

# StartSomeGood

## Brand Book

Primary Brandmark

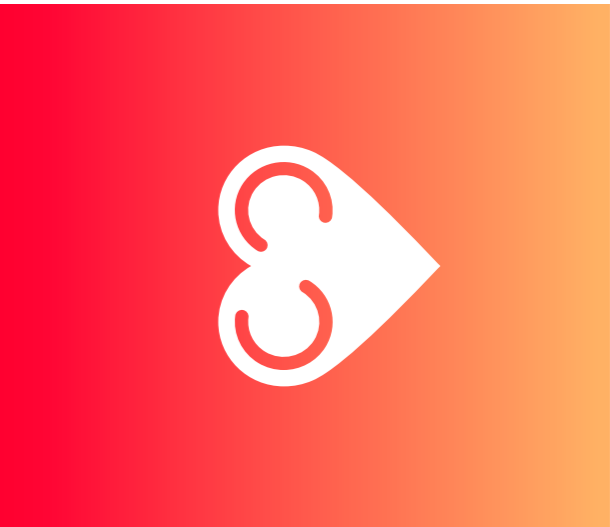
Brandmark



Icon



Icon Reverse



Supporting Brandmarks

Brandmarks



Colours

Primary Colours



RGB Colours

Red 255 / 31 / 90  
Orange 255 / 175 / 105

Gradient



Gradient Slider to be at 50%

# Colours

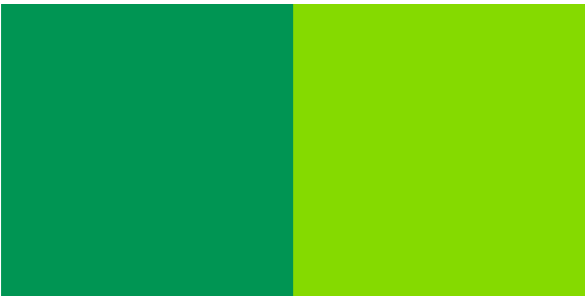
## Secondary Colours



RGB Colours  
Blue 0 / 100 / 255  
Teal 45 / 190 / 195



RGB Colours  
Purple 51 / 50 / 154  
Pink 255 / 62 / 112



RGB Colours  
Green 0 / 148 / 88  
Lime 162 / 217 / 40

## Gradient



Gradient Slider to be at 50%

Typography

Primary Typeface

Brandon Text Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@?.\$!&#\*",.

Brandon Text Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@?.\$!&#\*",.

Brandon Text Bold  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890@?.\$!&#\*",.**

Alternate Typeface

Open Sans Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@?.\$!&#\*",.

Open Sans Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@?.\$!&#\*",.

Open Sans Bold  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890@?.\$!&#\*",.**

