

Badger & Bear SOAP Co.

BRAND STYLE GUIDE

Colors & Typography

Main Color

Hex: #5252d1
RGB: [82, 82, 209]
CMYK: [76, 73, 0, 0]



Secondary Color

Hex: #2d2e6e
RGB: [45, 46, 110]
CMYK: [99, 96, 26, 14]



Accent Color

Hex: #c8c8fc
RGB: [200, 200, 252]
CMYK: [19, 19, 0, 0]



Main Brand Font

Phoreus Cherokee Bold
Adobe Fonts

Badger & Bear SOAP Co.

Large Text Font

Source Sans Pro Bold
Adobe Fonts

Eucalyptus

Body/Small Text Font

Source Sans Pro Regular
Adobe Fonts

Badger & Bear SOAP Co. makes handmade, cruelty-free, vegan soap with a whimsical flare.

Logo Do's & Don'ts

- **DO** use any of the three brand colors on a white background.
- **DO** use the white logo on a background of any of the three brand colors.
- **DO** use any of the provided color combinations of logo colors and backgrounds.
- **DO** use the logo image only or the logo text only if spacing does not allow for the full logo.



- **DO NOT** put the logo on a busy background without one of the approved colors as a background.
- **DO NOT** put the logo in the secondary color on a background of the main color or visa versa. While the colors are good together, the logo will not stand out well in this combination.





the end.

Happy bubble making! ○