



**BRIDGE
MEADOWS**

Style Guide



Logos

Clear space around the logo should be equivalent to the height of any logo letter.

To ensure the best possible appearance, always use the appropriate file formats:

PNG: This is an image file with a transparent background that should be used in web applications.

JPG: These image files place easily in Word.

EPS: This is a scalable vector file that should be used in all print applications.



Primary Logo

bridge meadows_logo_horiz

The preferred format for Bridge Meadows logo is horizontal. This format may be used on white, black, or Bridge Grey.



Primary Logo / Inversed

bridge meadows_logo_horiz rev

As a rule, the full color logo should be used on solid colors. On a dark background or photo the inversed version may be used, as long as there is sufficient contrast in place to maintain readability. This logo may also be used on Bridge Blue.



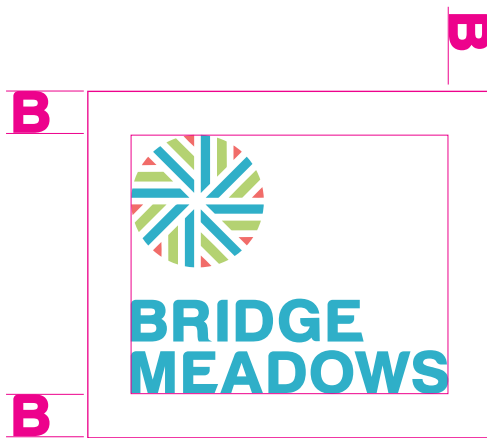
Primary Logo / Black

bridge meadows_logo_horiz K

This logo is an excellent choice for documents that may be photocopied or posted for reproduction.

Logo – stacked

The horizontal version of Bridge Meadows logo is preferable, but stacked is available for uses requiring a more square format. As with the horizontal format, open space around the logo should be equivalent to the height of any logo letter.



Secondary Logo

bridge meadows_logo_stacked

This format may be used on white, black, or Bridge Grey.



Secondary Logo / Inversed

bridge meadows_logo_stacked-rev

As a rule, the full color logo should be used on solid colors. On a dark background or photo the inversed version may be used, as long as there is sufficient contrast in place to maintain readability. This logo may also be used on Bridge Blue.



Secondary Logo / Black

bridge meadows_logo_stacked-K

This logo is an excellent choice for documents that may be photocopied or posted for reproduction.

Logos

Please use the logo as it was designed. Do not stretch it, recolor it, or reconfigure elements. Using the guidelines, be sure to use the right version so it is visible on all backgrounds.

Do not stretch the logo, using care when placing it in other applications so it is not distorted.



Do not recolor any part of the logo for any reason.



Do not reconfigure the logo for any reason.



Logo: Pinwheel icon

The logo icon may be used as an element over the bottom corner of photos. It must be in white, screened between 40 and 60%, depending on the darkness of the photo beneath it. The photo underneath should be clearly visible, and not overwhelmed by the graphic. One quadrant should appear fully, and at least one bar of the adjacent quadrant should also be visible.



Good: Pinwheel is screened at 42%, one quadrant is fully visible and one bar of the adjacent quadrant is also visible.



Avoid: Logo pinwheel in color.



Avoid: Pinwheel is screened at 80%, so photo is overwhelmed.



Avoid: Pinwheel is screened at 30% so is barely visible.

Color

Blue is Bridge Meadows' primary color, and should be used when a solid background color is required. Dark grey can also be used as a background for events and invitations.

Green and red should be used in graphics, charts and headings.

Logo colors



Blue: c70, m10, y18, k0

rgb 52, 175, 200

hex#33afc7



Green: c30, m0, y70, k3

rgb 180, 209, 114

hex#b3d171



Red: c0, m72, y52, k0

rgb 242, 109, 105

hex#f26c69

Background color



Grey c83, m68, y43, k30

rgb 54, 71, 93

hex# 36475d

Type

Montserrat is considered the primary display typeface for print — used for headlines, callouts, and pull quotes. The name “Bridge Meadows’ should always be all caps if above the headline.

head: Montserrat semibold, Title case, 30/28

subhead: Montserrat bold 14.5/15

body copy: Montserrat light 10/15

Correspondance

For correspondance, a serif face should be used to contrast with forms and other non-personalized documents. The face should be a clean, modern and open typeface, like Georgia, here at 11/18.

Footer for stationary

Shown below, the footer for stationary and one sheets list the two addresses in two columns. The font is Montserrat light 8/10.1, with a one point Bridge Blue rule above.

The line of copy with phone / email / website line is .0625” below.