



BRAIN BEAN

- 1 Logo
- 2 Logo Spacing
- 3 Variations
- 4 Sizing
- 5 Brand Colors
- 6 Typography

Brand Guidelines



RED LOGO



YELLOW LOGO

LOGO

The interlocking shapes in the mark represent Brain Bean's approach to integrating a wellness system with their users' lifestyles. They also create a shape reminiscent of a flower or the sun—representing nature—as well as a shape reminiscent of an atom, a symbol of science.

The logo may be used in the two main brand colors as well as white and black (PANTONE 419C)

See page 5 for color values.

Logo



LOGO SPACING

The brand mark is centered above the logotype at a distance of the width of the "E" in BEAN. The logo may be used in different configurations outlined on the following page.

Logo Spacing



VERTICAL LOGO

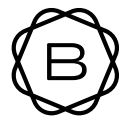


HORIZONTAL LOGO

VARIATIONS

The mark and type may be placed in different orientations based on space available and the discretion of the designer.

The brand mark alone may be used as the icon to represent Brain Bean when space is limited or small. Examples include the favicon and social media profile pictures.



BRAND MARK



TWO LINE LOGO

Variations



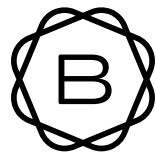
MINIMUM WIDTH

Web - 130px w
Print - .5" w

SIZING

Pay close attention to legibility when using the logo at small sizes. The logo may be substituted for the brand mark alone in cases where the type is too small to read.

Due to anti-aliasing, some characters may not be legible at 131px vs 130px.



**BRAND MARK
MINIMUM WIDTH**

Web - 60px w
Print - .2" w

Sizing

<p>Pantone 7408 C</p> <p>C 0 M 29 Y 100 K 0</p> <p>R 253 G 186 B 18</p> <p>Hex #FDBA12</p>	<p>Pantone 485 C</p> <p>C 0 M 95 Y 100 K 0</p> <p>R 238 G 49 B 36</p> <p>Hex #EE3123</p>	<p>Pantone 690 C</p> <p>C 30 M 98 Y 13 K 68</p> <p>R 82 G 0 B 55</p> <p>Hex #520036</p>	<p>Pantone 319 C</p> <p>C 59 M 0 Y 22 K 0</p> <p>R 91 G 198 B 204</p> <p>Hex #5AC5CC</p>	<p>Pantone 419 C</p> <p>C 73 M 65 Y 65 K 72</p> <p>R 32 G 35 B 34</p> <p>Hex #202222</p>
--	--	---	--	--

COLORS

Brand colors are vibrant and unexpected to represent the powerful effect's of Brain Bean's products. All colors may be tinted for lighter alternatives if desired.

Colors

Wellingtons - Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WELLINGTONS - SUBHEAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Wellingtons - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography Example

TYPOGRAPHY

The brand's typography is bold and also retains a humanist aesthetic. This type was chosen to emphasize clarity and the effects of Brain Bean. The bold type makes the message of the brand as powerful as the ingredients in the products.

Typo—
graphy