



# BRAND GUIDELINES

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DIGITAL & PRINT | VERSION 01

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# PRIMARY LOGO

This is the new Bold Consultancy logo.

It should appear consistently on all applications, and these guidelines aim to help you achieve this.



**BOLD**  
**CONSULTANCY**

# VARIATIONS

When the Primary logo cannot be used, you may use these options.



Reversed out of a darker colour (Consultancy is 50% cyan)



Black (Consultancy is 50% black)



Single Colour Blue (Consultancy is 50% blue)



Reversed out of black

# LOGO USAGE

**Minimum sizes + clear area**  
To ensure that our logo is always visible, it has minimum size guidelines and a clear area. It should always appear on a clear background.  
Please note these are a guide only.

## MINIMUM SIZE FOR PRIMARY LOGO

**PRINT**

Minimum width 50mm



**DIGITAL**

Minimum width 150px



Height of uppercase letters in strapline 'Consultancy'



## CLEAR AREA

To further protect the readability of our logo, we have a defined clear area which surrounds it fully. This should ensure clear visibility on all applications. The clear space should be taken from the edge of each corner.

# TYPEFACES

**Primary**

Headline + subheading typeface  
Our primary typeface for headlines and subheadings is **Montserrat Bold**

**Secondary**

Body copy typeface  
Our typeface for body copy is **Montserrat Light**  
This is a highly readable typeface which works well at large and small point sizes, and is appropriate for large amounts of copy.  
When these fonts cannot be used, please use Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789@£?%

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789@£?%

Montserrat Light

# COLOUR

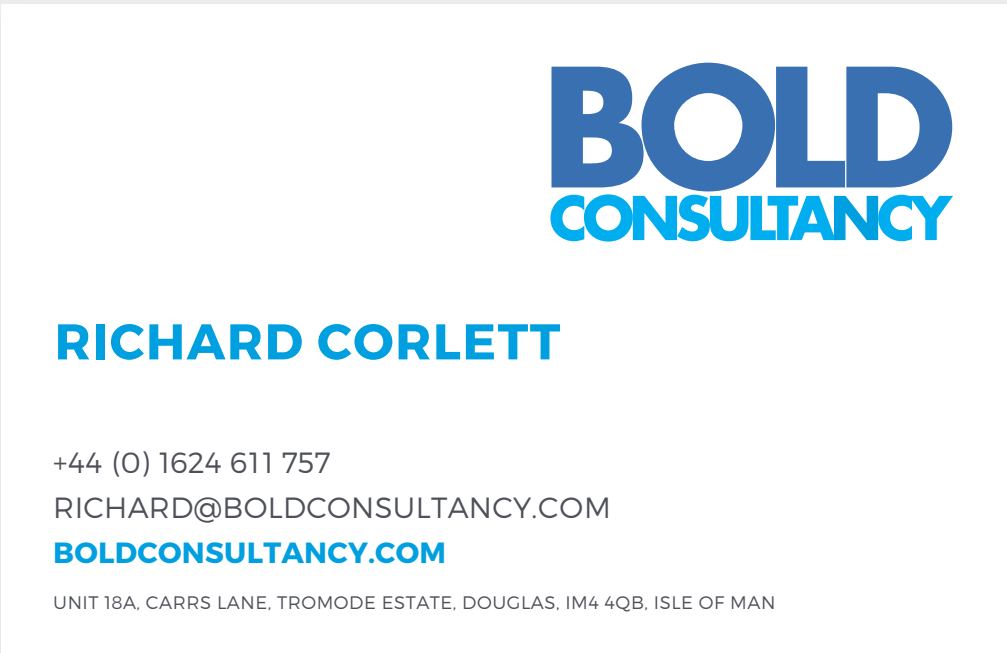
Here is the colour palette we use.

Please use the breakdowns and colour references provided to ensure consistency wherever they appear.



# STATIONERY EXAMPLES

Business Card Example



Front



Back



# SOCIAL MEDIA

Twitter, Facebook and LinkedIn examples



Favicon examples



# THANK YOU!

For further information on Bold Consultancy Brand Identity please contact [hello@boldconsultancy.com](mailto:hello@boldconsultancy.com)



**BOLDCONSULTANCY.COM**