

# BrightPath Guidelines

The key brand resources and fundamentals to get started with our brand.  
Find logos, colors and typography specs.

## Logo

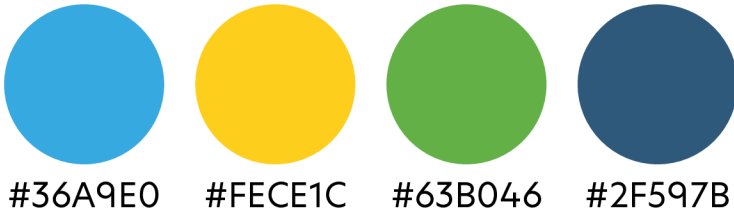
The cornerstone of our visual identity is our logo. There are rules for its application, and we have created a flexible system that allows freedom and diversity. The line 'The best start in life' brings together our beliefs, values, and ethos into just a few simple words.

Use the logo on all externally facing communications. The primary logo should only be set on white. Alternatively, in rare cases you can use the secondary logo set on BrightPath Sky #36A9E0.

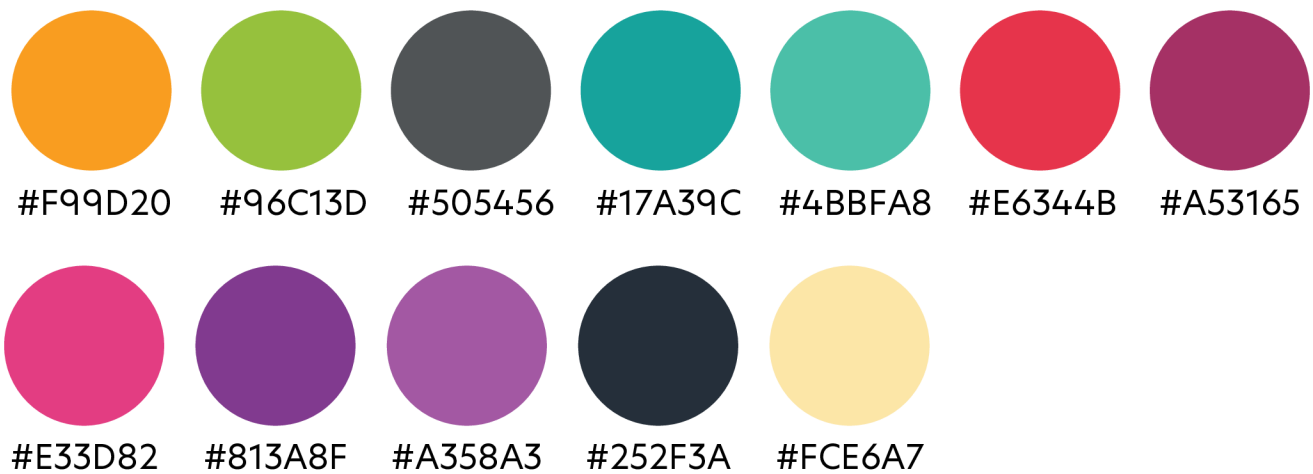


# Color Palette - BrightPath

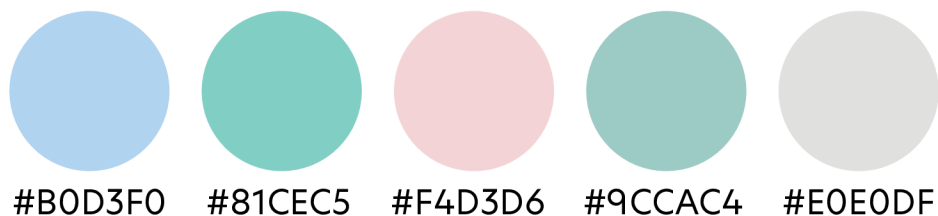
## Primary



## Secondary



## Tertiary



# Typography

Hero Junior, our unique brand typeface, was designed by brand typography specialist Miles Newlyn. He's customized the characters to reflect how children are taught to write, creating a clear and accessible geometric sans suitable for both digital and offline communications.

## HeroJunior-Light DESKTOP

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

HeroJunior-Light  
Weight: 300  
Style: normal

## HeroJunior-Super DESKTOP

**Aa** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&\*)**

HeroJunior-Super  
Weight: 400  
Style: normal

## HeroJunior-Regular DESKTOP

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

HeroJunior-Regular  
Weight: 400  
Style: normal

## HeroJunior-Bold DESKTOP

**Aa** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,.;:?!\$&\*)**

HeroJunior-Bold  
Weight: 700  
Style: normal