

BRAND
STANDARDS
MANUAL

BRITE[®]**force**



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Who is Briteforce?

Briteforce will become the global industry leader by revolutionizing the way data is utilized in public safety through continuous innovation and product development.

Briteforce Promise:

Briteforce will provide smart, valuable products that our customers can trust.

Briteforce Brand Differentiation:

Briteforce will revolutionize the public safety industry through providing the most efficient data collection, real-time sharing, collaboration, reporting, and analyzing tools ever utilized.



The Briteforce Brand

In order for us to develop a strong brand, each and every detail must be consistent. This means that all Briteforce communications should look and feel uniform.

These guidelines provide general rules for developing communication tools that tell a consistent story.

Briteforce Brand Personality is:

SMART SOPHISTICATED INTUITIVE TRUSTED

and all communications should convey these feelings.

Our Logo

Our logo is the key component of our identity, the primary visual element that identifies us. The logo is a combination of the Briteforce type style incorporated into the blue circle—they have a fixed relationship that should never be embellished, outlined, or altered in any way. Always use an approved electronic version.



It is important to keep our logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

A measurement:

The letter height of the A in the Briteforce logotype is used as a unit of measure. It is used to space graphic elements proportionally to the logo.

Approved Logo Colors

Three approved color variations of the Briteforce logo exist to provide maximum usability across a variety of applications. Printing capability and background colors, textures, and patterns will determine which color version is appropriate.



Blue

Use this version whenever possible.



Solid Black

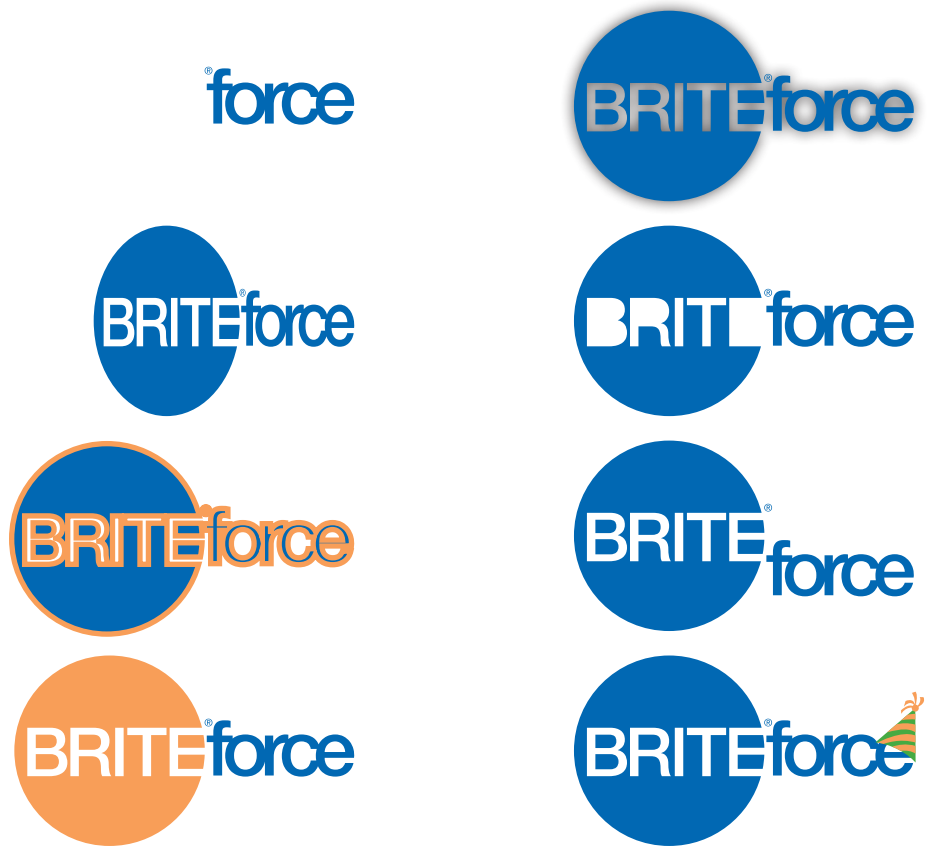
Use the solid black version for applications requiring one- or two-color printing.



Solid White

Use the solid-white version against a dark photo or background.

Logo Use



Don't...

- separate the type from the symbol.
- distort the proportions of the logo.
- create shapes around the logo.
- change colors of the logo.
- use special effects with the logo.
- forget parts of the logo.
- rearrange parts of the logo.
- put a party hat on the logo.



Do...

- use the Briteforce logo as one complete graphic.
- use only artwork provided by Briteforce.
- maintain the required clear space around the logo.
- use the appropriate file format for your specific application.

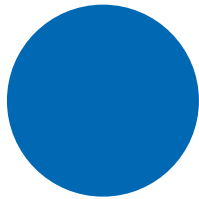
Additional Logo Use (Logo Bleed)

The logo can be used with the blue circle bleeding off the top and the bottom edge of any suitable document. The logo can not bleed off the right or left side. The logo can only bleed off to the height of the sideways e from the edge of the document to the top of the letter B or the bottom of the letter B.

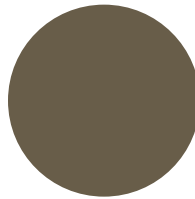


Primary Color Palette

There are three main colors of our logo for use in communications where appropriate.



Royal Blue
CMYK: 100/76/8/1
PANTONE: 293C
RGB: 0/70/137
HEX: #0046ad



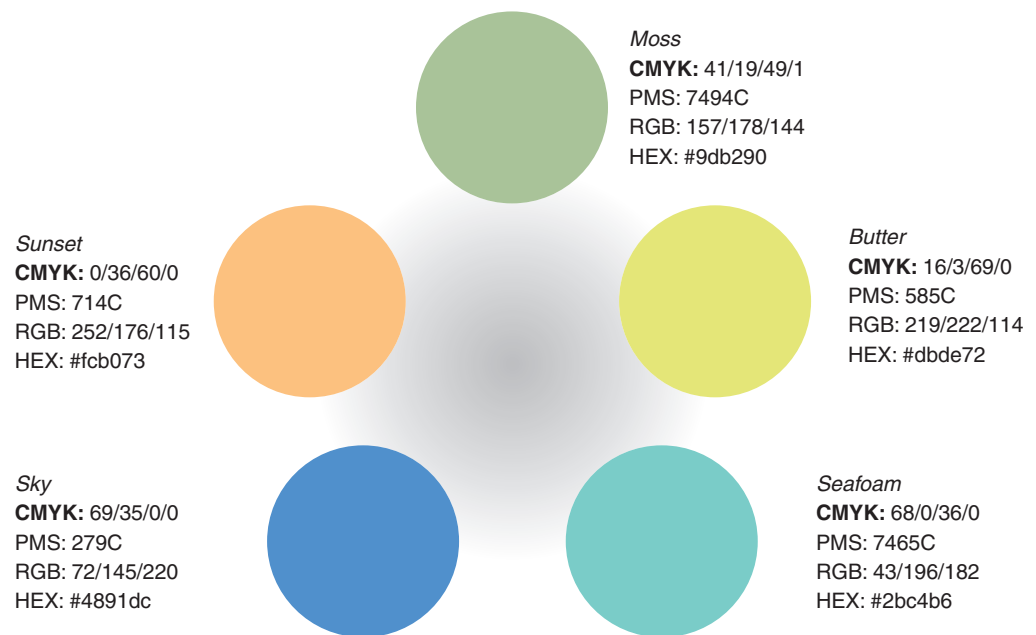
Earth Brown
CMYK: 57/55/61/31
PANTONE: 405C
RGB: 95/87/79
HEX: #5f574f

Which color formulation should you use?

- For most print applications, use CMYK colors.
- For 2-color printed pieces, use approved PANTONE colors.
- Approved RGB color values can be used for on-screen use such as PowerPoint® presentations.
- Approved HEX color values can be used for web applications.

Secondary Color Palette

There are five secondary colors to be used in communications where appropriate, as well as brown. Secondary Colors may be used in varying strengths and gradients.



Which color formulation should you use?

- For most print applications, use CMYK colors.
- For 2-color printed pieces, use approved PANTONE colors.
- Approved RGB color values can be used for on-screen use such as PowerPoint® presentations.
- Approved HEX color values can be used for web applications.

Typography

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity, and strengthens the Briteforce identity.

ABCDEFGHIJKLMN*OP*
abcde*fghijklmnopqrst*

Helvetica

A B C D E J K L M N O P
a b c d e l m n o p q r s t

Helvetica Neue Condensed

Headlines and feature text may be displayed in Helvetica Neue Condensed. The preferred type font for body text is Helvetica for on-screen text, such as PowerPoint and email, and Helvetica for printed media.



Contact

Briteforce

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Request for logo use

External requests for placement of the Briteforce logo in any form of publication, print or digital, must be approved by Briteforce. Official logo files are available in vector and raster formats.