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# brand style guide

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**BrightBloom**

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# our brand story

## BrightBloom Brand Story

BrightBloom Centers is a leading provider of ABA therapy services for children with autism and special needs. Together, working with parents, families, and schools, we maximize the learning potential of each child. Our team of trained professionals shares a dedication to and passion for teaching children with respect and enthusiasm.

Every day we celebrate the unique gifts and talents of children with autism and developmental disorders. We provide lessons on the foundational skills that lead to meaningful outcomes and positive change, while still having fun in a safe and engaging environment. Our centers offer an interactive environment that fosters growth and development.



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## core attributes



*Brands built on simple ideas are the most  
successful and enduring brands in the world.*  
— Allen P. Adamson, author, speaker, noted international brand expert

# 01

# who **we are...**

## Vision

BrightBloom will become the global leader in leveraging the sustainability and versatility of hydrogen to achieve a carbon-neutral society.

## Mission

BrightBloom Centers celebrate the unique gifts and talents of children with autism and developmental disorders. We partner with parents, families, and schools to maximize the learning potential of each child through compassionate, science-based ABA therapy applied in a fun, safe, and engaging environment.

## Values

### Commitment

We are committed to providing a safe and enriching environment that promotes independence, individual discovery, connection, and exceptional learning.

### Compassion

As a team, we are a group of caring professionals who share a lifelong dedication for teaching with gentleness, respect, and enthusiasm.

### Meaningful outcomes

Every child deserves a chance to grow, to be fully accepted for who they are, and to enjoy all of life's possibilities. We teach foundational skills that lead to meaningful outcomes and positive change.

### Partnering with families

We believe in parent education and family involvement so that they can confidently and fully participate in their child's growth with us.

### Focused on each unique individual

Children on the spectrum are unique learners. Because most children learn best through play, our clinical staff blends individualized learning with fun in engaging and creative ways.

### Science-based

ABA is an evidence and science-based therapy model that is grounded in decades of academic research. Our team includes board certified behavior analysts and ABA therapists who pursue continuing education opportunities as part of their professional and personal development.

### Inspired Learning

Every small achievement can lead to amazing success. We celebrate with those we work with and recognize that each incremental goal reached can mean a big victory for a child and their family.



# the logo design



*A logo is the point of entry to the brand.*  
—Milton Glaser, designer

# 02

# logo signature and usage

The BrightBloom logo signature has two parts: the BrightBloom icon, logotype, and the tagline. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the BrightBloom logo signature are predetermined and should not be altered.

The default or preferred configuration is to always use the vertical version of the logo signature whenever possible.

Used consistently, the BrightBloom logo signature will reinforce public awareness of the organization.

## The logo signature



When reproducing the logo signature, always use the digital artwork provided to maintain maximum consistency and visual fidelity.

### horizontal logo



### vertical logo



ONE COLOR



GRAYSCALE



100% WHITE

# black, white, and grayscale

Sometimes, often due to production costs, only one color of ink is available. In this scenario, use the following guidelines: when reproducing on a dark color, use a light or white color for the logo signature, conversely, when reproducing on a light color, use a dark color for the logo signature.

The logo must be clearly distinguishable from the background color.

You must honor the BrightBloom logo palette when possible, using one color, grayscale or white only if necessary.

# logo construction + clear space

Clear space is the area surrounding the logo signature that must always be kept free of any text or graphic elements. It ensures that the signature stands out distinctly in any environment.

The minimum acceptable clear space is measured by the height of the upper case “B” in the logotype.

## CLEAR SPACE ILLUSTRATION



Whenever you use the logo signature, it should be surrounded with clear space to ensure its visibility.



This is an abbreviated logo element for use in social media feeds as a profile image

## MINIMUM SIZE

To ensure the clarity and legibility of the logo signature, a minimum reproduction size has been established. The logo may scale up as large as desired but should not be used smaller than 1.5” in width.



For digital uses the minimum size for the standard logo is 120 px.

## UNACCEPTABLE USE

Care must be taken to ensure correct and consistent use of the logo signature in every application. Some common misuses are shown here.



DON'T rotate the logo



DON'T add a drop shadow



DON'T rearrange elements



DON'T stretch the logo



DON'T use different colors



DON'T outline the logo



DON'T add gradients



DON'T use it over image

# the typography



Branding is a journey, not a destination.  
Choose your type wisely and it will go the distance.

— Sandy Taccone, founder, Blue Blaze Associates

# 03

# serif font

# Literata

**TYPETOGETHER**

Literata is a distinct variable font family for digital text. Originally created as the brand typeface for Google Play Books, it exceeds the strict needs of a comfortable reading experience on any device, screen resolution, or font size. The family has matured into a full-fledged digital publishing toolbox — headline, paragraph, and caption text.

*This sans serif font family is available from fonts.google.com in sixteen weights: extra-light, extra-light italic, light, light italic, regular, regular italic, medium, medium italic, semi-bold, semi-bold italic, bold, bold italic, extra-bold, extra-bold italic, black and black italic.*

# Literata

THE QUICK BROWN FOX JUMPS  
OVER THE the quick brown fox  
jumps over the lazy dog  
1234567890

Light Italic	Bold	Bold Italic
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890	ABCDEFGHIJKLM- NOP QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890	ABCDEFGHIJKLM- NOP QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890

# Source Sans Pro

THE QUICK BROWN FOX JUMPS OVER  
THE LAZY the quick brown fox jumps  
over the lazy dog  
1234567890

Italic	Bold	Bold Italic
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890	ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890	ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890

# sans serif font

# Source Sans Pro

**PAUL D. HUNT**

Source® Sans Pro, Adobe’s first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces.

*This sans serif font family is available from fonts.google.com in fourteen weights: extra-light, extra-light italic, light, light italic, regular, regular italic, medium, medium italic, semi-bold, semi-bold italic, bold, bold italic, black and black italic.*

# typography and hierarchy

Size and color are the simplest ways to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is highly readable, scannable, and easy for all to access.

Here are some samples of typographic hierarchy...

Heading 1: Literata 42 pt SemiBold

BrightBloom

Heading 2: Literata 28 pt Medium

BrightBloom

Heading 3: Literata 24 pt Medium

BrightBloom

Heading 4: Literata 18 pt Medium

BrightBloom

Heading 5: Literata 15 pt Medium

BrightBloom

## Character & paragraph styles

BASIC TEXT BOLD UPPERCASE

ONSEQUIAE RATAM NOS MOLOREPUDAM ULPA  
IUR MA VOLORATIS ESSIMODIA SI CONECER  
ROREPELICIA ILLUPTIOSAM ANDIGNIANT POS  
MINIMETUR, QUODICA

Basic text italic

Ciis eumendi gnimos aut labores sequis sunt quam  
fuga. Nequos eum facea vollab ius, odis ad moloreh  
endest, sum il exerio. Ique alit que dolupta musantis re  
que dero et abore.

Basic text regular deep blue

Antem autem que perum as et la verum dolum doles  
deliaep tatibus voluptatia volecat emporen daernam,  
vernatur? Quia dolorate nonsernat.  
Obis sam quos est eaturioris magnis aperestem.

Basic text white center

Accum niti blamus. Iberro con rem etum accum  
reperferatem esseque nonsenist ulpa ea doluptati  
ariae acid quas de omnihilia.

- List with bullets
- Ciis eumendi gnimos aut labores etiam tu est
- Sequis sunt quam fuga.
- equos eum facea vollab ius, odis ad moloreh endest, sum il exerio.

1. List with numbers
2. Denducil liquis re, quis eum sequi odiam recuvalat
3. Im res con reicti dolut pliqui blabores samus essum ut omnimolut quam
4. Varis loquidius domini erata

# the color system



Color is the place where our brain  
and the universe meet.

— Paul Klee

# 04

# primary color palette

## Use of color for the printed and digital logo

The following palette has been selected for the Bright-Bloom brand in all its communications. Whenever possible, the preference is for the logo to be reproduced on a white background. For spot color matching, we use the Pantone Color system.

PRIMARY COLOR BRIGHT BLUE	100%	COLOR CODES  COATED & DIGITAL:      UNCOATED : PMS    632 C                PMS    632 U CMYK   87 / 8 / 14 / 7    CMYK   84 / 10 / 13 / 6 RGB    0 / 147 / 178 HEX    #0093B2	SECONDARY COLOR LEMON LIME	100%	COLOR CODES  COATED & DIGITAL:      UNCOATED : PMS    632 C                PMS    632 U CMYK   87 / 8 / 14 / 7    CMYK   84 / 10 / 13 / 6 RGB    0 / 147 / 178 HEX    #0093B2
	80%			80%	
	60%			60%	
	40%			40%	
	20%			20%	
PRIMARY COLOR MARIGOLD	100%	COLOR CODES  COATED & DIGITAL:      : PMS    1375 C                PMS    137 U CMYK   0 / 40 / 97 / 0    CMYK   0 / 34 / 99 / 0 RGB    255 / 158 / 27 HEX    #FF9E1B	SECONDARY COLOR PURE WHITE		COLOR CODES  COATED & DIGITAL:      UNCOATED : PMS    NONE                PMS    NONE CMYK   0 / 0 / 0 / 0    CMYK   0 / 0 / 0 / 0 RGB    255 / 255 / 255 HEX    #FFFFFF
	80%				
	60%				
	40%				
	20%				
PRIMARY COLOR REAL TEAL	100%	COLOR CODES  COATED & DIGITAL:      UNCOATED : PMS    7474 C                PMS    322 U CMYK   95 / 6 / 30 / 28    CMYK   100 / 10 / 37 / 38 RGB    0 / 118 / 129 HEX    #007681	SECONDARY COLOR PLATINUM	100%	COLOR CODES  COATED & DIGITAL:      UNCOATED : PMS    COOL GRAY 1 C    PMS    COOL GRAY 1 U CMYK   10 / 7 / 5 / 0    CMYK   10 / 8 / 7 / 0 RGB    217 / 217 / 214 HEX    #D9D9D6
	80%			80%	
	60%			60%	
	40%			40%	
	20%			20%	

# secondary color palette

The secondary color palette offers complementary tints and a neutral gray to expand and enrich a BrightBloom brand visual identity system.

## photo imagery and **graphics**



*Products are created in the factory.  
Brands are created in the mind.*  
— Walter Landor, founder, Landor Associates

# 05

# imagery and graphics

The BrightBloom brand relies on graphics and imagery that empathizes clarity and simplicity to enhance quick understanding and comprehension.

Whenever possible, our photography should avoid leaning on any visual clichés or compositions that are obviously posed or artificial looking in any way.

## PATTERNS / TEXTURES



## ICONS



## EXAMPLES AND RULES

### REQUIREMENTS:

1. Use images of team members, staff, and volunteers whenever possible
2. Photos with people should be mostly candid, with people not posing or looking at the camera
3. All photos should be in sharp focus and well lit
4. Use a variety of camera angles, depth of field, and focus to add variety to the image compositions
5. Full color imagery is always preferred. Grayscale should only be used minimally (newsprint, etc.)
6. Use 300 dpi CMYK for print, and 72 to 150 dpi RGB for web and digital needs

# the checklist

*Best to have a checklist. Then you know you’ve done everything perfectly!*



## 01 CORE ATTRIBUTES



## 02 THE LOGO DESIGN

Only use approved versions of the logo signature. Please check that you have respected the minimum size and exclusion zone requirements.



## 03 TYPOGRAPHY

Use the font Literata for all top headings. For body text and smaller headings use font Source Sans. Both fonts are available as web fonts.



## 04 COLOR SYSTEM

Make sure that only the approved primary and secondary colors are used, or tints and shades of these colors.



## 05 PHOTO IMAGERY AND GRAPHICS

Quality photography that authentically reflects BrightBloom is essential to support the brand.



Branding and identity development services provided  
by Blue Blaze Associates, LLC  
[www.BlueBlazeAssociates.com](http://www.BlueBlazeAssociates.com)

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# Thank you!



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