

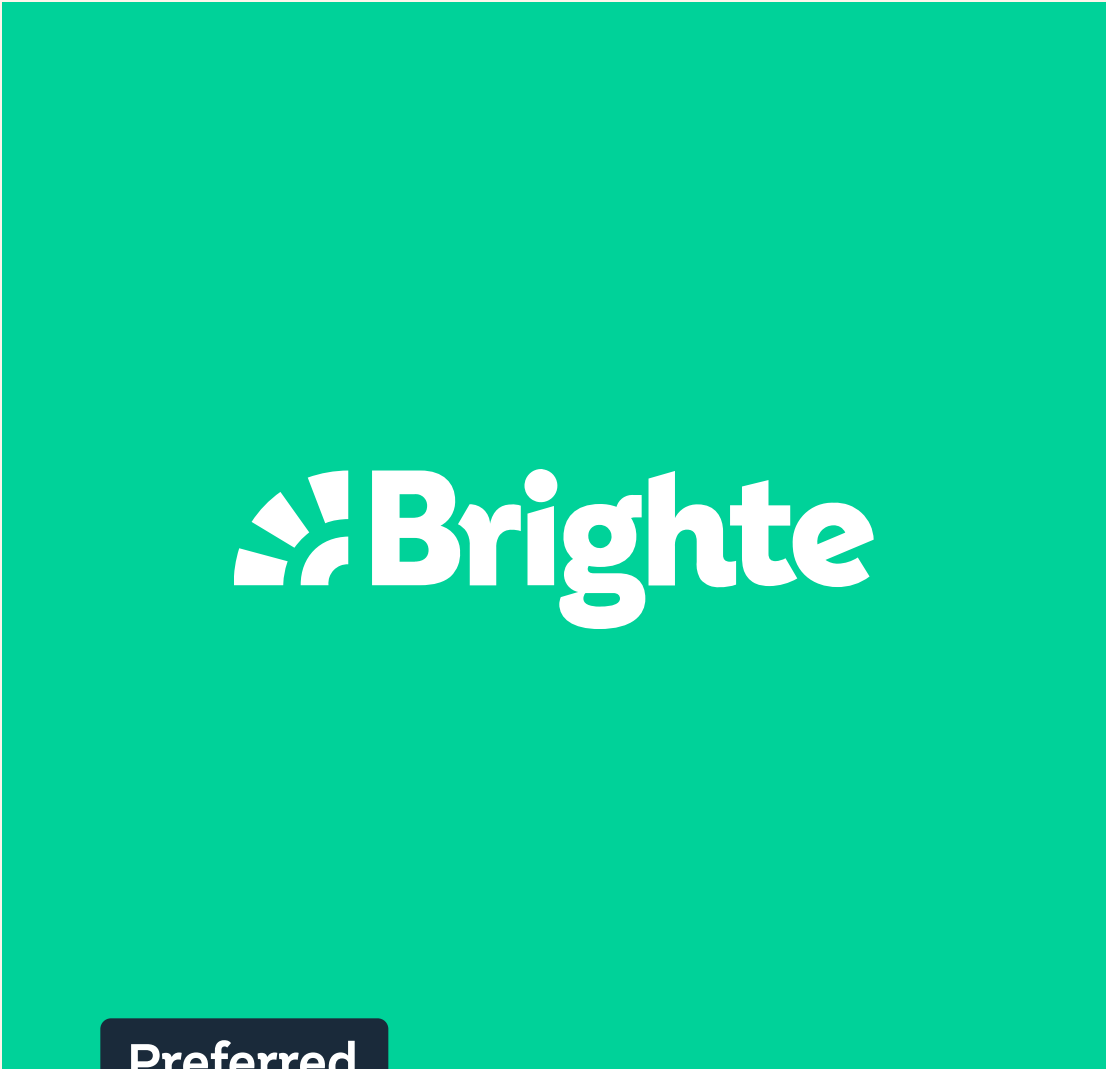


Brighte

Logo guidelines

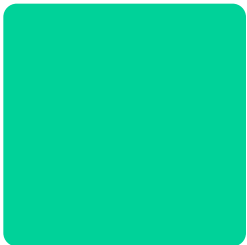
November 2021

Logo colours

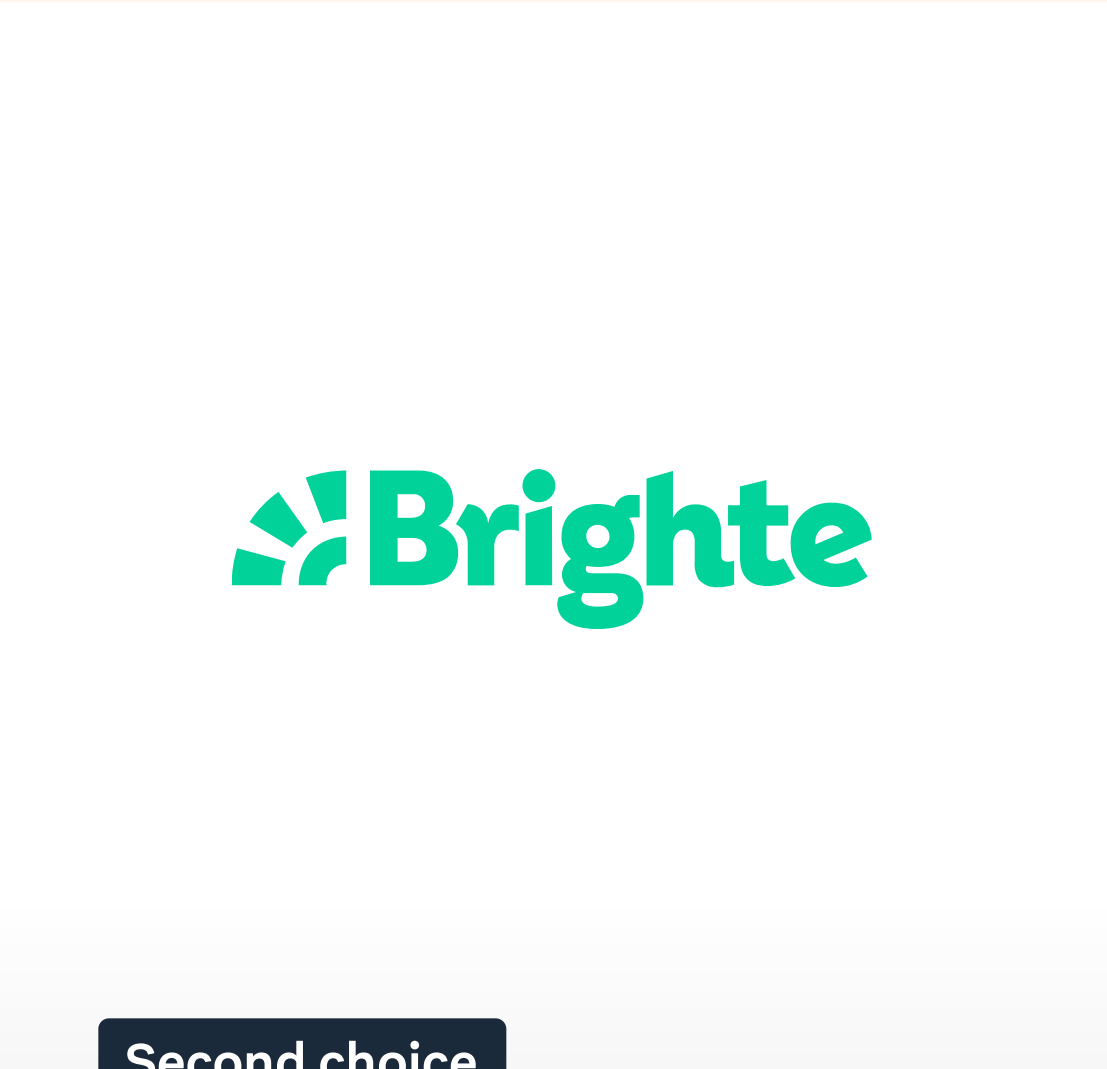


Logo on green

Our preferred colour combination is white on our brand green background.



HEX #00D299
RGB 0-210-153
CMYK 86-0-65-0



Logo on white

For placements with an all white background, our logo should be displayed in our brand green.



Coloured backgrounds

If your creative has a flat, colourful background, then please use our logo in all white.



What not to do

- ✗ Don't place on busy backgrounds
- ✗ Don't stretch it
- ✗ Don't change our brand colours
- ✗ Don't modify or change the logo

Logo spacing & sizing



Spacing

Vertical centre

Our logo is vertically centred through the counter of the “g”.

The files in the logo pack already have this offset applied for you.



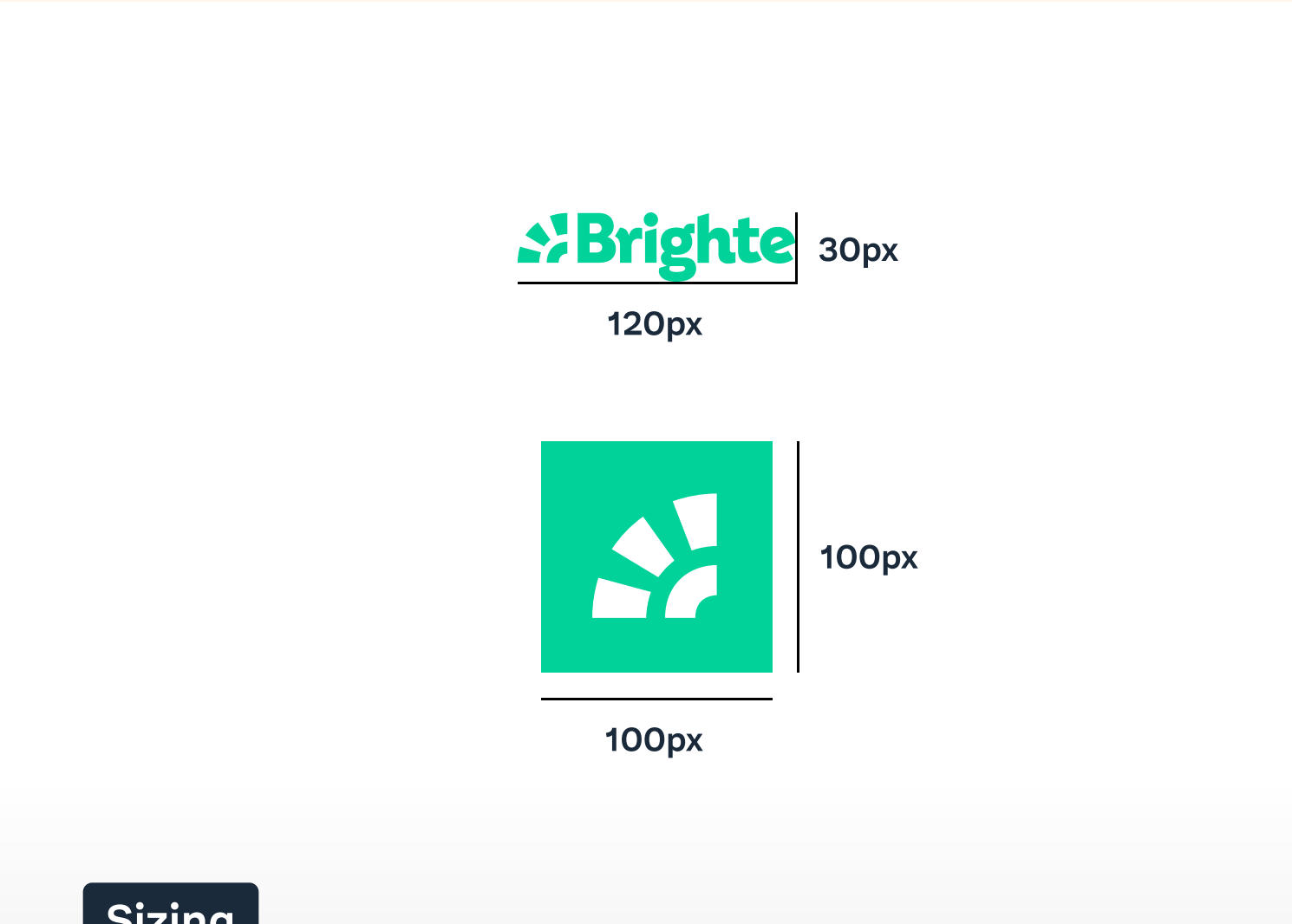
Spacing

Clear space

For guidance you can use our sun icon to measure clearance.

Horizontal — use the width of the icon from the left and right edge.

Vertical — use the height of the icon from the vertical centre of the logo.



Sizing

Minimum size

The minimum size for our full logo is 120x30px.

For square or circular placements that are less than 100x100px, please use our logo icon.

Download & approvals



Download logo pack

You can download our logo pack on
brighte.com.au/partners/resources



Approvals

For usage approvals and guidance, please email us at
marketing@brighte.com.au