

SUB-BRANDING GUIDELINES



**THE BOYS'
BRIGADE**
> the adventure begins here



Version 2.0 (2021)

01 ANCHORS IDENTITY

ANCHORS RED



ANCHORS BLACK



Red

HEX: #B22B2E



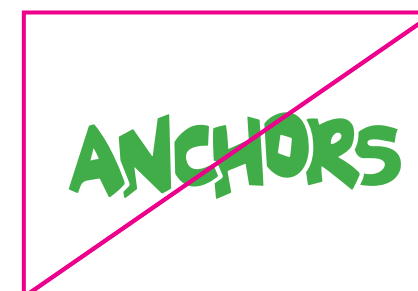
C: 21 R: 178
M: 96 G: 43
Y: 90 B: 46
K: 12

PANTONE 1805 C

ANCHORS BOXED RED



ANCHORS BOXED BLACK



Always use the Anchor brand
colour swatch

ANCHORS WHITE



Always use the red boxed logo
when placing on images or
coloured backgrounds

02 JUNIORS IDENTITY

JUNIORS BLUE



JUNIORS BLACK



Blue

HEX: #145091



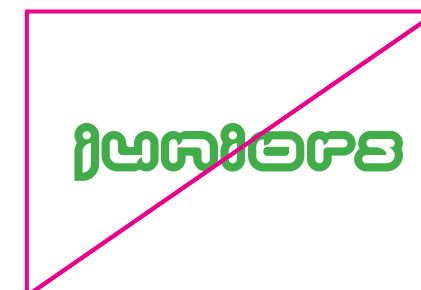
C: 98 R: 20
M: 77 G: 80
Y: 14 B: 145
K: 2

PANTONE 7686 C

JUNIORS BOXED BLUE



JUNIORS BOXED BLACK



Always use the Juniors brand colour swatch



Always use the blue boxed logo when placing on images or coloured backgrounds

JUNIORS WHITE

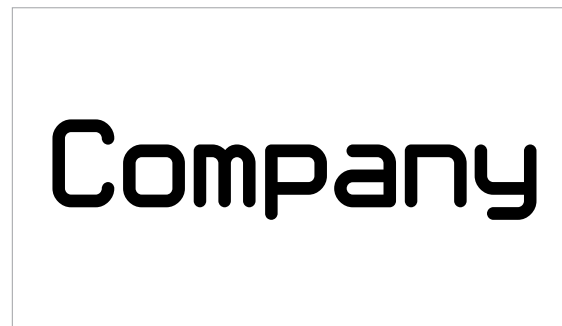


03 COMPANY IDENTITY

COMPANY DARK BLUE



COMPANY BLACK



Dark Blue

HEX: #202944



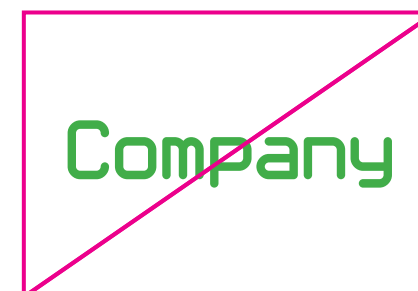
C: 91 R: 32
M: 82 G: 41
Y: 45 B: 68
K: 47

PANTONE 533 C

COMPANY BOXED DARK BLUE



COMPANY BOXED BLACK



Always use the Company brand colour swatch



Always use the dark blue boxed logo when placing on images or coloured backgrounds

COMPANY WHITE



04 SENIORS IDENTITY

SENIORS BURGUNDY

Seniors

SENIORS BLACK

Seniors

Burgundy

HEX: #621333



C: 35 R: 98
M: 94 G: 19
Y: 50 B: 51
K: 53

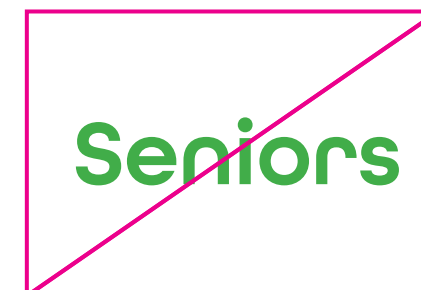
PANTONE 7421 C

SENIORS BOXED BURGUNDY

Seniors

SENIORS BOXED BLACK

Seniors



Always use the Seniors brand
colour swatch

SENIORS WHITE

Seniors



Always use the Seniors boxed
logo when placing on images or
coloured backgrounds

ACTIVITY AREA ICONS

GET ACTIVE

PNG JPEG TIFF EPS



Yellow HEX: #FCD639

C: 2	R: 252
M: 13	G: 214
Y: 88	B: 57
K: 0	

PANTONE 115 C

GET INTO THE BIBLE

PNG JPEG TIFF EPS



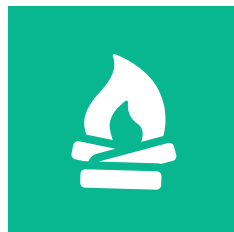
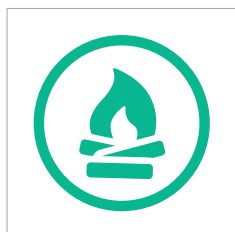
Orange HEX: #F37035

C: 0	R: 243
M: 70	G: 112
Y: 88	B: 53
K: 0	

PANTONE 165 C

GET ADVENTUROUS

PNG JPEG TIFF EPS



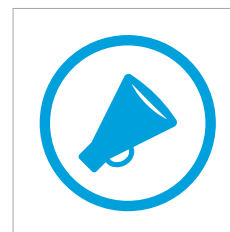
Green HEX: #08B690

C: 76	R: 8
M: 0	G: 182
Y: 58	B: 144
K: 0	

PANTONE 339 C

GET INVOLVED

PNG JPEG TIFF EPS



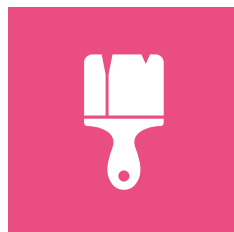
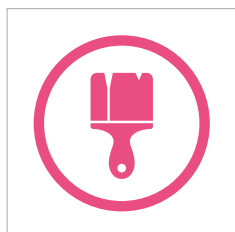
Blue HEX: #00A0DC

C: 75	R: 0
M: 20	G: 160
Y: 0	B: 220
K: 0	

PANTONE 229 C

GET CREATIVE

PNG JPEG TIFF EPS



Pink HEX: #EA4D82

C: 2	R: 234
M: 85	G: 77
Y: 22	B: 130
K: 0	

PANTONE 205 C

GET LEARNING

PNG JPEG TIFF EPS



Purple HEX: #3B2C59

C: 85	R: 59
M: 90	G: 44
Y: 33	B: 89
K: 31	

PANTONE 669 C

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BRANDING GUIDELINES

If you have any questions about anything that appears in these guidelines or how to use them, please contact BB Headquarters.

It is essential that the elements that make up our brand are always reproduced consistently. Using the correct artwork will ensure the highest quality materials.
Logos and artwork are available from the web address below.

BOYS-BRIGADE.ORG.UK/OURBRAND