

BARTENDERS BENEVOLENT FUND STYLE GUIDE

The Bartenders Benevolent Fund is a volunteer powered organization, dedicated to supporting hospitality workers across Canada, during times of crisis and financial hardship. Our brand is built to be easy to use and flexible for our nation-wide team and our sponsor partners.

Our identity is comprised of our:

1 - LOGOMARK

2 - TYPEFACES

3 - COLOUR PALETTE

1 - LOGOMARK

PRIMARY

Two-colour primary logomark with tagline, to be used on a white or light background, when the BBF logo is the primary brand on the page.

One-colour primary logo in our brand colour or black to be used on white backgrounds when other brands are included.

BARTENDERS BENEVOLENT FUND

For the Community. By the Community.

SECONDARY

The logo without tagline is intended for use when scaled down, in either two-colour (on white background), one-colour, black or white.

**BARTENDERS
BENEVOLENT
FUND**

ICON

This icon is used as an identifier in either the primary teal or reversed white, when the brand is fully acknowledged elsewhere.

BBF

2 - TYPEFACES

Headline & Feature - Jaapokki Regular

**ABCEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#!?&%**

Body - Brandon Grotesque Light

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#!?&%

Titling - Brandon Grotesque Black

**ABCEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#!?&%**

3 - COLOUR PALETTE



Primary - Teal
HEX: 223A3B
CMYK: 82 / 58 / 62 / 53
RGB: 34 / 58 / 59



Secondary - Olive
HEX: 4A703E
CMYK: 72 / 35 / 89 / 23
RGB: 74 / 112 / 62



Colour Gradient
Primary > Secondary
Type: Linear
Opacity: Multiplied