



BRANDING AND STYLE GUIDE

Bravo Laserworks

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Version 2.0 – Major updates, Aug 24, 2024

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Introduction

The purpose of this Style Guide is to establish a uniform and identifiable visual and written language for our brand. Ensuring consistent application across various media is vital for maintaining brand integrity. This document serves as a detailed guide for designers, copywriters, developers, and anyone else involved in the creation of company assets.

Brand Culture

It is vitally important that Bravo Laserworks always presents a clear and accurate picture of our culture.

Core Values

- **Inclusivity:** We welcome everyone, regardless of experience, background, or skill level.
- **Creativity:** We foster a culture of exploration, experimentation, and problem-solving.
- **Collaboration:** We encourage teamwork, knowledge sharing, and community building.
- **Innovation:** We support the development of new ideas and technologies that benefit our community.
- **Sustainability:** We promote responsible use of resources and environmentally conscious practices.

Target Audience

Internal staff
Freelance designers
Marketing agencies
External partners
Media & Press

Updates

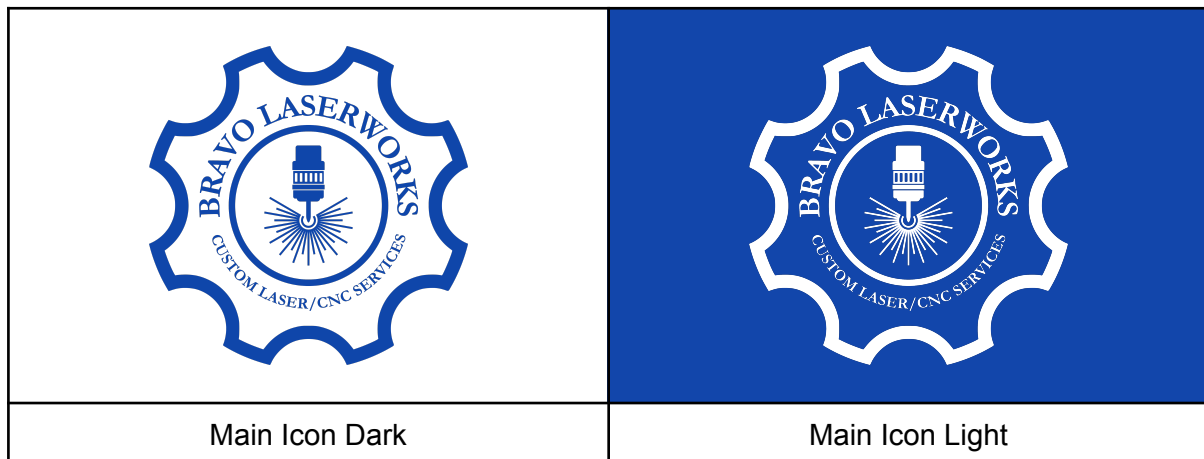
This guide will be reviewed semi-annually and updated as necessary. The details can be found at the end of this document in the [Revision History](#) section.

Company Branding

Logo



Icon/Favicon



Do

Always use the vector or high-resolution versions or print and digital mediums.
Maintain a clear space around the logo to ensure maximum visibility and impact.

Do Not

Do not stretch, distort, or alter the logo in any way.
Do not change the color of the logo.

Image Formats

SVG, PNG, JPG, or WebB for digital, web, and print.
PNG for images with transparent backgrounds.

Typography

Primary Font

Garamond Pro is used for all headings, subheadings, etc...

Size: 12~16px is preferred.

Secondary Font

Arial is used for body text and 'normal' text.

Size: 16~20px is preferred.

Original Files

You can find a link to the official Bravo Laserworks logos, icons, fonts, templates, etc... in the [Downloadable Resources](#) section of this style guide.

Color Scheme

Primary Colors

Darker Blue (#1246AB) for headings and important elements.

White (#FFFFFF) for background and light text.



Black (#000000) for dark text and dividers

		
Dk. Blue (#1246AB)	White (#FFFFFF)	Black (#000000)

Secondary Colors

Lighter Blue (#2859B8) for secondary elements and backgrounds.




Dark Gray (#22222) for secondary text.

	
Lt. Blue (#2859B8)	Dk. Gray (#22222)

Contextual Colors

Green (#00A651) for success messages or positive stats.

Red (#A80000) for warnings or negative stats.

		
Green (#00A651)	Gold (#E0B252)	Red (#A80000)

Writing Guidelines

Voice and Tone

Voice: Maintain a professional, knowledgeable, and engaging voice.

Tone: The tone should be adaptive depending on the context but generally friendly and respectful.

Grammar and Punctuation

- Utilize the Oxford comma for clarity in lists.
- Paragraphs should generally be limited to four sentences for readability.
- Use an active voice wherever possible.

Terminology

- Refer to our consumers as 'Our Clients', 'Our Patrons', 'Our Community', 'Our Fam', etc... and not 'Customers', Clients, etc...
- Always use '[Bravo Laserworks](#)', 'Our Company', etc... when referring to the company.

Taglines

Our primary tagline is simply "Custom Laser/CNC Services".

Digital and Print Media

Letterhead

Header: Trebuchet MS, Bold, 20px

Body Text: Arial, Regular, 12px

Links: Underlined and in primary color

[LINK TO LETTERHEAD TEMPLATE](#)

Business Cards

 **BRAVO LASERWORKS**
CUSTOM LASER/CNC SERVICES

Laser Engraving
R&D/Prototyping
Remote Assistance
5-Star Support
and more



BRAVOLASERWORKS.COM

Email Signature

Best,

Juliana Anderson

Business Development Manager

 **BRAVO LASERWORKS**

Email: juliana@bravolaserworks.com

Phone: 555.555.5555

Website

Header: Trebuchet MS, Bold, 20px

Body Text: Arial, Regular, 12px

Links: Underlined and in primary color

Visual Elements

Photography

Use high-resolution, original images only.

Ensure there's a balanced color contrast.

Avoid using stock photos that don't align with our brand identity.

Iconography

- Icons should be flat design and adhere to the primary and secondary color scheme.
- Ensure the icons are easy to understand and don't clutter the design.

Video

- Maintain a 16:9 aspect ratio at all times unless there is a specific requirement for 9:16, 4:3, or 1:1.
- Use licensed or original music tracks only.

Downloadable Resources

We have available a gallery with logos, files, and other downloadable resources in a variety of vector and raster formats, and more so we can achieve omni-channel branding synchronicity.

These resources are available in the asset locker linked below:

[**Public Digital Asset Locker**](#)

By accessing and downloading these assets, you signify that you have read this Branding & Style Guide and agree to follow it.

Compliance and Legal

It's imperative that all materials comply with legal standards pertaining to copyright, trademark, and other intellectual property rights. Always consult with the applicable legal department(s) before using or publishing any material that may not be in compliance.

Also please reference our Policy & Procedure assets on <https://bravolaserworks.com> to verify compliance on our end and/or email legal@bravolaserworks.com for more.

Contact Information

For any queries about this Style Guide, please contact:

Bravo Laserworks Brand Manager

Email: branding@bravolaserworks.com

Revision History

Version 1.0 – Initial publication, April 15, 2019

Version 1.1 – Major updates, January 8, 2024

Version 1.2 – Minor updates, Feb 29, 2024

Version 2.0 – Major updates, Aug 24, 2024

This Branding & Style Guide is subject to updates and revisions. Always refer to the most current version available. Thank you for helping maintain the integrity and consistency of the [Bravo Laserworks](#) brand.