



brainfiller[®]

brand and
identity guide

Updated November 2025

Brainfiller[®] is a registered trademark of Brainfiller, Inc.

our brand is our story

Our brand communicates who we are. Brainfiller is an international training company and our brand name and brain logo reflect this.

This guide explains how to use our brand correctly in printed materials, online, video and in social media. It outlines Brainfiller's visual identity, including graphics, colors, and fonts. Most importantly, it serves as a resource for all of us to speak with one voice about us and tell our vibrant story together.

If you have questions about how to use our brand, please email info@brainfiller.com.

logo guidelines

VERTICAL LOGO



brainfiller®

HORIZONTAL LOGO



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NEVER:

- Skew or distort the original logo
- Alter the colors of the logo
- Reset the font style of the logo

ALWAYS:

- Place the logo on backgrounds that provide sufficient contrast and distance from edges and other art.
- Use the logo with the brand “brain” icon
- Use the logo with the registered trademark symbol (®)

logos usage

FULL COLOR ON LIGHT OR WHITE BACKGROUND



FULL COLOR ON DARK BACKGROUND



GRAYSCALE LOGO



ONE-COLOR FLAT LOGO



Always use full-color versions of vertical and horizontal logos whenever possible.

Grayscale is acceptable for advertisements that do not include color.

Flat logo is acceptable for one-two color instances.

color palette

PRIMARY COLORS



Brainfiller Orange

PMS 165
CMYK: 0.75.100.0
RGB: 242.101.34
HEX: f26723



Brainfiller Gray

PMS 425C
CMYK: 64.56.53.28
RGB: 88.88.90
HEX: 58585a

Brainfiller's primary colors are **Brainfiller Orange** and **Brainfiller Gray** and should be used primarily.

Secondary colors can be used to support the brand's primary identity in different ways, including print and digital to enhance the boldness and design.

Shades of each color are acceptable.

SECONDARY COLORS



CMYK: 20.96.100.10
RGB: 185.43.36
HEX: b92b25



CMYK: 0.15.70.0
RGB: 255.215.104
HEX: ffD768



CMYK: 0.0.0.100
RGB: 0.0.0
HEX: 000000

typography

Helvetica Neue LT Pro - 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT Pro - 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT Pro - 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT Pro - 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT Pro - 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue LT Pro - 97 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PRIMARY TYPEFACE

All weights and styles included in the font family, **Helvetica Neue LT Pro** may be used for print and digital.

A few styles of the font are shown as examples to the left.

SECONDARY TYPEFACES

When primary typeface is not available the fonts below are acceptable; all weights and styles.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890


design samples

The following samples are provided without rigid guidelines. They are intended to give the viewer a sense of our brand's concept, along with how materials and information might be displayed, including colors, fonts, and other design elements.

ELECTRICAL POWER AND SAFETY TRAINING
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By Jim Phillips, P.E. Brainfiller

Jim Phillips, P.E.
Global Arc Flash and Electrical Safety Expert
Brainfiller, Inc.

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Please direct all brand guideline and usage questions to:

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