

BRAND IDENTITY AT A GLANCE

The primary logo consists of the brandmark spear and the accompanying wordmark and should always be used first when applicable. However, when necessary, the brandmark and the wordmark can be used by themselves. The generic-location logo should be used when referring to multiple Breakthru locations, but not the group as a whole. The individual state logos should be used first when speaking about a specific location.

PRIMARY LOGOS









Vertical Logo

Horizontal Logo

Wordmark

Brandmark "Spear"

LOCATION LOGOS









Generic Vertical

Generic Horizontal

State Logo Vertical

State Logo Horizontal

DOWNLOAD ASSETS

LOGO PARAMETERS

In order to maintain the integrity of the logotype, it is important that no other logos, type or graphical elements infringe on it's space. The size of the "B" should be used as safe space surrounding the mark.



LOGO VIOLATIONS

In order to maintain the integrity of the brand image, never alter or use anything but the approved logos.

- Do not add any effects to the logo.
- Do not distort or skew the logo.
- Do not change the colors of the logo/spear.
- Do not rotate the spear.
- Do not rotate the logo in any manner.
- Do not scale the text in the logotype.
- Do not change the typeface of the logo.

COLOR PALETTE

PRIMARY



Pantone 185C C:1 M:100 Y:92 K:0 R:235 G:0 B:41 Web: #eb0029



Pantone 187C C:22 M:100 Y:89 K:15 R:122 G:35 B:46 Web: #ac1a2f



Pantone Neutral Black C C:71 M:66 Y:65 K:72 R:35 G:34 B:34 Web: #232222

SECONDARY



Dark Grey 1 C:70 M:64 Y:63 K:61 R:48 G:48 B:48 Web: #303030



Medium Grey 1 C:19 M:15 Y:16 K:0 R:204 G:204 B:204 Web: #ccccc



Light Grey 1 C:6 M:4 Y:4 K:0 R:237 G:237 B:237 Web: #ededed

TYPOGRAPHY

ALTERNATE GOTHIC NO. 1 D (Print) ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

*Should only be used as All Cap Headlines

Helvetica Condensed Light (Print)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 Gotham Bold (Print)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans (Web)

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Visit branding.breakthrubev.com