

Brink's Brand

Typography

Primary Typeface: Display

The primary typeface for the Brink's brand is **Nunito Sans**.

The Nunito typeface is a modern typeface with well-balanced proportions. Its design is familiar, yet fresh with an approachable warmth. It works to convey the human-to-human and forward-thinking aspects of the Brink's brand.

Nunito Sans

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ? ©

Usage

Nunito Sans is the primary typeface for use on digital platforms from website to digital marketing and advertising.

Acquisition and Installation

For questions about acquiring the proper font files or installation and use, contact Global Marketing.

Styles

Nunito Sans is available in a variety of weights, and all styles are available for use within the brand.

Extra Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Extra Light Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>
Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Light Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>
Semi Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Semi Bold Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>
Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Bold Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>
Extra Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Extra Bold Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>
Black	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Black Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>

Lockup Font

The logo lockup typeface for Brink's is **Avenir Roman**. The Avenir typeface has a simple, timeless design that offers a feeling of modernity, while maintaining traditional letter forms that make it familiar and readable. It also supports the human-to-human and forward-thinking aspects of the Brink's brand.

Avenir Roman

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ? ©

Usage

Avenir Roman should ONLY be used by corporate in logo lockups.

Acquisition and Installation

For questions about acquiring the proper font files or installation and use, contact Marketing.

Styles

Avenir Roman is a weight available in the Avenir font family.

Roman A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?

General Purpose

Due to the technical challenges that come with using a custom-installed font, a secondary font is available when Nunito Sans and Avenir Next cannot be accessed. The general purpose font is Arial, which is part of the default font installation for almost every device. Arial is the closest representation to Nunito Sans and Avenir Next of the widely installed default fonts.

Arial

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ? ©

Usage

Arial should be used in all email and PowerPoint formats as a standard font or anytime Nunito Sans and Avenir Next are not available.

Acquisition and Installation

For questions about acquiring the proper font files or installation and use, contact Marketing.

Styles

Default installations of Arial typically contain a limited set of variations. Use of Arial should be limited to the following styles.

Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>
Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?
Bold Italic	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?</i>

Other Families

Other Arial families should not be used (i.e. Arial Black, Arial Narrow), as it cannot be guaranteed that they will be installed by default.

Typeface Guidelines

Nunito Sans should be used in all possible instances. Notable exceptions are corporate communications, HTML email text, and PowerPoint presentations, where a custom installation of Nunito Sans is not reasonable.

Specific use of styles is at the designer's discretion; however, general guidelines should be followed to maximize balance, contrast, and visual hierarchy. Do not use drop shadows. Contrast between text and background should be natural. *Note: Style guides and templates for specific types of collateral pieces should be followed when available*

Extra Light / Light

Thin and Light styles should be reserved for larger point sizes, typically above 20pt. This maximizes their readability and highlights the geometry of the individual letter forms.

Regular

The Regular style is best suited for long-form text areas, such as body text. It is the correct visual density for readability at small sizes. Therefore, it should always be used for extremely small text, such as footnotes, copyrights, etc.

Semi Bold

Semi Bold is considered too dense for long-form body copy, but it can be used sparingly in larger text size or subheads.

Bold / Extra Bold / Black

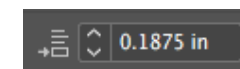
The heavier weights can be used for a variety of uses to bring contrast with other text. The density balances areas that use lighter weights and highlights text amid body copy.

Paragraph Formatting

Text layout and paragraph formatting is at the designer's discretion; however, general guidelines should be followed to maximize readability and consistency. *Note: These are general guidelines. Style guides and templates for specific types of collateral pieces should be followed when available.*

Space After

Separate text areas use the Space After paragraph format technique to allow room for different text areas to breathe. Areas with contrasting text styles can generally be allotted less Space After than areas of similar text styles.



Justification

Left alignment is the preferred method of justifying text. It should also use a ragged edge with minimal or no hyphenation. While right alignment is acceptable in limited, purposeful instances, center alignment should only be used with Marketing approval.



Leading & Tracking

Generous leading is critical to creating the proper visual density, especially in body copy. For example, body copy is generally set in 9pt text with 14pt leading. Adjusting tracking, or space between letters, should only be used in headlines or titles. For light or thin typography, tracking should not exceed 50. For bold or black typography, tracking should not exceed 100.



Column Width

For best readability, a column of text should be around 60-80 characters wide for ease of side-to-side readability.

Paragraph Example

Brink's Complete

A smart solution for smart businesses.

Ro corerspe nulleni asperum et rehent am nem abo. Dolor rero moluptati autemosa archiliqui odi imus as sequi occus aperfer itassen turitibus simus, il molescia volopro eosam commolore que endesse quissimpe cus ratusdam, il il ipid que que vidic tem volorep reperferi debitatus eatiant ibusae. Nequam, simolum enecus illant esedi dolorum et volupta tempossum voluptis esedio blaut accus essit, consequ iaeperere ceruntia dolorum re, torenderum aliasperum qui omnihilia quid erchit everae nimpedi rerissu ntibusciis rero omnimetur simillo riossi doluptate doluptam escipic to beaquo est qui totatium apietur? Qui dit et, temquat.

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Accae noneces cillaut fugit, quamus dolene nimi, to magnim quam susdant iaspedit, sa sandunt.