



BRAND GUIDE

CLEAR SPACE

The minimum required clear space surrounding the logo is equal to the height of the internal circle within the letter “o” in “Born”.

Text and graphics should not be placed within the clear space, but they may align with the edge of the clear space. The clear space must be respected on all four sides of the logo.



ACCEPTABLE LOGO COLORS



PRIMARY



SECONDARY



BLACK



WHITE

BRAND COLORS

The primary colors of the Battle Born brand are inspired by the Nevada flag. The values listed provide the exact color specifications for the primary and secondary brand colors.



#003366
PANTONE 2955 C
CMYK C-100 M-87 Y-33 K-23
RGB R-0 G-51 B-102



#397fbc
PANTONE 660 C
CMYK C-78 M-44 Y-3 K-0
RGB R-57 G-127 B-188



#ffd600
PANTONE Yellow 012 C
CMYK C-0 M-14 Y-100 K-10
RGB R-255 G-214 B-0



PRIMARY GRADIENT
#397fbc
↓
#003366

MINIMUM SIZE

The minimum size of the Battle Born logo may be reproduced is .8” or 76px wide.



.8”

IMAPCT - HEADER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

INDUSTRY BOLD - SUBHEAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Regular - body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND TYPOGRAPHY

Typography Description

The Battle Born brand uses three typefaces: Impact, Industry, and Montserrat. Impact is a bold, highly legible font used for headers in all caps, ensuring clarity across different screens. Industry is a humanistic, unique sans-serif used for subheads, used in a bold weight. Montserrat is a clean, modern sans-serif used for all body copy.

Subhead Example

The body typeface is Montserrat Regular. The weight is easy to read and offers multiple character alternatives, ligatures, and multilingual support.