



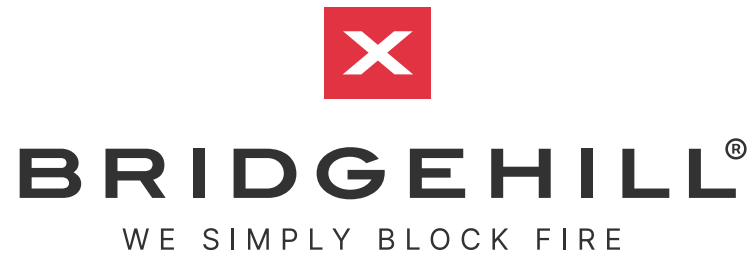
BRIDGEHILL®

WE SIMPLY BLOCK FIRE

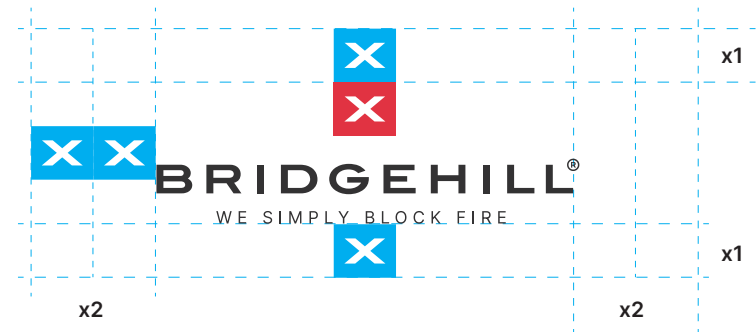
Brand Guidelines

Our logo

The **BRIDGEHILL** logo should always be used together with the X icon. Never separate the icon and **BRAND** name.



Logo clearspace



Secondary logo, only for use on the web



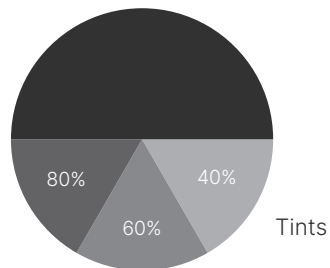
Brand colors

Use the primary colors (Fire black and Fire red) in any layout or collateral design. Text should always be set in black or white.

The Forest green is a secondary color and should only be used as spice on the web page and other mediums where a splash of colour is needed.

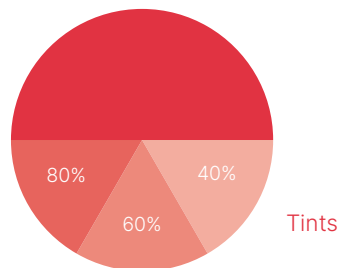
Fire black

94% K
CMYK: 0/0/0/94
RGB: 54/52/54
#363436



Fire red

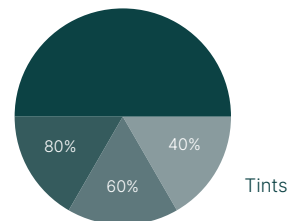
Pantone 1797
CMYK: 0/92/72/6
RGB: 203/51/64
#CB3340



Secondary

Forest green

Pantone 4168
CMYK: 82/38/48/60
RGB: 37/71/73
#254749



Accpetable color combinations

White on Fire black

White on Fire red

White on Forest green

Fire red on Forest green

Corporate typography

The **BRIDGEHILL** coporate typography is Inter. A google font that reads well on both print and website.

Get the font here: <https://fonts.google.com/specimen/Inter>

Inter

Light
Regular
Semibold
Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789(!"#\$%&/'()+-=?*@)

Typography combinations

Inter Bold + Regular 9 pt

Fire in electric cars:

Fire in electric cars: If you can hear strong fuzzy sounds about every 2-15 seconds, you have a thermal runaway. Fire stops when the sound stops. The battery might reignite at any time, therefore leave the blanket on until the battery can be disassembled.

Termina

Product names are written in Termina. The font are available at: <https://fonts.adobe.com/fonts/termina>
The product names are always in CAPS and Termina Medium, se examples.

CAR PRO X

CAR PRO X

CAR STANDARD

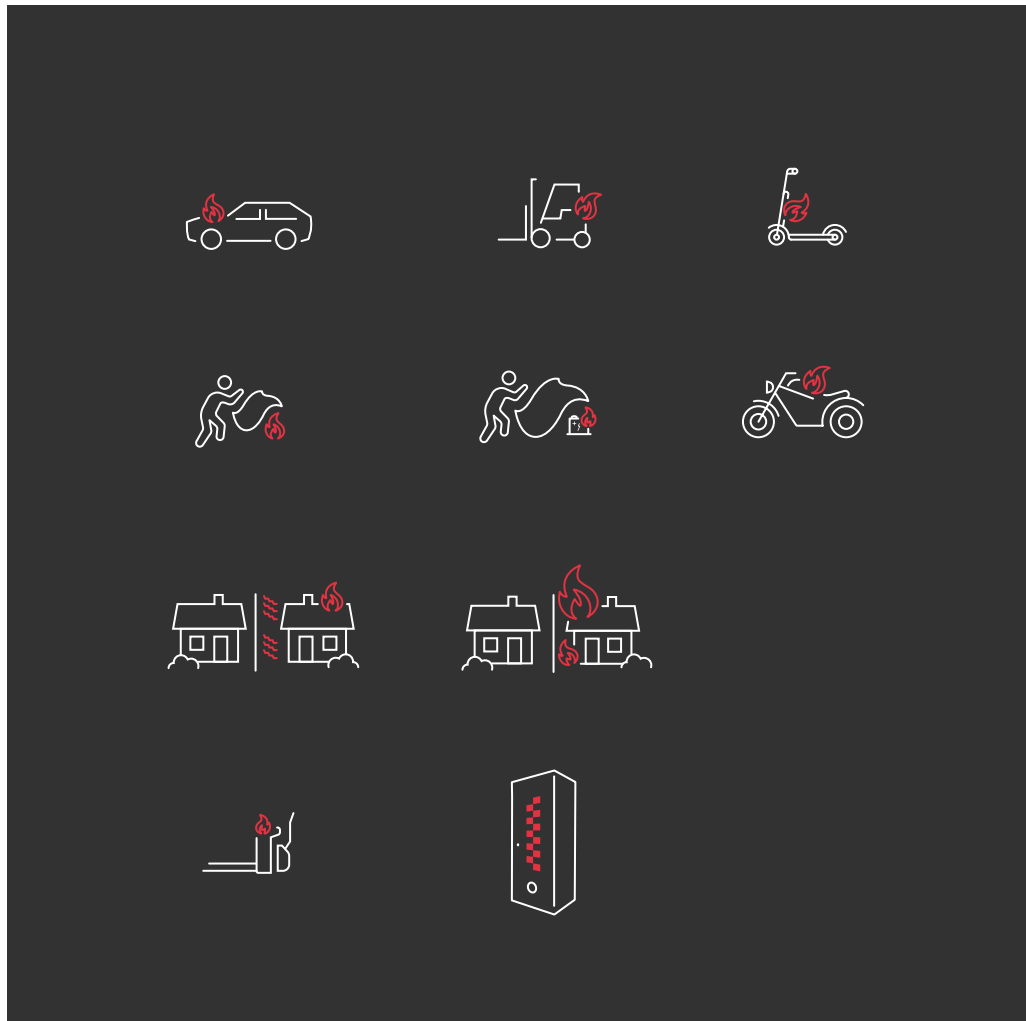
CAR STANDARD

EXTREME

EXTREME

Icons

The **BRIDGEHILL** icons represent the different products and can be used on print and website.



Icons in Fire black & Fire red

