



# Branding Guidelines

## JULY 2020

Your Grey Matter **Matters**



Primary brand and colours



Alternative colour way



Alternative colour way



Single colour / mono versions

## ALTERNATIVE LANDSCAPE VERSIONS



5x2  
version



6x1  
version

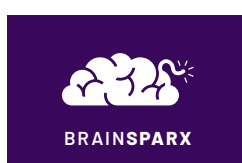
## SOCIAL PROFILE VERSIONS



Square profile



Round profile



BRAND COLOURS



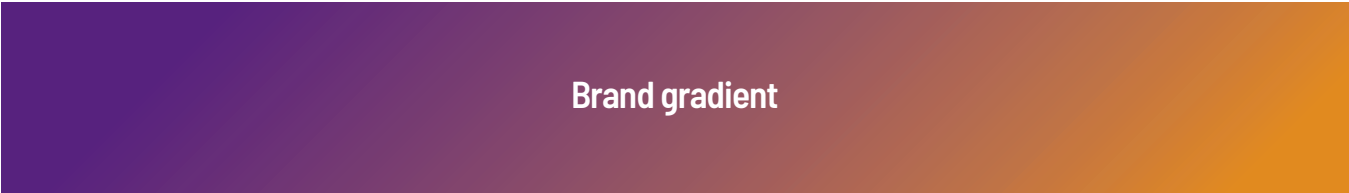
PMS: 2635C  
CMYK: 18 / 18 / 0 / 0  
RGB: 204 / 201 / 229  
HEX: #CCC9E5



PMS: 2607C  
CMYK: 76 / 100 / 0 / 15  
RGB: 88 / 35 / 127  
HEX: #58237F



PMS: 1385C  
CMYK: 5 / 50 / 100 / 5  
RGB: 223 / 138 / 32  
HEX: #DF8A20



FONTS

Barlow ExtraBold

ABCDEFGHIG

abcdefghijklmnopqrstuvwxyz

abcd1234

1234567890!@£\$%^&\*()

Barlow Medium

ABCDEFGHIG

abcdefghijklmnopqrstuvwxyz

abcd1234

1234567890!@£\$%^&\*()

Barlow Light

ABCDEFGHIG

abcdefghijklmnopqrstuvwxyz

abcd1234

1234567890!@£\$%^&\*()

## APPLICATION

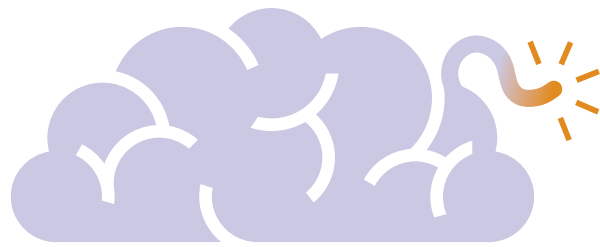


Example logo placement on video



Example banner

BRAINSPARX LOGO



**BrainSparx.**<sup>®</sup>



## BUSINESS CARD



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