



BRICTT

Brighton
Institute for
Contemporary
Theatre
Training

BRICTT BRANDING GUIDELINES

THE LOGO / COLOUR / TYPOGRAPHY



VERSION 1.3

THE LOGO



PRIMARY LOGO

The Primary Logo is comprised of the B icon and the acronym BRICTT. The Primary Logo should be the default logo of choice for a majority of scenarios.

Print (EPS / CMYK): Logos > primary.eps

Web (PNG / RGB): Logos > primary.png

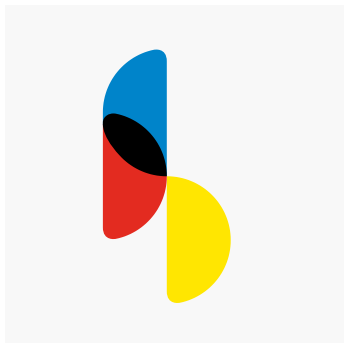


FULL LOGO

The Full Logo is comprised of the B icon, the acronym BRICTT and the fully spelled out wording of the brand. The Full Logo should be used in instances where it is imperative that the full context of the brand is understood at first glance, and may be of particular importance in the early days of BRICTT marketing.

Print (EPS / CMYK): Logos > full.eps

Web (PNG / RGB): Logos > full.png



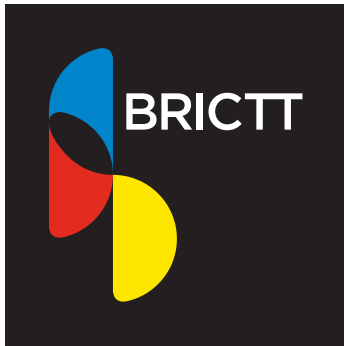
ICON LOGO

The Icon Logo is comprised of the B icon only. It is recommended that this version of the logo should only be used sparingly, in situations where a small visual icon is visually stronger than the Primary Logo. A good example of this might be a BRICTT's Facebook page profile picture.

Print (EPS / CMYK): Logos > icon.eps

Web (PNG / RGB): Logos > icon.png

THE LOGO



PRIMARY LOGO (REVERSE)

This logo is the same as the Primary Logo but for use on black or dark grey backgrounds.

Print (EPS / CMYK): Logos > primary-reverse.eps

Web (PNG / RGB): Logos > primary-reverse.png



FULL LOGO (REVERSE)

This logo is the same as the Full Logo but for use on black or dark grey backgrounds.

Print (EPS / CMYK): Logos > full-reverse.eps

Web (PNG / RGB): Logos > full-reverse.png



MONOTONE LOGO

The Monotone Logo is the same as the Primary Logo but should only be used in instances where monotones logos are the only option, such as on faxed documents.

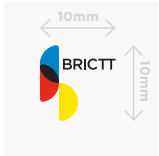
Print (EPS / CMYK): Logos > monotone.eps

Web (PNG / RGB): Logos > monotone.png

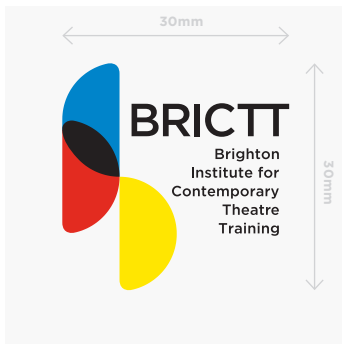
THE LOGO - HOW TO USE

SIZING

1. The Primary Logo and Full Logo are perfectly square.
2. In print, the Primary Logo retains legibility down to 10 x 10mm. Online, it's down to 75 x 75 pixels.

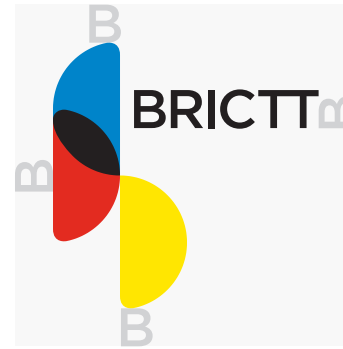


3. In print, the Full Logo retains legibility down to 30 x 30mm. Online, it's down to 200 x 200 pixels.



SPACING

Always give the logo at least a “B’s” worth of margin.



COLOUR



BRICTT BLUE

CMYK: 100 35 0 0
RGB: 25 130 200
Hexadecimal: #1982C8



STANDARD BLACK

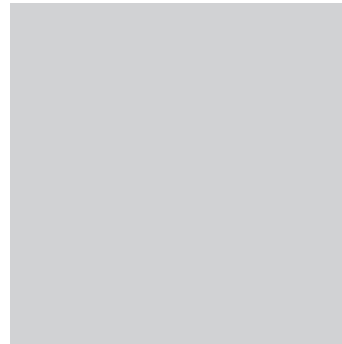
CMYK: 0 0 0 100
RGB: 0 0 0
Hexadecimal: #000000

Used for logo text and body copy.



BRICTT RED

CMYK: 0 95 100 5
RGB: 225 50 35
Hexadecimal: #E13223



BRICTT GREY

CMYK: 0 0 0 20
RGB: 210 210 210
Hexadecimal: #D2D2D2

Used for separating elements.



BRICTT YELLOW

CMYK: 0 5 100 0
RGB: 255 230 0
Hexadecimal: #FFE600

TYPOGRAPHY

IT'S GOTHAM!

The BRICTT font family is Gotham. Throughout BRICTT marketing material, this is made up of two weights: **Gotham Medium** and **Gotham Book**. Depending on the context, the font should or should not be ALL CAPS to help provide visual hierarchy. Fonts are located in the Fonts folder.

Gotham Medium

Gotham Medium Italic

Gotham Book

Gotham Book Italic

LINE HEIGHT

Depending on the size of the font, use one of the two below line height rules.

Font sizes 19pt and under
Line height = 140% (then round up)

Font sizes 20pt and over
Line height = 110% (then round up)

BRAND EXAMPLE - ONLINE

