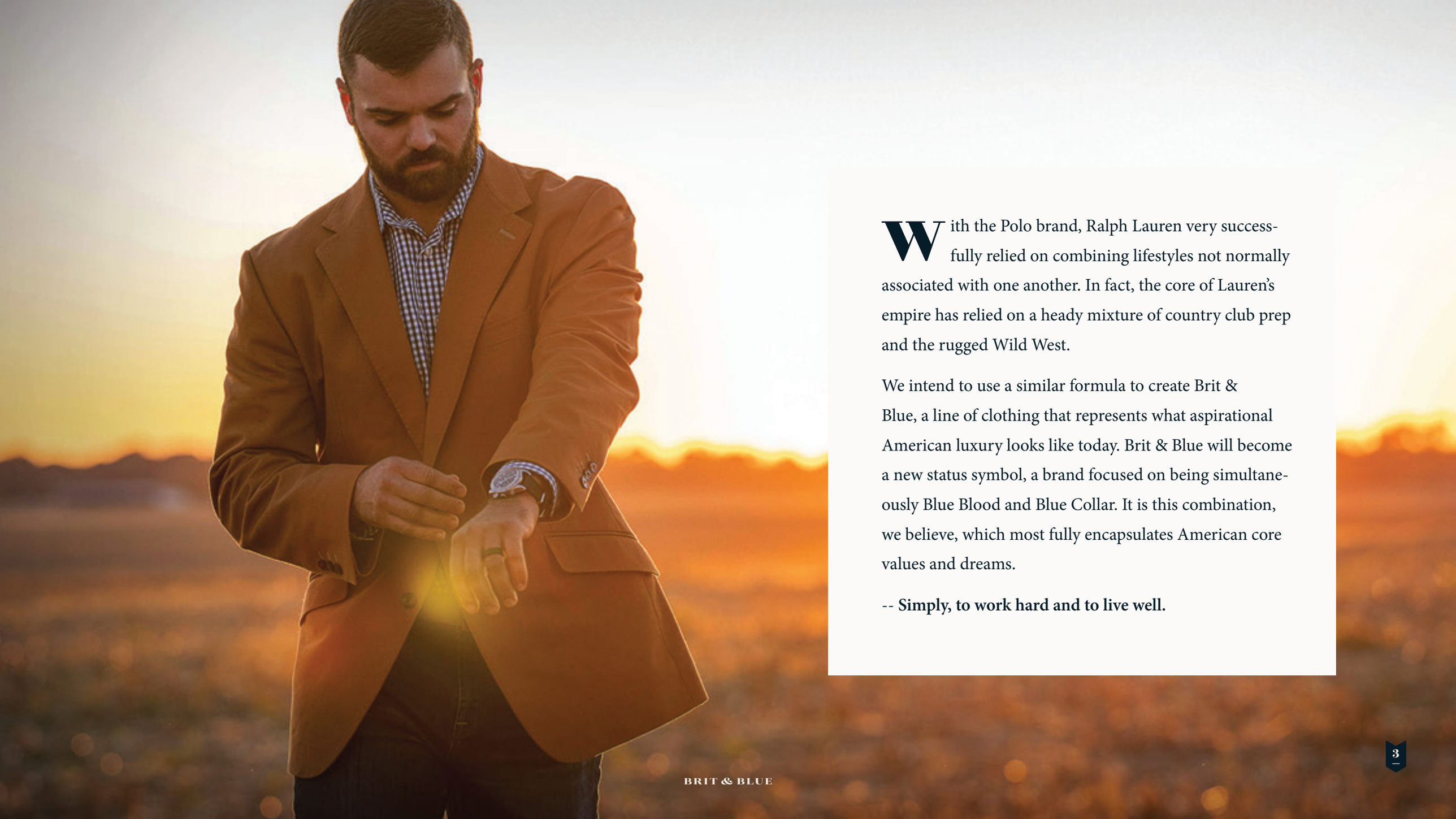
BRIT & BLUE®

WORK HARD. LIVE WELL. DIG IN.

BRAND GUIDE

INTRODUCTION

THE BRAND



With the Polo brand, Ralph Lauren very successfully relied on combining lifestyles not normally associated with one another. In fact, the core of Lauren's empire has relied on a heady mixture of country club prep and the rugged Wild West.

We intend to use a similar formula to create Brit & Blue, a line of clothing that represents what aspirational American luxury looks like today. Brit & Blue will become a new status symbol, a brand focused on being simultaneously Blue Blood and Blue Collar. It is this combination, we believe, which most fully encapsulates American core values and dreams.

-- **Simply, to work hard and to live well.**

Fruit of the

BRAND ELEMENTS

LOGO

PRIMARY MARK

Name, corporate logo, colours, typeface - these are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

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LOGO

SECONDARY MARKS

Name, corporate logo, colours, typeface - these are the pillars of the identity of the company.

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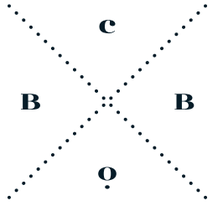


Brit & Blue

TYPEFACES

PRIMARY FONT

Brit & Blue's primary font is Libre Baskerville. The font is available free of charge, and supports most of the languages.

Libre Baskerville comes with 4 weights (normal+italic).

Libre Baskerville

AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font Weights

Regular // AaBbCcDdEe123
Semibold // AaBbCcDdEe123
Bold // AaBbCcDdEe123

Libre Baskerville Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

TYPEFACES

SECONDARY FONT

Brit & Blue's secondary font is Nimbus Sans Cond. The font is available from Typekit, and supports most of the languages.

Nimbus Sans Cond Font comes with 2 weight and should always be used as all caps.

Nimbus Sans Cond Font

AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font Weights

Regular // AaBbCcDdEe123
Regular // AaBbCcDdEe123

Nimbus Sans Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

TYPEFACES

ACCENT FONT

Brit & Blue's supporting font is Rozha One. The font is available from Typekit, and supports most of the languages.

Rozha One Font comes with 1 weight and should always be used as all caps.

Rozha One is also used for the Brit & Blue main logo type.

Rozha Font

AaBbCcDdEe123

abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]§;'\,./:"|<>?

Font Weights

Regular // AaBbCcDdEe123

Rozha Font supports most languages, and is constantly developed.

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

COLORS

CORPORATE COLORS

Brit & Blue's main colors are blue, creme and black.

Creme is used for accents.

Black is used mainly for typography and blocking in reverse type.

Pantone: 3015C/U
CMYK: 90,0,0,38
RGB: 0,97,158
HEX: #00619E

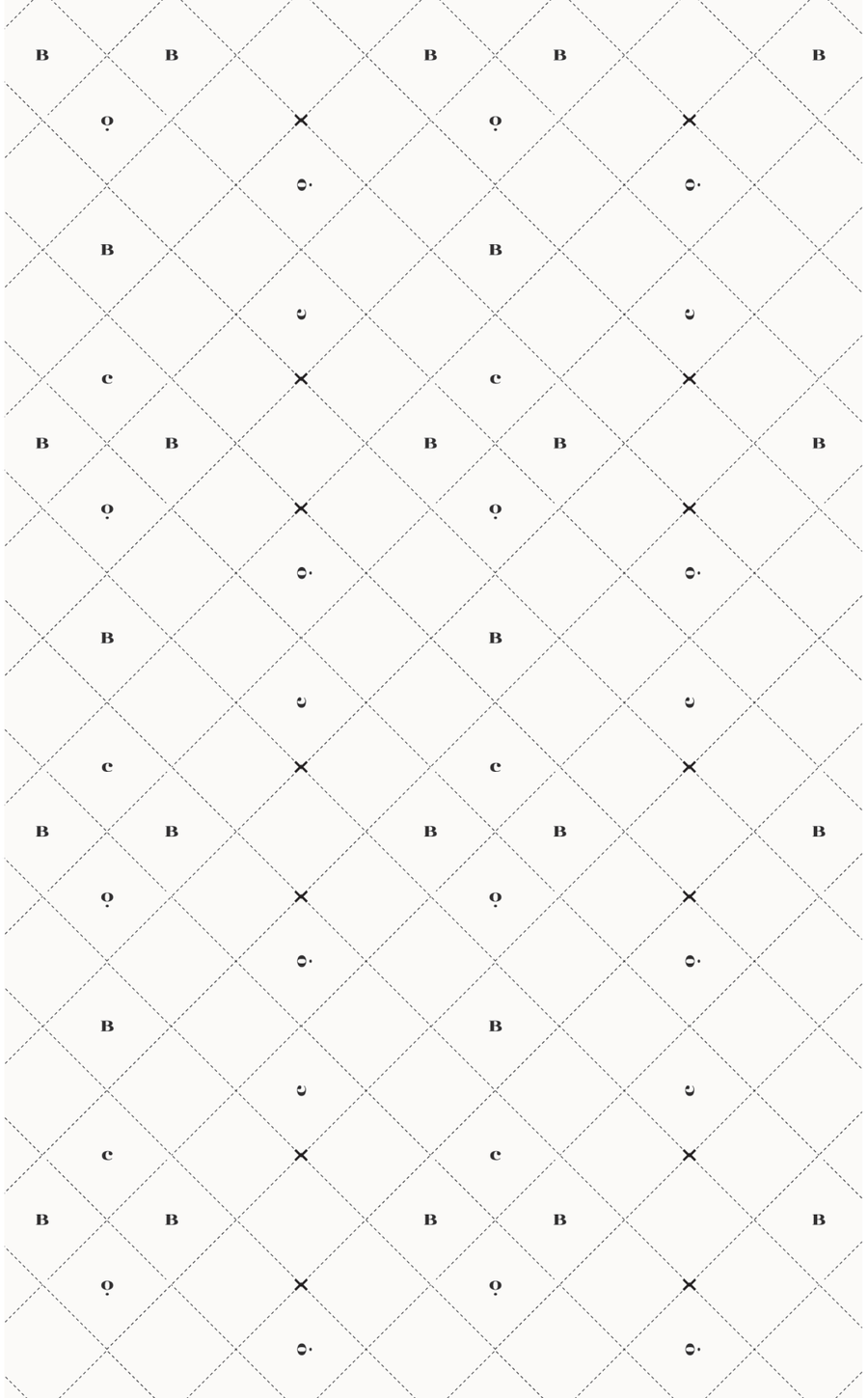
Pantone: 3015C/U
CMYK: 91,81,44,44
RGB: 34,44,72
HEX: #00619E

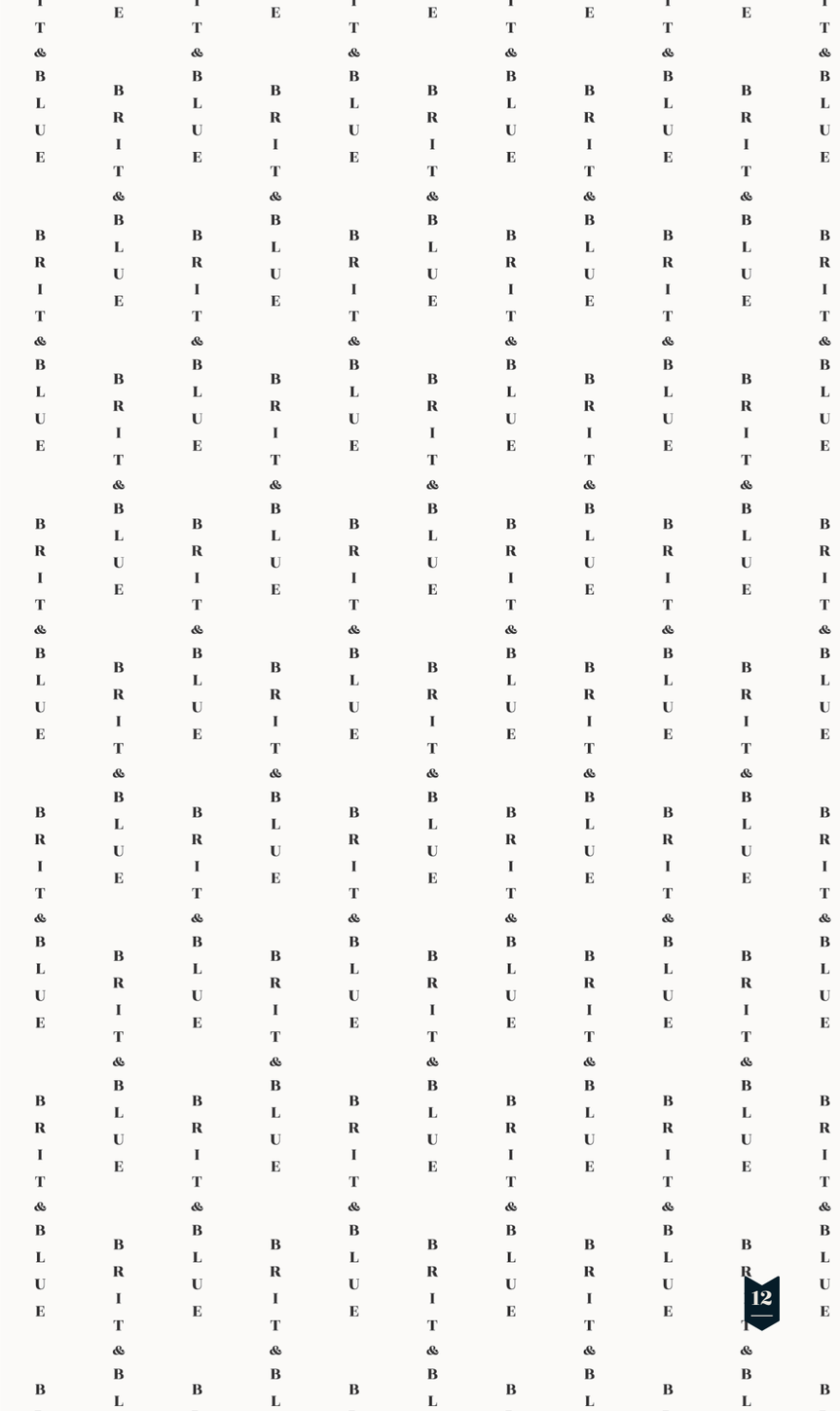
Pantone: 3015C/U
CMYK: 6,6,10,0
RGB: 237,232,224
HEX: #00619E

PATTERNS

GARMENT PATTERNS

Brit & Blue's utilizes two main patterns for both print and garment design.





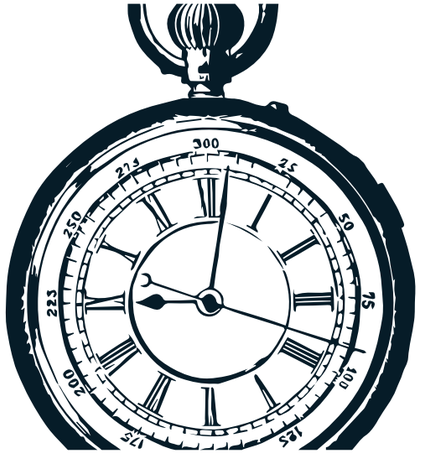
WOODCUTS

DESIGN ACCENTS

Brit & Blue's utilizes woodcut illustrations to enhance the brand by depicting specific imagery that hints and speaks to the story of the brand.

REFINED ROGUE

DRAWING TOOL



TIME PIECE

PURE BLOOD & BLUE COLLAR

B&B LOGO

LOGO CHART

PRIMARY LOGO VARIATIONS

B&B has a variety of logos, and logo usages.

They are divided into 5 main groups, and each group contains different variations, types or versions.

BRIT & BLUE®
WORK HARD. LIVE WELL. DIG IN.

PRIMARY LOGO WITH TAG

BRIT & BLUE®

PRIMARY LOGO WITH TAG

SHIELD WITH INNER LINE

SHIELD WITHOUT INNER LINE

REVERSED SHIELD WITHOUT INNER LINE

REVERSED SHIELD WITH INNERLINE

LOGO CHART

ACHROMATIC

Achromatic versions (black and white), differ slightly from the main logo due to usage of only one color.

They can also exist without the tag line, all the guidelines and rules for safe space etc. are the same as for the normal colored version.

B/W version can be used only when printing only in B/W.

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PRIMARY LOGO WITH TAG

BRIT & BLUE®

PRIMARY LOGO WITH TAG

SHIELD WITH INNER LINE

SHIELD WITHOUT INNER LINE

REVERSED SHIELD WITHOUT INNER LINE

REVERSED SHIELD WITH INNERLINE

LOGO CHART

ON BACKGROUNDS

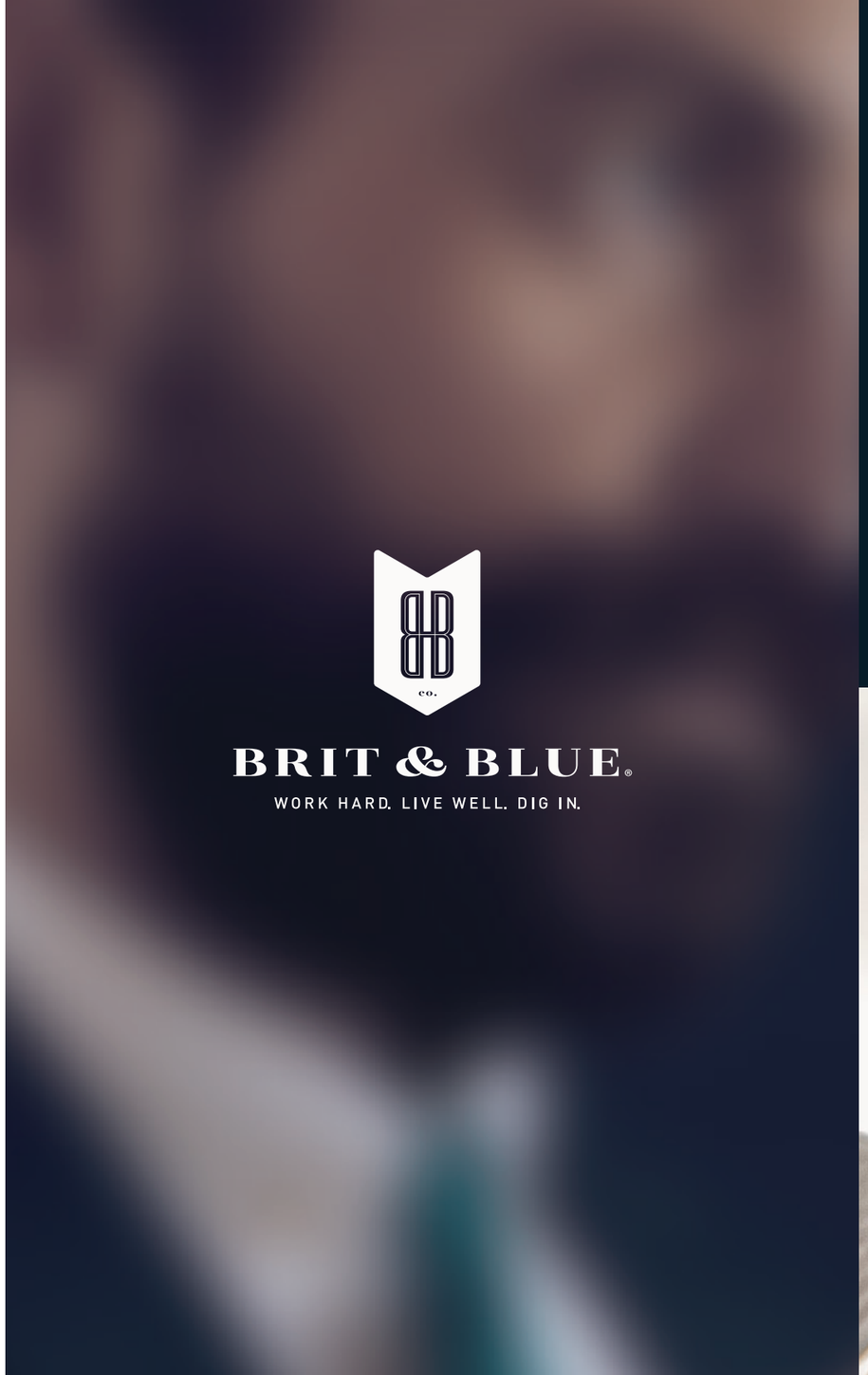
Proper usage:

1. Acceptable on light - solid, gradient or patterned backgrounds - white/grey.

2. Acceptable on fairly uniform blue/ dark backgrounds.

Incorrect use of logos:

1. Don't use logos in a way that makes it ilegible - e.g. dark logo on dark background, logo on complicated backgrounds.



DO'S & DONT'S

USAGE RULES

There are a few rules to follow when using the Brit & Blue logo in any design situation.

DO NOT ADD ANY SPECIAL EFFECTS

DO NOT SQUASH THE LOGO IN ANY WAY

DO NOT COLOR WITH ANY COLOR
NOT SPECIFIED IN GUIDE

DO NOT ANGLE THE LOGO IN ANY WAY

BRIT & BLUE
SENSIBLY RELENTLESS
INDIANA 2017
BRIT & BLUE
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co.
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THANK YOU