

B4U BRANDING GUIDE

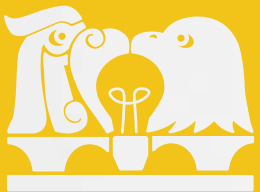


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Identity mark

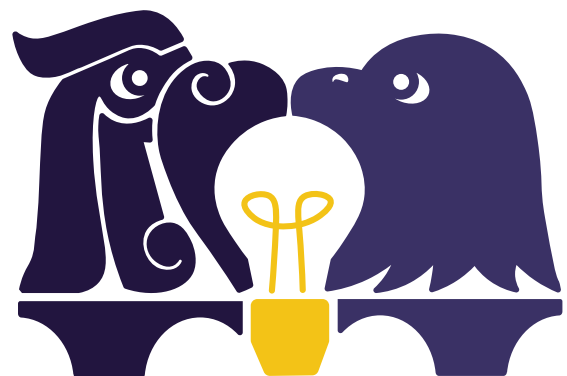
The Mexican and American eagles facing each other, working together to create a lightbulb. Their efforts also form the bridge that supports all three objects.



BRIDGES FOR UNDERSTANDING

Logo Type

A strong, stylishly modern, and easy-to-read sans serif font gives the feeling of support, modernity, and clarity of purpose, inviting all who view the logo to join the organization.



BRIDGES FOR UNDERSTANDING

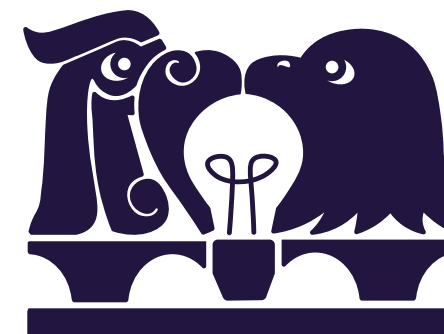
Square Logo

For use on mobile site, social media profiles, and any other space that requires a square image.

Logo Specifics

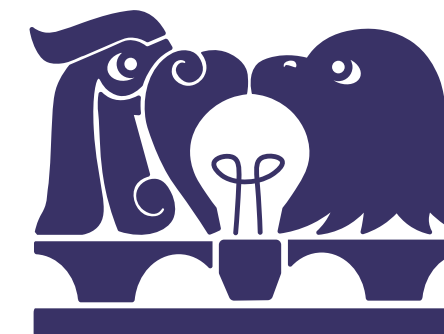
Color Palettes

Primary



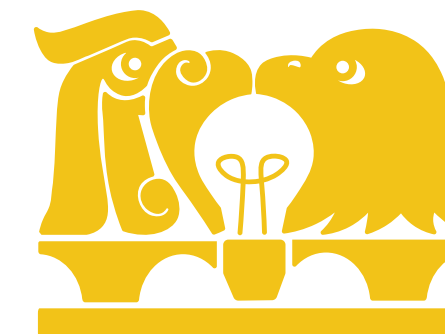
B4U Eggplant

HEX #21143e
CMYK 92.96.41.50
RGB 33.20.62



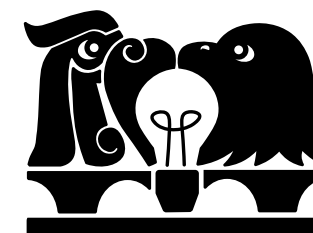
B4U Royal Purple

HEX #393266
CMYK 90.92.31.20
RGB 57.50.102



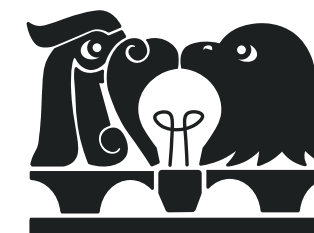
B4U Gold

HEX #f5c400
CMYK 6.22.100.0
RGB 245.196.0



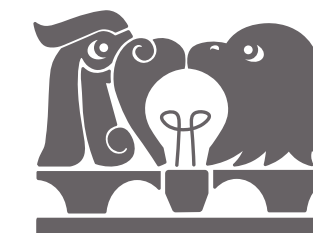
True Black

HEX #000000
CMYK 75.68.67.90
RGB 0.0.0



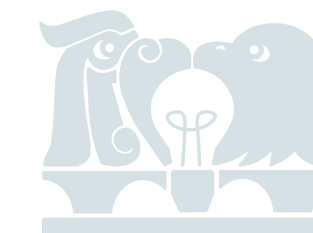
B4u Coal

HEX #1d2021
CMYK 74.66.64.74
RGB 29.32.33



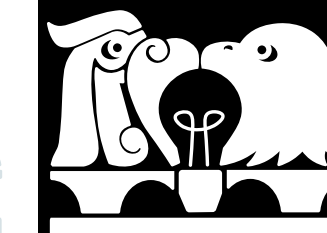
B4u Steel

HEX #666366
CMYK 59.54.49.21
RGB 102.99.102



B4u Pale Slate

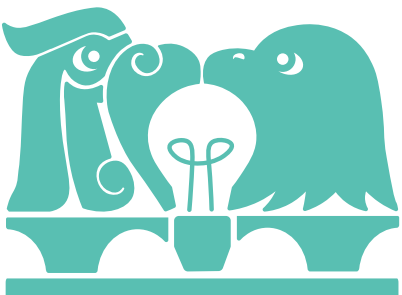
HEX #6de1e5
CMYK 15.6.7.0
RGB 214.225.229



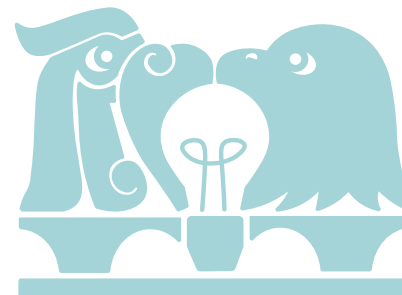
Pure White

HEX #ffffff
CMYK 0.0.0.0
RGB 255.255.255

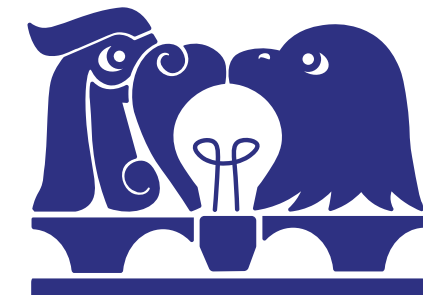
Secondary



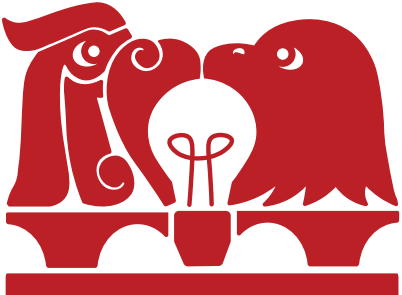
B4U Sea Foam Green
HEX #59bfb2
CMYK 62.2.36.0
RBG 89.191.178



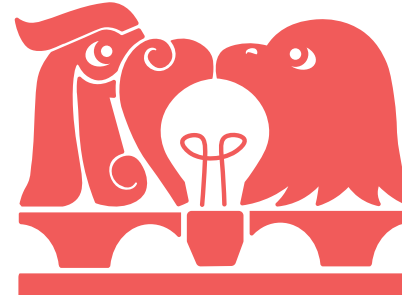
B4U Sky Blue
HEX #a4d4d7
CMYK 35.3.15.0
RBG 214.225.229



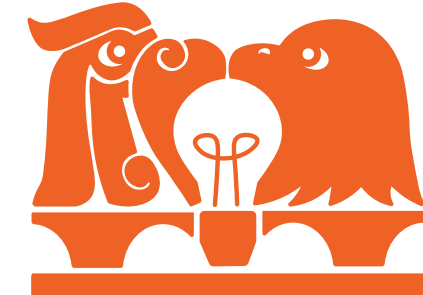
B4U Colbalt
HEX #2e3181
CMYK 100.99.13.3
RBG 46.49.129



B4U Crimson
HEX #ba2025
CMYK 18.100.100.10
RBG 186.32.37



B4U Rose
HEX #f15b5a
CMYK 0.80.61.0
RBG 241.91.90



B4U Mamey
HEX #ee6226
CMYK 1.76.98.0
RBG 238.98.38

Typefaces

Montserrat: header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

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abcdefghijklmnopqrstuvwxyz

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz

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abcdefghijklmnopqrstuvwxyz

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Raleway: body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz

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abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Typeography in Use

The two typefaces, Montserrat and Raleway, will be used for all documents, web publications, and text on graphics. Montserrat is used for titles and headers. It has nine weights and nine italics, adding up to eighteen individual fonts. The large array of options provides many opportunities for text hierarchy and emphasis. Raleway is used for body text. It also has nine weights and nine italics, totaling eighteen individual fonts.

Both typefaces are available on Google to download for free and also included in this document as downloadable files. Should, for some reason, a web platform or computer program be unable to process the two fonts, Arial or any other sans serif font can be used as an emergency substitute (sans serif fonts are the ones without "tags" on the end of each letter—think of Times New Roman, which is a serif font.)

Example 1:
the square version of the logo



Raleway ExtraBold
Raleway Bold

Example 2:
Americas Quarterly web graphic



Montserrat ExtraBold
Raleway ExtraLight (and ExtraLight Italic)

To ensure your brand is not the victim of aesthetic vandalism (a real thing), ensure that you never change, alter, or modify any part of the logo. Some examples of logo misuse are shown below. Beware!

Logo Best Practices



Logo Warping

The logo should never be stretched, squished, or elongated to fit into a space. Use either the square or long version of the logo, but ensure that you maintain the aspect ratio.

Logo overlays

The logo should never be covered by an image. When combining the logo with other images or logos, make sure each has their own space.



Incorrect colors

The color scheme of the logo was carefully chosen by your designer to represent the ideals and values of the organization. Do not use any colors that are not in the color palettes.

Acessibility Guidelines

Bridges for Understanding follows the guidelines set out in Section 508 of the U.S. Rehabilitation Act (2001) in all designs. Although 508 Compliance is only mandatory for U.S. Federal documents, we use them as rules to guide our designs and publications to ensure that our organization is accessible to all.

Text Guidelines

In order to design for accessibility text or 'body copy' cannot be smaller than 10 point font. The minimum point size is important in order to decrease strain on the eye for those with visual impairments. However, body copy should not be excessively large.

Paragraphs and longer portions of information should not go above 12 pt font. In compliance with Section 508, sans serif type is preferred over serif typefaces.

Serif typefaces much like smaller type can put strain on the eyes and prevent people from being able to read your content. Avenir, Lato, Arial, Helvetica are all examples of sans serif typefaces. This does not mean that serif typefaces like Times cannot be used, but just be conscious when picking typefaces for digital use.

Source: Design Guide, Bureau of Educational and Cultural Affairs, U.S. Department of State. p. 35-37

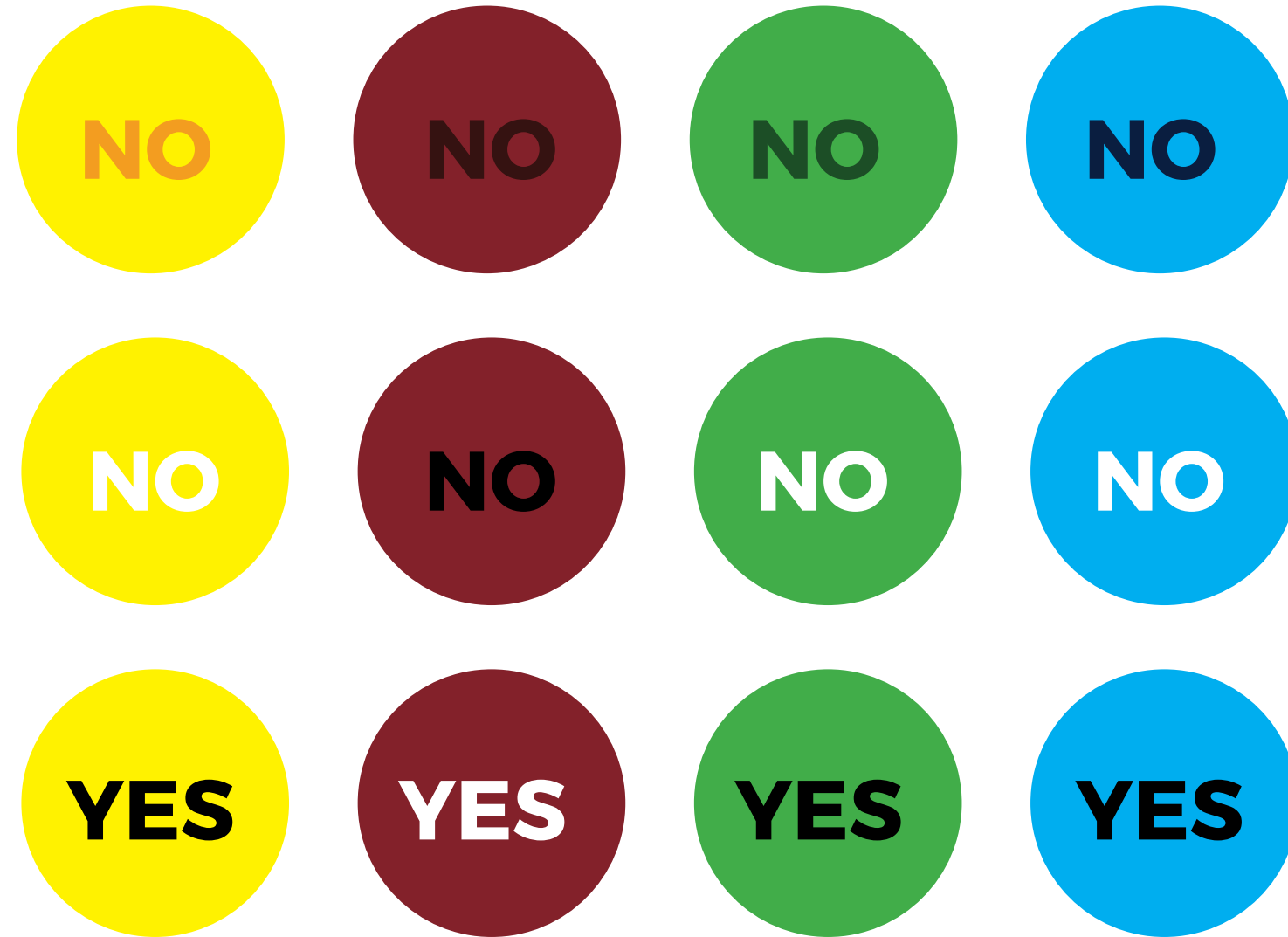
Color Guidelines

Color much like text can have a significant effect on the readability of your web content. Contrast is a key aspect of 508 compliance. As shown on the following page, there must be significant contrast when placing type, objects or symbols over a colored background. Picking two oranges or blues to be placed on top of one another does not fit within 508 compliance. Similar shades of colors are also not allowed, for example red text over a pink background.

Create as much contrast as possible when designing. When in doubt print your document or webpage out in black and white to see if the text or objects are readable and clear.

Colors contrast for accessibility can be checked on websites such as [WebAim](https://www.webaim.org/).

Color Guidelines



Download Logos and Typefaces

Click on the box to download a zip file of each logo, complete with all color versions, with the vector file, a PNG, and a JPEG.

Click on the box to download a zip file of each typeface with all weights and italics.

