



**BRAND IDENTITY STYLE GUIDE • 2016**

## BBER Logo: Full

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Our full logo is available with options for full color, black and reverse.



A: Color logo

*Maroon, dark gray and black.  
For use on white backgrounds.*



B: Black logo

*Black with white background.  
Best logo when "one color/black"  
is needed.*



C: White logo

*White with no background is  
referred to as "reversed." Best  
logo for 1-color use on solid dark  
backgrounds.*

## BBER Logo: Acronym

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Our acronym logo is available with options for full color, black and reverse.



A: Color logo

*Maroon, dark gray and black.  
For use on white backgrounds.*



B: Black logo

*Black with white background.  
Best logo when "one color/black"  
is needed.*



C: White logo

*White logo with no background  
is referred to as "reversed." Best  
logo for 1-color use on solid dark  
backgrounds.*

## BBER Logo: Symbol

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Our symbol may be used in limited instances without attaching the logotype.



A: Color symbol

*Maroon and dark gray. For use on white backgrounds.*



B: Black symbol

*Black with white background. Best logo when "one color/black" is needed.*



C: White symbol

*White with no background is referred to as "reversed." Best for 1-color use on solid dark backgrounds.*

## BBER Typefaces

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Our typefaces are used in our logo as well as print material, web and electronic media. For alternatives, please refer to the university's brand guidelines online.

### Logo Typefaces

**Montserrat semi-bold**

**The quick brown fox jumps over the lazy dog.**

Montserrat light

The quick brown fox jumps over the lazy dog.

### Title Main Weight

**Montserrat semi-bold**

**The quick brown fox jumps over the lazy dog.**

### Title Alternative Weights

Montserrat light

The quick brown fox jumps over the lazy dog.

Montserrat regular

The quick brown fox jumps over the lazy dog.

**Montserrat bold**

**The quick brown fox jumps over the lazy dog.**

**Montserrat black**

**The quick brown fox jumps over the lazy dog.**

### Text Main Weight

Arno Pro regular

The quick brown fox jumps over the lazy dog.

### Text Alternative Weights

*Arno Pro italic*

*The quick brown fox jumps over the lazy dog.*

**Arno Pro semi-bold**

**The quick brown fox jumps over the lazy dog.**

*Arno Pro semi-bold italic*

*The quick brown fox jumps over the lazy dog.*

**Arno Pro bold**

**The quick brown fox jumps over the lazy dog.**

*Arno Pro bold italic*

*The quick brown fox jumps over the lazy dog.*

# BBER Color Palette

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Our color palette is the same as the University of Montana’s color palette. Our primary colors are maroon and dark gray. If you would like to use secondary colors, please refer to the university’s brand guidelines online.

## Maroon



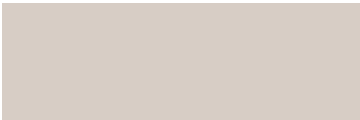
PMS 209  
CMYK 10/100/40/60  
RGB 94/0/29  
HEX 5e001d

## Dark Gray



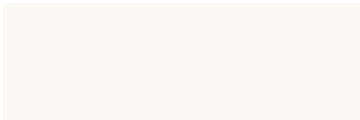
PMS Cool Gray 8  
CMYK 0/0/0/54  
RGB 140/142/144  
HEX 8c8e90

## Light Gray



PMS Warm Gray 3  
CMYK 16/16/19/0  
RGB 213/205/197  
HEX d5cdc5

## Web Cream



PMS n/a  
CMYK 0/0/2/1  
RGB 251/251/245  
HEX fbfbf5