Design Guidelines

Logo on light background

Logo on dark background

Logo Font: Bergen Text

Title Font: SF Pro Rounded (**bold**)

Main Font: SF Pro Rounded

BMS Blue Gradient

Bottom Left: #00BFDC

Top Right: #0072DC

The gradient should start in the bottom left, and go in a diagonal direction towards the top right of the graphic.

Our preference is to use the white logo on our gradient background, but other options can be used when necessary or practical. Please prioritise visual appeal over being consistent with these guidelines.