

A guide to our style



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Master Logo



Secondary colourways



Mono



Negative



1.3

Our Logo Respecting our mark

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Give our logo room to breathe by keeping a clear space around it that is equal to $\frac{1}{3}X$.



To keep our logo legible, the minimum recommended width for digital display is 100px and for print 20mm.



100px
20mm

Our primary colours are Deep Turquoise and Spring Green. These tones are combined to create our primary gradient.

Colour Primary palette



Deep Turquoise

Pantone 3262

R0 G188 B180

HEX 00BBB3

C76 M0 Y38 K0



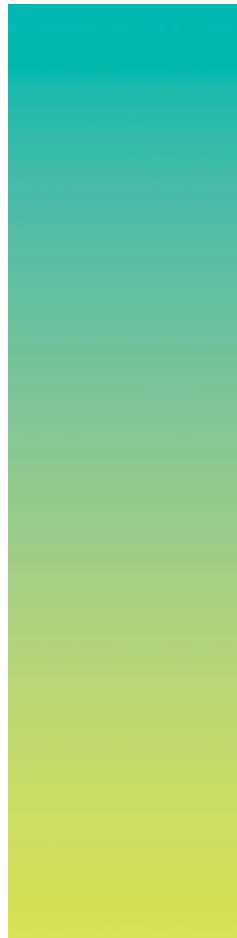
Spring Green

Pantone 380

R220 G228 B66

HEX DCE442

C18 M0 Y82 K0



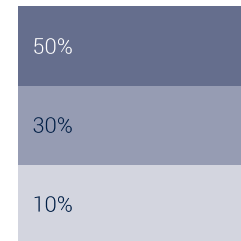
Midnight Blue

Pantone 533

R31 G42 B68

HEX 1F2A44

C95 M72 Y15 K67



Midnight tints

2.2

Our secondary palette of blues and purples also combine to create gradients.

Colour Secondary palette

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Dark Violet

Pantone 2602

R140 G24 B156

HEX 8C189C

C65 M100 Y0 K0



Pure Magenta

Pantone Process Magenta

R236 G0 B140

HEX EC008B

C0 M100 Y0 K0



Persian Blue

Pantone 072

R16 G6 B159

HEX 10069F

C100 M95 Y0 K3



Sky Blue

Pantone 311

R5 G195 B222

HEX 05C3DE

C68 M0 Y13 K0



Primary

Nimbus Sans Bold

A simple, solid sans serif similar to the font in our logo. This would be used for headlines and pull-out text. The bold weight and tight kerning feels grounded, strong and confident.

System replacement:

Century Gothic

AaBbCc 123

AaBbCc 123

Secondary

Roboto

A clean and legible Google font that balances well with our primary font. To be used for body text and subheadings.

System replacement:

Calibri

AaBbCc 123

AaBbCc 123

Speciality

Isonorm D

A clean, edgy font that feels technical. To be used sparingly for pull-out text.

System replacement:

Calibri CAPS

ABC 123

AABBCC 123

The following is an example of how type should be used hierarchically.

Headings in Nimbus Sans Bold

Subheadings in Roboto Bold

Body copy in Roboto Light.

Underline style for CTA or emphasis.

"ISONORM D FOR
PULL OUT TEXT"

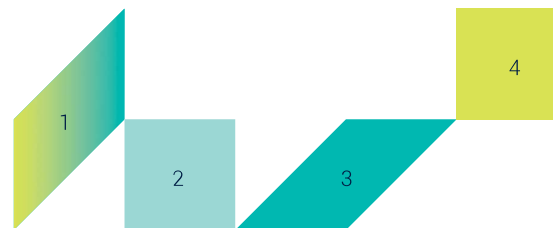
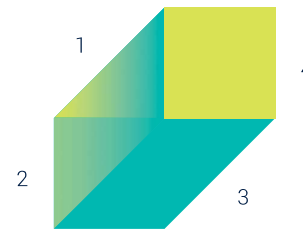
Graphic device Origins

Our graphic device is a visual representation of connecting today and tomorrow. Helping businesses operate seamlessly in a changing digital world and thinking outside the box.

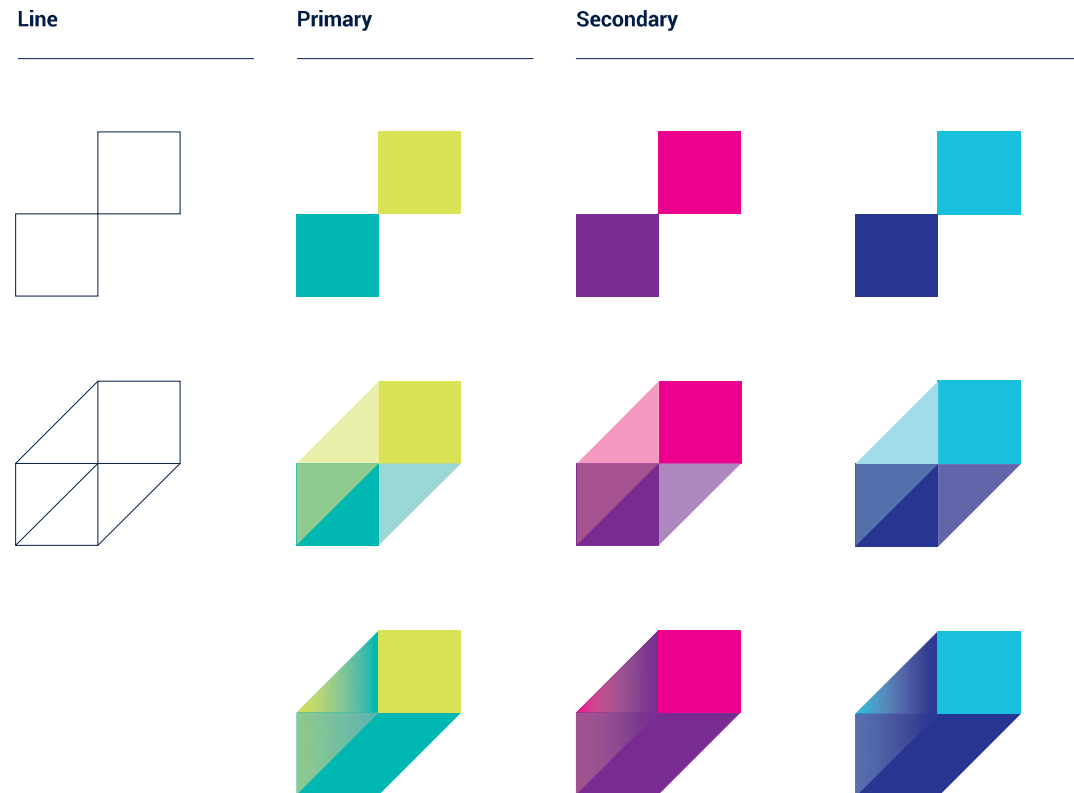
1. Gradient:
Spring Green to Deep turquoise
100% opacity



2. Deep turquoise
50% opacity
3. Deep turquoise
100% opacity
4. Spring Green
100% opacity

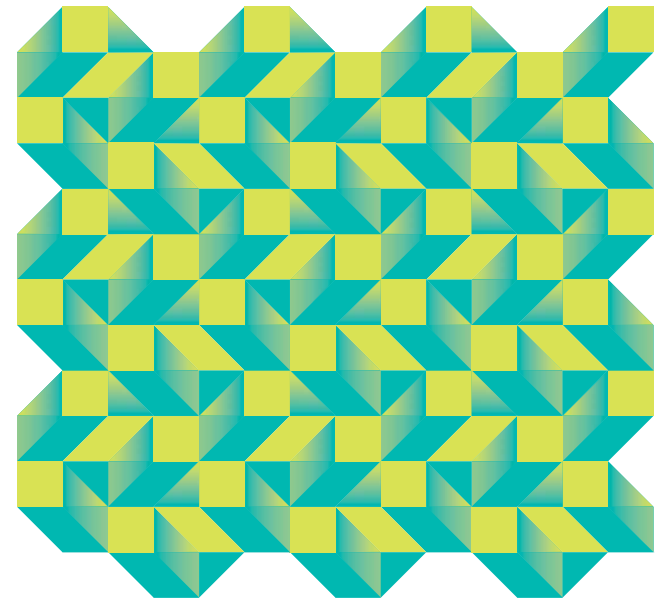
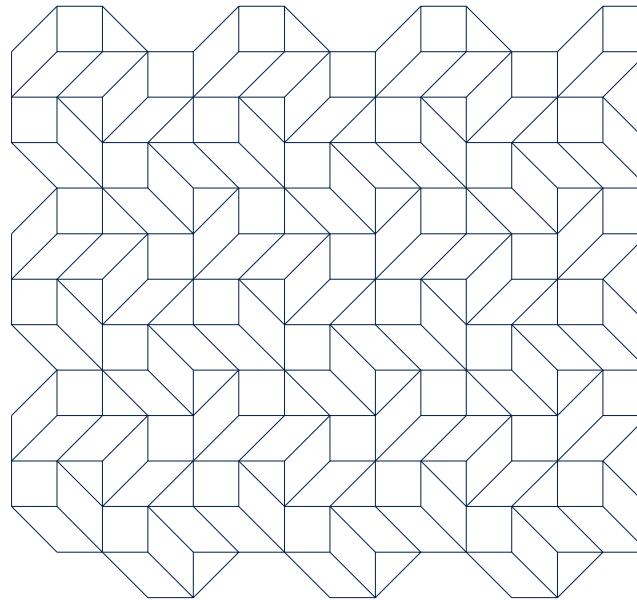


The device can be used as a simple line graphic or in the primary or secondary colourways.



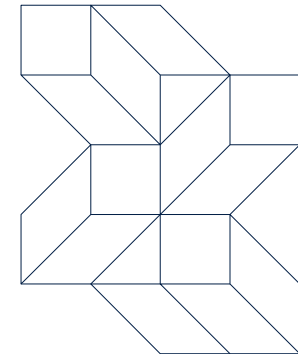
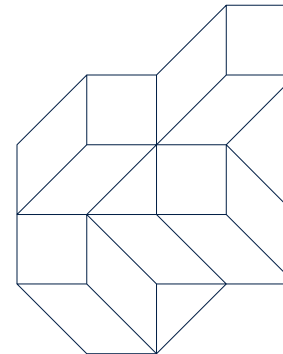
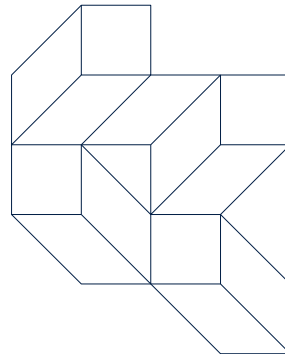
The master device pattern should be used as a starting point when creating new designs. A small section should be selected and edited appropriately (see page 12 for example section arrangements).

The master device pattern should never be used in full.



Line

The device can be used simply as a line graphic.

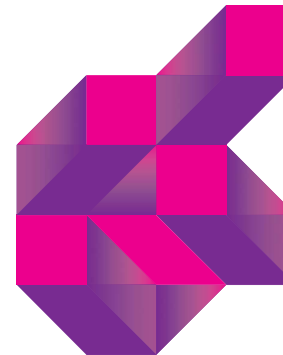


Colour

Gradients and fills are added to give the device depth.

When creating coloured device arrangements always start with a section of the master pattern (see page 11).

Shapes may then be deleted from the pattern to create a more spacious arrangement.



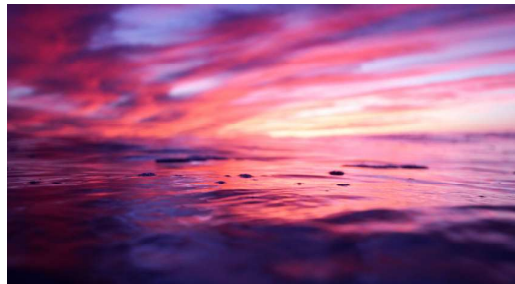
5.1

Photography Conceptual

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Aspirational photography in the brand colours that goes beyond typical data representations to capture a sense of unlimited potential and the world of the future.

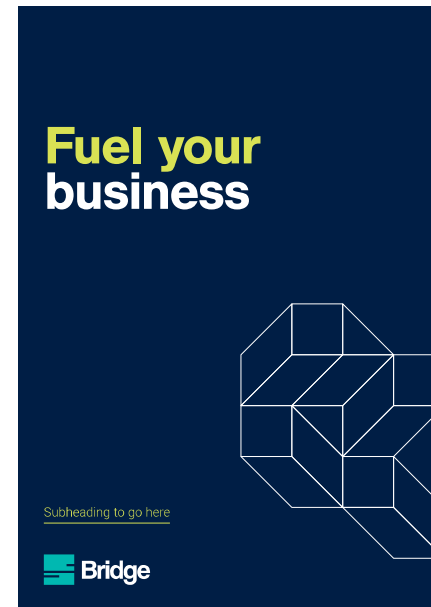
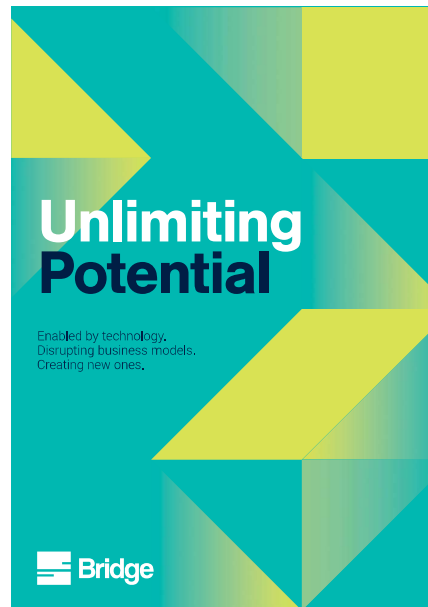
Imagery should be treated to bring them in line with gradient colourways.



Genuine and relatable photographs of people doing business, with natural lighting and areas of soft-focus. Subjects should be candid or looking straight at the camera to represent our real personality. A black and white treatment should be used to add professionalism and balance the colours in the visual identity.



The flexibility of the graphic device allows for exciting and ever changing layouts.

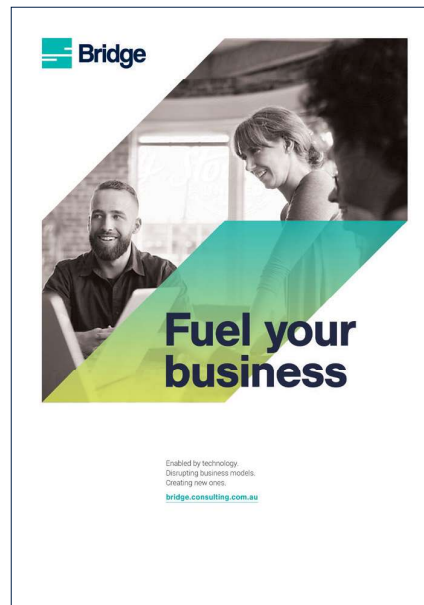


6.2

The basic shape of the graphic device can be used to frame photography in a simplified way.

Application Annual reports

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Application Stationery



Address line 1
Address line 2
Address line 3

Dear Person,

Bonibus estem corro et poscapi que late facit moluptae volon inuisci ande nemodtem volut aut etur, enit in conseuq ameroi bensepi ferere int aspernatibus miliquae eentat emposed quam.

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Fero tem is molupta nonseient.

Kindest regards,

Bridge

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