

Brendoncare – Accessible Brand Guide (Digital Design)

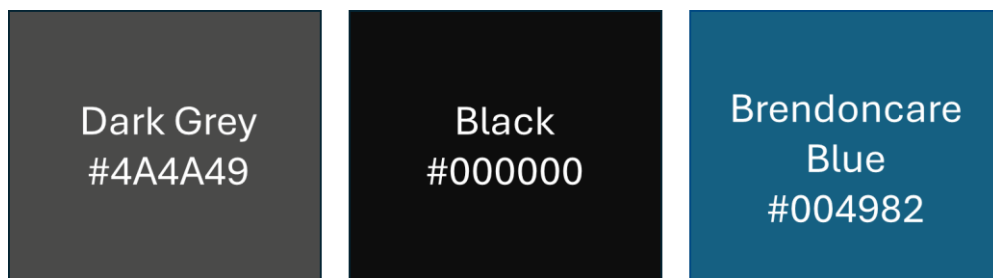
Brendoncare Brand – Key Brand

- For accessibility (legibility), all text must only be in these three colours against white or on the palest colour options (Group A – below).
- Other combinations from our brand fail accessibility standards and Brendoncare **wants** to be inclusive for all.
- These colours can be used for text and shapes (shapes with white text as well – as you can see below).

Dark Grey #4A4A49

Black #000000

Brendoncare Blue #004982



Brendoncare Brand – Call to Action

- For 'call to action', please use the BCF red below with white text in at least **14-point** size, preferably bold.
- The red is our call to action, which can be for a call, an email or even to read more on our site.

Brendoncare Red #B10058



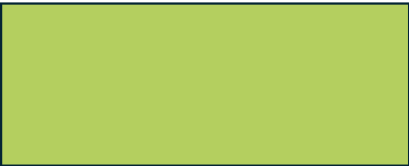
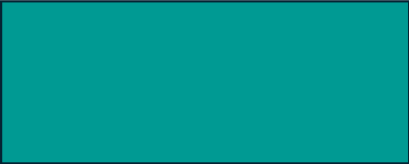
Brendoncare Brand – Accessible Colours (Group A)

- These light shades work with dark grey, black and Brendoncare Blue text only.

Light Blue #D9E2F4	Light Green #E8F0D0	Light Teal #CBE7E5
	Light red #ECC7D4	Light Orange #FEE5C8

Brendoncare Brand – Inaccessible Colours (Group B)

- These colours do not work with text of **any** colour. They can be used for shapes, borders and other decorative content.

Green #B4CF5F	Orange #F8AF4E	Medium Blue #84ACDC
		
		
Brendoncare Teal #009A93	Medium Red #C4527C	Bright Blue #4D92CF

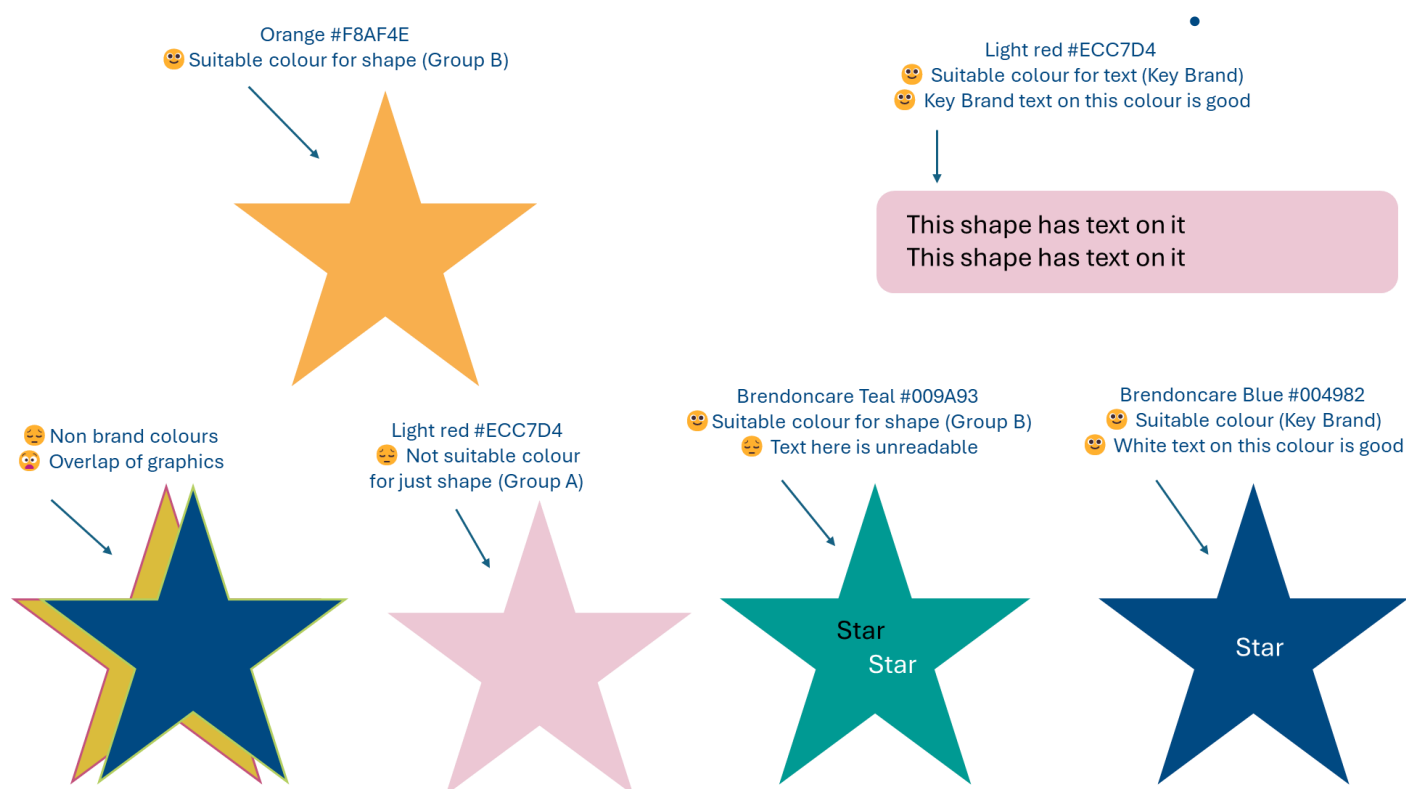
Accessibility checker:

<https://webaim.org/resources/contrastchecker/> (works for HEX rather than CMWK)

Brendoncare Brand – Illustrations and Icons

When using illustrations and icons, please follow the guide below:

- All icons and illustrations should be changed to our branding colours.
- Use the **Group B** colours exclusively for key graphic shapes, unless placing text on it.
- For shapes with text, use the combination of:
 - **Group A** and **Key Brand**,
 - or **Key Brand** with **White font**,
 - or **Call To Action** colours.
- All graphics must not overlap with text and other graphics to ensure the images are easy to scan.



Note:

For 'printed' colours, please contact Marketing for the RGB colour references.