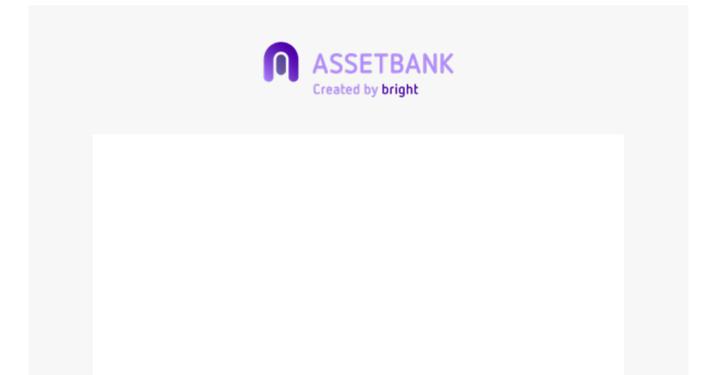
New customer example comms header



Existing customer example comms header



Existing customer example comms header



Product logo design

All Bright product logos are constructed using elements extracted and adapted from the Bright logo to suit the characteristics of each product. Simple in execution, they use a similar number of elements within each symbol; a circle, a short length and a curved 'U' shaped piece to form a monogram. The proportions between the rounded corner elements and the spaces inbetween are the always the same. The violet gradient matches the one used in the Bright logo, however the angle of the gradient can change to suit the construction of each product logo.

Colour gradient

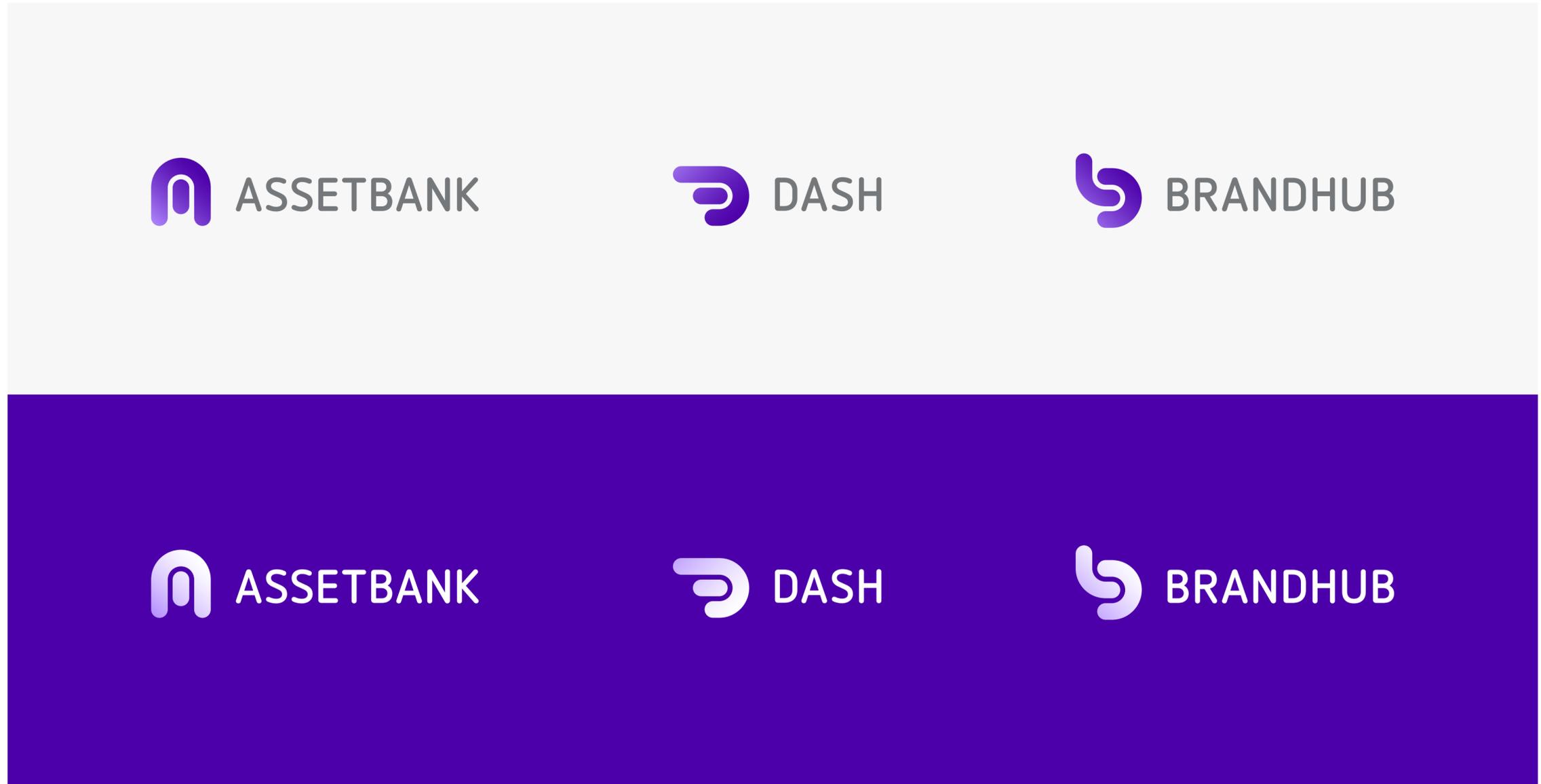
The direction of the gradient changes to suit the construction of each product logo icon.

Typography

Product logo typography is always in CAPS. The positive version is coloured Ocean Spray.

Logo integrity

To protect the integrity of each product logo an invisible clear space zone has been created around them. This zone is constructed using elements from within the logo icon.



Brand colour palette

Our primary brand colour is Bright Violet. This is supported by the additional colours in the palette, greys and white.

On-screen reproduction of colour uses more vibrant versions of the standard RGB and HEX values.

Always use the values specified below for consistency.

Print using special colour Pantone® for richness of colour. If cost is an issue use a modern print process such as an **Indigo press** which can print in seven colours and match most Pantone® specials.

Colour usage

Please see the examples in this document for best practice guidance on how to use colour.

<h1>Bright Violet</h1>			
Screen RGB R = 76 G = 0 B = 169	Print CMYK C = 90 M = 99 Y = 0 K = 0	HEX / HTML #4c00a9	Print special colour Pantone® Violet C
Royal Pavilion	Print CMYK* C = 62 M = 75 Y = 0 K = 0	Print special colour* Pantone® 265 C HEX / HTML #b941ff	Screen RGB R = 185 G = 65 B = 255
Swell	Print CMYK C = 96 M = 0 Y = 31 K = 2	Print special colour Pantone® 320 C HEX / HTML #009ca6	Screen RGB R = 0 G = 156 B = 166
Ocean Spray	Print CMYK C = 66 M = 0 Y = 39 K = 0	Print special colour Pantone® 3265 C HEX / HTML #00d5b7	Screen RGB R = 0 G = 213 B = 183
Jelly Baby	Print CMYK C = 0 M = 48 Y = 95 K = 0	Print special colour Pantone® 151 C HEX / HTML #ff8200	Screen RGB R = 255 G = 130 B = 0
Lemon Sherbet	Print CMYK C = 0 M = 10 Y = 100 K = 0	Print special colour Pantone® 123 C HEX / HTML #ffc700	Screen RGB R = 255 G = 199 B = 0
Ice Cream	Print CMYK C = 0 M = 40 Y = 44 K = 0	Print special colour Pantone® 170 C HEX / HTML #ff8674	Screen RGB R = 255 G = 134 B = 116

*Please note

Please print test the updated Royal Pavilion colour shown on this page before a full print run.

Sea Wall	Print CMYK C = 38 M = 35 Y = 33 K = 92	Print special colour Pantone® Black 7 C HEX / HTML #3d3935	Screen RGB R = 61 G = 57 B = 53
Brighton Belle	Print CMYK C = 20 M = 14 Y = 12 K = 40	Print special colour Pantone® Cool Grey 7 C HEX / HTML #97999b	Screen RGB R = 151 G = 153 B = 155
Rolling Fog	Print CMYK C = 4 M = 2 Y = 4 K = 8	Print special colour Pantone® Cool Grey 1 C HEX / HTML #d9d9d6	Screen RGB R = 217 G = 217 B = 214
White	Print CMYK C = 0 M = 0 Y = 0 K = 0	Print special colour N/A HEX / HTML #ffffff	Screen RGB R = 255 G = 255 B = 255
Black	Print CMYK C = 0 M = 0 Y = 0 K = 100	Print special colour Pantone® Process Black C HEX / HTML #000000	Screen RGB R = 0 G = 0 B = 0

Bright colour gradients

Bright Colour Gradients are used to add depth to backgrounds and holding devices. These are always made from two colours which can be found in the Brand Colour Palette.

Colour balance

The colour balance in the gradient is always 50/50 by default. This can be adjusted if required.

Gradient angle

The angle of the gradient is always 0° by default. This can be adjusted if required to follow the direction of the shape it is colouring.

Contrast direction

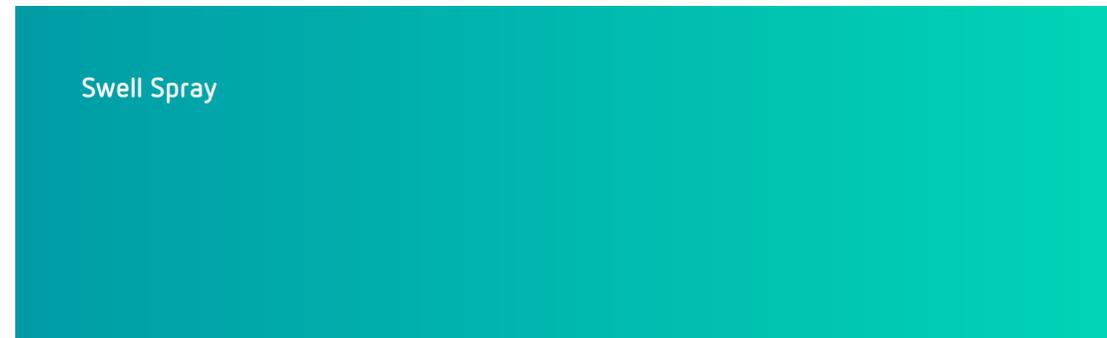
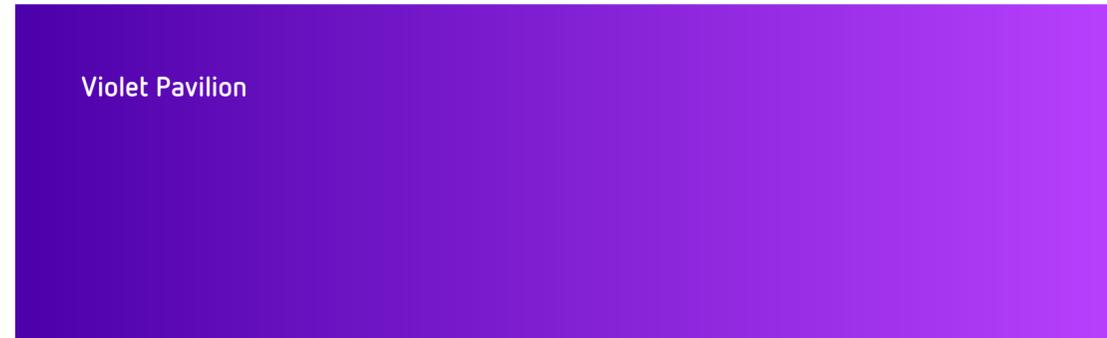
To be flexible, there is no set rule about whether the colour goes from dark to light or light to dark.

Gradient usage

Please see the examples in this document for best practice guidance on how to use colour.

*Please note

Please print test the updated Royal Pavilion colour shown on this page before a full print run.



Bright Violet	Print CMYK* C = 90 M = 99 Y = 0 K = 0	Print special colour Pantone® Violet C	Screen RGB R = 76 G = 0 B = 169
	HEX / HTML #4c00a9		

Royal Pavilion	Print CMYK* C = 62 M = 75 Y = 0 K = 0	Print special colour* Pantone® 265 C	Screen RGB R = 185 G = 65 B = 255
	HEX / HTML #b941ff		

Swell	Print CMYK C = 96 M = 0 Y = 31 K = 2	Print special colour Pantone® 320 C	Screen RGB R = 0 G = 156 B = 166
	HEX / HTML #009ca6		

Ocean Spray	Print CMYK C = 66 M = 0 Y = 39 K = 0	Print special colour Pantone® 3265 C	Screen RGB R = 0 G = 213 B = 183
	HEX / HTML #00d5b7		

Jelly Baby	Print CMYK C = 0 M = 48 Y = 95 K = 0	Print special colour Pantone® 151 C	Screen RGB R = 255 G = 130 B = 0
	HEX / HTML #ff8200		

Lemon Sherbet	Print CMYK C = 0 M = 10 Y = 100 K = 0	Print special colour Pantone® 123 C	Screen RGB R = 255 G = 199 B = 0
	HEX / HTML #ffc700		

Brighton Belle	Print CMYK C = 20 M = 14 Y = 12 K = 40	Print special colour Pantone® Cool Grey 7 C	Screen RGB R = 151 G = 153 B = 155
	HEX / HTML #97999b		

Rolling Fog	Print CMYK C = 4 M = 2 Y = 4 K = 8	Print special colour Pantone® Cool Grey 1 C	Screen RGB R = 217 G = 217 B = 214
	HEX / HTML #d9d9d6		

Fonts

Primary font

Our primary font is used to convey our brand feel, character and personality.

- ✔ Brings character and personality
- ✔ Designed to be displayed big
- ✔ Use for large headings and headlines

Netto Pro Family

Netto Pro Light
Netto Pro Regular
Netto Pro Bold

Example usage

Netto Pro Light for
super large headlines
Netto Pro Regular for large headlines
Netto Pro Bold for headings

Secondary font

Our secondary font is designed for readability and legibility at smaller sizes.

- ✔ Good legibility for long content (blog, eBooks)
- ✔ Designed to be displayed small
- ✔ Use for body copy and supporting texts

Inter Family

Inter Regular
Inter Semi-Bold

Example usage

Inter Semi-Bold for subheadings

Use Inter Regular for blocks of longform or supporting text.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Vivamus euismod libero commodo, faucibus tellus at, gravida turpis. Nunc ornare sapien risus, ut porttitor lectus luctus suscipit. Vestibulum consectetur, lectus quis maximus rutrum.

Fallback font

In some applications it's not always possible to control the use of our primary or secondary fonts. This is because the recipients computer is unlikely to have these fonts available on their local system. In these cases we recommend the use of Helvetica.

- ✔ Use only when our other fonts are not available
- ✔ Available on the majority of computers

Helvetica Family

Helvetica Regular
Helvetica Bold

Example usage

Fallback to Helvetica Bold for subheadings

Helvetica Regular should be used as a fallback in longform or supporting text.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus euismod libero commodo, faucibus tellus at, gravida turpis. Nunc ornare sapien risus, ut porttitor lectus luctus suscipit. Vestibulum consectetur, lectus quis maximus rutrum.

Graphic
device

Graphic device

Make communications come to life. Born from the Brightstuff brand icon, we've freed the brain, enabling it to flow and be used as a creative thread that runs throughout the Bright brand. These different uses of the graphic device help keep our brand fresh and maintain longevity. They help us to change the pace of our brand and tailor our communications to the appropriate audience.

Illustration

Illustration can be used as a leading image to provide a dramatic visual introduction to a communication. They may appear on a variety of applications from full bleed banners on websites to large scale wall graphics in the office interior. Illustration can be used with photography, or graphic only, with or without a holding shape.



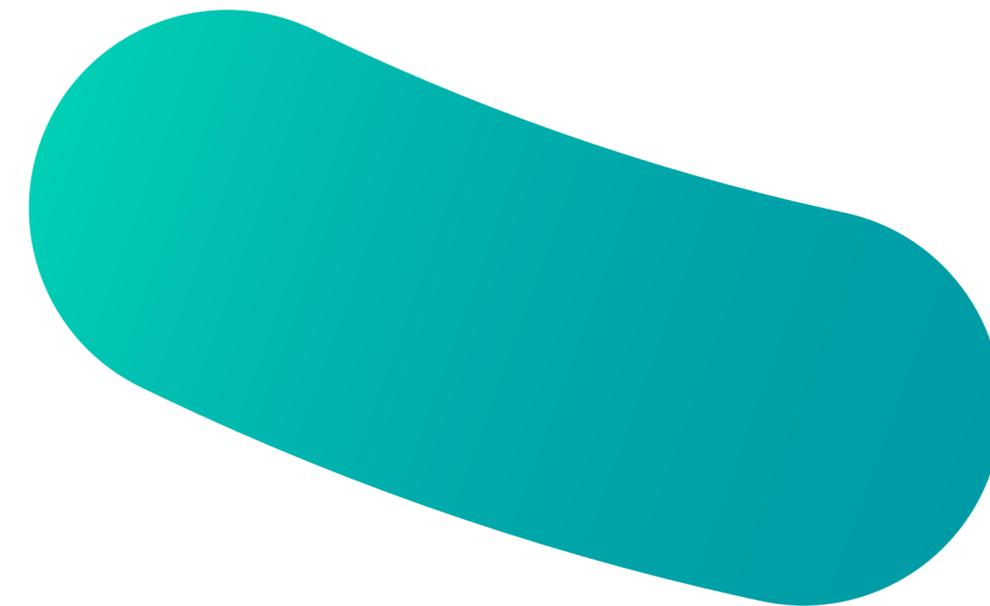
Illustration with photography



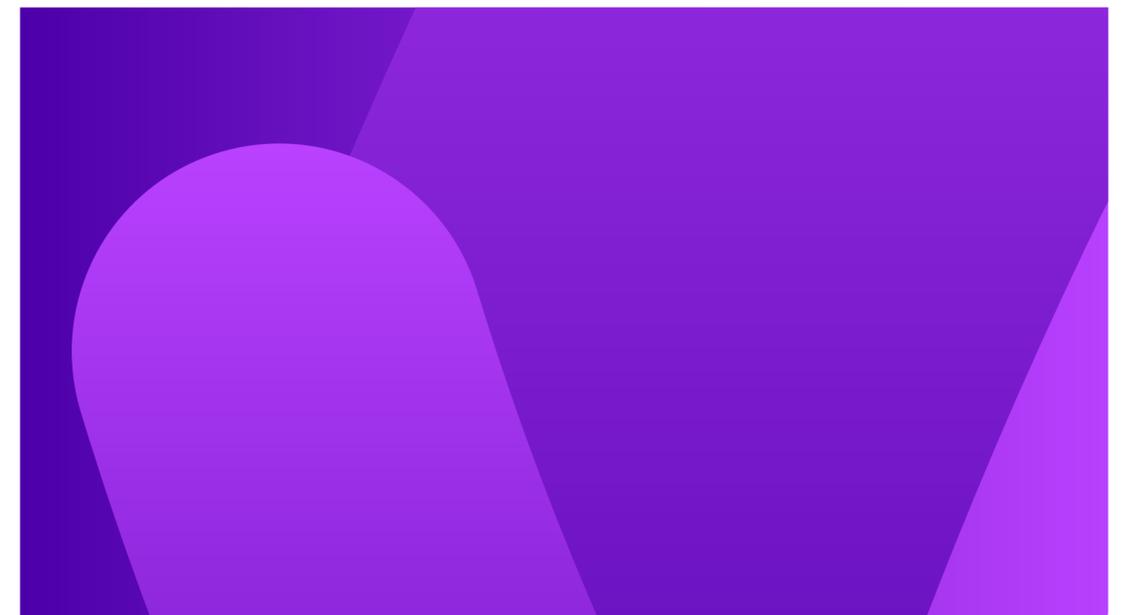
Illustration

Holding shapes

These are round, individual shapes that come from the Brightstuff icon. These can be coloured using the gradients and be used as a platform for imagery, illustration or online modules. Holding shapes can help us create a focussed platform, which helps us promote a variety of messages, products and services.



Holding shapes



Graphic backgrounds

Graphic backgrounds

These backgrounds can be used for more subtle branding in applications such as UI design.

Graphic device – hierarchy

This hierarchy is a guide rather than a strict set of rules to follow. The key thing to consider here is what you are trying to communicate and who your audience is. This will help you decide what type of branded imagery is most appropriate. The hierarchy helps keep our brand fresh and maintain longevity. It enables us to change the pace and tone of our communications if needed. Flexibility is important so we can create communications in the future that we haven't encountered yet. For simplicity, we've created two ways to define your communications:

Higher level

Generally, the Higher level is for more externally facing material where a more emotional feeling or story should be communicated – such as the header of the website for example.

Other examples may include: covers of brochures/presentations, some online ads, UI support imagery and backgrounds.

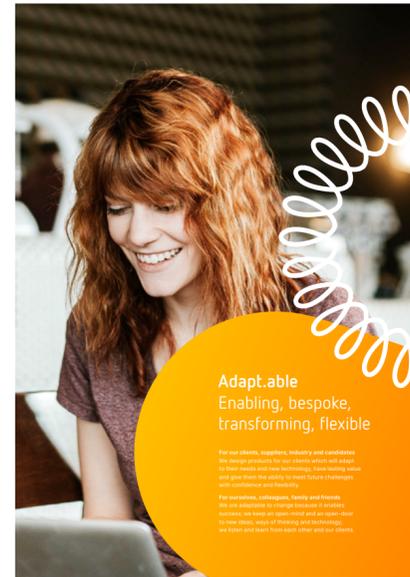
Lower level

The Lower level helps us to be branded consistently without over-using our photography. It continues the brand imagery story and helps us adjust the tone of our communications to be more subtle, for example on things like generic UI backgrounds.

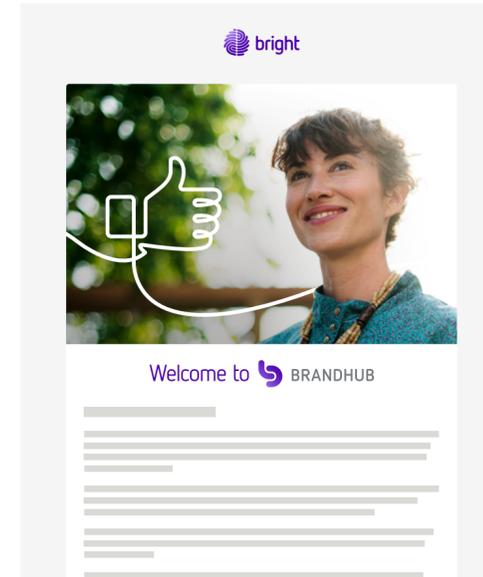
Other examples may include: inside of brochures or presentations, social posts, merchandise and UI backgrounds.

Please note: some communications may fall in-between and can therefore feature higher or lower level brand imagery – the choice should be tailored to the message and audience.

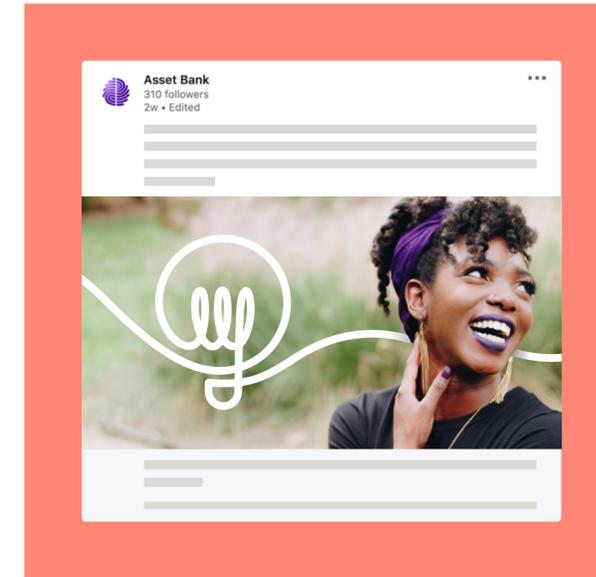
Higher level examples



Brand values

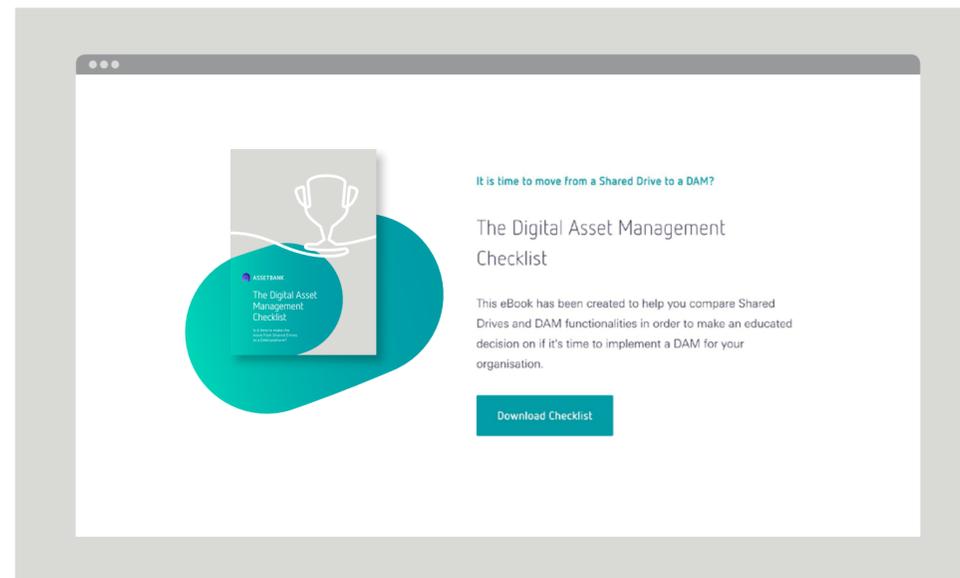


Email marketing template



Social posts

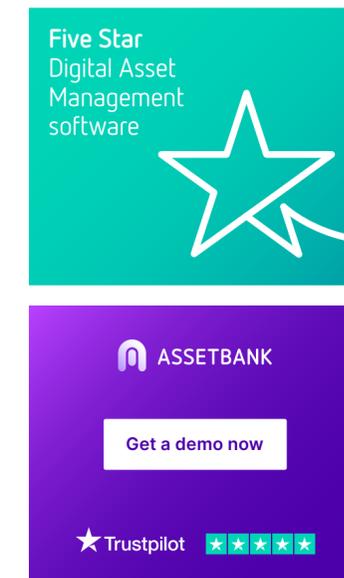
Lower level examples



Body of website



eBook covers



Online ads

Illustration with photography

Illustration can be used as a leading image to provide a dramatic visual introduction to a communication. They can be used to support or communicate the message or call to action where needed. They may appear on a variety of applications from full bleed banners on websites to large scale wall graphics in the office interior.

Integration

There are two ways to combine illustration with photography. The first requires a bit more time and skill and is where the line appears to go behind something in the image. A soft shadow is also applied to help this look authentic. The second option requires less time and skill, where the illustration is simply placed over the image.



Illustration integrated into photography



Illustration placed onto photography (full-bleed)



Illustration placed onto photography

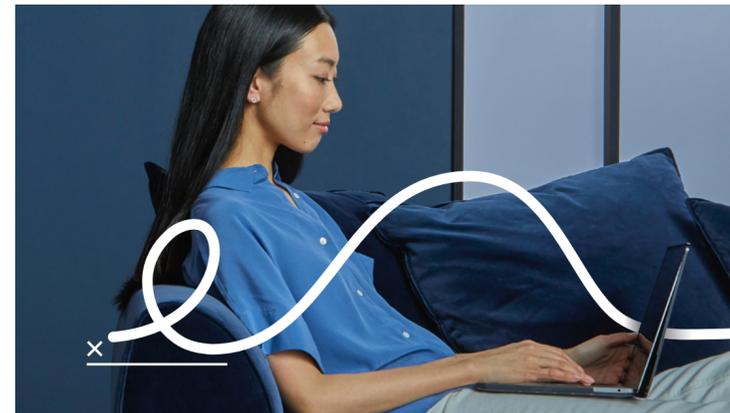


Illustration integrated into photography



Illustration placed onto photography

Graphic only illustration

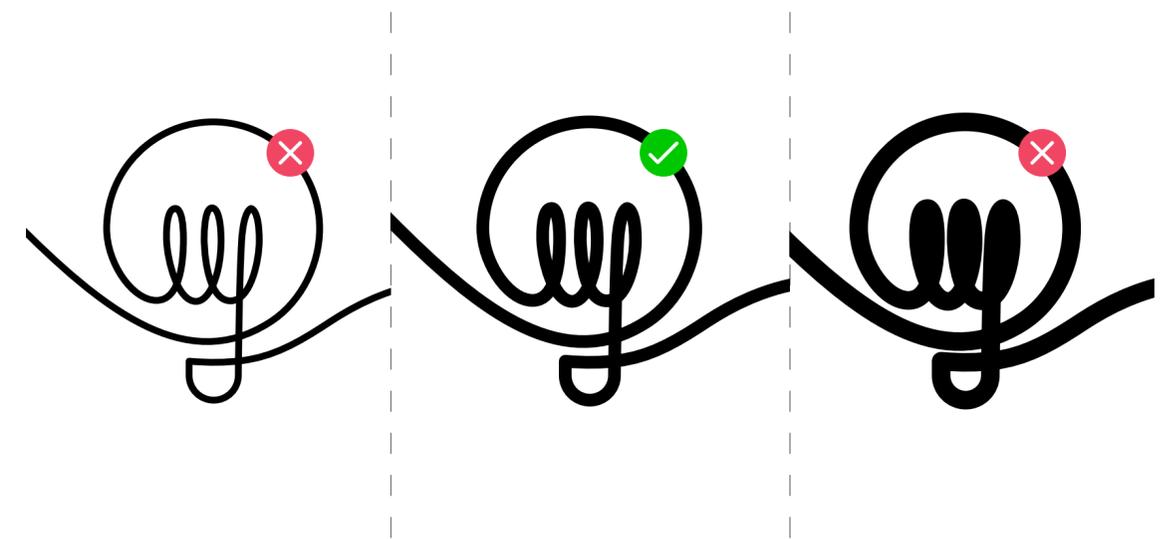
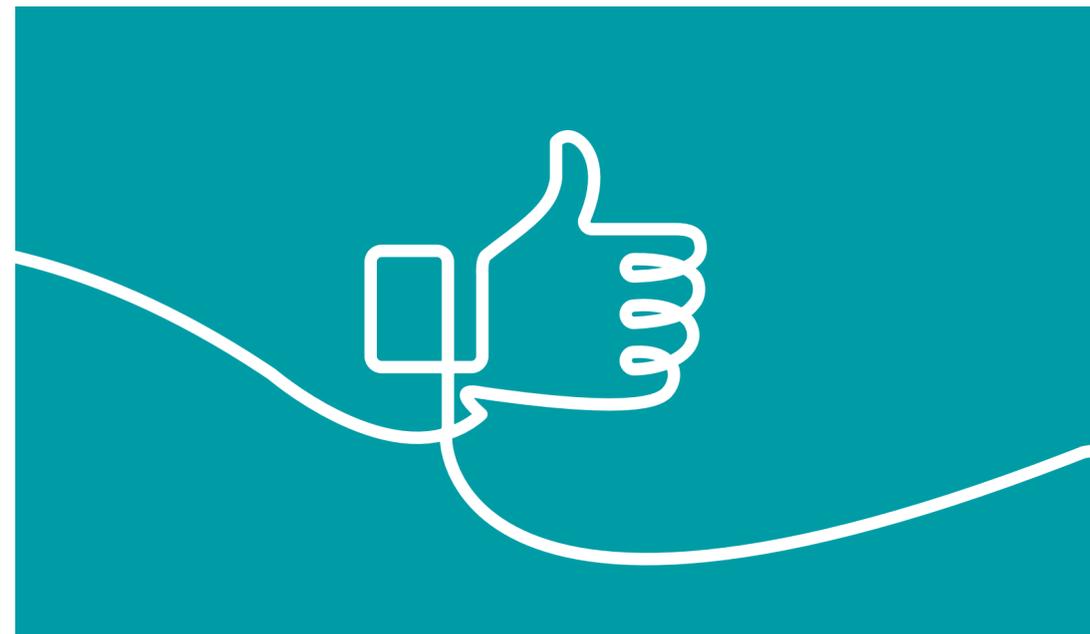
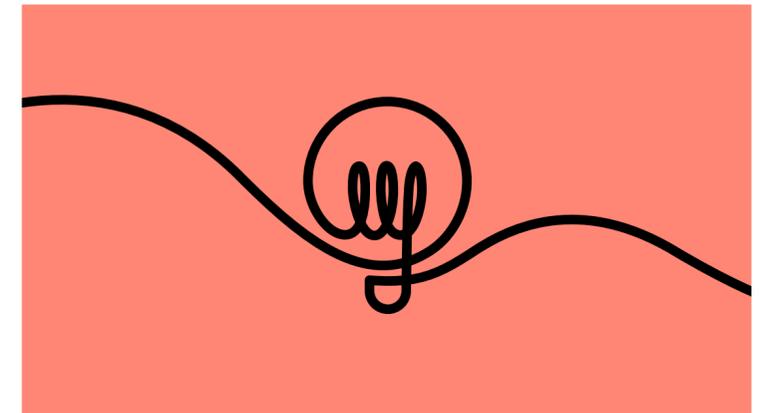
Illustration can be used as a leading image to provide a dramatic visual introduction to a communication. They may appear on a variety of applications from full bleed banners on websites to large scale wall graphics in the office interior. Illustrations can be used with photography, or graphic only, with or without a holding shape.

Colour

The line should be white or black on coloured backgrounds and photography, or Violet when used on white. Coloured backgrounds can be flat or have a gradient.

Line weight

This must be a balance between being bold enough to stand out, but not too bold so that the illustration isn't clear. See example guide on this page. Line weights can be adjusted to best fit the space and size they are being used at.



Line weights should be bold, but not too bold so that the illustration isn't clear

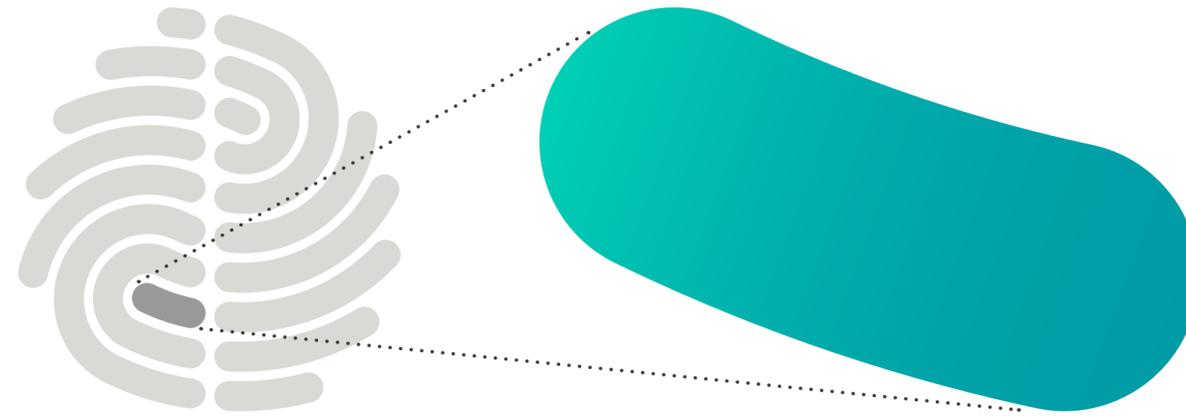
Holding shapes

These are round, individual shapes that come from the Brightstuff icon. These can be coloured using the gradients and be used as a platform for imagery, illustration or online modules.

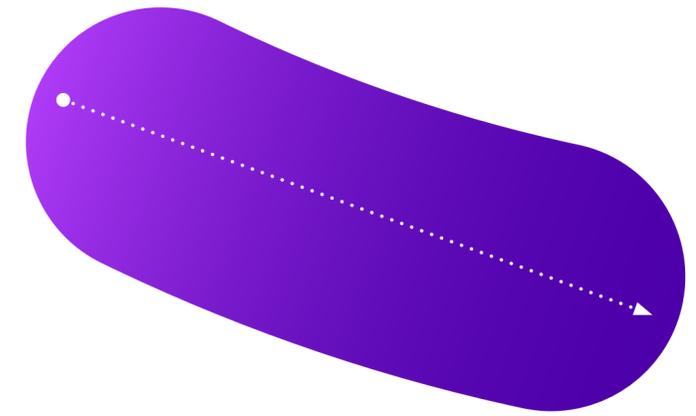
Shapes can be used to hold images, illustration or information, as shown in the example on this page.

Shapes can be rotated and flipped if needed.

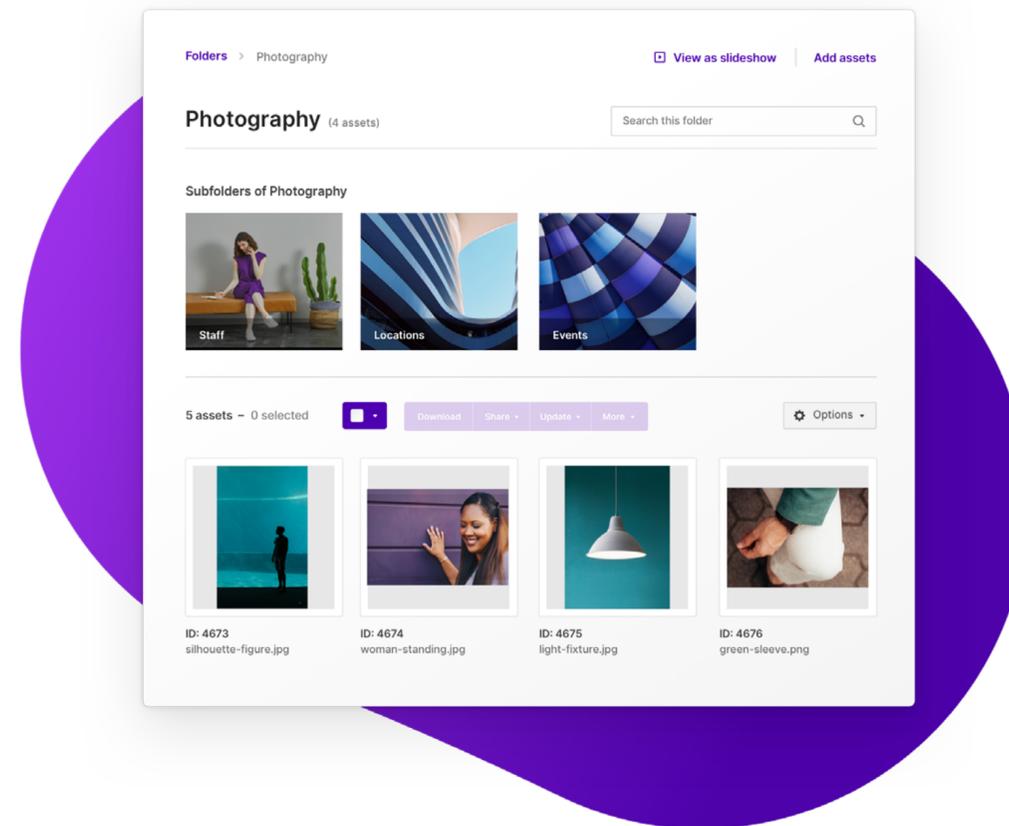
Shapes can bleed off the edge of the communication.



Holding shapes are created from the Brightstuff icon



Gradient angle can be adjusted to follow the shape



Example of holding shape with image on the website



Example of holding shape featuring an eBook with illustration

Graphic backgrounds

The graphic backgrounds can be used as subtle branding in applications such as UI design.

Shapes

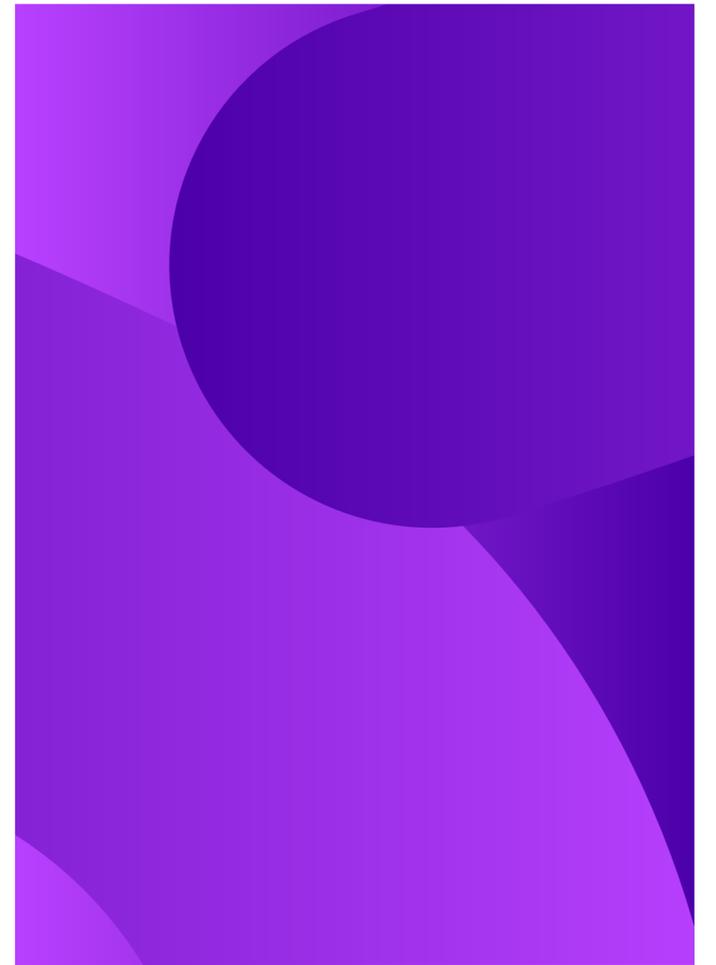
The graphic backgrounds are created by taking shapes from the Brightstuff icon.

Colour

Each shape including the background features coloured gradients.

Composition

Take 2-3 shapes from the Brightstuff icon and scale them up in size so they crop off inside the space you are working in. Then you can choose to overlap or keep separate to work best in the space.



Graphic backgrounds use the shapes from the Brightstuff icon

Photography

Photography brings emotion and warmth to our brand. It should feature at a high level such as the header of our website for example. It should feel human and connected.

It can feature with or without illustration which depends on what is trying to be communicated.

People

Shots need to feel real: real people, real emotions and natural/candid moments. Avoid images being overly staged. The people we show can depict our team members and/or our clients.

Colour

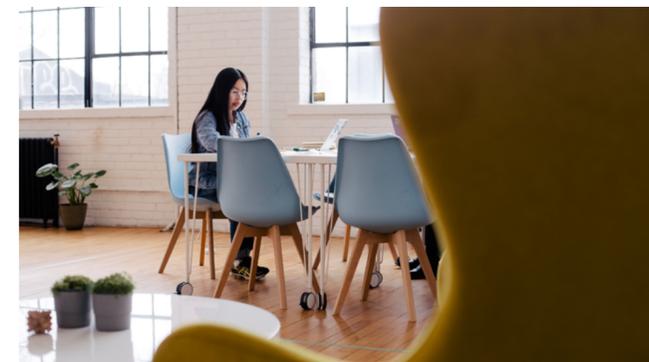
Subtle hints of brand colour such as the Violet can be captured within the subject or environment but should not be obvious or forced in if not already in the shot.

Composition

Keeping images simple and not overly busy gives us clarity and focus. It also gives us the option of adding illustration without making the image too busy or confusing. We use a mix of close-up and wider shots of people that include more of the office environment.

The office environment

Capturing the behind the scenes of Bright with our team and office interior will give the audience an impressive insight into our company and culture. The environment should feel warm, rich and not too corporate or clinical.

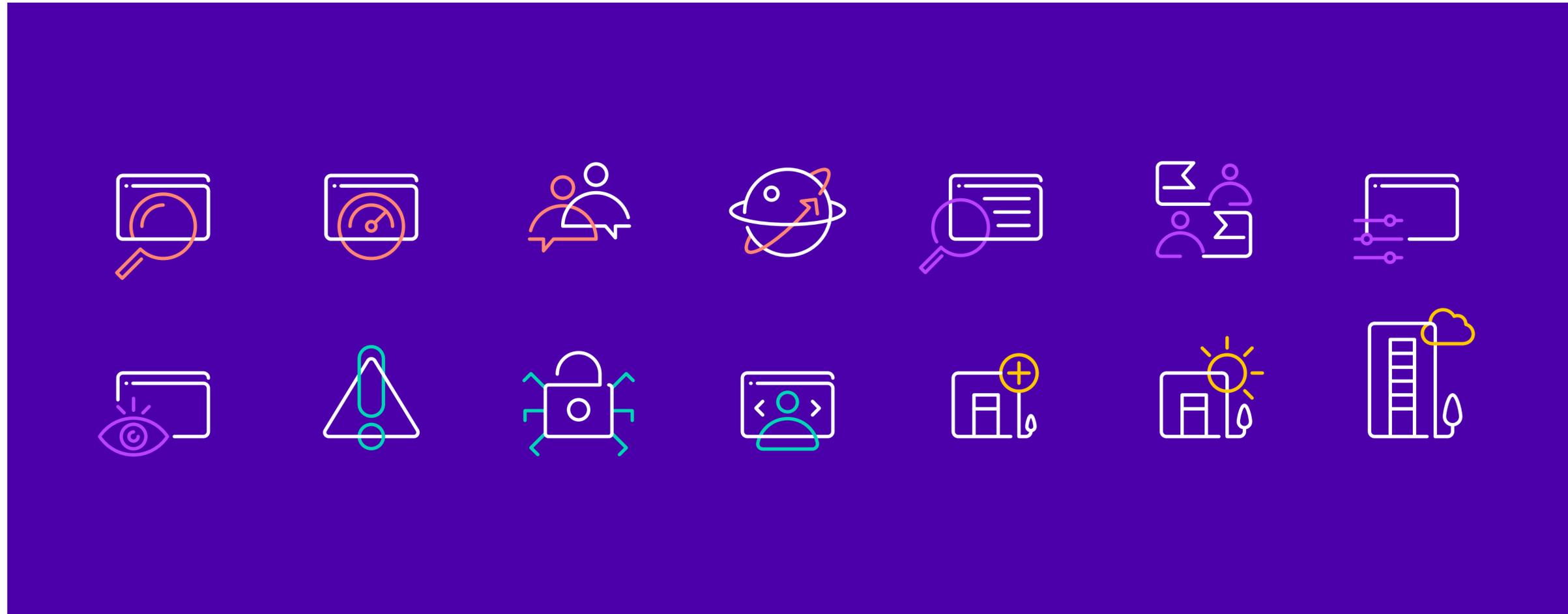
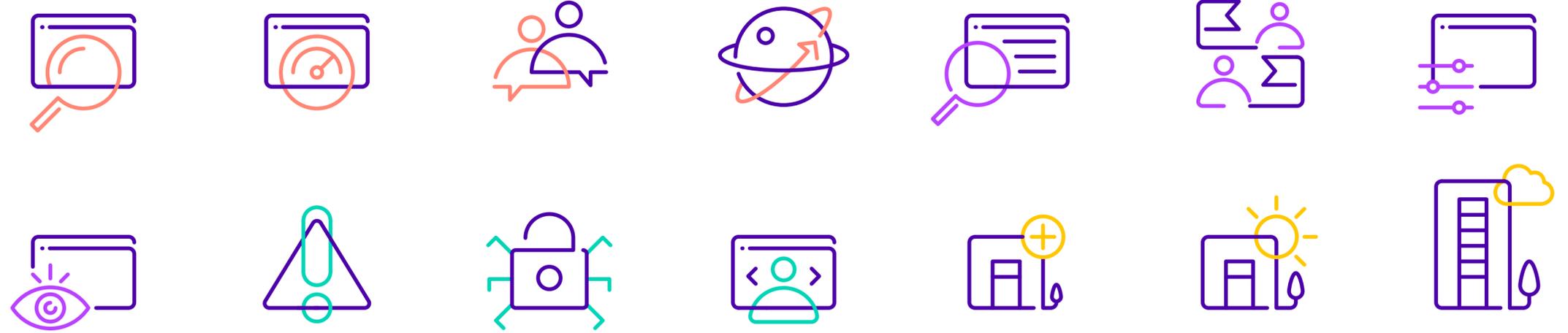


Iconography

Iconography

Our iconography is inspired by our illustration line style. We use a connected line for the majority of the icon and combine it with overlaid icon parts to complete. This means we can highlight attributes with colour to add more depth to our icons.

Iconography can be used on white or coloured backgrounds. The Violet line is changed to white accordingly to ensure there is enough contrast.



Application examples

Brand values

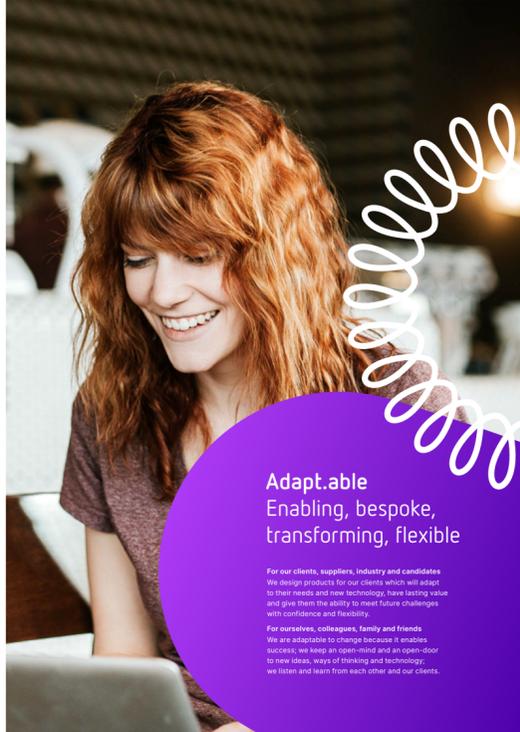
Brand Values are the expression of how we see the world, what we believe in and how we want to make people feel.



Inventive intelligence
Ingenious, liberating,
powerful creative ideas

For our clients, suppliers, industry and candidates
We create powerful software to liberate our clients to unlock and maximize the creative potential with their organisations and assets.

For ourselves, colleagues, family and friends
We apply inventive intelligence and lateral thinking to every challenge we face. We are better equipped to find bright ideas and solutions because we think differently.



Adapt.able
Enabling, bespoke,
transforming, flexible

For our clients, suppliers, industry and candidates
We design products for our clients which will adapt to their needs and new technology, have lasting value and give them the ability to meet future challenges with confidence and flexibility.

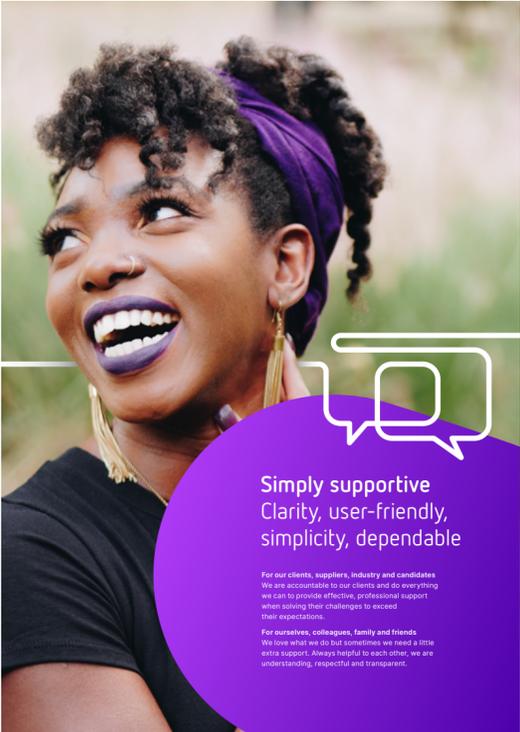
For ourselves, colleagues, family and friends
We are adaptable to change because it enables success; we keep an open mind and an open door to new ideas, ways of thinking and technology; we listen and learn from each other and our clients.



Creatively productive
Smart, inspiring,
solutions, focused

For our clients, suppliers, industry and candidates
Our team develop powerful software and provide great service to help our clients harness creativity productively. We save them time, help them achieve more and focus on what's truly important, both professionally and personally.

For ourselves, colleagues, family and friends
We liberate our team to do what they do best; giving them space to achieve more for the company and themselves. Our team is made up of 'doers' who work smarter, not longer; for thinking of creative solutions to make their days more inspiring and productive.



Simply supportive
Clarity, user-friendly,
simplicity, dependable

For our clients, suppliers, industry and candidates
We are accountable to our clients and do everything we can to provide effective, professional support when solving their challenges to exceed their expectations.

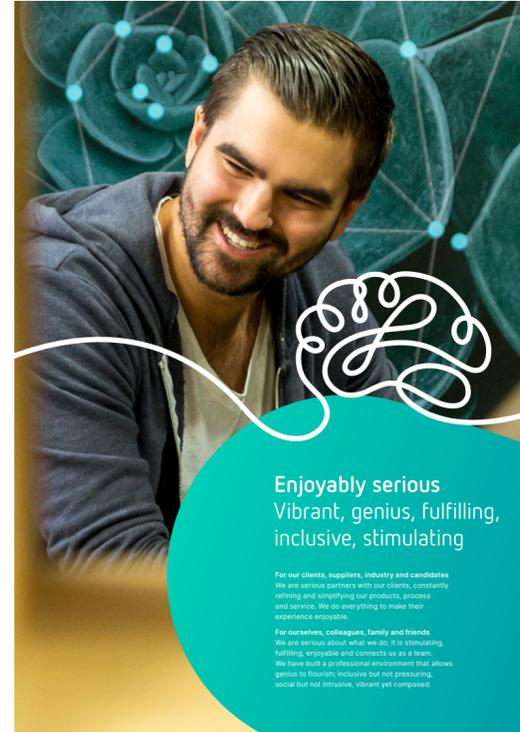
For ourselves, colleagues, family and friends
We love what we do but sometimes we need a little extra support. Always helpful to each other, we are understanding, respectful and transparent.



**Be different,
be yourself**
Diversity, individuality,
empathy, perspective

For our clients, suppliers, industry and candidates
We take the time to understand and appreciate what makes our clients unique; to create software best suited to their industry and products and help them use it effectively.

For ourselves, colleagues, family and friends
Loud, quiet, introvert or out-going, we celebrate individual personalities, backgrounds and perspectives along with all the quirky brilliance that goes with it. Diversity is in our DNA because when we embrace it we have brighter ideas and create more extraordinary work.



Enjoyably serious
Vibrant, genius, fulfilling,
inclusive, stimulating

For our clients, suppliers, industry and candidates
We are serious partners with our clients, constantly refining and simplifying our products, process and service. We do everything to make their experience enjoyable.

For ourselves, colleagues, family and friends
We are serious about what we do; it is stimulating, fulfilling, enjoyable and connects us as a team. We have built a professional environment that allows genius to flourish; inclusive but not pressuring, social but not intrusive, vibrant yet composed.

eBook

This is an example design for an eBook and features a holding device and an illustration. Each eBook would feature a different illustration to represent the subject matter. The colour of the holding shape would also change.



Email marketing template

This is an email marketing template using a Brand Hub example. This demonstrates where to place a brand image with message and product logo in an email marketing template.

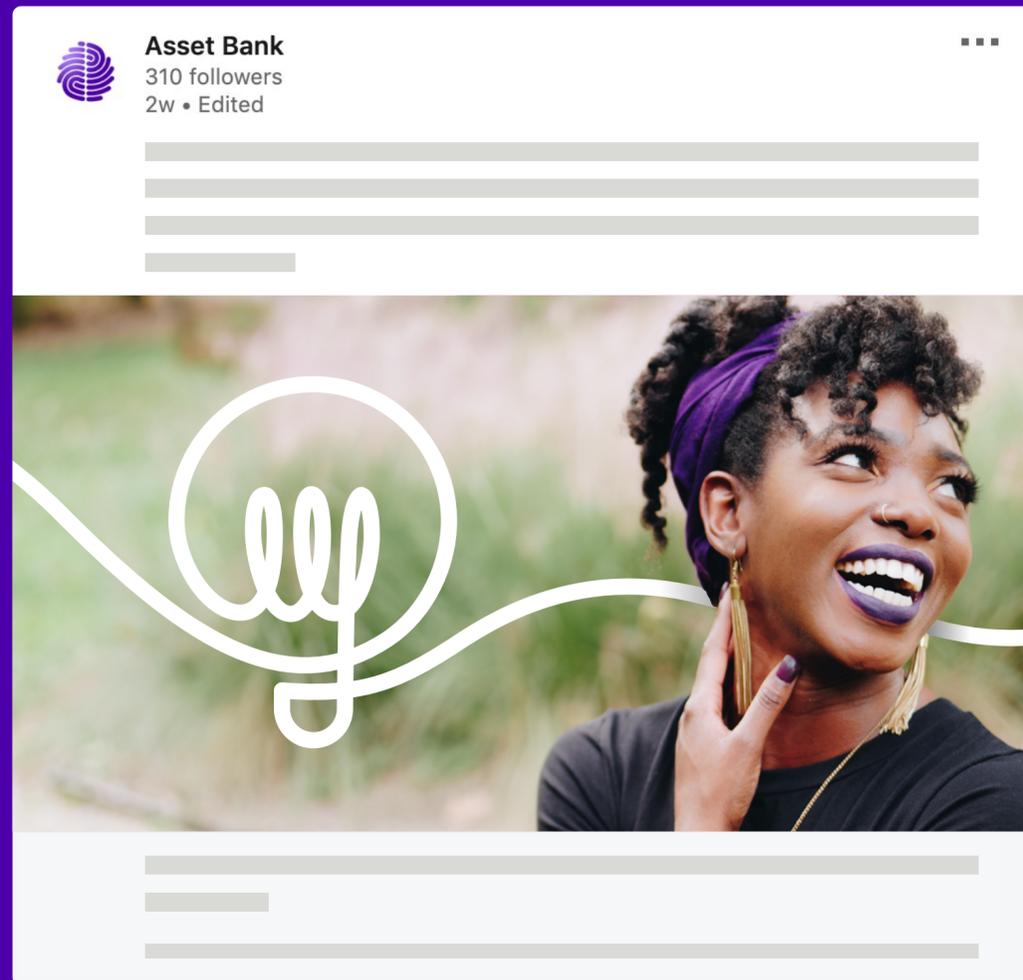


Welcome to  BRANDHUB



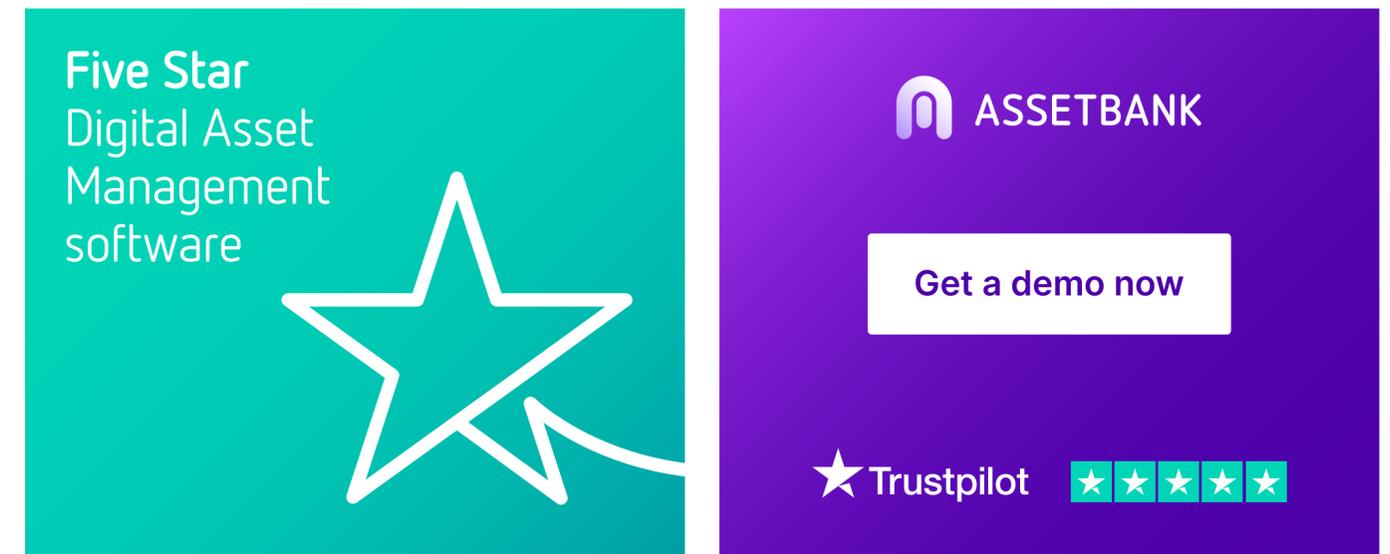
Social post

An example of a social post featuring photography and illustration.



Display ad

An example online animated ad featuring copy, logos and illustration.



T-shirt

An example of a T-shirt featuring the Bright logo and illustration.



Mug

An example of a mug featuring the Bright logo and illustration.



Bag

This is an example of a bag design featuring our holding shapes and illustration.



If you have any questions,
please contact:

Vic Heyward

victoria@bright-interactive.co.uk

+44 (0)1273 923152

Any
questions?

