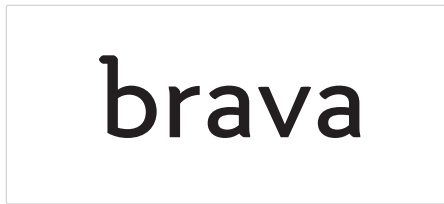


brava

STYLE GUIDE V1

PRIMARY LOGO LOCKUP



PRIMARY COLOR PALETTE

Mikado Yellow



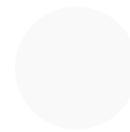
PMS 109 U / 1225 C
CMYK 0 / 28 / 94 / 0
RGB 255 / 183 / 15
HEX FFB70F

Arsenic



PMS Black 7 U & C
CMYK 0 / 0 / 0 / 90
RGB 65 / 64 / 66
HEX 414042

Snow



PMS N/A
CMYK 0 / 0 / 0 / 2
RGB 249 / 249 / 249
HEX F9F9F9

Golden Gate Bridge



PMS 173 U & C
CMYK 0 / 71 / 79 / 29
RGB 182 / 52 / 38
HEX B63426

Spanish Gray



PMS Cool Gray 8 U & C
CMYK 0 / 0 / 0 / 39
RGB 155 / 155 / 155
HEX 9B9B9B

White



PMS N/A
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

Raisin Black



PMS Black 6 U & C
CMYK 0 / 0 / 0 / 100
RGB 35 / 31 / 32
HEX 231F20

Light Gray



PMS Cool Gray 3 U & C
CMYK 0 / 0 / 0 / 16
RGB 213 / 213 / 213
HEX D5D5D5

SECONDARY COLOR PALETTE

Stil De Grain Yellow



PMS 2004 U & C
CMYK 0 / 18 / 62 / 0
RGB 255 / 208 / 97
HEX FFD061

Orange



PMS 7404 U / 130 C
CMYK 0 / 28 / 98 / 8
RGB 235 / 166 / 5
HEX EBA605

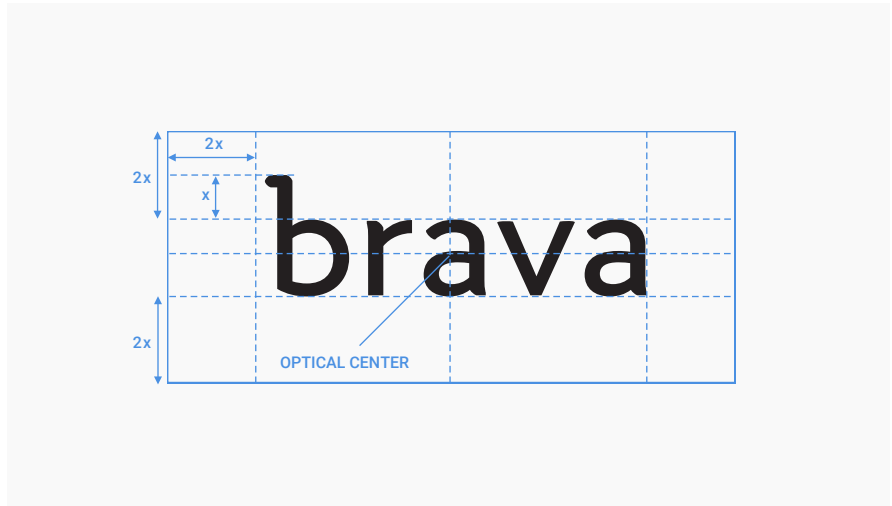
Coral Red (Error Messages)



PMS 1665 U / Warm Red C
CMYK 0 / 78 / 78 / 0
RGB 255 / 57 / 57
HEX FF3939

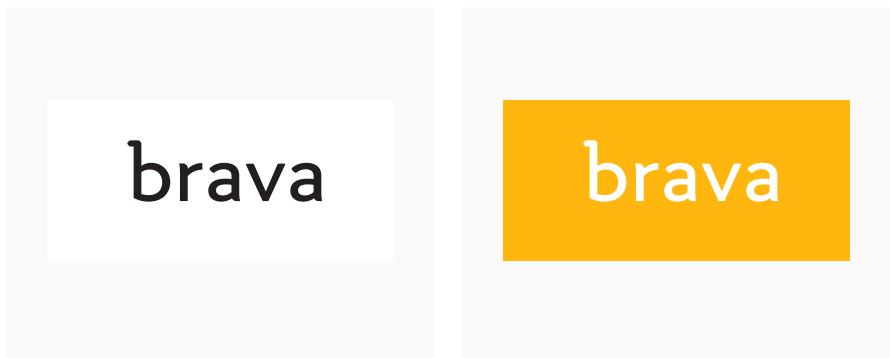
Clear Space

There should always be plenty of space around the Brava logo to allow it to stand out properly. The minimum clear space around the logo is proportional to the size of the logo, as indicated here. This is the absolute minimum area that should be kept free of any other graphics or text in digital and print.



Safe Colors

Use of the following color combinations is permitted when displaying the wordmark in print or digital formats.



Wordmark #231F20 / Background #FFFFFF

Wordmark #FFFFFF / Background #FFB70F

Incorrect Usage

Do not modify the wordmark in the following ways.

1. Do not rotate the wordmark
2. Do not stretch, skew, warp, or otherwise distort the wordmark.
3. Do not place the wordmark on complex backgrounds or patterns.
4. Do not use colors outside of the designated wordmark colors.
5. Do not use dropshadows or other graphical effects.
6. Do not use insufficient contrast.
7. Do not modify the character spacing of the wordmark.
8. Do not use other fonts in place of the wordmark.
9. Do not use background areas smaller than the minimum clear space.



Header 1

Butler Medium 26pt / K90

Header 2

Butler Medium 18pt / K90

Header 3

Butler Light 16pt / K90

Header 4

Roboto Medium 14pt / K100

Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Roboto Light 11pt / K100

Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Roboto Light 7pt / K100

Header 1

Roboto Regular 28px - 36px / #231F20

Header 1 Alternate

Roboto Light 28px - 36px / #231F20

Header 2

Roboto Regular 24px - 28px / #414042

Header 3

Roboto Regular 18px - 24px / #231F20

Header 4

Roboto Regular 14px - 18px / #414042

Paragraph Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Roboto Light 14px - 18px / #231F20

Link Text

Roboto Medium 12px - 18px / #FFB70F

Text Decoration: Underline

Link Text Hover

Roboto Medium 12px - 18px / #FFD061

Text Decoration: Underline

Link Text Active

Roboto Medium 12px - 18px / #EBA605

Text Decoration: Underline

Light Link

Roboto Light 12px - 18px / #231F20

Text Decoration: Underline

Small

Roboto Light 12px - 14px / #231F20

Light

Roboto Light 12px - 18px / #9B9B9B

Important

Roboto Medium 12px - 18px / #B63426

Button



Button

Height: 50px
Width: 177px
Background: #FFB70F
Border Radius: 25px
Padding: 15px 40px 15px 40px

Button Text

Font Family: Roboto
Font Style: Black
Font Size: 17px
Color: #FFFFFF

Button Hover



Button

Height: 50px
Width: 177px
Background: #FFD061
Border Radius: 25px
Padding: 15px 40px 15px 40px

Button Text

Font Family: Roboto
Font Style: Black
Font Size: 17px
Color: #FFFFFF

Button Active



Button

Height: 50px
Width: 177px
Background: #EBA605
Border Radius: 25px
Padding: 15px 40px 15px 40px

Button Text

Font Family: Roboto
Font Style: Black
Font Size: 17px
Color: #FFFFFF

Select Lists

Select List

Height: 35px - 50px
Width: 172px
Background: #F9F9F9
Border: 1px Solid #D5D5D5
Border Radius: 4px
Padding: 14px

Select List Text

Font Family: Roboto
Font Style: Light
Font Size: 14
Font Color: #231F20

Input Fields

Input Field

Height: 35px - 50px
Width: 172px
Background: #FFFFFF
Border: 1px Solid #D5D5D5
Border Radius: 4px
Padding: 16px

Input Field Text

Font Family: Roboto
Font Style: Light
Font Size: 14
Font Color: #231F20

Input Field Placeholder Text

Font Color: #9B9B9B

Input Field Error States

Helper Text

Input Field

Background: #FFFFFF
Border: 1px Solid #FF3939
Border Radius: 4px
Padding: 16px

Helper Text

Font Family: Roboto
Font Style: Light
Font Size: 10
Font Color: #FF3939

Input Field Error Text

Font Family: Roboto
Font Style: Light
Font Size: 14
Font Color: #FF3939

Radio Buttons



Selected Graphic

Height: 30px
Width: 30px



Unselected Graphic

Height: 30px
Width: 30px

Input Field Success States



Helper Text

Input Field

Background: #FFFFFF
Border: 1px Solid #2ECC71
Border Radius: 4px
Padding: 16px

Helper Text

Font Family: Roboto
Font Style: Light
Font Size: 10
Font Color: #2ECC71

Input Field Success Text

Font Family: Roboto
Font Style: Light
Font Size: 14
Font Color: #2ECC71