

BRISTON 

# INTRODUCTION

The Guideline sets out the main lines of visual communication for Bristol. It imposes a graphic and design orientation to convey your visual identity and is declined for each type of support and situation.

The Guideline allows to maintain a visual coherence in the brand communication.

# LOGOTYPE BRISTON



# LOGOTYPE BRISTON

The blazonis based on the top of the B and R bar.

The space between the name and the blazon is the same as between the O and the N.



# COLORS

## Colors universe

### Main colors



C96 M53 J5 N27  
R0 V83 B138  
Pantone 647 PC  
#00538A



C0 M96 J60 N0  
R228 V22 B72  
Pantone 192 PC  
#E41648

### Secondary color



C0 M0 J0 N80  
R88 V88 B90  
Pantone Cool Gray 11 PC

### Applications

Quadri 

Pantone 

Black 

# VARIATIONS

Complete logo

BRISTON The complete logo consists of the word "BRISTON" in a blue, sans-serif font, followed by a small blazon shield icon to the right. The shield is divided into four quadrants: top-left is red, top-right is white, bottom-left is white, and bottom-right is red.

Logo without blazon

BRISTON

# LOGOTYPE BRISTON

Minimum size



# LOGOTYPE BRISTON

## Backgrounds

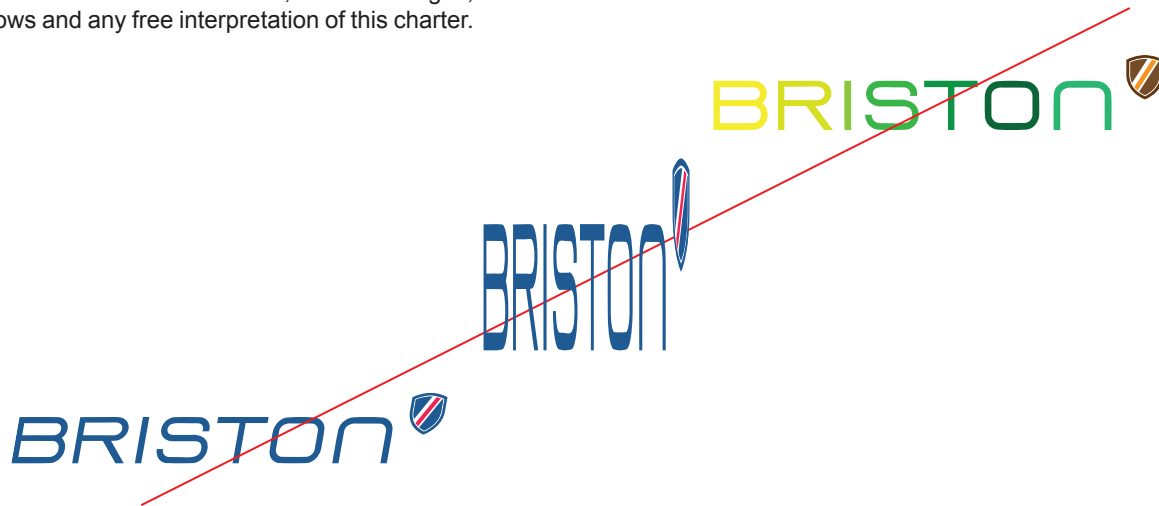


Use a white background with the complete logo for the heavy and contrasting backgrounds.



# LOGOTYPE BRISTON

Are prohibited: all deformations, colour changes, shadows and any free interpretation of this charter.



# TYPOGRAPHY

## Main font

### Futura LT

The Futura LT font will be used for letterhead, business card, note card and other printed materials (greeting cards, invitations ...).

It will be used in Bold for the titles, Regular in the subtitles and Light for the body of the text.

*Futura LT Light*

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstu**vw**xyz

1234567890

*Futura LT Light oblique*

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstu**vw**xyz

1234567890

**Futura LT Book**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstu**vw**xyz

1234567890

**Futura LT Bold**

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**

**abcdefghijklmnopqrstu**vw**xyz**

**1234567890**

**TITLE**

Subtitle

Text

Text

# TYPOGRAPHY

## Secondary font

### Arial

The Arial font will be used as a daily font to facilitate reading by as many people as for all printed documents.

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

#### Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

#### Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

**TITLES**  
Subtitle

Text  
Text