

Brand Guidelines

Brand Story & Mission



Story

Broubster Consulting Associates – or BCA for short, is young as a company, but made up of experienced practitioners. BCA was born out of a frustration with the lack of attainable, friendly and trustworthy advice on building businesses. We aim to shake up the established norms and provide client-focussed solutions.

Mission

We bring together decades of multi-industry experience, across sectors including Engineering, Nuclear, Forestry, Hospitality, among others. We are able to provide high-quality support across these specialist areas by engaging with a range of expert consultants, ready to support at a moments notice. This newfound agility allows us to provide quality support at an attainable price.

Vision

We feel our approach is bold and in contrast to stagnant industry practices. We are an approachable company. Client focussed, with empahsis on collaboration; communication and transparency is key to the the success of our model.

Brand Values & Personality

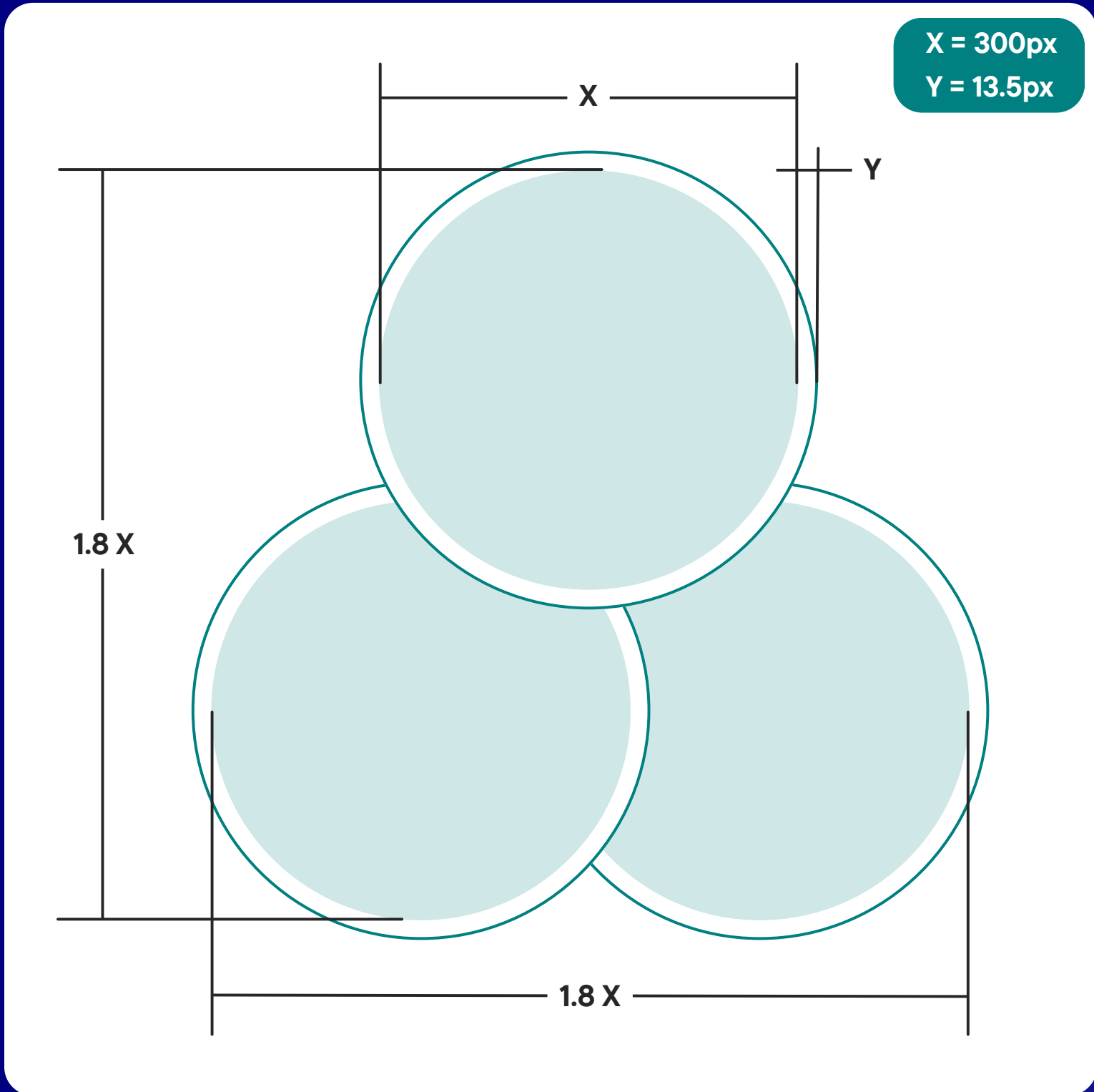


Values

Integrity, Creativity, Innovation,
Sustainability, Client-focussed.

Personality

Friendly, Bold,
Modern, Reliable.



Primary Logo

The primary logo consists of three overlapping circles: a red circle with a white 'B' on top, a blue circle with a white 'C' on the bottom left, and a teal circle with a white 'A' on the bottom right. To the right of the circles, the text 'broubster consulting associates' is displayed in a sans-serif font, with 'broubster' in red, 'consulting' in blue, and 'associates' in teal.

Secondary Logo (Mono Light)

The secondary logo on a dark background features the three overlapping circles (B, C, A) in white. To the right, the text 'broubster consulting associates' is displayed in white.

Secondary Logo (Mono Dark)

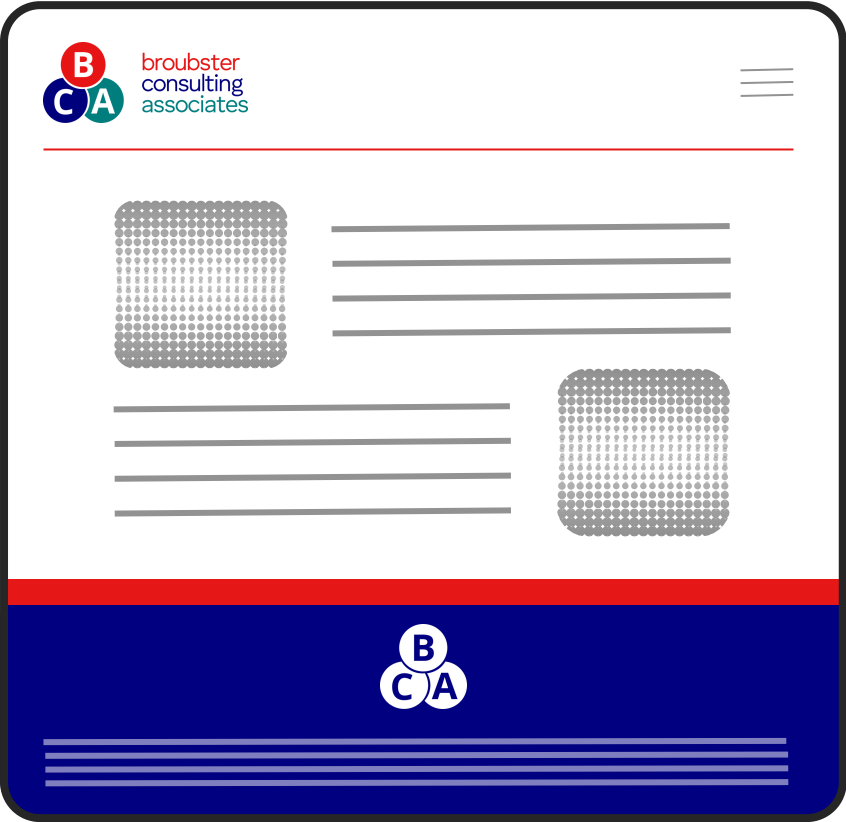
The secondary logo on a light background features the three overlapping circles (B, C, A) in dark grey/black. To the right, the text 'broubster consulting associates' is displayed in dark grey/black.

Logo Guidelines

Our logo has been thoughtfully designed. Its use in branded material should be equally thoughtful. Please adhere to the following high-level guidelines


Logo Placement

Logo DO's and DON'Ts (overleaf)



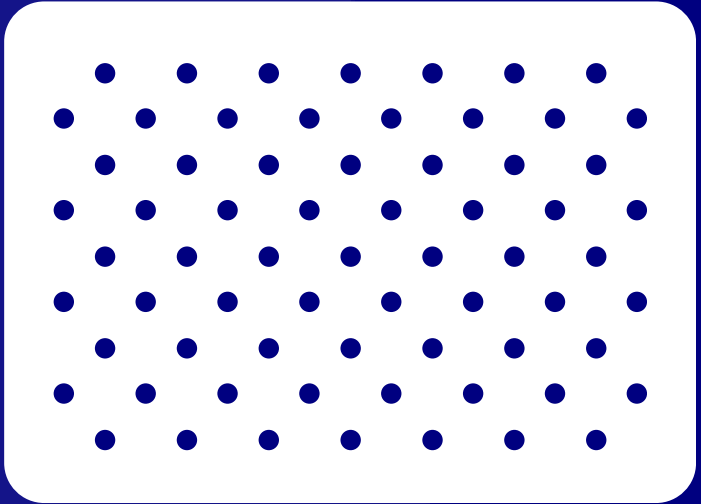
01 Website Logo Placement

The image shows a website header with the Broubster Consulting Associates logo in the top left corner. The logo consists of a red circle with 'B', a blue circle with 'C', and a green circle with 'A'. Below the logo is a red horizontal bar, and at the bottom center is a smaller version of the logo.

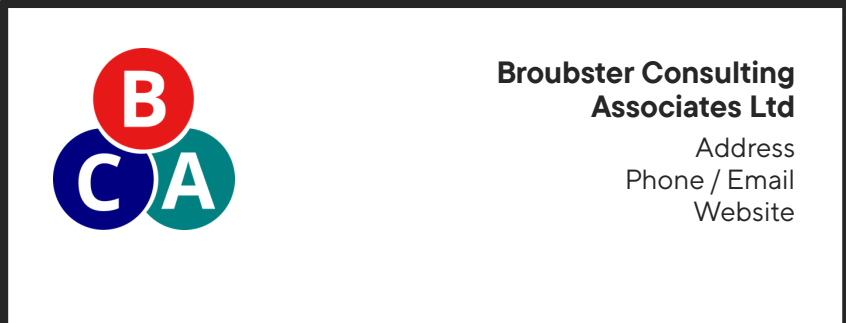


03 Icon Only (mono preferred)

The image shows two versions of the logo icon. The first is on a black background with white circles containing the letters 'B', 'C', and 'A'. The second is on a white background with black circles containing the letters 'B', 'C', and 'A'.



02 Letterhead Logo Placement



The image shows a letterhead layout. On the left is the Broubster Consulting Associates logo. On the right, the text reads: "Broubster Consulting Associates Ltd", "Address", "Phone / Email", and "Website".

Logo DOs and DON'Ts

Our logo has been thoughtfully designed. Its use in branded material should be equally thoughtful. Please respect these rules:

DOs



DO: Use provided PNG or SVG files



DO: Use an established colour variant that suits the background



DO: Use the light mono variant for image overlays



DON'Ts



DON'T: Rotate or flip the logo.



DON'T: Use poor colour combinations



DON'T: Add effects to the logo.



DON'T: Recolour the logo.

Colour Palette

Our brand colours are bold and confident.

Always default to these colours - including the exact colour codes, for consistency.

Our accent colours, **Earth Blue**, **Lava Red** and **Deep Aqua** reinforce our brand identity. Use them often. Of these, we primarily use the former two, with Deep Aqua used for a **rare flair**.

Baltic Sea

HEX: #262626
RGB: 38, 38, 38
CMYK: 0, 0, 0, 85

Earth Blue

HEX: #000080
RGB: 0, 0, 128
CMYK: 100, 100, 0, 50

Lava Red

HEX: #E71818
RGB: 231, 24, 24
CMYK: 0, 90, 90, 9

Deep Aqua

HEX: #008080
RGB: 0, 128, 128
CMYK: 100, 0, 0, 50

Pure White

HEX: #FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

Typography



TT Prosto Sans

(Bold)

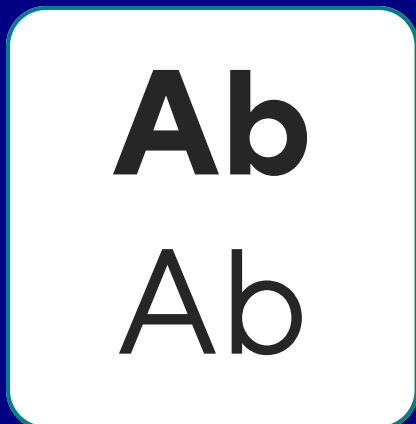
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



TT Commons Pro

(Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



TT Norms

(Bold, Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Title Typeface

For Titles (use sparingly)

Primary Typeface

For Headlines

Secondary Typeface

For H2 & Body Text



Our typography conveys strength and confidence in our written word.

Please use the specified fonts where possible.

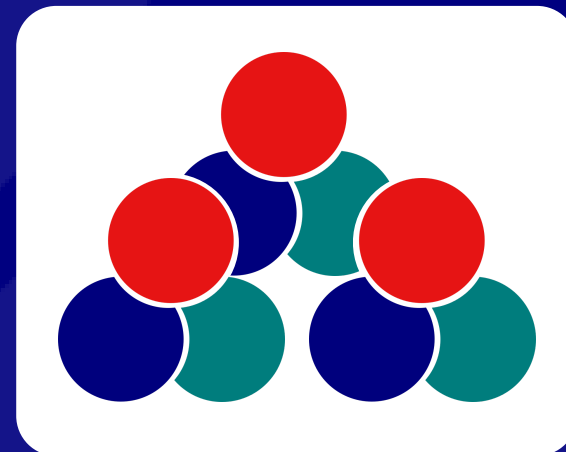
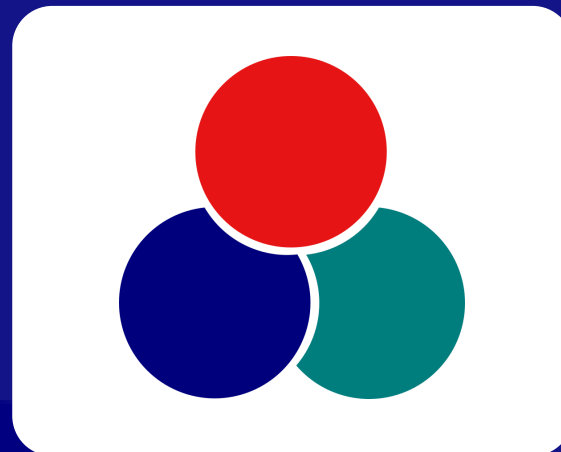
Where not possible, please use either Arial, or Roboto.

Brand Patterns

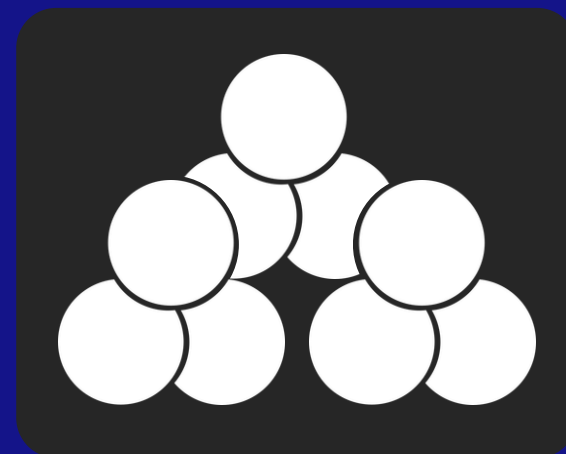
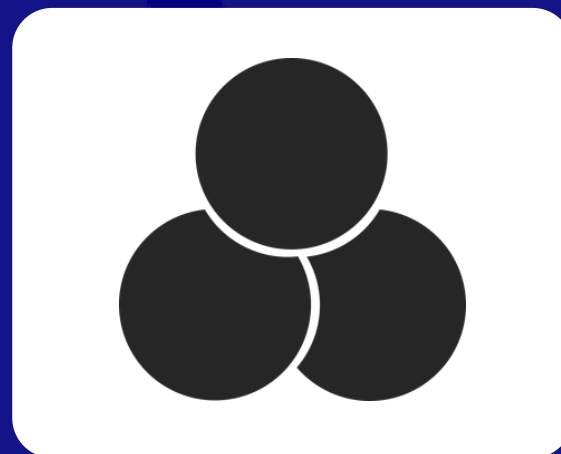
We have two carefully curated brand patterns - designed to strengthen the memorability of our brand. We name them 'People' and 'Polka Dots'

People

Based on our logo icon, we use two variants of the 'people' pattern.



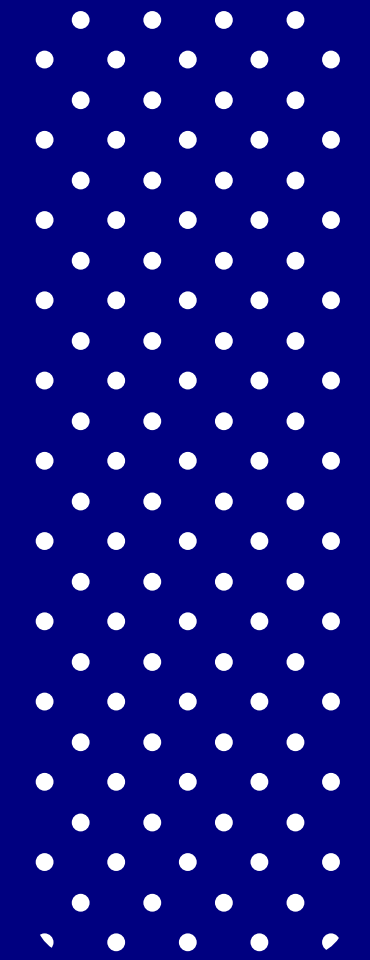
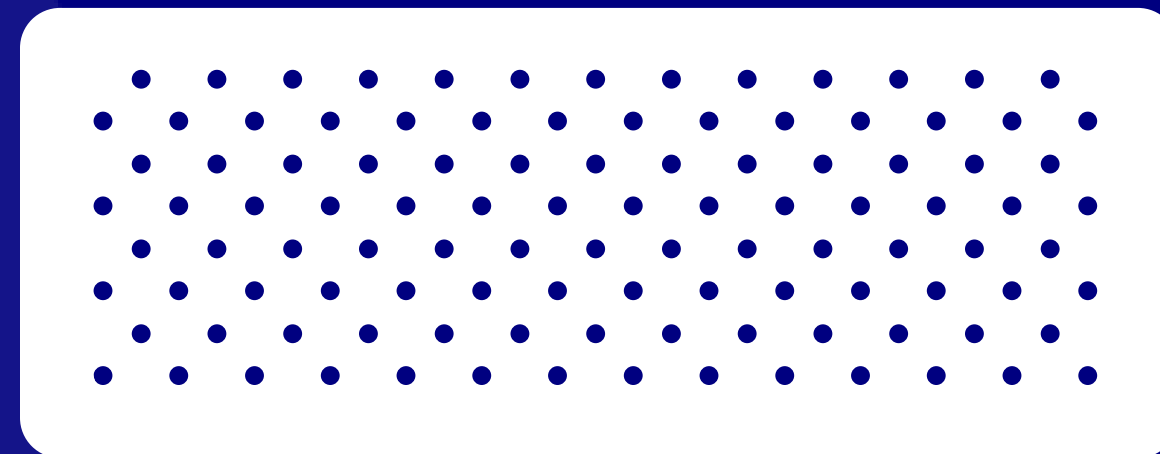
Mono colour variants (matching our logo colour variants) are acceptable



Polka Dots

Our polka dot pattern is a subtle nod towards our brand icon. We use this to add visual interest to branded graphics, documents or web pages.

We suggest staying away from tertiary colours here - keep it simple and easy on the eye.





Visual Style

Use graphics with rounded edges where possible - these complement the rounded nature of our brand icon.

Where page borders are used, consider rounding these also, just as we have done.

Button effects draw attention to key text. Use either **Filled** or **Outline** styles.

Brand Voice & Tone

We aim to be **approachable** and **respected** in equal measures.



Voice

Consistent, clear,
confident and familiar.

Tone

Adjusts based on audience (friendly for social media,
professional for business).

Brand in Action



Do's

Don'ts

* Use official colors, fonts, and logo styles.	* Alter or recolor the logo.
* Keep logo spacing and size correct.	* Use unapproved fonts or colors.
* Apply the right tone of voice.	* Add effects to the logo.
* Use high-quality, on-brand images.	* Use poor-quality or off-brand visuals.

**Thank You and
Happy Branding!**