

Visual Guidelines Quick Guide

Official BPA Logos



Typography

PRIMARY FONT

Helvetica Neue

abc abc **abc abc**

ABC ABC **ABC ABC**

Alternative font: Arial

SECONDARY FONT

Caecilia LT Std.

abc abc **abc abc**

ABC ABC **ABC ABC**

Alternative font: Cambria

Color Palette - Bright

77 68 0 0	100 44 0 0	68 34 0 0	70 0 23 0	29 0 100 0	0 16 100 0	0 61 97 0	0 75 75 0	10 50 100 35
2725 C	300 C	279 C	7466 C	382 C	116 C	158 C	7417 C	464 C
RGB 104 91 199 HEX #3B52FF	RGB 0 121 193 HEX #0079C1	RGB 80 145 205 HEX #5091CD	RGB 28 190 202 HEX #1CBECA	RGB 193 216 47 HEX #C1D82F	RGB 255 210 0 HEX #FFD200	RGB 245 128 37 HEX #F58025	RGB 224 78 57 HEX #FF4040	RGB 139 91 41 HEX #955300

Color Palette - Deep

96 100 0 10	100 57 0 38	100 72 0 18	90 0 28 22	56 0 100 27	0 43 97 17	0 56 100 8	0 91 100 23	50 58 100 45
2685 C	2955 C	280 C	7474 C	370 C	723 C	718 C	1805 C	462 C
RGB 51 0 144 HEX #0900E6	RGB 0 70 127 HEX #00467F	RGB 0 73 144 HEX #004990	RGB 0 146 159 HEX #00929F	RGB 94 151 50 HEX #5E9732	RGB 212 137 28 HEX #D4891C	RGB 227 127 28 HEX #E37F1C	RGB 175 39 47 HEX #C41200	RGB 90 72 28 HEX #5A481C