

**COVID 19**  
**STOPS**  
**HERE.**  
**BURLEIGH-MORTON**

**BRAND GUIDELINES**

**#COVIDStopsWithMe**

# BRAND GUIDELINES

This manual serves as a foundational guide to maintaining the brand identity of “Covid Stops Here” (CSH). It includes all of the elements needed – logos, typefaces, colors and more – to create a consistent tone, look and feel for all CSH marketing and communication materials.

These guidelines are for the use of the CSH team and associated vendors. If there is ever doubt, please refer back to this document.

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**PRIMARY LOGO WITH 'BURLEIGH-MORTON' STATEMENT | NEGATIVE ON RED**

The Primary Logo is the focal point of the brand. All brand elements and decisions should emulate the logo. The overarching “look” of the brand includes the Negative black and white logo on a red background. The other brand colors can be used in this fashion as alternative styles.

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**PRIMARY LOGO | NEGATIVE ON RED**

The Primary Logo can be used without the 'Burleigh-Morton' statement.



**PRIMARY LOGO | NEGATIVE COLORS ON BLACK**

The Primary Logo can be used in the brand colors on a black background.



**PRIMARY LOGO | POSITIVE COLORS ON WHITE**

The white logo elements can be swapped with black elements, making the logo 'Positive'. This version of the logo can be used in the brand colors on white backgrounds.

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**PRIMARY LOGO | ONE COLOR OPTIONS**

One color black and one color white logo variations are available alternatives.



# COLORS



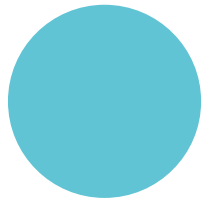
**Red**  
#DA291C

<b>C</b>	0	<b>R</b>	241
<b>M</b>	90	<b>G</b>	65
<b>Y</b>	80	<b>B</b>	61
<b>K</b>	0		



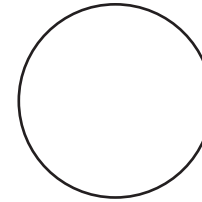
**Green**  
#64CCC9

<b>C</b>	46	<b>R</b>	149
<b>M</b>	0	<b>G</b>	214
<b>Y</b>	100	<b>B</b>	8
<b>K</b>	0		



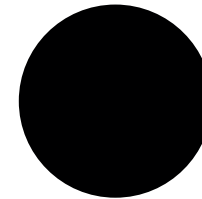
**Blue**  
#D0D3D4

<b>C</b>	57	<b>R</b>	96
<b>M</b>	2	<b>G</b>	196
<b>Y</b>	16	<b>B</b>	212
<b>K</b>	0		



**White**  
—  
#FFFFFF

<b>C</b>	0	<b>R</b>	255
<b>M</b>	0	<b>G</b>	255
<b>Y</b>	0	<b>B</b>	255
<b>K</b>	0		



**Black**  
—  
#000000

<b>C</b>	60	<b>R</b>	0
<b>M</b>	40	<b>G</b>	0
<b>Y</b>	40	<b>B</b>	0
<b>K</b>	100		

## COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will reinforce the cohesiveness of the brand and enhance the brand personality.

I CHOOSE TO  
**WEAR A MASK...**  
TO AVOID  
SHUTDOWNS.



### CLEAR SPACE REQUIREMENTS

Whitespace is important to maintain the logo's emphasis and readability. The minimum whitespace around the mark is equivalent to the 'D' letterform in its current size.



1 in.

### MINIMUM SIZE REQUIREMENTS

To maintain the logo's legibility, it should be proportionally downsized no further than 1 inch wide.

**Aa**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**abcdefghijklmn**

**opqrstuvwxyz**

**1234567890**

**PRIMARY DISPLAY TYPEFACE — FILSON PRO HEAVY**

Filson Pro Heavy is a bold, highly legible sans serif typeface very well suited for any display and text use.

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