

Brandon

Visual Style Guide

Color Palette

Primary



#16a24f



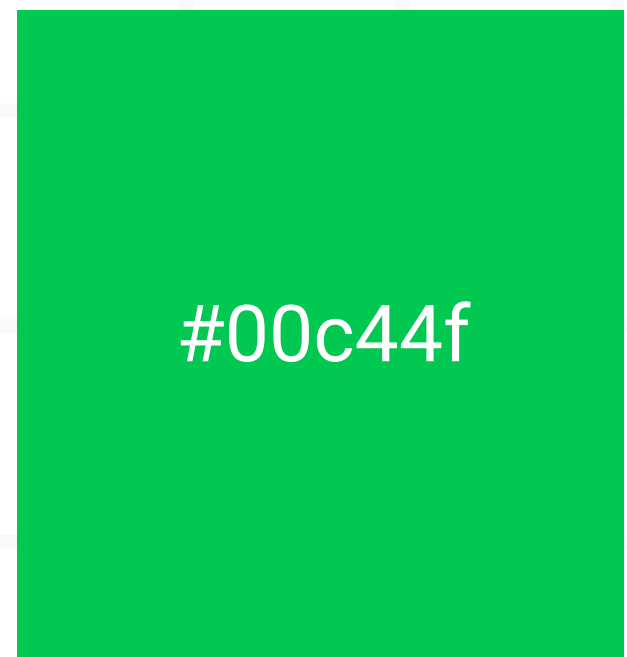
#002480



#4a4a4a

We chose a darker green and blue for the primary colors because the combination evoke safety and trust. Together, they give Brandon the feel of a professional brand that users can trust and feel safe using. Adding in some more vibrant variations of these colors also helps give Brandon a more playful feel when necessary. The tertiary colors of yellow, purple, and orange remind users of Brandon's friendliness, imagination, and creativity, respectively.

Secondary



#00c44f



#0021ad

Tertiary



#fff06e



#bea7e1



#ff914d

Typography

Roboto - Logo

Roboto Slab - H1

Roboto Bold - H2,3,4

Roboto - Body text

For the typography, we decided on a sans serif, Roboto, to give Brandon a sleek and approachable feel. We also added in Roboto slab from the same font family to give Brandon an added layer of professionalism. Having all the fonts be from the same family also gives a unified presence across all platforms.

Example:

Brandon
Your trademark buddy

Hello my name is Brandon!
How can I help you with your trademark today?

Logos

Brandon.

Brandon.

Brandon.

The Brandon logos are the company's name in the primary sans serif with thier signature period at the end. We wanted Brandon to be easily recognizable with a simple wordmark. The period is a graphic element that the brand was already using and liked. The pictoral mark is a simple combination of the Brandon 'B' inset in thier square. Simplicity was the name of the game here as we wanted Brandon to be friendly, accessible, and easily recognizable.



Graphic Elements

