BRIGHTLINE · BRAND GUIDELINES

Using the Brightline brand

Version 2.1, January 2027

LOGO

- Use the full logo where there's room, and the mark on its own for small spaces and app icons.
- Leave clear space around the logo at least the height of the sun.
- On dark or busy backgrounds, use the white logo. Never recolour, stretch or add effects.

COLOUR

Indigo #4338CA	Night #1E1B4B	Dawn #A5B4FC	Mist #EEF0F6

Indigo leads. Dawn is for highlights only, never for body text.

TYPE

Inter for everything: Bold for headings, Regular for text. Use sentence case for headings and buttons.

VOICE

- Plain and specific. Name the number: "18% less waste", not "a big reduction".
- Talk to retailers as peers. No jargon about AI.

Fictional example for the Packs demo. All people and companies are made up.