BRAND IDENTITY GUIDE

BizCentral *USA*
By BryteBridge

BryteBr▲dge

CharityNet *USA*
By BryteBridge

WHY A BRAND GUIDE?

BRAND IDENTITY IS LIKE MAKING A GOOD FIRST IMPRESSION.

Any company can instantly gain a level of differentiation, reliability, and professionalism by developing their brand identity.

» You can sell your company to the consumer not only faster but more efficiently.

» It has to stand out in a positive and dynamic way.

Many people view logos and brand colors as simply decorations, but when done correctly, they are a representation of a brand's attributes and core values.

Behind the Name and Our Brand Color Refresh

We wanted a name that was vibrant, positive, and summarized our purpose of connecting our clients to their dreams of business ownership or giving back to their communities and causes. 'Bryte' is a play on the traditional spelling of 'bright', which has multiple positive uses of the definition, including radiant with happiness, beautiful, lively, and intelligent. 'Bridge' is a pathway or roadway over an obstacle and means of connection. In short, we are a 'Happy Connector' of small businesses and nonprofit organizations. Our updated color palette is designed to align with our message.
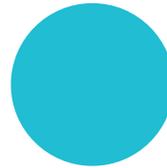
BizCentral **USA**
By BryteBridge

BryteBr▲dge

CharityNet **USA**
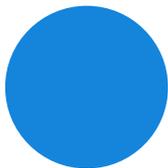By BryteBridge

COLOR GUIDELINES

The brand identity for Bryte Bridge is meant to familiarize existing and future clients with our brand. Brand personality should be carefully managed as it is the recognizable face of our company and makes your first lasting impression with our clients. This means that colors and fonts stay consistent to constantly reiterate our brand. The colors below are the shades that should stay the same on everything we produce, whether it's to clients or in house.
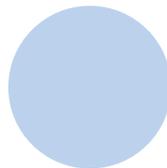
RGB —— 25, 41, 62	RGB —— 27, 188, 211
CMYK —— 60, 34, 0, 76	CMYK —— 70, 1, 16, 0
HEX —— #19293E	HEX —— #1BBCD3
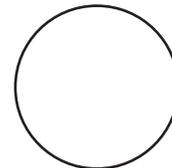
RGB —— 21, 133, 220	RGB —— 183, 216, 241	RGB —— 255, 255, 255
CMYK —— 90, 40, 0, 76	CMYK —— 24, 10, 0, 5	CMYK —— 0, 0, 0, 0
HEX —— #1585DC	HEX —— #B7D8F1	HEX —— #FFFFFF

TYPOGRAPHY

LOGO FONT

Numans – Regular

BryteBridge

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CharityNet *USA*
By BryteBridge

HEADING FONT

Montserrat - Regular, Medium, **Semi Bold, Bold**

Need More Information?

Fill in our registration form and one of our business consultants will contact you shortly.

BODY FONT

Raleway - Regular, Thin, Medium, **Bold, Extra Bold**

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LOGOS

ON WHITE BACKGROUNDS

BryteBridge

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ON **NAVY** BACKGROUNDS

ON **WHITE** BACKGROUNDS

ON **NAVY** BACKGROUNDS