

BRAND GUIDELINES

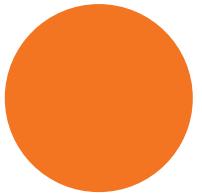
A photograph of a woman with blonde hair tied back, wearing a white t-shirt and black pants, performing a burpee exercise. She is in a crouched position, ready to jump. The background is blurred, showing other people in similar athletic poses.

BURNALONG



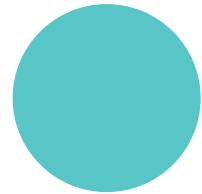
COLORS

Our brand colors have been carefully selected to balance our values. The color breakdowns defined here are meant to provide a consistent message across digital & printed applications.



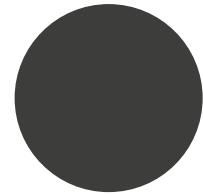
TANGO

Hex#: F3741C
CMYK: 0/60/91/1
RGB: 243/116/28



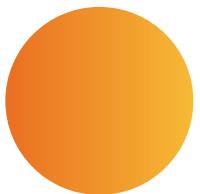
SHAKESPEARE

Hex#: 4ACFCF
CMYK: 54/0/19/0
RGB: 74/207/207

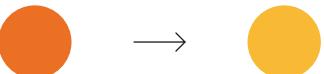


SHADOW

Hex#: 3D3D3D
CMYK: 68/61/60/49
RGB: 61/61/61



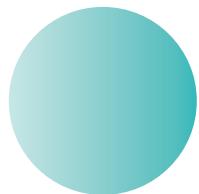
SUNSET GRADIENT



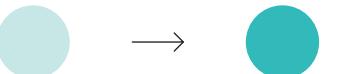
Hex#: E97124
CMYK: 4/68/100/0
RGB: 233/113/36



Hex#: F6B937
CMYK: 2/29/89/0
RGB: 246/185/55



SKY GRADIENT



Hex#: C7E7E5
CMYK: 21/0/11/0
RGB: 199/231/229



Hex#: 3CB8B9
CMYK: 68/3/31/0
RGB: 60/184/185



FONTS

Typography is a central design element in Burnalong's brand identity. Keeping our fonts consistent will provide a recognizable and modern aesthetic to all of our written communication.

LATO LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

LATO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

LATO BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



LOGO USAGE

These are the correct versions of our logo to use in specific cases according to color and contrast.

The same rules and color variations apply directly to the sub mark.

FULL COLOR



DARK VERSION



LIGHT VERSION

