britax

Brand Style Sheet

Logo Treatment

The Britax logo should always be displayed in this configuration. The main colors of the logo are grey with red accents. The preferred style is the grey with a red logo.

Protected Logo Space:

Make sure to keep a zone of clear space equal or greater to the height of the 'x' in Britax. No other graphic elements should invade this space.

DO NOT stretch or change the proportions of the logo types in any way.
DO NOT recreate the logo; only the original logo files are to be used.
DO NOT split apart or use separate elements of the logo types.
DO NOT change or deviate from the approved brand colors.
DO NOT use low resolution versions in any print application.
DO NOT apply additional 'effects' or styles to the logo types such as 3D or glows.
DO NOT rotate or show the logo types on an angled path.
DO NOT invade the protected space by positioning the logo too close to the edge of a page.
DO NOT allow text to overlap the logo.
DO NOT decrease the opacity to create a watermark effect and thus allow text to overlap it.
DO NOT step and repeat the logo.
DO NOT obscure the logo with any other graphic elements.
DO NOT replace the brand name in body copy with a logo.
DO NOT print the logo on a background that detracts from its visibility or impact.

Minimum print size: It is vital to retain the legibility and integrity of the logo. The minimum reproduction size is 10 mm width.

10 mm

Color Palette

As a brand, our goal is to own safety. One way we do this is through our color palette, which centers on bold colors that command attention.

Britax Red
Pantone 186
CMYK 0, 100, 80, 5
RGB 200, 16, 46
HEX #C8102E

Britax Grey
Pantone 431
CMYK 63, 45, 34, 25
RGB 91, 103, 112
HEX #5B6770

White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

Cold Grey
Pantone 429
CMYK 35, 23, 19, 2
RGB 162, 170, 173
HEX #A2AAAD

Silver Grey
Pantone 7541
CMYK 10, 3, 0, 0
RGB 217, 225, 226
HEX #D9E1E2

Teal
Pantone 326
CMYK 81, 0, 38, 0
RGB 0, 178, 169
HEX #00B2A9

Salmon
Pantone 486
CMYK 0, 50, 42, 0
RGB 232, 146, 124
HEX #E8927C

Yellow
Pantone 123
CMYK 0, 16, 89, 0
RGB 255, 199, 44
HEX #FFC72C

Blue
Pantone 640
CMYK 100, 8, 0, 12
RGB 0, 130, 186
HEX #0082BA

Typography

Typography sets the tone for our communications. Consistent and proper use of the font system helps create a cohesive brand voice across all marketing assets.

Helvetica Neue LT W1G Black
Helvetica Neue LT W1G Bold
Helvetica Neue LT W1G Roman
Helvetica Neue LT W1G Light
Helvetica Neue LT W1G Light Condensed

Headline
Headline
Subheadline
Body Copy
Legal Copy & Disclaimers

Verveine Regular

Creative Accents