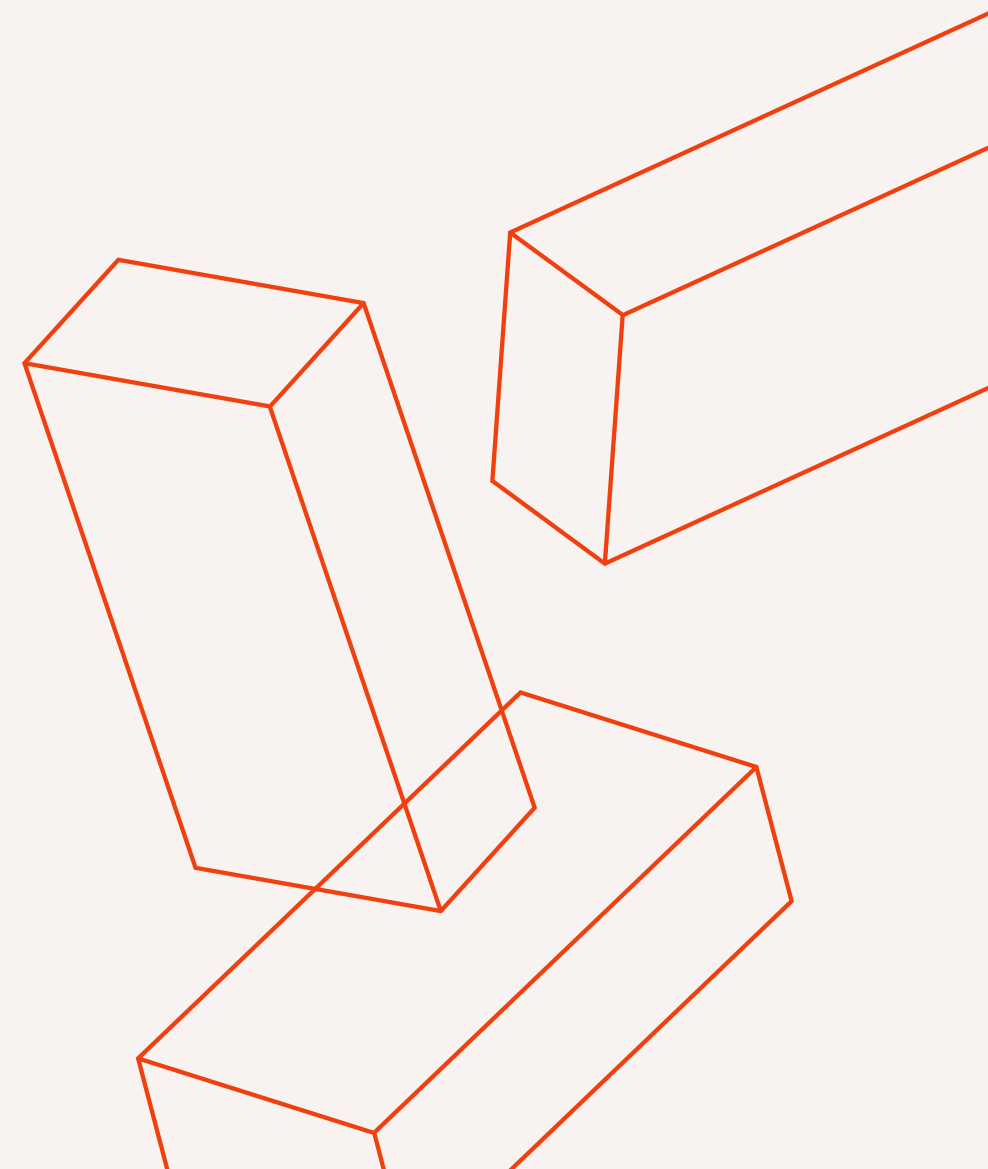


RED

BRICK

**BRAND GUIDELINES
2022**



Logo versions

RED BRICK .FI

RED
BRICK

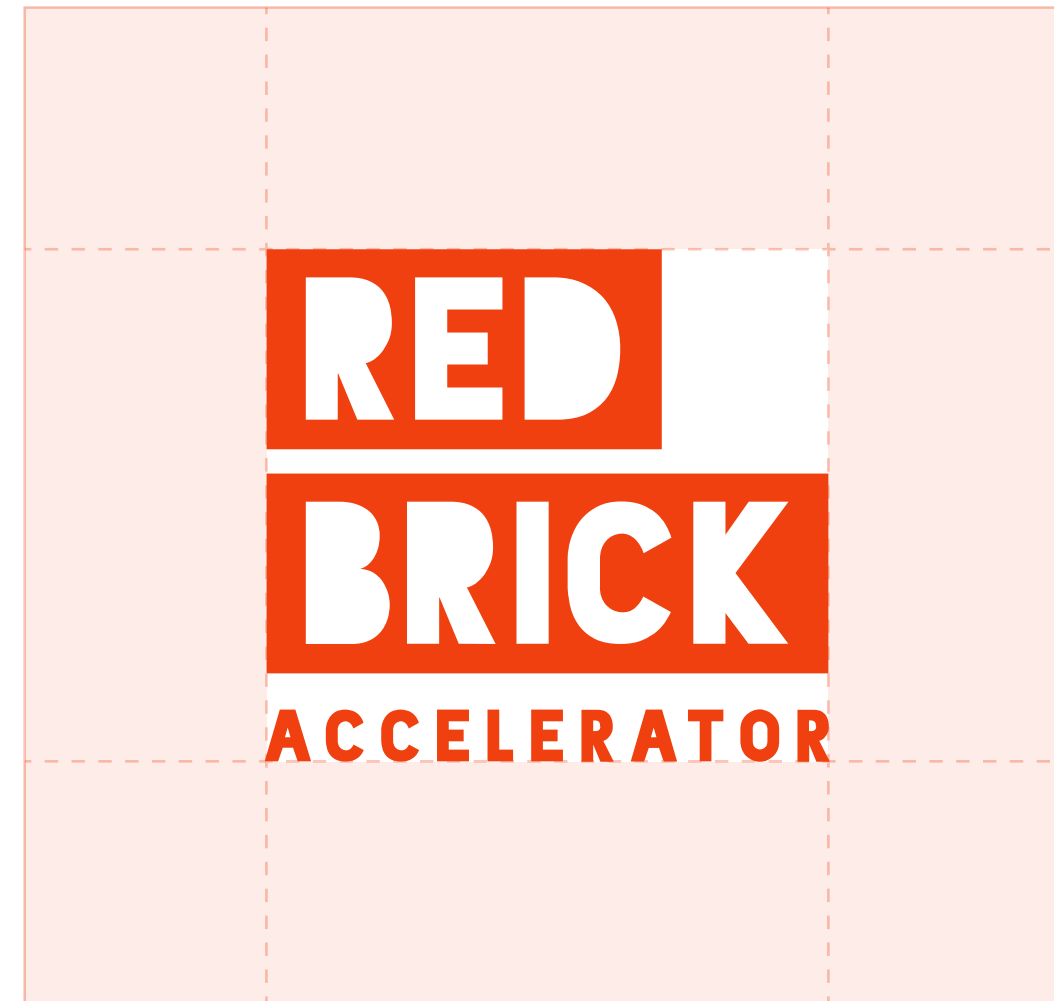
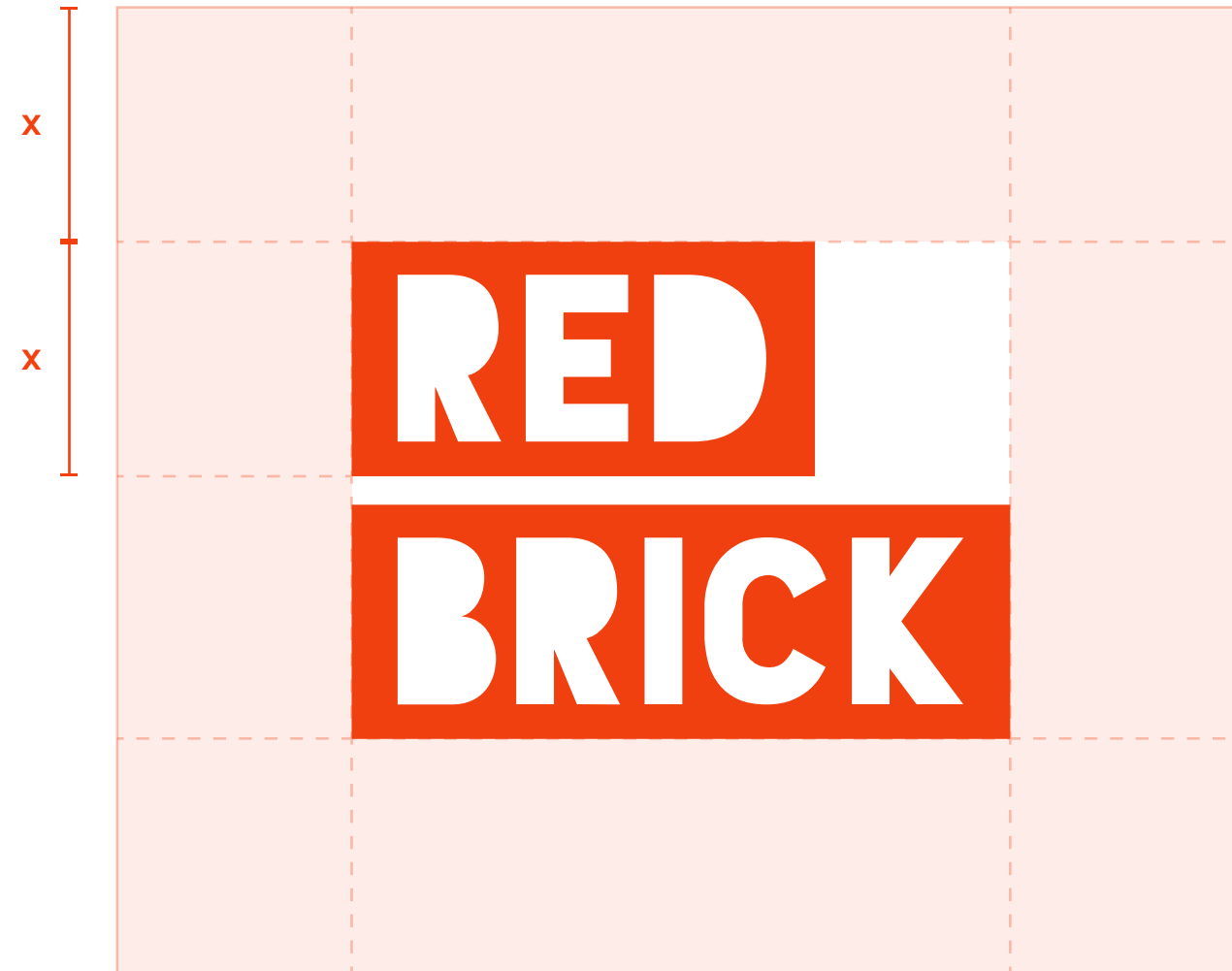
RED
BRICK
ACCELERATOR

RED
BRICK
PRE-ACCELERATOR

RED
BRICK
- GET YOUR STARTUP IDEA TO YOUR FIRST CUSTOMER -
ACCELERATOR -

Logo clearspace

The logo needs sufficient space to stand out.
Other objects are placed outside the clearspace as shown below.
Clearspace size to all sides is same as one block's height.



Primary colors

All brand colors can alternatively be used in lighter shades, except brick red which is to be used consistently as defined below.

BRICK RED
#F2400F
CMYK 0/90/100/0
RGB 240/64/15

A large rectangular swatch of brick red on the left and a smaller vertical rectangular swatch on the right.

LIGHT SAND
#F8F3F1
CMYK 2/3/3/0
RGB 248/243/241

A large rectangular swatch of light sand on the left and a vertical stack of four smaller rectangular swatches of varying lightness on the right.

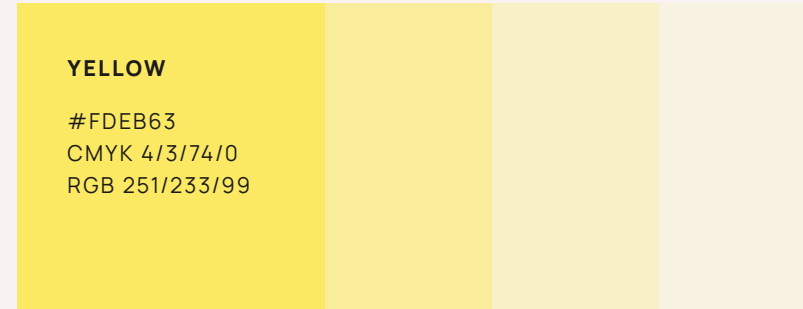
INK BLACK
#1C1B1A
CMYK 71/66/66/78
RGB 28/27/26

A large rectangular swatch of ink black on the left and a vertical stack of four smaller rectangular swatches of varying darkness on the right.

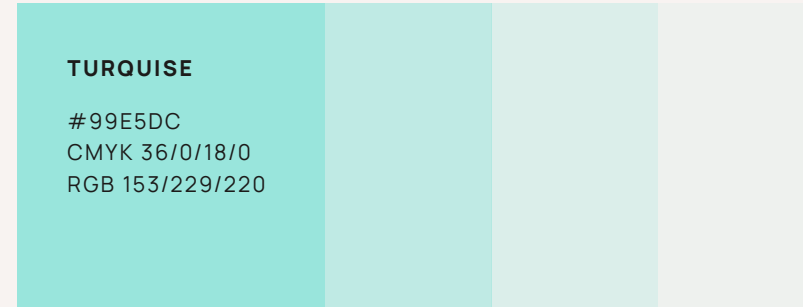
Secondary colors

Secondary colors are used in graphs / charts / infographics and other internal materials when more than one color is needed to express or group information.

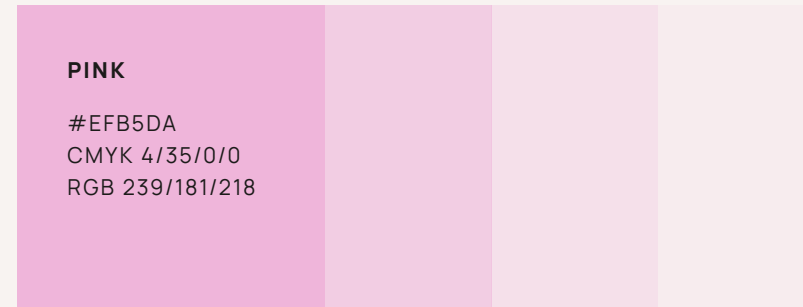
YELLOW
#FDEB63
CMYK 4/3/74/0
RGB 251/233/99

A large rectangular swatch of yellow on the left and three smaller rectangular swatches of varying lightness on the right.

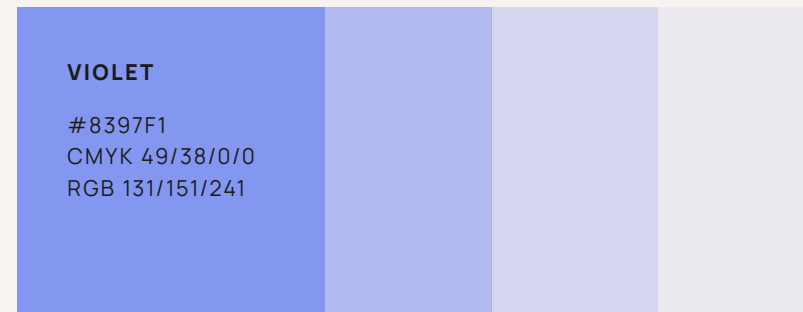
TURQUISE
#99E5DC
CMYK 36/0/18/0
RGB 153/229/220

A large rectangular swatch of turquoise on the left and three smaller rectangular swatches of varying lightness on the right.

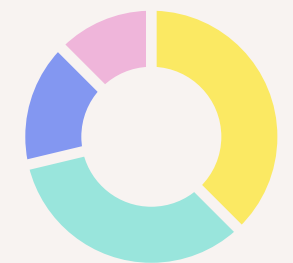
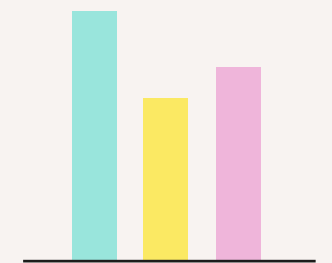
PINK
#EFB5DA
CMYK 4/35/0/0
RGB 239/181/218

A large rectangular swatch of pink on the left and three smaller rectangular swatches of varying lightness on the right.

VIOLET
#8397F1
CMYK 49/38/0/0
RGB 131/151/241

A large rectangular swatch of violet on the left and three smaller rectangular swatches of varying lightness on the right.

colors of post-it notes



Typography

Main font

Manrope

use as the main paragraf font
use as a secondary headline font
use regular / medium / extra bold weights

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?:./" _()&*\$%\$%

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?:./" _()&*\$%\$%

Title font

ALMONTE

use as the main headline font
use in social media

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?:./" _()&*\$%\$%

Decorative font

BLACKOUT

use for decorative accents

Midnight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!?:./" _()&*\$%\$%

2AM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!?:./" _()&*\$%\$%

For Website

H1 HEADLINES

Almonte (ALL CAPS)

H2 Headlines

Manrope ExtraBold

SOME SHORT ACCENTED TEXT

Blackout Midnight

Call to action / one-liners / longer quotes

Manrope ExtraBold

Body text, body text, body text, body text, body text, body text, body text, body text, body text, body text, body text, body text

Manrope Regular

I'm a link

Manrope Regular (underlined)

#HASHTAGS #HASHTAGS

Blackout 2AM

For Social media

MAIN HEADLINES

Almonte

SOME SHORT ACCENTED TEXT

Blackout Midnight

SOME SHORT ACCENTED TEXT

Blackout 2AM

Call to action / one-liners / longer quotes

Manrope ExtraBold

Body text, body text, body text, body text, body text, body text, body text, body text, body text, body text

Manrope Medium

Text preview

Most texts red as a brick!
Make them remember you :)
Body text can be black too.

WHAT IS RED BRICK?

Red Brick offers intensive coaching and mentoring. We support development from idea stage to your first customer. The Accelerator tracks are taking place in spring and autumn. Our Pre-Accelerator is entirely online, making it possible for you to participate from anywhere!

**Get from idea to your first
customer with Red Brick!**

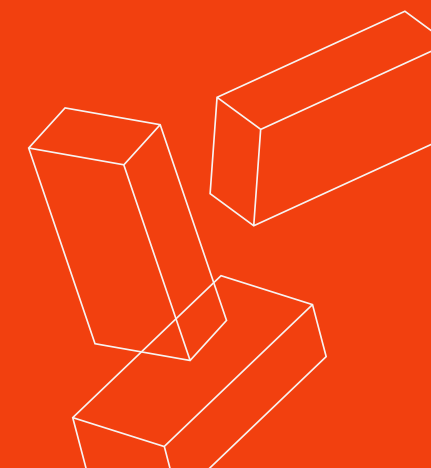
APPLY

Secondary Headline

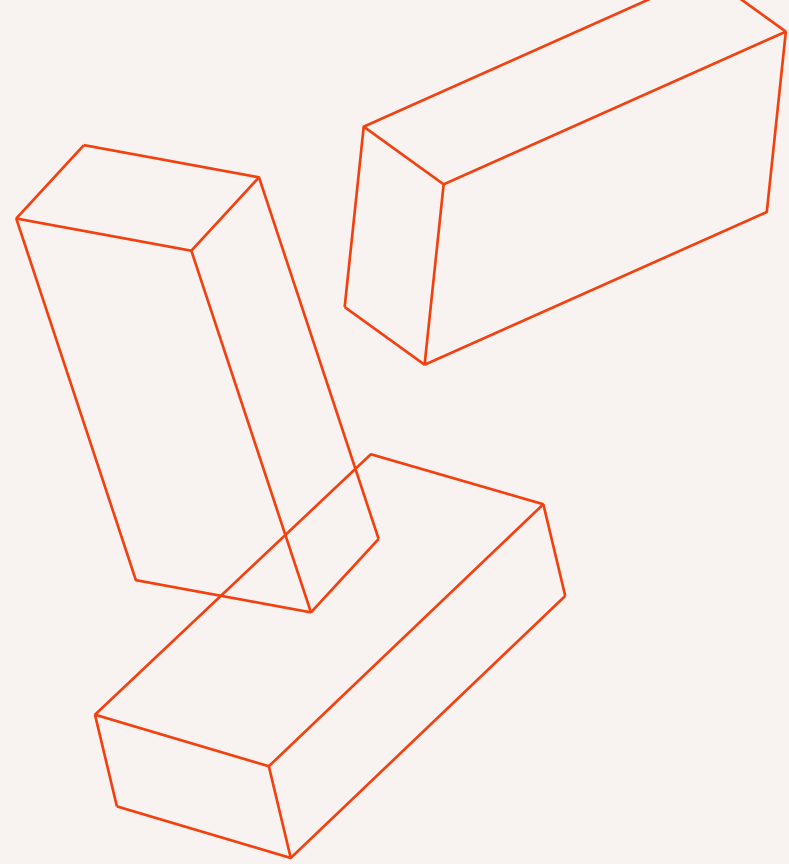
Headlines and body texts or
brick red are sand white #F8F3F1
Button in inverse color.

Secondary Headline

Headlines and body texts or
brick red are sand white #F8F3F1
Button in inverse color.



Graphic elements



play around with bricks :)

use a line element



add more line or filled elements in visuals:
arrows / shapes / illustrations from Canva

RED
BRICK

example of playing around with bricks
+ add line element

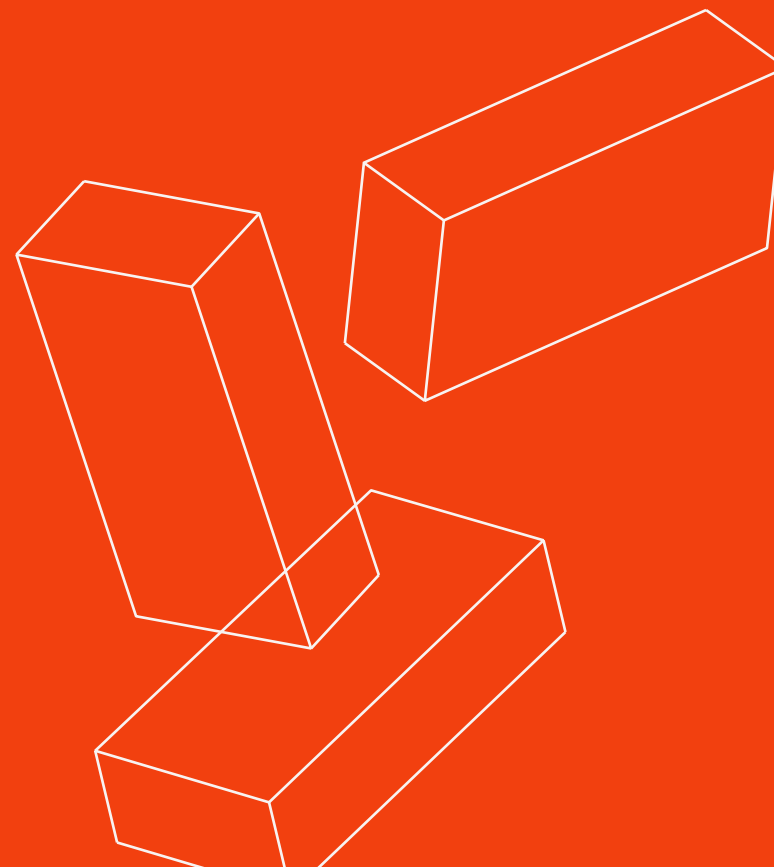


Photo style

#EXPERTS



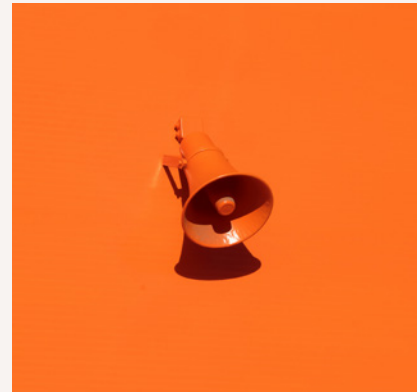
#CARE



#SUPPORT



#SPACE



#COLLABORATION



#TESTING



#MENTORS

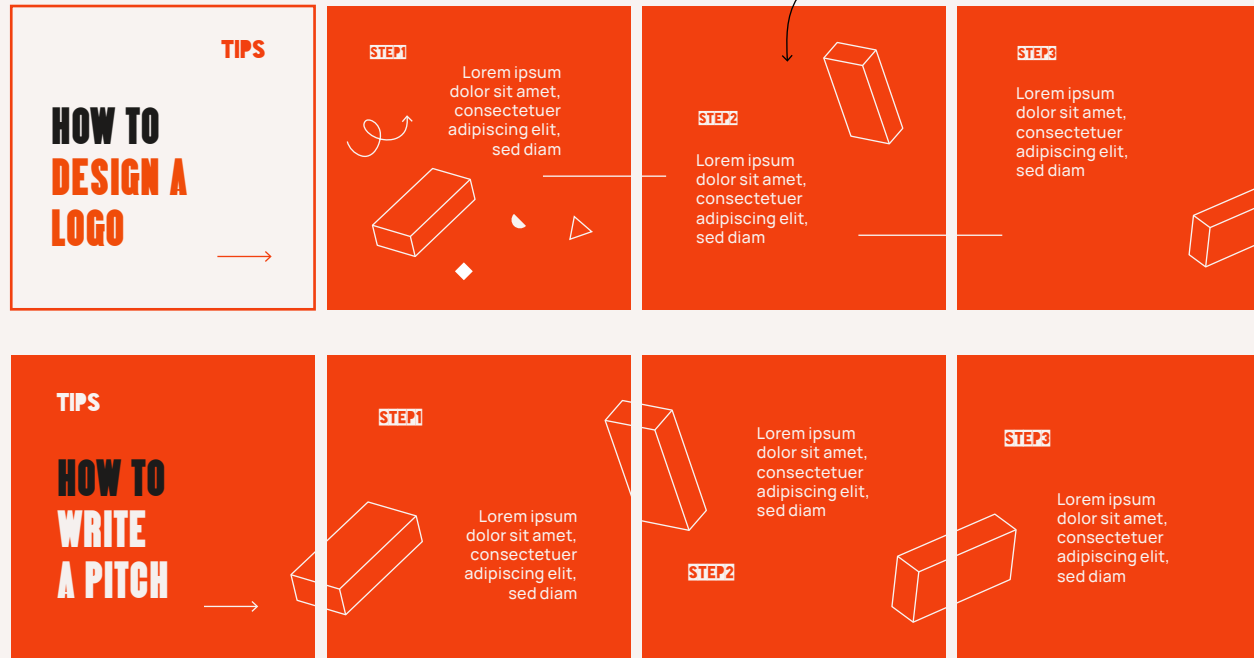
- warm colors
- groups of people
- working together
- encouragement
- passion
- ideas
- action
- testing
- faces
- smiles
- conversations
- mockups
- brainstorming

RED
BRICK

Social media posts

Insta carousel example

add other themed graphic elements from Canva



Posts with photo + text / announcements / online workshops



RED BRICK

