



# Brand Fonts & Colors

# BELAY BRAND COLORS

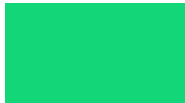
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## Primary Color Palette

These can be used for all our print, digital, web, and social deliverables.

### Primary Colors



#12D678



#02293D

These are our 2 primary colors which should be used for our headlines, subheads, and body copy

### Secondary Colors



#B4F7D4\*

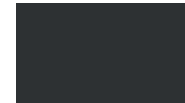
*\*Only used for highlights, not background color*



#055C8A



#377DA1



#2D3133



#818385



#F4F4F4

These secondary colors can be used for graphics, highlights, and backgrounds - with the exception of #B4F7D4

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## Web Color Palette

These should only be used for when we need additional color graphics on our website.



#2CEA88\*

*\*Used for when hovering over highlighted text*



#D92534



#FF913B



#F7D822



#4CE5E1



#3996F6



#814EF8



#D9399E

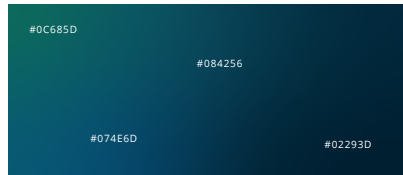


#F685F4

# BELAY BRAND GRADIENTS



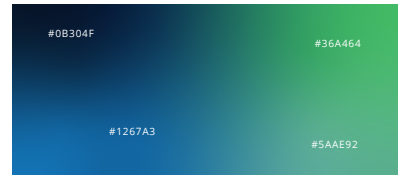
## Primary Gradient



### Uses

- High contrast graphics
- Ads
- Social
- Print materials
- Presentations
- Video transitions/backgrounds
- Website

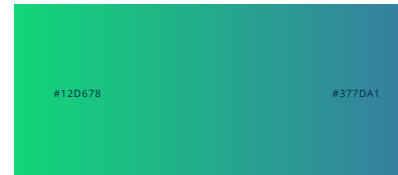
## Secondary Gradient



### Uses

- Graphics where we want a brighter background
- Usually paired with navy bar
- Ads
- Print materials
- Website

## Tertiary Gradient



### Uses

- Primarily in iconography
- Underlining text
- Occasionally as bright backgrounds in graphics

## ONS (Podcast) Gradient



### Uses

- Only for ONS Podcast graphics

# BELAY BRAND FONTS

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## Primary Brand Fonts:

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### Headline

**Roboto Slab Semibold**

Roboto Slab Regular

Roboto Slab Light

Title case / Kerning 60 / Leading 20

### Subhead

**ROBOTO CONDENSED BOLD**

ROBOTO CONDENSED REGULAR

ROBOTO CONDENSED LIGHT

Uppercase / Kerning 280 / Leading 20

### Body

**Source Sans Pro Bold**

Source Sans Pro Semibold

Source Sans Pro Regular

Source Sans Pro Light

Sentence case / Kerning 40 /  
Leading 15 / Paragraph spacing 8

## ONS Podcast Fonts:

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### Headline

**RIFT DEMI**

Uppercase / Kerning space dependent  
Leading space dependent

### Subhead/Titles

**POPPINS SEMIBOLD**

Uppercase / Kerning space dependent  
Leading space dependent

### Numbers

**FUTURA BOLD**

Kerning + leading space dependent  
\* Only used for numbers

## Accent Font:

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*Satisfy Regular*

Sentence Case / Kerning 0 / Leading 35  
\*Used sparingly as an accent

## Logo Font:

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**INDUSTRY BLACK**

Uppercase  
\* Only used in the BELAY Logo

# BELAY BRAND FONT HIERARCHY



## Paragraph Example

# Never Miss a Moment

## MODERN STAFFING FROM BELAY

Life is a series of moments.

Losing a tooth for the first time. Seeing your favorite band perform live. Grabbing lunch with your best friend. Finally taking that dream vacation. Tea parties before kindergarten.

If you're a business owner, you're probably spending time stressed, pulled in different directions, and overwhelmed with doing everything yourself, which means missing out on the most important moments in your life.

But with modern staffing from BELAY, you can work, have a life — and enjoy both.

Let BELAY give you the freedom to say 'yes' to the things that matter the most, and #NeverMissAMoment again.

### Headline

Font: Roboto Slab Regular

Capitilization: Title case

Kerning: 60

### Subhead

Font: Roboto Condensed Bold

Capitilization: Uppercase

Kerning: 280

### Body

Font: Source Sans Pro Regular

Capitilization: Sentence case

Kerning: 40

Leading: 15

Paragraph spacing: 8

# BELAY BRAND FONT HIERARCHY



## Ad Example

Bad books were *so* last year.  
Leave them there with help  
from a BELAY Bookkeeper.

**BELAY**

VIRTUAL ASSISTANTS · VIRTUAL BOOKKEEPERS  
WEB SPECIALISTS · SOCIAL MEDIA STRATEGISTS

MODERNIZED SMALL BUSINESS STAFFING FROM BELAY.

SCAN TO LEARN MORE:

BELAYSOLUTIONS.COM

Roboto Slab Semibold

Roboto Condensed Light

Roboto Condensed Bold

Roboto Condensed Light

## Website Example

**BELAY** SERVICES RESOURCES JOBS TALK TO SALES

Accomplish More.  
Juggle Less.

VIRTUAL ASSISTANTS · BOOKKEEPERS  
WEB SPECIALISTS · SOCIAL MEDIA MANAGERS

Everything you need to transform your work.

LEARN MORE

Roboto Condensed Bold

Roboto Condensed Bold

Roboto Slab Light

Roboto Condensed Bold

Source Sans Pro Light

Roboto Condensed Bold

# BELAY BRAND ONS (PODCAST) FONT USE



## ONS Instagram Graphic Example



Title - Rift

Numbers - Futura

Body Copy - Poppins