



the brights

**Visual Identity
Guidelines**

**Version 1.0
(March 1, 2006)**

Visual Identity Guidelines

Introduction

The following pages provide detailed instructions and guidelines for implementing a *visual identity system for the Brights movement*. The Guidelines make image consistency possible across a great many varied applications.

Professional graphic artists will likely find answers to most of their questions within the Guidelines. For anyone who is employing Brights' visual symbolism, please examine these Guidelines and do whatever may be needed in order to bring your current usage into conformity with what is presented in this document. If you are not yet employing any of the Brights movement's available visual representations in your communications, now is an excellent time to start! The Guidelines will facilitate your task.

Rationale (for Brights)

Why have *Visual Identity Guidelines*?

The general idea is obviously one of "branding" the movement (getting across its distinctiveness). The Brights' Network is not a commercial entity, though; so why employ such a "corporate idea"? Frankly, it's because of the nature of human psychology! The degree to which there is *visual fidelity* determines to a large extent how well people will tend to "catch on" to who we are.

Consistency will, over time, impart to constituents and to the general public a clear impression. We will get farther faster in terms of growing the movement and communicating its ideas if there is harmony across the various modes of visual communication that we employ.

When activists and supporters of the movement express themselves with consistency and care, they will be helping people to recognize and reach The Brights' Network. This will reinforce their opportunity to learn what it is we all stand for – *a level playing field that furnishes persons whose worldview is naturalistic the same footing in society as citizens who believe in the supernatural*.

When it comes to communication, one thing is sure: The notion of heeding these "rules" (of consistency) will almost certainly run head-on into the inclinations of many Brights.

Most of us hold in high regard such notions as *creativity* and *free expression* and *individuality*. Abiding by conventions is just plain "going against the grain" of these concepts and, often, our nature! Nevertheless, a degree of *pragmatism* on the part of those who take seriously the aims and principles of this movement will definitely be appreciated.

Given how people (and the media) work, the overall Brights' initiative will surely benefit from established Visual Identity Guidelines.

Consequently, *here they are!*

Identity Overview

As described on the website at <http://the-brights.net/vision/symbolism.html>, the Brights' endeavor draws upon a metaphor that prompts visual symbolism centered on brilliant light:

Symbolism for the Brights

In Chaucer's day, the term was bryght (shining, clear, vivid). The imagery on this website evokes light—radiant light—something more intense than Carl Sagan's candle in the dark.

Accordingly, the look and feel of the Brights' visual identity is determined by employment of visual elements in support of this metaphor. All have been designed to project a coherent, pleasing, and meaningful image whenever used in accord with the guidelines set out in this Guide.

Primary Components: Logo, Icon, and Color

This Guide sets out a course of action for use of three visual components: the **logo**, the **icon**, and the **color**. Examples of proper and improper employment of these elements are provided. Your careful and intelligent application of these components throughout a wide variety of media – from email signatures to signage – will enhance the strength of our visual presence on the Web and in other modalities.

Other Components: Font and Motif

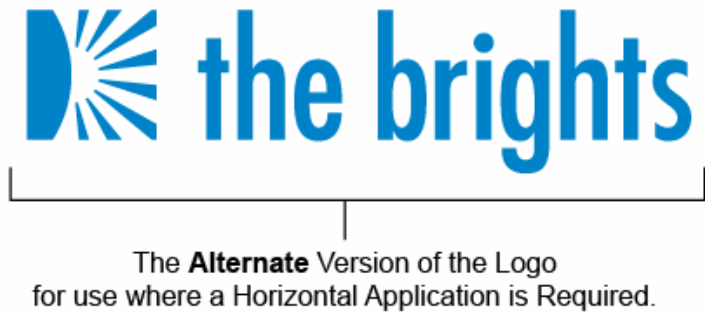
The Brights' logo itself utilizes a slightly customized font named Univers. The exact font adapted in the artwork was based upon *Univers Ultra Condensed* from the *Adobe Font Folio, OpenType Edition*. The text in the provided logo artwork has already been converted to shapes so it is not necessary for you to have this font installed on your computer to open or use it. The preferred typeface for text that adjoins the logo or icon (such as for slogans, maxims, and catchphrases[§]) is a lighter-weight cut of Univers (*Univers Condensed* would probably be best). Although it is preferred that adjacent text use the Univers font family, any similar sans-serif typeface would likely be suitable.

Another additional visual component, the **motif**, which consists of brilliant light orbs on a dark background, is not discussed in this Guide. A number of web banners that incorporate the motif are available for downloading from the Brights' Net website at <http://the-brights.net/movement/downloads/>. However, The Brights' Net does not at this time intend others' employment of the motif as a separate element (except by prior arrangement).

[§] *Principled usage and phraseology*: Slogans, maxims, and catchphrases implemented in conjunction with the name, logo, icon, or motif of The Bright's Net should be readily seen as *well-aligned* with the three aims (view at <http://the-brights.net>) and nine principles stated on the website, and most particularly Principles 6, 7, 8, and 9 (view at <http://the-brights.net/vision/principles.html>)

The Logo

The logo is available to use in two configurations as shown. This logo is for use in printed materials and graphic presentations.



The Icon

The icon portion of the logo can be used alone without the textual portion. This icon may be used in printed materials and graphic presentations. Guidelines on how to incorporate the icon into your printed materials and graphic presentations can be found in later sections of this manual.



Icon Orientation

The icon may be used in any of the following three orientations. Generally speaking, the “Rays of Light” in the icon should be directed downward. However where particular designs call for it, the Rays of Light can be oriented toward the main subject matter of a larger design.



The Icon in its
Preferred Orientation
(down-facing)



The Icon in an
Alternate Orientation
(right-facing)



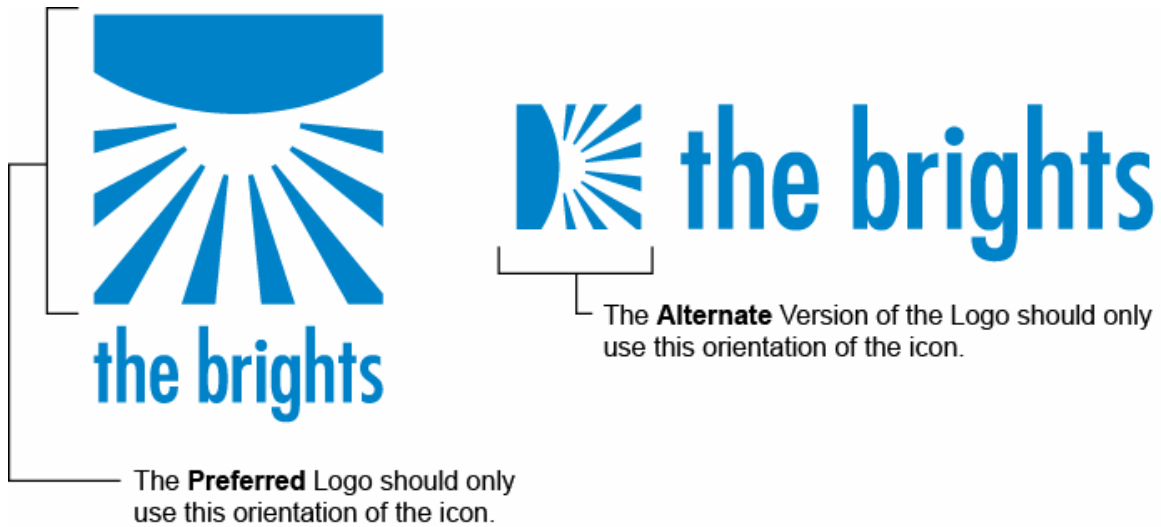
The Icon in an
Alternate Orientation
(left-facing)



NO. Never use the Icon in
this orientation

Icon Orientation as Part of the Logo

The “Rays of Light” should always be directed toward the name mark, “the brights”.
Never use any other orientation of the icon in the logo.



The URL Mark

When feasible, the URL mark should accompany use of the logo or icon so that the reader can reach the website with great ease. The URL mark should always be of a sufficient size to enable effortless reading of the URL. When associated with the full logo, the URL mark should ideally be sized at between 20 and 50% of the font in the logo so that the URL mark does not visually “overpower” the logo itself.

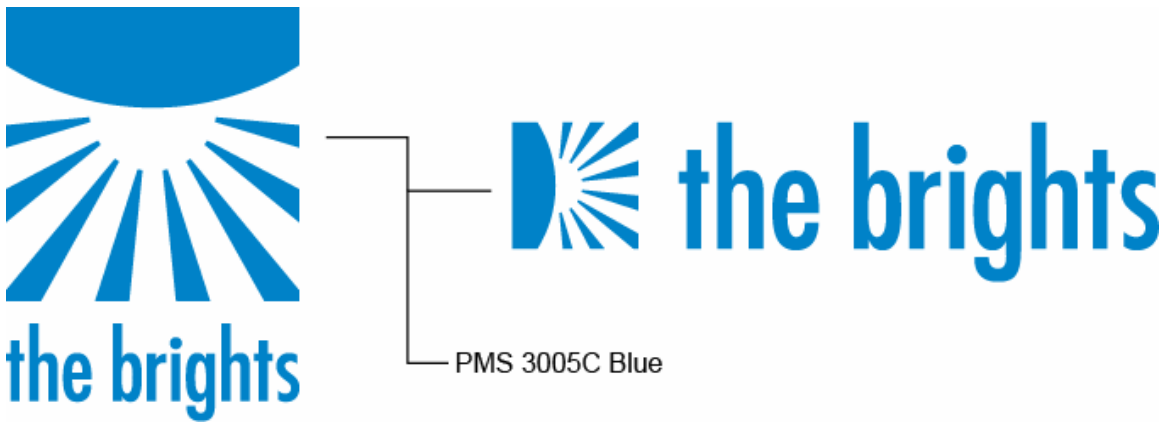
www.the-brights.net

The Color

Consistently using the logo's defined colors in all applications is very important. Below are the specific PMS colors for The Brights' Net logo. The Pantone Matching System* (PMS) is an internationally used method of matching colors.

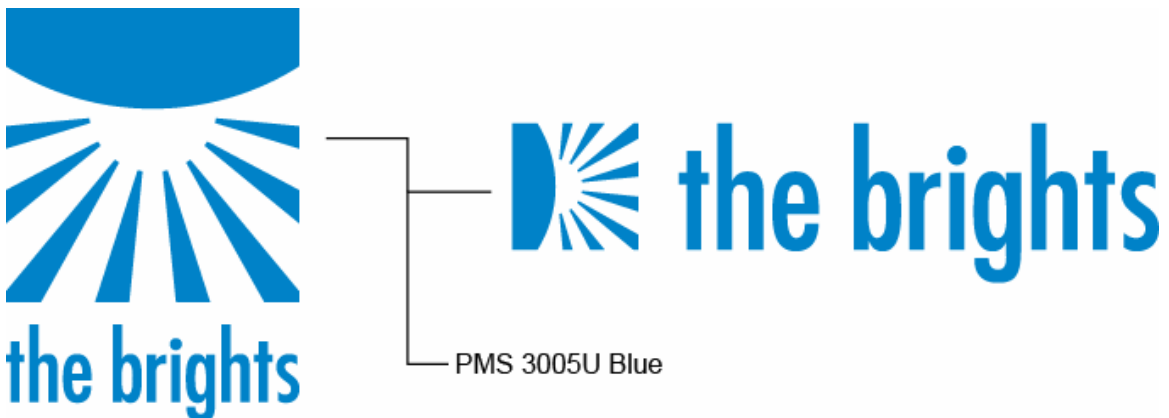
Preferred Spot Color Usage – Coated Paper

When used in color on coated paper, The Brights' Net logo will always appear in PMS 3005 Blue.



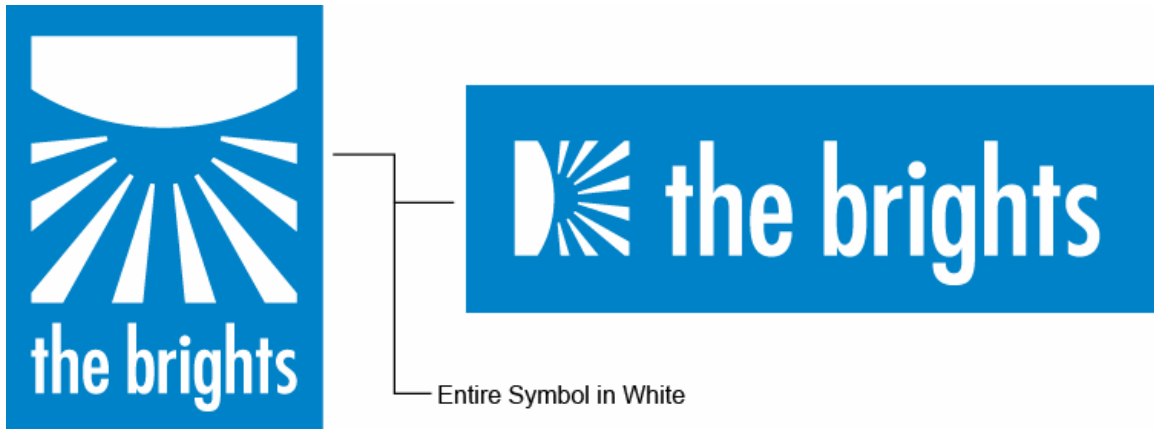
Preferred Spot Color Usage – Uncoated Paper

When used in color on uncoated paper, The Brights' Net logo will always appear in PMS 3005 Blue.



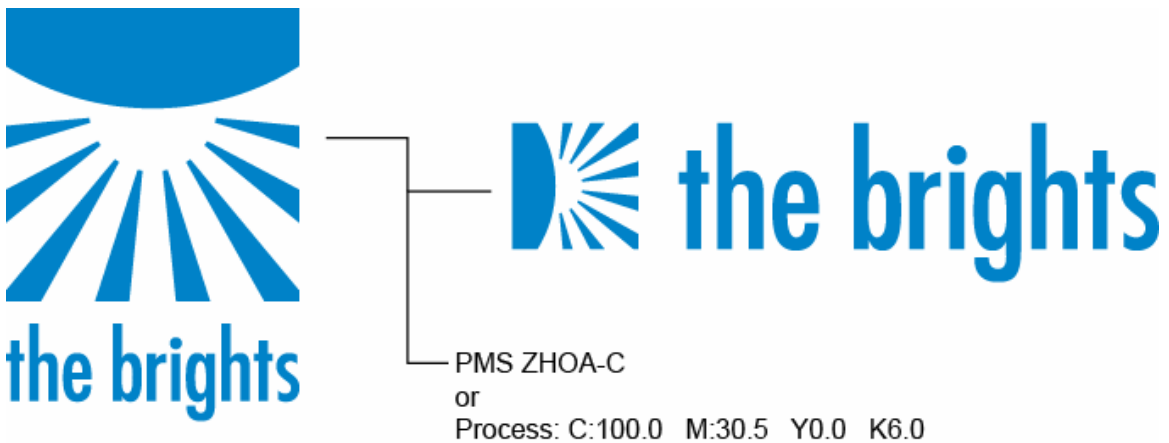
Reverse Color Usage

When used in color on uncoated paper, The Brights' Net logo will always appear in white and the background color will be dark enough to allow a clear representation of the logo.



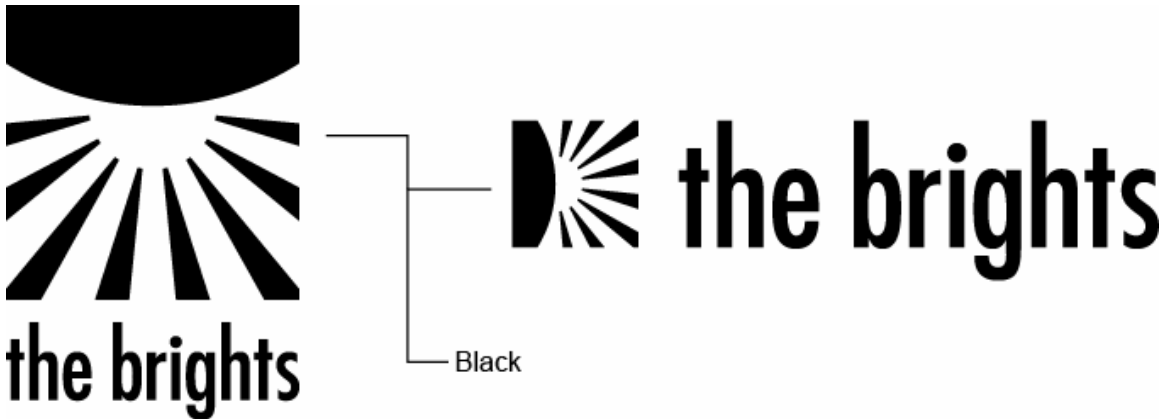
Four Color Usage

When used in Four-Color (Process) color on coated or uncoated paper, The Brights' Net logo colors must be modified. The correct color formulas are listed below.



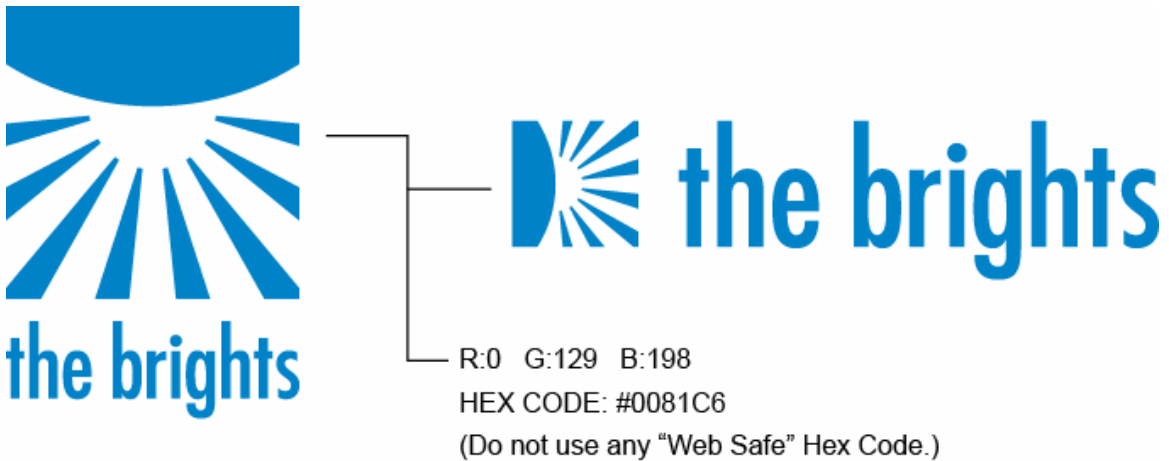
One Color Usage

When used for multi-media presentations or for the Web, the colors in The Brights' Net logo must be modified. The correct RGB and Web Safe colors are listed below.



Multimedia, Broadcast & Web

When used for multi-media presentations or for the Web, the colors in The Brights' Net logo must be modified. The correct RGB and Web Safe colors are listed below.



Logo Color Specifications (Also Applies to Icon)

Primary Spot Color - Coated



PRIMARY SPOT COLOR
PMS 3005 (Coated) Blue

(Simulated Color)

Primary Spot Color - Uncoated



PRIMARY SPOT COLOR
PMS 3005 (Uncoated) Blue

(Simulated Color)

4-Color Process Color



4-COLOR (CMYK)
C:100.0 M:30.5 Y:0.0 K:6.0

(Simulated Color)

RGB Color (Web or Broadcast)

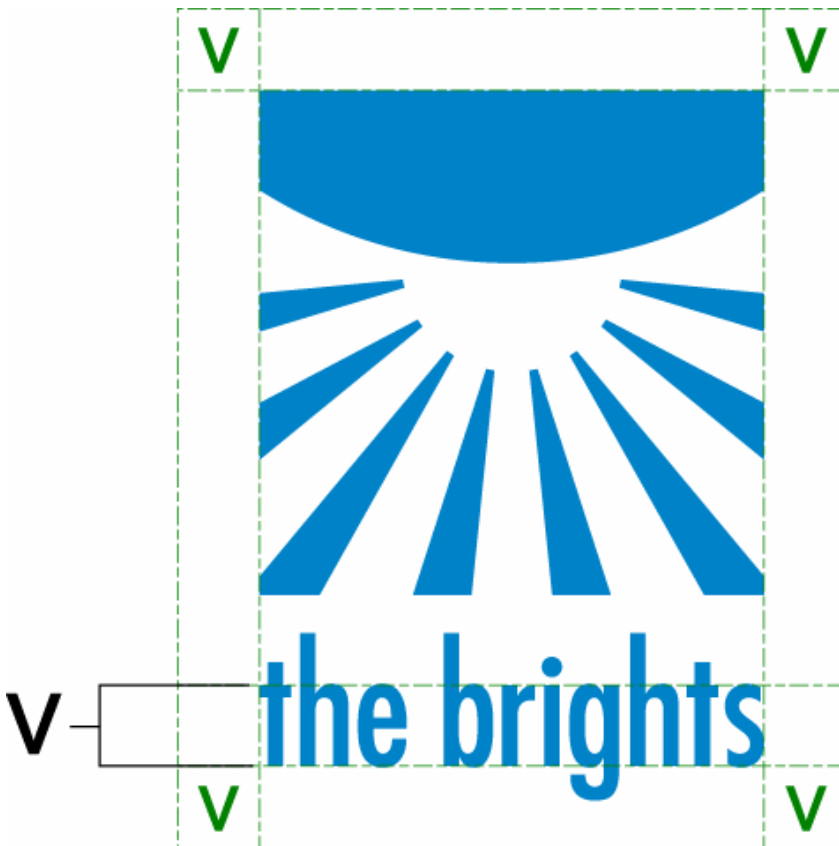


R:0 G:129 B:198
HEX CODE: #0081C6
(Do not use any "Web Safe" Hex Code.)

(Simulated Color)

Logo Clearspace

To maintain the integrity of the logo, a specific amount of clearspace or white space must be maintained. The white space surrounding the logo allows it to have prominence on a page. It also isolates it from possible distracting elements such as text and photographs. To maintain a clearspace, always leave a white space around the logo equivalent to the space, indicated here as 'V.' The green dotted lines represent the appropriate amount of clearspace for the logo at the sizes shown.



Logo Correct Usage on Collateral



YES. PMS 3005C on a white background on Coated Paper is acceptable.



YES. PMS 3005U on a white background on Uncoated Paper is acceptable.



YES. A Black logo is acceptable on a white or light background.



YES. A reverse (white) logo is acceptable on a black or dark background.



YES. PMS 3005U on a black background is acceptable. But a reverse (white) logo on any dark background is usually preferred.



NO. The logo color is never screened. It must always appear using 100% of its PMS colors.



NO. On a white background the logo must always be either be Black or PMS 3005.



NO. Never use any color other than the approved PMS color.



NO. A reverse (white) logo is not acceptable on a light background.



NO. The logo proportions should never be distorted.



NO. The text portion of the logo should never be modified in any way.



NO. the text portion of the logo should never be used without the icon.