



Bresland
Insurance & Risk Specialists

STYLE GUIDE

Please refer to these guidelines to make sure the Bresland Insurance & Risk Specialists brand is consistent across all platforms and mediums (May 2021)



The hero, or main, logo is the dark blue 'Bresland' on white background and should be used in most applications.

The secondary logo is the white 'Bresland', and should only be used on dark backgrounds, preferably the dark blue where possible.

The logo should not be reproduced any smaller than 25mm in width.

The logo should always be surrounded by a minimum area of clear space, equivalent to the height of the lowercase letter 'r' in Bresland ('x-height').

Clear space



Minimum sizing



— 25mm —

The logo should not be stretched, rotated or have it's proportions altered. It should not be placed too close to any other element without the designated clear space. Be mindful of using the correct logo on a dark background. The logo should not be divided up and rearranged in any way, nor should the colours be changed.



The colours used are dark blue, and a light blue gradient made up of two light blue colours. Body text should preferably be in black.



Pantone 2767
C=97 M=83 Y=42 K=38
R=24 G=47 B=79
Hex: #182f4f



Gradient made from:
C=65 M=15 Y=0 K=0
C=85 M=48 Y=0 K=1

The font used on all stationery is 'Milliard' (available for download from www.cufonfonts.com/font/milliard). Preferred usage is Milliard Light for body text, and Milliard Semi-Bold for headings and highlight text.

Calibri may be used as a substitute font for internal documents.

Milliard Light
AaBbCcDd
12345!@#

Milliard Semi Bold
AaBbCcDd
12345!@#

Calibri Light
AaBbCcDd
12345!@#

Calibri Bold
AaBbCcDd
12345!@#

Business cards

