

ICON



PRIMARY LOGO



BETTERMAN

COLOR + LOGOS

The BetterMan logo's main colors are soft black and linen. Additional palette colors may be used for this logo, and should be determined on a case by case basis. The alternate colors should be chosen based on which color functions best in specific design scenarios. Colors can work together in any combination. The background should always be kept dark and any copy or logo should be an accent color or linen.



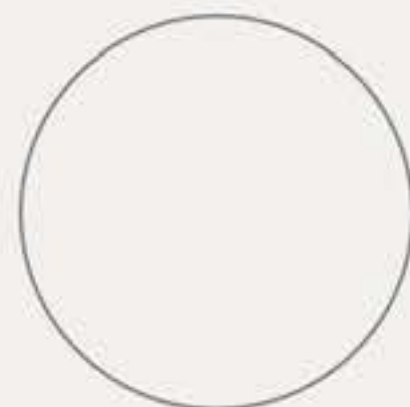
SOFT BLACK

PMS NEUTRAL BLACK C

RGB 31/31/31

HEX #1F1F1F

CMYK 72/66/65/75



LINEN

PMS WARM GREY 1 C - 25%

RGB 242/240/238

HEX #V

CMYK 4/3/4/0



BETTERMAN

COLOR PALETTE

PRIMARY COLORS



Soft Black



Warm Grey



Tan



Linen

WARM ACCENTS



Burgundy



Fire



Leather

COOL ACCENTS



Deep Sea



Air

The primary palette should be the main focus of your brand colors. Accent colors can be used to add a pop of unique color. Avoid using all of the primary and accent colors together, as it dilutes the brand. Instead, for example, use the primary palette, and then treat an important callout in the leather color to draw the eye to that area of the page.

COLOR PALETTE



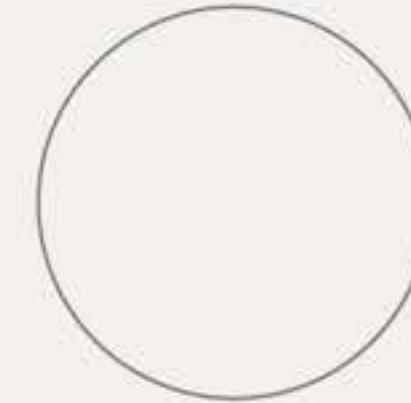
SOFT BLACK
PMS NEUTRAL BLACK C
RGB 31/31/31
HEX #1F1F1F
CMYK 72/66/65/75



WARM GREY
PMS BLACK 7 C
RGB 66/61/59
HEX #423D3B
CMYK 64/62/62/50



TAN
PMS 4735 C
RGB 188/161/146
HEX #BCA192
CMYK 28/35/40/0



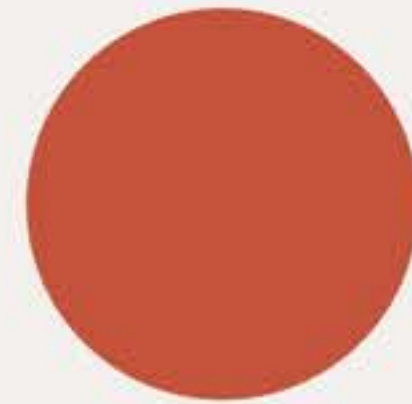
LINEN
PMS WARM GREY 1 C - 25%
RGB 242/240/238
HEX #V
CMYK 4/3/4/0



LEATHER
PMS 722 C
RGB 208/125/68
HEX #D07D44
CMYK 16/58/82/2



BURGUNDY
PMS 7594 C
RGB 124/54/42
HEX #7C362A
CMYK 33/82/82/37



FIRE
PMS 7580 C
RGB 199/82/54
HEX #C75236
CMYK 16/81/87/5



AIR
PMS 651 C
RGB 162/182/209
HEX #A2B6D1
CMYK 16/81/87/5



DEEP SEA
PMS 5477 C
RGB 59/83/82
HEX #3B5352
CMYK 16/81/87/5

PRIMARY LOGO /COLOR COMBINATIONS



BETTERMAN



BETTERMAN



BETTERMAN

SECONDARY LOGO / COLOR COMBINATIONS

B BETTERMAN



B BETTERMAN

B BETTERMAN

This is Hoefler Text Regular ————— Use this for body copy

This is Hoefler Text Black ————— Use this for byline text

THIS IS GOTHAM BOLD ALL CAPS ————— Use this for text callouts

This is Helvetica Neue Bold ————— This can be used for headers, or pull-quotes