IIIBRINKS

Marketing & Brand Style Guidelines

Revised June 2021

Version 1.03

Who We Are

Introduction

Brink's is the global leader in cash management. Our strong market position is supported by leadership with a proven track record of success, a strategic long-term strategy to drive growth and the financial strength to continue to capture market share.

Our culture of continuous improvement is supported by a global team dedicated to providing exceptional customer support. Our customers include financial institutions, retailers, government agencies (including central banks and mints), jewelers and other commercial operations around the world.

Mission
- Keep the use of cash as easy, secure, and affordable as other payment methods
- Offer total cash management solutions
- Provide consumers safe, private, and convenient payment options in the digital age
- Protect, store and transport high-value assets in a changing world

Core Values
Safety | Customer Focus | Continuous Improvement | Integrity | Engagement | Diversity & Inclusion

At Brink's, our values guide the way we work and are the cornerstone of our winning culture. They ensure that we work safely to protect ourselves and others, consider the customer first in all we do, display the highest standards of ethics, engage and empower employees, continually find new ways to improve the way we work, and foster a diverse and inclusive workplace.

Safety

- Our goal: bring every employee home safe each night
- We take pride in keeping our customers' valuables safe and secure

Customer Focus

- We consider the customer first in all we do
- We understand our customers' needs and find ways to transform their experience
- We hold ourselves accountable for providing value and delivering results

Continuous Improvement

- We find ways to streamline our processes and improve performance
- We empower our people to think creatively and work differently
- We embrace and drive change

Integrity

- We act with honor and integrity
- We respect each other, our company, our customers, and our communities

Engagement

- We promote open, direct, and constructive communication
- We inspire employees to drive for excellence in all they do

Diversity & Inclusion

- We foster an inclusive culture that values people with diverse backgrounds, ideas, and perspectives
- We build a sense of belonging, so all employees feel respected, safe and valued
- We provide equal opportunity to participate and grow

BRINKS®

Brand Persona

Confident, but approachable. Innovative, but real.

Table of Contents

Section 1

Logo

IIIII**BRINKS**

1.01 | Design & Layout

Brink's has been synonymous with security and trust since being founded in 1859 and is today known around the world. The current Brink's logo was first used in 1981 and adorns Brink's vehicles, facilities, employee uniforms and products across the globe.

Using a bold, sans-serif typeface, the Brink's logo communicates a simple and straightforward message. Brink's is a strong, stable, and objective company focused on delivering a seamless customer experience to the businesses we serve.

The most recognizable part of the logo is the Stuttering B. This represents of forward motion and progression as the company moves to the future. It is also a callback to the history of the company delivering luggage and our CIT trucks in motion.

We're proud of where we've been, and we're excited about where we're going. This is who we are, and the Brink's logo should always be placed in a prominent position.

|

Logotype

Mark

Registration

1.02 | Required Elements

The Brink's logo is created from three required elements: the stutter, the logotype, and the registration symbol. All elements must appear together, without any changes's proportions.

Mark
Brink's Network, Inc. owns the worldwide trademarks for the BRINKS and the "stuttering B" logo.

Logotype
The Brink's logotype is a callback to our heritage. The block letters represent stability, trust, and provide instant brand recognition.

Registration Mark
The provided Brink's brandmarks, including the registration mark, ®, must be used.

1.03 | Spacing & Size

Visual Padding
There is a minimum amount of clear space around the logo, equal to half the height of the logotype's "B."

x

x

Minimum Size
The logo may be reproduced in many sizes, depending on the project, but cannot be reduced to a size smaller than 1in / 2.5cm in width. The logo must maintain approved height/width proportions at all times.

1in / 2.5cm

1.04 | Color Variations

The logo must clearly contrast with its background for maximum readability and impact. Colors for the logo are derived from the corporate palette.

Full Color
The full-color version of the Brink's brandmark is the primary brandmark of the identity system. It is required that this version be used in branded applications whenever possible.

Pantone spot color is the preferred usage, but CMYK, RGB, black and white versions of the brandmark are available to use.
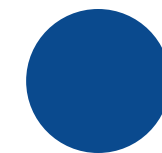
Pantone 286
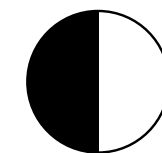Brink's primary blue. Use this version whenever possible.

Reversed
A solid white logotype can be used against a dark background.

Black / White
When reproduction constraints prevent the use of the full-color version of the brandmark, the black brandmark or white brandmark may be used.

Any background (except for the corporate palette's Dark Blue) must receive explicit approval from Marketing.

1.05 | Acceptable Use

The effectiveness of the company's logo depends on accurate and consistent application.

Acceptable Use:

- Do use a blue Brink's on a white background
- Do use a white Brink's brandmark on a Brink's dark blue background
- Do use a white Brink's brandmark on a dark photo and a blue Brink's brandmark on a light photo
- You may have the logo etched or engraved on metal or wood and it may be stitched on a garment - in this application, it is acceptable to eliminate the ® symbol if production is not possible

1.06 | Unacceptable Use

The effectiveness of the company's logo depends on accurate and consistent application.

Unacceptable Use:

- Distorting the Brink's brandmark
- White brandmark on a gold background
- Black brandmark on a dark blue background
- Over a patterned background
- Visual effects, such as drop shadows
- Unapproved Brink's brand colors

- The stutter (5 lines in front of the B) may not be used in any other form or with any other letters
- Do not separate or modify the stuttering B or the stuttering element for any reason
- Do not cut or change color of the stutter
- Do not distort the stutter for any reason

1.08 | Spacing & Size

Visual Padding

There is a minimum amount of clear space around the logo, equal to half the height of the shield.

Minimum Size

The logo may be reproduced in many sizes, depending on the project, but cannot be reduced to a size smaller than .25in / .64 cm in height. The logo must always maintain approved height/width proportions.

 .25 in / .64cm

1.07 | Shield Logo

The Brink's Shield logo should only be used in applications with a direct relationship to security aspects of Brink's services.
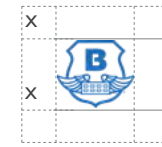
The Shield logo should only be used after the main logo has already been used. It should never be used as a replacement for the main logo, but rather a supporting, short-form logo.

1.09 | Color Variations

Color variations for all secondary logos must follow the same color principles as the main Brink's logo. The logo must clearly contrast with its background for maximum readability and impact. Colors for the logo are derived from the corporate palette. For added versatility on security applications, it is acceptable to use the solid Primary and Light Gray colors.

BRINKS

1.12 | Spacing & Size

Visual Padding

There is a minimum amount of clear space around the logo, equal to half the height of the shield.
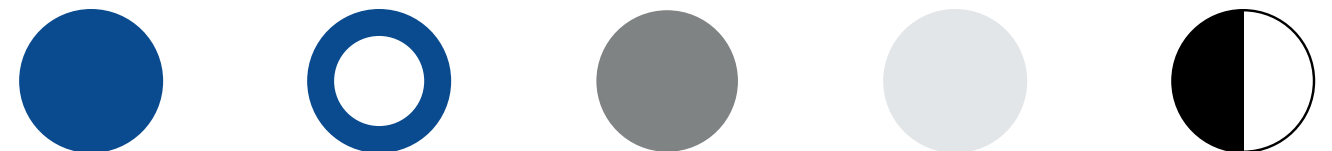
Minimum Size

The logo may be reproduced in many sizes, depending on the project, but cannot be reduced to a size smaller than .5in / 1.27cm in height. The logo must always maintain approved height / width proportions.

.5 in / 1.27cm

1.10 | Brink's 24SEVEN Icon:

Brink's 24SEVEN provides a single place to request deposits, order change and track cash in near real-time. The Brink's 24SEVEN icon is not a logo. This is product or service icon to be used only when referencing and promoting Brink's 24SEVEN and end-to-end cash management. This icon should never be used as a replacement for the Brink's logo, or when promoting other Brink's products and services.

1.11 | Required Elements

The Brink's 24SEVEN icon consists of two different elements: the outer shield, and inner 24SEVEN word mark. These elements should always be featured together and never separated. When written in text, it must always be referred to as Brink's 24SEVEN.

Shield
Used as an identifier to the Brink's brand, this makes a connection to security and reliability.

24SEVEN Word Mark
Designed as if it were a watch face, the 24SEVEN word mark is always on.

1.13 | Color Variations

Color variations for the 24SEVEN icon can only be made and approved exclusively by marketing. The primary, reversed, and grayscale versions of the logo are considered the only approved variations of the icon. If a one-color version of the 24SEVEN icon is required, please contact marketing for approval.

BRINKS COMPLETE

1.14 | Lockups

Brink's logo lockups are used to differentiate lines of business, services, or locations. All lockups must be reviewed and approved by Global Marketing. Lockups must use the primary Brink's logo with all required elements.

Do not create a logo lockup independently without prior approval from marketing.

1.15 | Required Elements

Logo lockups consists of two different elements: the primary logo, and the lower line of text. The lower text must use the Avenir Roman.

Spacing and Size Proportions

BRINKS COMPLETE

1/2 height of lower text

1/2 height of the primary logo aligned with the left side of the primary Brink's logo.

1.16 | Spacing & Size

Visual Padding

There is a minimum amount of clear space around the logo, equal to half the height of the logotype's "B."

BRINKS MONEY

Minimum Size

The logo may be reproduced in many sizes, depending on the project, but cannot be reduced to a size smaller than 1.5in / 3.81cm in width. The logo must always maintain approved height / width proportions.

BRINKS MONEY

1.5in / 3.81cm

1.17 | Color Variations

Color variations for all secondary logos must follow the same color principles as the main Brink's logo. The logo must clearly contrast with its background for maximum readability and impact. Colors for the logo are derived from the corporate palette.

Acceptable color use: Primary Blue, Reversed, or Black / White.

1.19 | Acceptable Use

- Prior to using a celebratory logo, gain approval from the following leadership teams:
  o Local/Regional Leadership
  o Global Marketing
  o Diversity and Inclusion / HR Leadership
  o Local Legal
- Do use a Brink's celebratory logo on a white background
- Do use a Brink's celebratory logo only during the time in which the observance is formally celebrated (observance determined by the Brink's Diversity and Inclusion team)
- Do remove the celebratory logo no later than one week after the time of observance ends
- Use the celebratory logo lockup as a secondary version to the main celebratory logo
- You may have the logo stitched on a garment and made as a lapel pin

1.18 | Celebratory Logos:

As a commitment to our Diversity & Inclusion core value, Brink's encourages the use of elegantly modified versions, or custom versions of our logos for special use during commemorative observances. These recurring days or months are used by various organizations, groups, or communities to celebrate different causes.

Approved celebratory logos are created and added to the logos section of the Brink's Resource Library exclusively by Global Marketing. Countries or departments within Brink's, except for Global Marketing, are NOT permitted to create or use any celebratory logos without prior authorization. For questions, requests, or approval, contact Global Marketing.

1.20 | Unacceptable Use

- Do not create and use custom celebratory logos – Global Marketing must create and / or approve all versions
- Do not use celebratory logos without approval from local legal and management approval
- Do not use celebratory logos in non-observance related content (i.e., existing content, solution content)
- Do not use celebratory logos in Legal content (i.e., contracts, disclosure documents, etc.)
- Do not use celebratory logos in investor related content without permission from Brink's Investor Relations teams
- Do not alter colors, line weights, or separate elements within the logos
- Do not add visual effects or patterns
- Do not distort the logo for any reason
- Do not use logos on complicated backgrounds

Section 2

Colors

Colors

2.01 | Color Theory

The colors we use play a crucial role in how the Brink's brand is perceived. Our color palette builds a unique aesthetic that is representative of a contemporary and rapidly changing industry.

Color is an integral part of our brand identity. Consistent use of the chosen color palette not only reinforces the cohesiveness of the Brink's brand, but it also serves a psychological purpose by evoking specific feelings and emotions with our audience.

Primary Palette: Built on a Foundation of Blue

● Blue represents intelligence, trustworthiness and understanding. Our primary dark blue is also enhanced by feelings of confidence and authority.

● Sky Blue builds on the values of standard blue but adds a touch of peace and serenity which brings a sense of calm to the brand.

● Bright Blue adding a bit of brightness to our foundational blues, a brighter shade brings an element of youthful energy to the brand.

● Gold is a reference to value and Brink's history of CIT, but beyond that, gold represents wisdom, prosperity, and cheerful warmth.

Secondary Palette: Accents to Add More Personality

● Green encourages creativity, stability, and wealth. This bright shade of green is positive and energetic.

● Dark Green represents productivity, prosperity, and safety. This darker shade is also a symbol of our ambition.

● Coral and ● Plum represent strength, passion, focus, and vision. These shades of red are modern, energetic, and forward-thinking.

● Orange and ● Burnt Orange are symbols of warmth, energy, determination, and passion.
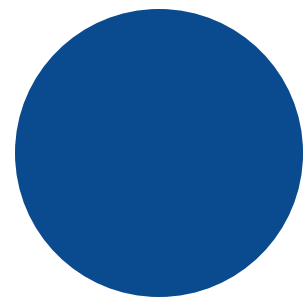
*Note: Coral should not be used in copy or design related to financial matters as shades of red tend to have negative connotations in finance.
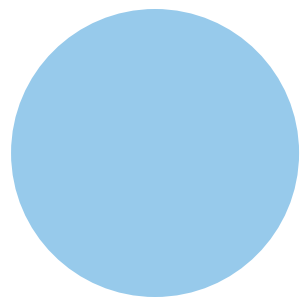
Colors: Primary & Secondary Color Palettes

2.02 | Primary Color Palette

We have adopted a strict color palette using the colors below. This gives the brand a unique look and feel that enables Brink's to be distinguished instantly.
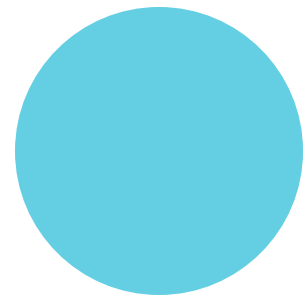
These colors are never to be used as tints or shades. Only use the colors shown below in the exact mixes (Pantone, CMYK or RGB) depending on medium.
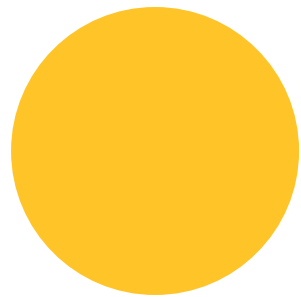
Primary Blue
Pantone: 286
CMYK: 100, 75, 0, 0
RGB: 10, 74, 142
HEX #: 0A4A8E

Sky Blue
Pantone: 291
CMYK: 38, 8, 8, 1
RGB: 151, 202, 235
HEX #: 97CAEB

Bright Blue
Pantone: 310
CMYK: 54, 0, 11, 0
RGB: 100, 207, 227
HEX #: 64CFE3

Gold
Pantone: 123
CMYK: 0, 23, 91, 0
RGB: 255, 197, 40
HEX #: FFC528

## 2.03 | Secondary Color Palette

An extended set of accent colors may be used for certain design applications, such as graphics and presentations.

Secondary colors should be used sparingly, and only in minimal amounts.
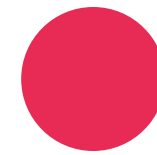
*Note: Coral should not be used in copy or design related to financial matters as shades of red tend to have negative connotations in finance.
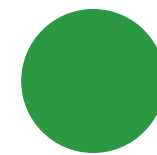
Green
Pantone: 7739
CMYK: 81, 15, 100, 2
RGB: 44, 153, 66
HEX #: 2C9942
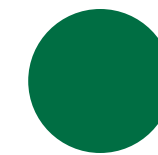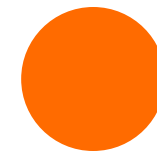
Dark Green
Pantone: 7733
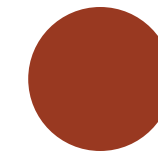CMYK: 92, 31, 89, 22
RGB: 0, 110, 67
HEX #: 006E43

Coral
Pantone: 1925
CMYK: 3, 100, 62, 0
RGB: 231, 0, 76
HEX #: E7004C
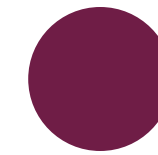
Plum
Pantone: 222
CMYK: 45, 96, 47, 35
RGB: 111, 29, 70
HEX #: 6f1d46

Orange
Pantone: 1505
CMYK: 0, 71, 100, 0
RGB: 255, 107, 0
HEX #: FF6B00

Burnt Orange
Pantone: 174
CMYK: 27, 87, 100, 23
RGB: 153, 57, 33
HEX #: 993921

Colors: Neutral & Gradient Color Palettes

2.04 | Neutral Color Palette

Always build with white. White communicates a simple and approachable message. Grey doesn't compete with our core colors. Use this for text, UX and other background elements.
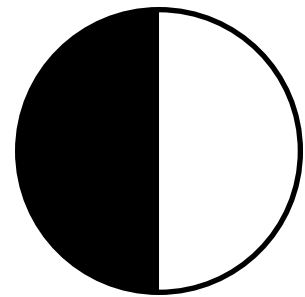
Black / White
Black: 000000
White: FFFFFF
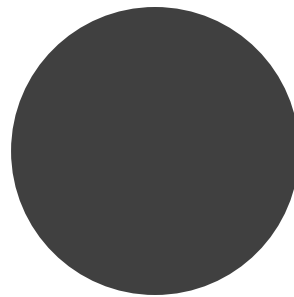
Text Gray
CMYK: 68, 61, 60, 47
RGB: 64, 64, 64
HEX #: 404040
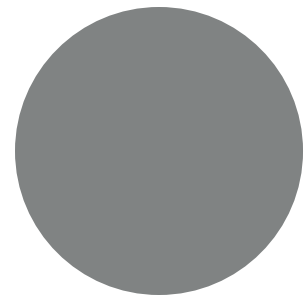
Primary Gray
Pantone: Cool Gray 7
CMYK: 20, 13, 12, 40
RGB: 128, 131, 131
HEX #: 808383

Light Gray
Pantone: Cool Gray 1
CMYK: 4, 2, 4, 8
RGB: 227, 230, 232
HEX #: E3E6E8

2.05 | Gradient Color Palette

Gradients can provide a sense of depth and movement through a space.

While able to add visual interest, gradients should be use conservatively to keep the focus on the message being communicated. Gradients should only be used in large-scale projects, such as trade shows.
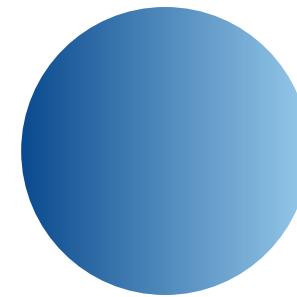
Primary Blue to Sky Blue
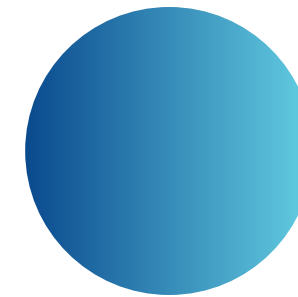
Primary Blue to Bright Blue
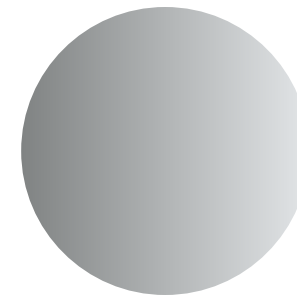
Primary Gray to Light Gray

BRINKS

2.06 | Color Palette: Hierarchy

All color use should default to the primary color palette in digital and print. Always build with white. To maintain a clean design aesthetic, white should always be the dominant color. In any given medium, white should make up 50% of total color use at a minimum.

The primary color palette may be used across all Brink's products and services. The following is an abstract representation of how the Brink's brand relies on the extensive use of white space to deliver cleanness and simplicity.

White
White is the baseline. Always start with white as a background. In certain situations where multiple pages, slides, images etc. are used and a minimum 50% white is used, it is acceptable to use an alternative primary color as a background.

Primary Blue
Primary Blue is the standard Brink's brand color. Acceptable use includes headlines, graph elements, color overlay on images, icons, highlight text, on-product, packaging, line separators, etc.

Sky Blue
Sky Blue is the standard secondary blue color for the brand. Sky Blue should never be dominant to Primary Blue, but rather as a supporting color. Acceptable use includes sub-heads, line separators, graph elements, icons, etc.

Gold
Gold should only be used as an accent color. Acceptable use includes calls-to-action, buttons, emphasis on specific copy or data points, etc.

Bright Blue
Bright Blue should be used sparingly, and only in situations where Primary Blue and Sky Blue have already been used. Acceptable use includes links and highlighting data points.

Text Gray
Text Gray should always be used as the standard color for text on light backgrounds when contrast allows. It is only acceptable for this color to be used for text, and no other purpose.

Primary Gray
Primary Gray is our standard neutral color. This should be the default gray used in graphics such as UI / UX, line dividers, graphic elements, etc.

Light Gray
Light Gray is a secondary neutral color. It should be used to indicate subdued information such as inactive elements in UI / UX, disclaimers, etc.

BRINKS

2.07 | Secondary Color Palette: Hierarchy & Rules

Our secondary Color Palette should never take the place of the Primary Color Palette. When circumstances allow for additional colors to be used, the secondary color palette should be used sparingly, and never overpower the primary color palette. A maximum of two additional secondary colors should take the place of Bright Blue.

Secondary colors should be aligned to specific products and services we offer outlined in section 2.09. These colors are only to be used as accents, buttons / calls-to-action and add emphasis on specific copy / data points.

The following is an abstract representation of how the Brink's brand relies on the extensive use of white space to deliver cleanness and simplicity.
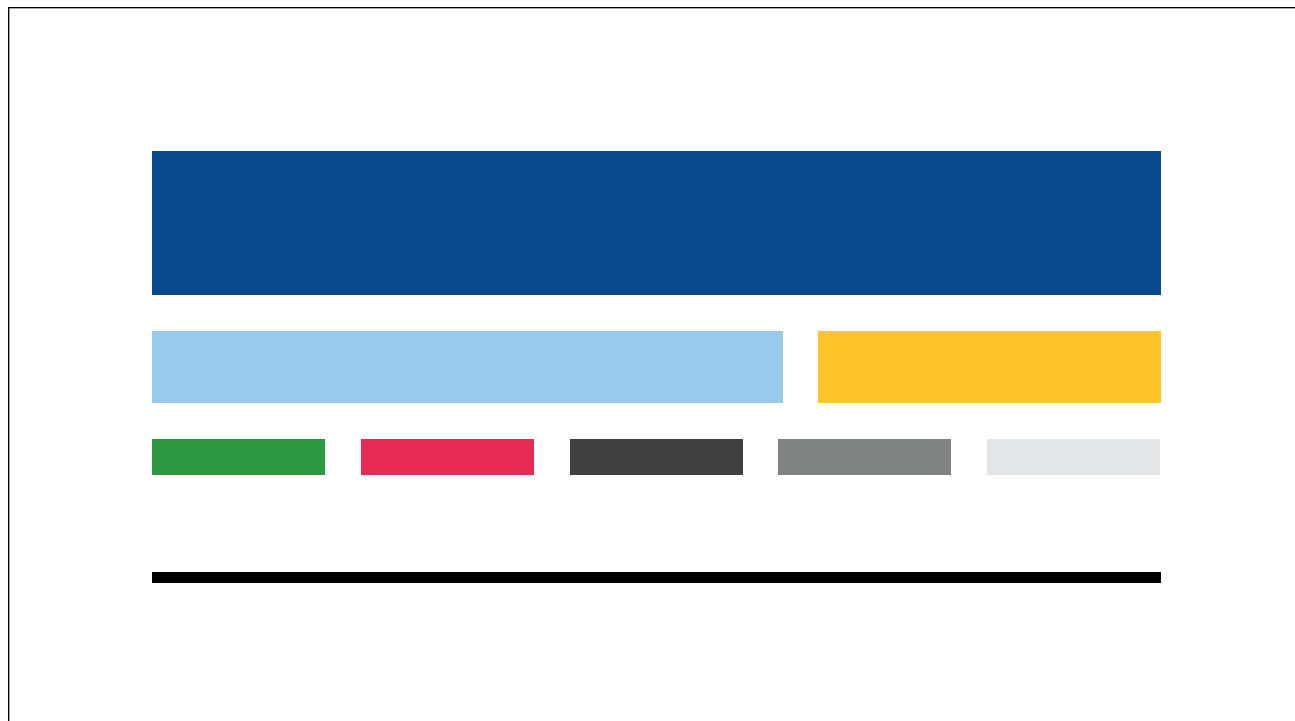
Green
Used primarily to illustrate benefits and benefits of Brink's products and services.

Dark Green
Used primarily to illustrate benefits and benefits of Brink's products and services.

Coral
Used to emphasize key messages in copy and on standalone illustrations and callouts.

Plum
Used to highlight key messages and points in text as well as buttons and callouts.

Orange
Used to emphasize key messages in copy and on standalone illustrations and callouts.

Burnt Orange
Used to highlight key messages and points in text as well as buttons and callouts.

Section 3

Typography

BRINKS

3.01 | 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.

3.02 | 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	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	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	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 ! @ # $ % & ?
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	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	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	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	**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	**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	**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	**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	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	**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 ! @ # $ % & ?**

3.03 | 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.

3.04 | 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 ! @ # $ % & ?

BRINKS

3.05 | 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.

3.06 | 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	*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	**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	***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 ! @ # $ % & ?***

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.

3.07 | 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.

3.08 | 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.

0.1875 in
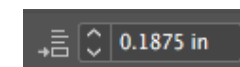
Justification
Left alignment is the preferred method of justifying text. It should also use a ragged edge with minimal or no hyphenation. While right alignment is acceptable in limited, purposeful instances, center alignment should only be used with Marketing approval.

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.

14 pt

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

3.09 | 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 volorepro 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 iaepere 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.

Eperum quas voluptatesed estem faccae ped mo quatqua spicab illorest ulparum qui odit, nis volendam exceror aut facest, cum conse volende mperchitibus estrum est, quias dem eossi acimporro el magnatur, cus quo illuptio. Xeri dolut eum faccupi enisitatum rempere moluptatem quasime ntotaer emquam event quas doluptis simus.

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

Section 4

Imagery

BRINKS

4.01 | Icon Library

Brink's uses a custom-designed set of icons for marketing materials, such as workflow diagrams, conceptual animations, presentation illustrations and more. The hallmarks of the icon design are its clean minimalism, consistent line weight and flat perspective.

These simple representations of real-life items are used for easy identification and relatability. The design elements used are scalable and usable in many different types of content.
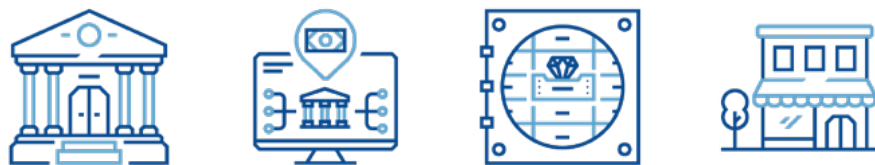
Icon Library
The complete library of icons is growing as needs arise. Icons are created and added to the library exclusively by Global Marketing. For questions, requests, or approval, contact Marketing.

Abstract Ideas

Business-Related

Complex Devices

4.02 | Icon Design Guidelines

Because the icon library can be used across multiple types of media and applications, certain guidelines should be followed to maintain brand consistency within each element and across the array of use cases.
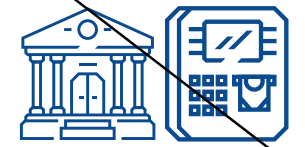
Singular Line Weight Within Each Icon
Each icon uses the exact same line weight for every line within the icon.

Consistent Weight Across Composition
When multiple icons are used together, all should have the same line weight.

Flat Perspective
Icons should not use 3D perspective. Icons can be layered but not angled isometrically or with foreshortening.

Color Use
Icons should consist of only one or two colors. Colors from the Primary and Secondary Color Palette may be used. No more than two colors should be used, with Primary Blue as the main, and consistent across all.

Imagery: Illustration

4.03 | Information Illustration Guidelines

The illustration guidelines below are intended for customer-facing materials.

Illustrations may be used when complex ideas require visual support, such as process diagrams and presentations. They are also used for visual enhancement when photography is not appropriate or cannot properly convey the concept.

The illustration style mimics the rest of the brand aesthetic — clean and simple. Illustrations should be given plenty of white space, and all elements should be large enough to be easily legible across various distribution methods.

Captions
In most cases, graphical elements of an illustration will be accompanied by a caption for clarity.
• Caption text should be as short as possible, centered, and set off a comfortable amount from the art
• Text styling should be Black (see Section 2.1)
• Text should match document typeface
• Captions can be positioned at any side of the artwork, as it makes sense, but caption placement should be consistent across a diagram and not overlap or interfere with other elements in the diagram (Corporate Communications audiences generally require larger fonts due to audience needs)
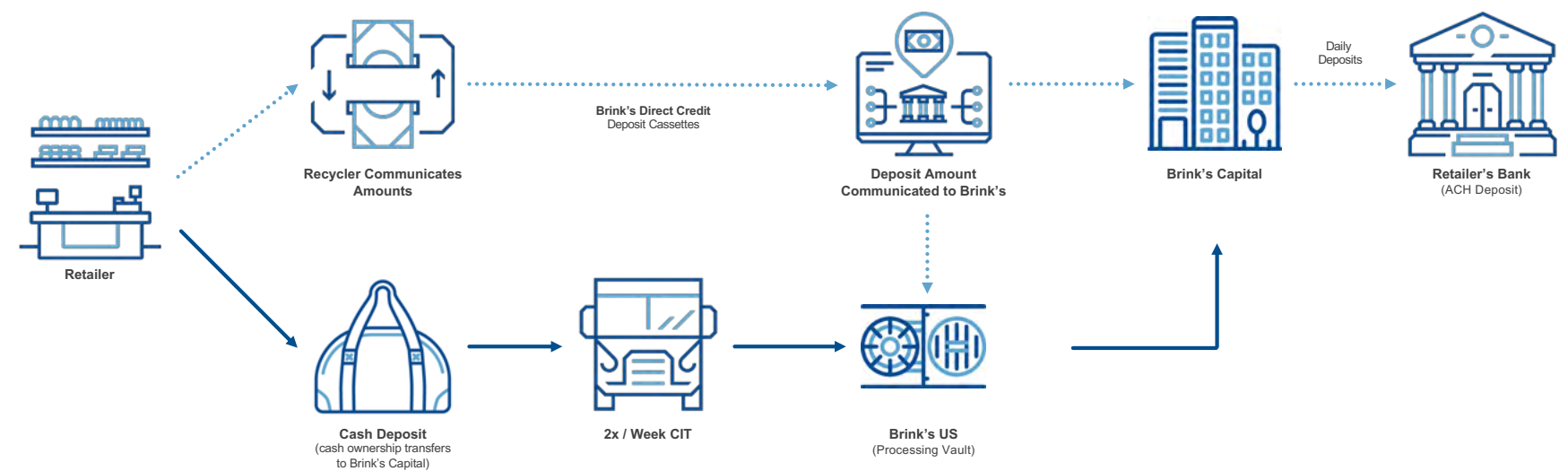
Lines and Connectors
Line styles should be consistent throughout a diagram for simplicity and clarity.
• Line weights should follow the line weight of other elements within the diagram
• Lines should be a contrasting color to differentiate. End caps should be the same color as the line itself
• Arrow paths should use right angles whenever possible
• Arrowheads should not touch or overlap icons but rather point to them
• Arrow line origins should touch the icon, but not overlap the edges
• Arrowheads should be appropriately proportioned isosceles triangles that match Adobe Illustrator's Arrow 7 style at 100% ◄── Arrow 7
• Indicator lines should begin with a butt cap and terminate with a small circle that matches Adobe Illustrator's Arrow 21 style at 100% ●── Arrow 21

4.04 | Acceptable Use

Data Flow
The following is an acceptable format of illustrating physical and digital cash flow for a Brink's customer.

Retailer

Recycler Communicates
Amounts

Brink's Direct Credit
Deposit Cassettes

Deposit Amount
Communicated to Brink's

Brink's Capital

Daily
Deposits

Retailer's Bank
(ACH Deposit)

Cash Deposit
(cash ownership transfers
to Brink's Capital)

2x / Week CIT

Brink's US
(Processing Vault)

4.05 | Photography

The use of photography should be done with extreme care and consideration and must be purposeful and meaningful, such as conveying a sense of place or a real-life experience. Photography should only be used when it relates specifically to the text at hand or provides color from an editorial perspective. It must add value.

Photography, especially stock photography, should never be used to "fill that blank spot" or "as a last resort." In fact, when in doubt, don't include photography, as arbitrary use dilutes the small amount of value it might add. More thoughtful design, including the use of meaningful illustration, often has more impact than photography.

General Image Guidelines
Photography should complement or follow the same ideals as the larger brand. Images should include characteristics like:
• Natural light and depth of field
• Clear space and sense of air
• When a model's face is used, best practice should be to use natural, or candid imagery - not overly staged
• Black and white photography should be simple, high-contrast, and follow the same composition principles as color
• When using images that aren't original, ensure all copyrights and releases are obtained and forwarded to Global Marketing

Good Characteristics for Images with Models
• Clean, well-lit, realistic, and diverse workplaces
• When using images of models with text overlayed, do not cover the model's face with text
• Focused on their work (not looking at camera)
• Any images with models must have consent from the models, employees, or subjects

Color Overlays
Any image with text should use a color overlay to increase contrast. Text over images should always be white. A solid black image overlay with opacity set to at least 50% will increase readability. Black gradient overlays are also acceptable when using text over an image. Solid color overlays from the primary color palette may be used with 100% opacity and the "Multiply" blending mode over a black and white base image.

Things to Avoid
• Metaphorical objects, caricatures and petty exaggerations (i.e., man in ski mask holding bag of money)
• Poor color and over-saturated tones
• Outdated clothing, technology, or environments and insincere or staged poses
• Claustrophobic environments and people cropped onto a white background
• Clichés and simplistic metaphors (i.e., puzzle pieces, handshakes, padlock sitting on top of stack of cash)

4.06 | Acceptable Use

4.07 | Unacceptable Use

WELCOME
WE ARE
OPEN
PLEASE COME IN

Cash in
Retail

$how me
the Money!
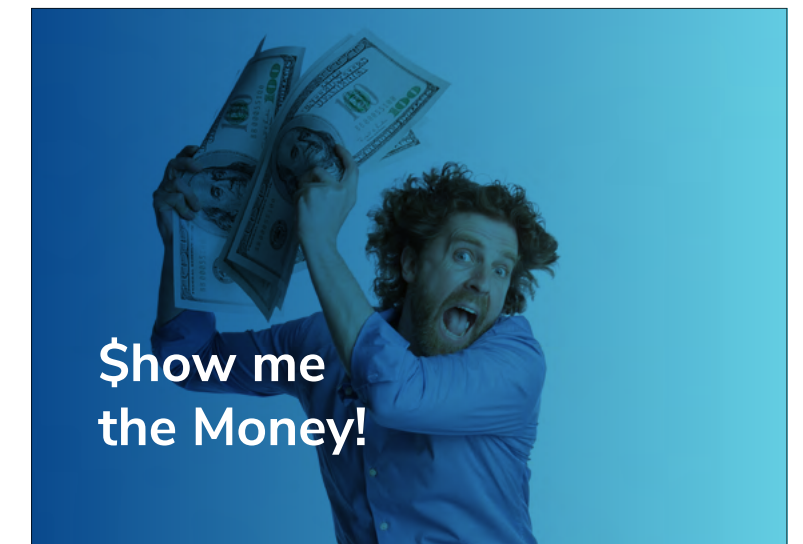
4.08 | Animation

The use of animation is encouraged, but it must translate messaging to Brink's products and services. It should add personality, be relatable, and add value.

It takes extra attention with animation to ensure a higher purpose. It should never be used to fill space. All animation must be created by or approved by Global Marketing.

General Animation Guidelines
Animation should complement or follow the same ideals as the larger brand. Animation should include characteristics like:
• Flat design
• Clean lines
• Utilize brand colors

Good Qualities for Character Animation
• Flat design
• Diverse characters
• Modern, relevant, professional, and clean appearances
• Normal, and relatable expressions - do not over-exaggerate character expressions
• Character animations should relate directly to the message being presented

When to Use Animation vs. Photography
• Animation should be used primarily in customer-facing marketing materials whenever appropriate
• Animation should be used in product marketing
• Do not mix animation and photography in proximity (ex: do not have a PowerPoint slide or sales slick with 50% still images and 50% animation)
• Photography should be used in more formal, presentation or detailed marketing materials

Things to Avoid
• Wireframes
• Poor color
• Outdated, over-corporate looks and over-exaggerated caricatures
• Giving inanimate objects lifelike attributes

4.09 | Acceptable Use

4.10 | Unacceptable Use

Imagery: Screenshots

BRINKS
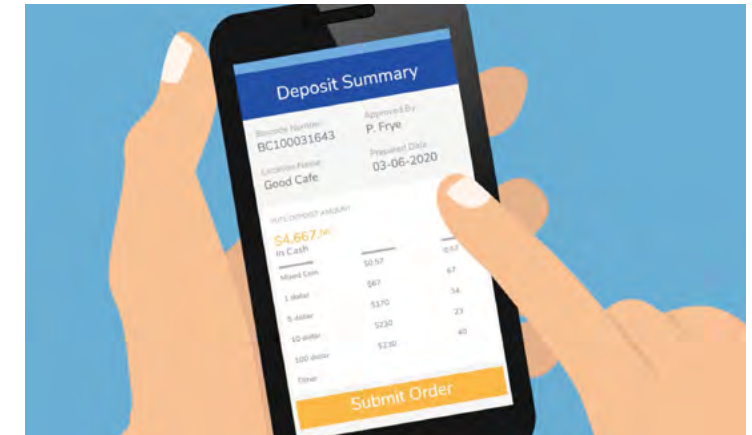
4.11 | Screenshots

Screenshots should always be cleanly placed in intended use scenarios and never as floating windows.
Screenshots are important visuals for showing product, web, and app functionality. They should be used to clearly illustrate how our products and services work, look and function in real-life scenarios.

Guidelines for Capturing Screenshots
• Ensure OS or Chrome browser is consistent throughout materials
• Hide or remove unnecessary toolbars or other UI elements not relevant to the product
• Capture the entire window area including borders
• Hide or remove tabs and identifying logos in toolbars
• NEVER use screenshots with real customer names or information
• Do not use other brand logos or any type of identifying information

Guidelines for Displaying Screenshots
• Keep them all proportionally the same size
• Place screenshots within images of devices that follow Brink's imaging guidelines. Screenshots may also be placed in isometric device mockups
• Images of devices alone should be mocked up in isometric design isolated on a transparent background
• Screenshots displayed on laptops should always be mocked up on aluminum shell products (examples of acceptable devices should be similar to the Apple MacBook Pro)
• Screenshots displayed on monitors should be placed on flatscreen displays with the thinnest bezel possible
• Screenshots displayed on mobile devices should always be mocked up on the latest generation product

What to Avoid in Displaying Screenshots
• Do not include the browser unless it adds meaningful context or is essential to what is being described - if including the browser, be consistent across all screenshots used
• Do not display screenshots as floating windows
• Do not show tabs or applications that are irrelevant to the message being communicated
• Do not show any other brand identifying marks, names, or logos

4.12 | Acceptable Use
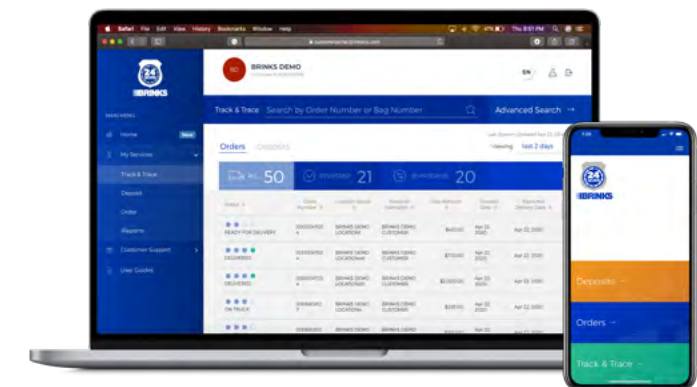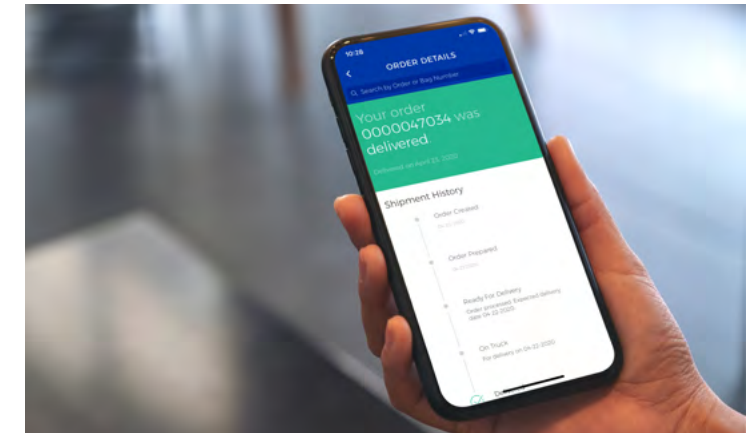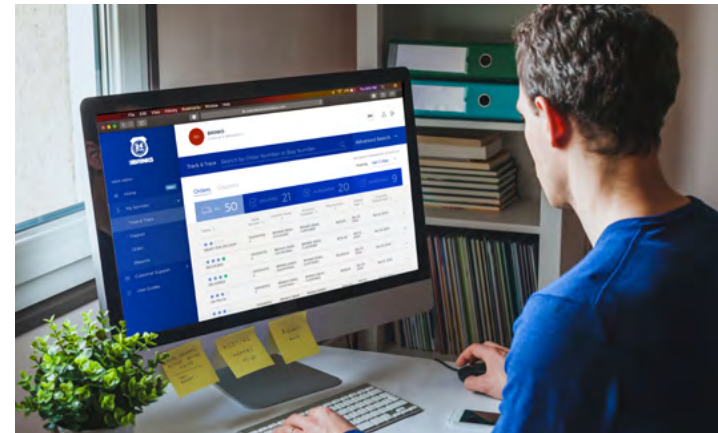
Section 5

Products & Software

IIIBRINKS

5.01 | Device Logo Branding

All Brink's products and software solutions fall under the Brink's brand and should use the primary Brink's logo by default
The Brink's brand should be the primary element - platform or product names are secondary.

Product Branding
Product names should not have unique brand icons or logos - these are not customizable pieces.

In situations where a brand mark is necessary, product logos should follow the rules outlined in section **1.14 | Lockups** - please reference this section for visual examples. All logo lockups created must be approved by Global Marketing prior to their intended use.

- Products and platforms should never have their own unique logo or independent branding unless otherwise approved by Global Marketing in advance
- The products and platforms do not receive a special typeface or type treatment, but they should adapt to the styling of the context
- Product names should never be visually connected to the logo, but rather as a separate design complement
- The Stuttering B padlock is used exclusively on Brink's devices and is not intended for use in any other situation

5.02 | App Iconography & Design

As stated in section 5.1, Logo Branding, neither the software, nor any of its apps should have a unique graphical logo mark. However, when referring to the platform apps for marketing purposes, the following marketing icons should always be used for consistency. The only exception to this rule is exclusively for 24SEVEN.

App and software design should follow the same brand guidelines and mirror the design language of the Brink's global website design.
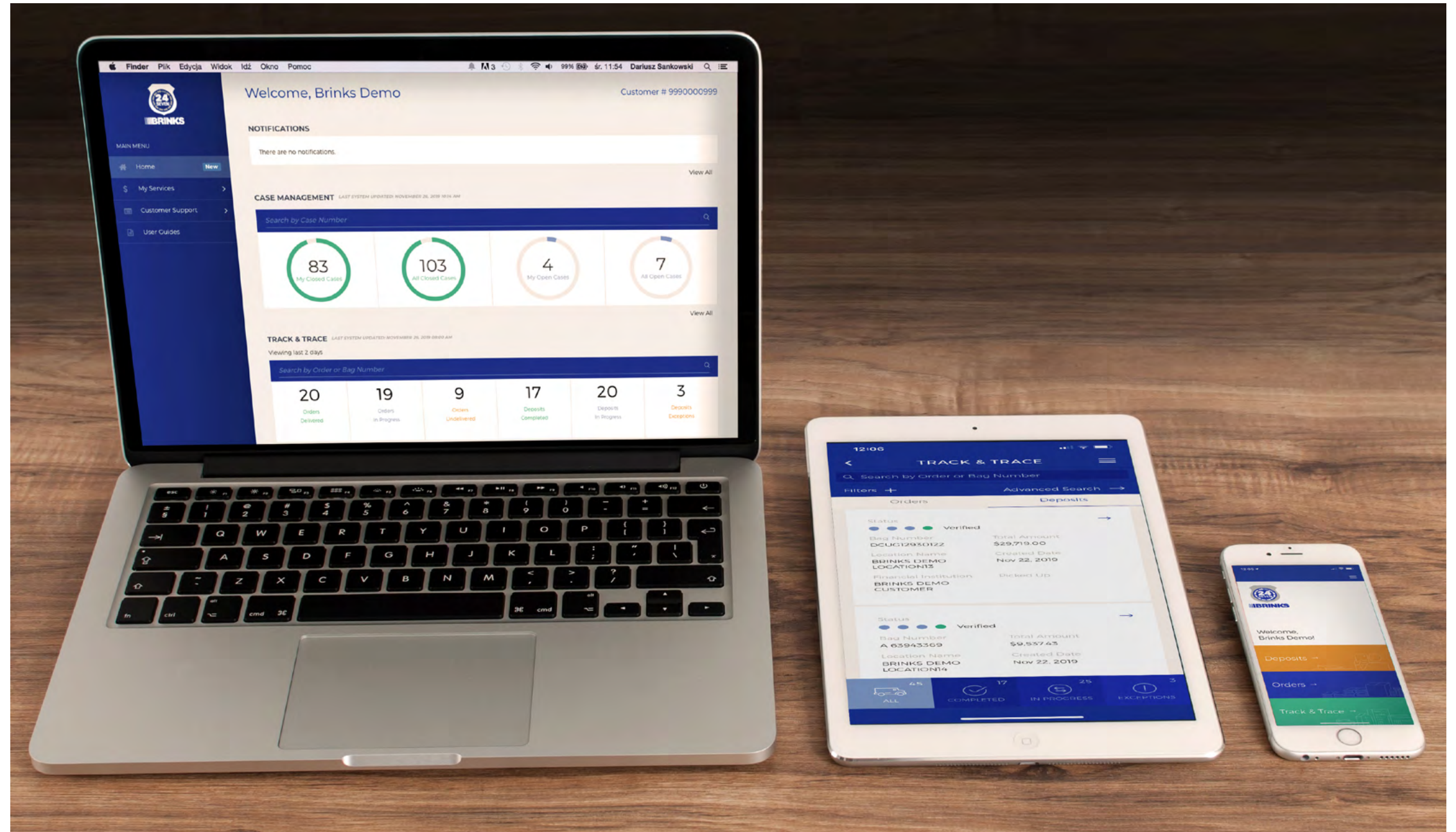
Section 6

Global Truck Branding

IIIBRINKS

6.01 | Primary Truck Design

There are two color schemes that serve as the baseline for the appearance of Brink's trucks. The main truck design sees the vehicle body wrapped in Brink's Light Gray. The bumpers and molding are a navy blue, representing a foundation built on trust and stability from the Brink's brand. This is a modern, premium aesthetic.

Logos are featured prominently without being too dominant, leaving white space and areas for regulatory information when needed.

Existing trucks and vehicles currently in use that do not align with these guidelines may continue to operate in their current condition. Please consult with Executive leadership prior to modifying existing vehicles. New vehicles purchases, or vehicles going through pre-planned exterior updates, should follow the guidelines outlined as closely as possible.

Colors
Colors used on Brink's trucks should follow the Primary Color Palette, or as close to it as possible. When using local painters for trucks, vendors must confirm color codes before production.

Some local painters will require RAL color codes. Please use the closest color to our light gray: RAL7035

Logo Sizing & Placement
Sides: 20% of vehicle length
Door: 33% of door width
Front: 20% of vehicle width
Rear: 75% of split door width

Driver & Passenger Shield Logo + Tag
Shield Logo: 50% of height between window & side panel trim - centered.
"Security Since 1859" Tag: 11% of height of Shield logo - stacked beneath Shield logo.
Font: "Security Since" - Nunito Sans Regular (all caps) & "1859" - Nunito Sans Black

6.02 | Alternate Truck Design

The alternate truck design takes on a monochromatic color palette. The vehicle body is wrapped entirely in Brink's Light Gray. Logos are featured prominently without being too dominant, leaving white space and areas for regulatory information.

Colors
Colors rules for the alternate truck design should follow those laid out on the primary truck design. Some local painters will require RAL color codes. Please use the closest color to our light gray: RAL7035

6.03 | Options

The following are options available to fleet vehicles at an additional cost.

Roof Color
A contrasting white roof for added vehicle number visibility and cooler vehicle temperatures in hotter climates.

Rear Door Taglines
Choice of approved taglines to emphasize Brink's strengths and focus or optional, 'How's My Driving?' decal.

Rear Door Taglines
Shield logo on door.

For additional information and approval on variations in truck design, contact Marketing.

Section 7

Messaging & Writing

7.01 | Brand Voice

Confident, but approachable.

We have been in the cash management business for 160+ years, so we have a reputable perspective. We want to share our position in a meaningful and approachable way.

- Take a position and defend it with solid facts and substantiated info.
- Give clients a reason to believe us and use us as a trusted source
- Don't be defensive

Innovative, but real.

We're introducing real solutions that address real problems using technology to improve the customer experience.

- Show clients that we can develop solutions that work today and tomorrow
- Deliver proof points through data
- Don't brag - be humble

Trusted, but forward-thinking.

We've gained the trust of every client we've served with our experience, longevity, and professionalism.

- Give clients a reason to trust us
- Use our experience and longevity as reasons
- Don't jump to the extreme at the risk of jeopardizing creditability

Simple, but comprehensive.

We deliver solutions that get the full job done, but in a way that is easy to use and adopt.

- Share complete information that is easily understood by different audiences
- Be colloquial and conversational
- Don't overcomplicate things
- Don't oversimplify things and risk the essence of the message getting overlooked

Our voice is CONFIDENT.

Be relatable.	Don't be vague, unfriendly.
Be conversational.	Don't be pompous.
Be responsive.	Don't be silent.
Be bold.	Don't be arrogant.

Our voice is INNOVATIVE.

Be confident and authoritative.	Don't be uncertain, patronizing.
Be Contemporary.	Don't be outdated.

Our voice is TRUSTED.

Be efficient.	Don't be inattentive.
Be accountable.	Don't be unreliable.
Be a leader.	Don't be a follower.

Our voice is SIMPLE.

Be concise.	Don't be long-winded.
Be direct.	Don't be convoluted.
Be transparent.	Don't be unclear.

7.02 | Tone

We use tone to try to evoke emotions from our audiences. While our brand voice remains consistent, our tone will vary depending on the purpose of the message, the audience, the type of communication, and the channel.

Adjusting the Tone
There are times when it is appropriate to adjust our tone for an audience. To determine the appropriate tone that complements our voice, consider these questions:
- Who is the audience and what is their primary role
- What is the audience's situation and mindset
- What problem(s) is the audience looking to solve
- How is this content going to affect the audience
- How can you maintain or improve the audience's state of mind

Examples
These are examples of how you would adjust the writing tone for different mediums and audiences.

Website
- The best recipe for effective cash management is leaving it to Brink's
- When every second counts, accept no substitutions

Social Media
- In a recent interview with @Bloomberg, our CEO Doug Pertz offered insight into the continued importance of cash despite changes set forth by the pandemic
- We're excited to announce that Brink's will acquire the majority of the cash operations of G4S. This transaction will continue to advance our strategic growth, and greatly expanding our global footprint. Read more about the acquisition and what it means for our business

Service Updates
- We are now taking steps to prepare for potential disruptions caused by Hurricane Delta. Visit our website to learn more about steps that you can take to minimize impact to your location, as this storm may potentially impact travel and infrastructure within one or more markets on the Gulf Coast

7.03 | Writing Style

Writing style refers to the application of language that aligns to our brand personality, tone, and voice.

We don't talk at our customers; we talk with them. All writing should be written in a conversational, personal, and friendly tone. All content should embrace a human personality.
- Talk like people
- Have empathy
- Embrace shortcomings and don't be defensive
- Tell stories from the perspective of our customer
- Listen to our customers - hear and engage with them

7.04 | AP Style

For all other questions on writing style not covered within this guide, we follow the most current version of The Associated Press writing style guides.

BRINKS

7.05 | Writing Examples

Periods, Em Dashes, Serial Commas
Use a single space after a period. Use a space before and after an em dash. Writing should incorporate the Oxford (serial) comma.

Number
Spell out numbers one through nine but use numerals for numbers 10 and greater. Also, spell out numbers when they begin a sentence. Numbers over 3 digits receive a comma (for example: 135,000; 1,275). Continue placing a comma after every third digit.

Sources
Linking to sources should happen within the article itself as a hyperlink, not at the end of the blog. For example: "Cash continues to be one of the most-used payment instruments, representing 26% of all transactions and 49% of transactions under $10, according to a 2019 paper published by the Federal Reserve Bank of San Francisco." Links should be to the primary source only.

Perspective
Articles written by a named executive should be written in first person. Articles published under "Brink's" should be written in second person.

Jargon
Avoid use of internal Brink's terminology and focus on industry understood terms. In certain instances, it is acceptable to use abbreviations or acronyms after first spelling out the shortened word. For example, User Experience (UX).

Voice
Use active voice and avoid using passive voice. In active voice, the subject performs the action specified by the verb. Here is an example.
- Active Voice: Brink's is the global leader in total cash management
- Passive Voice: The global leader in total cash management is Brink's

Contractions
These are great to use for conversational tone when used appropriately. Limit contractions in formal writing such as business letters, white papers, and service updates. Contractions can make the piece flow better while providing the writer flexibility.

Sentence Case
Used as a default, this rule applies to headlines and subheads in blogs, PowerPoint presentations and creative design assets.

Product Registration & Trademarks
Brink's is a registered trademark and needs to be marked as such in documentation to protect our intellectual property. The ® mark should be used on the first reference only. This rule applies to all Brink's products.

The Brink's Company vs. Brink's
Brink's should be used in all communications. Exceptions include news releases, legal documents, and financial statements. In those instances, The Brink's Company should be used unless otherwise noted by Legal.

Acronyms
Acronyms have the potential to cause confusion. Before using an acronym in copy, spell out the word that is being shortened on the first reference then follow with the acronym in parenthesis. Avoid acronyms in headlines or in signage

Bullet Points
- Capitalize the first letter of the sentence or phrase
- Points should be short phrases, and should not exceed one sentence
- Bullet points should not end with a period - possible exceptions include documents where multiple sentences are included within a bullet point (if this occurs, periods should be used after each bullet point within the entire document

Titles
Lowercase a person's title if it comes after a person's name. Separate the person's name, title, and the name of their organization with commas. Uppercase a person's title if it proceeds their name. Uppercase the department name, including in bios.

Names
In first reference, use a person's first and last name. On references, thereafter, use their last name.

Alt Tags
Describe the image as specifically as possible. Keep it short and use product / content keywords. Do not stuff images with unnecessary keywords. Don't include, "image-of," or, "picture-of," in alt tags.

Copyright Usage
The copyright protected materials format should read: © 2021 Brink's. Proprietary and confidential. All rights reserved.

Section 8

Customer-Facing Presentations & Documents

This section is intended for customer-facing materials.

## 8.01 | Customer-Facing External Presentation PowerPoint Template

Template Features

All presentations for customers should be built and delivered using the Brink's customer-facing PowerPoint template. The template prescribes acceptable slide layouts, including the following:

• Logo Slide
• Title Slide
• Section Header
• Title and Content
• Title, Subtitle and Content
• Title and Subtitle
• Two Content
• Comparison
• Long Copy Illustration
• Splash/Quote

The template includes sample slides of several layouts. Starting from the template will include the corporate color palette in PowerPoint's color picker by default and will default slide layouts to the proper font and sizes. Presentations should not deviate from the default template styles without consent from Global Marketing.

Use the Corporate PowerPoint template for corporate audiences such as employees, investors, the Board of Directors, lawmakers, and regulators. **Templates are available and accessible in the Brink's Global Resource Library.**
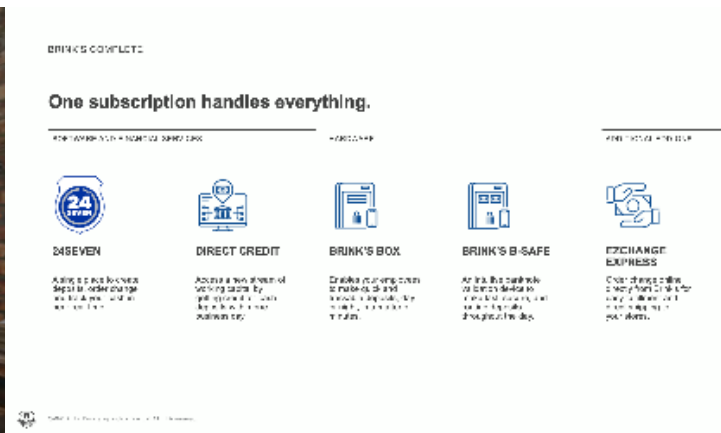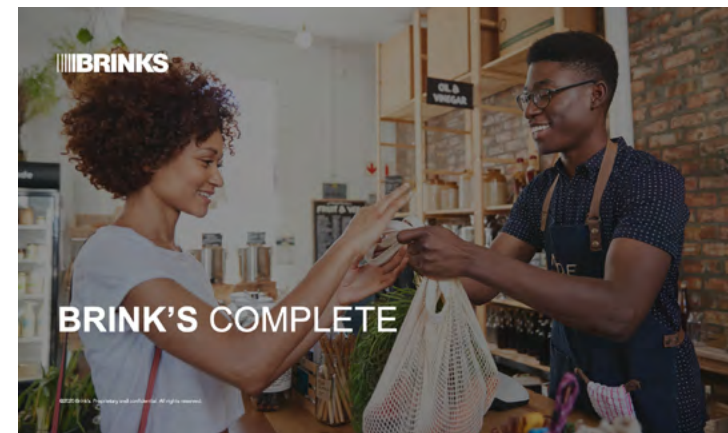
8.02 | Design & Layout

Typography

Because of the technical limitations of sharing and displaying PowerPoint files, presentations should only use the Arial typeface family. Slide titles should be title case unless they are phrased as a question. Then they should be sentence case.

Imagery

All photography and illustrations must follow the brand imagery guidelines. The following guidelines are particularly applicable to presentation design:

• No clip-art style metaphors or illustrations
• Icons must follow the icon library look and feel
• No photos taken from the Internet that we do not own

Content

The cleanness and simplicity that are the hallmarks of the visual brand should also come across in the presentation content. These are some important guidelines for presentation content:

• Each slide should have a single, simple message
• Slide content should complement the verbal message and not distract from the presenter
• Slide copy should be minimal and meaningful, while limiting use of bulleted lists
• Animations and transitions should be simple and tasteful, not cartoony
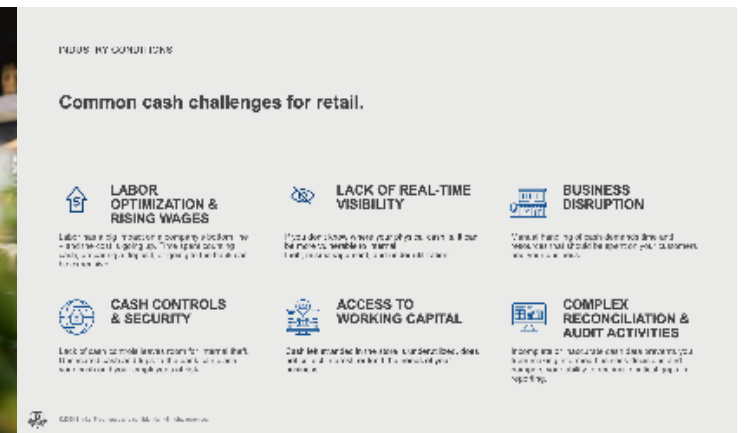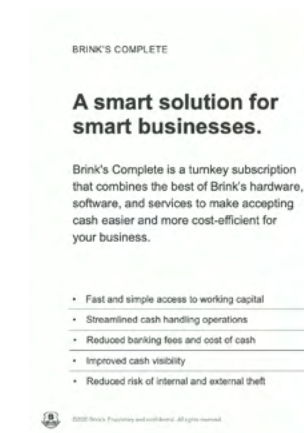
8.03 | One-Pagers

Template Features

All one-pagers should be built and delivered using the Brink's Corporate One-Pager Template. The template illustrates acceptable layouts for copy, information, tables, and images.

A one-pager boils down information into one well-organized document. It distills a lot of information in an easy-to-understand format that can be sent, downloaded or shared without much context.

Templates are available in the Brink's Global Resource Library.

Imagery & Content

All photography and illustrations must follow the brand imagery guidelines. Content should be clear, concise and to the point. Any information deemed non-essential should live in another document or space.

Color Usage

Color use on one-pagers should follow the color hierarchy outlined in **Section 2.02 - 2.07**.

Headers

Headers should be a lead-in to the content that follows it. They should briefly summarize what the reader will read next,
without becoming too long or descriptive.

- Headers that are read like a sentence should follow Sentence Case formatting and include the use of a "period" at the end of the text
- Short statements that don't read like sentences do not need a "period" at the end of the text
- Be consistent in how header-types are structured—don't mix sentence vs non-sentence structures

H1 Header

This header type should only be used to title the content. It should not be used elsewhere in the document. Titles should be brief, but descriptive.

- If the content is specific to a solution, the solution name should always be the H1 Header
- If the content is topical, the H1 Header can be used as a headline

Font and Sizing

- Arial Bold, 40 pt. The header should never exceed two rows of text—reduce text size if two rows are exceeded
- Color: White # ffffff

H2 Header

This header type should be used to for an eye-catching statement or question. Question-style sentences are okay if trying to lead the reader to the uncovering of a solution throughout the remainder of the content.

- Does not need to immediately below the H1 Header—position can vary depending on the messaging layout

Font and Sizing

- Arial Bold, 22 pt. The header should never exceed two rows of text
- Color: Dark Grey # 404040

H3 Header

This header type should be used to make an additional statement that is more subtle than previous header types.

Font and Sizing

- Arial Regular, 14 pt. The header should never exceed one row of text
- Color: Dark Grey # 404040

H4 Header

This header type is used as a short description, highlight an action, or provide a product name. It should generally be followed by bullets or short forms of text.

Font and Sizing

- Arial Bold, 14-16 pt. The header should never exceed two rows of text with one row preferable
- Color: Dark Grey # 404040

H5 Header

This header type is only used to list a product name in conjunction with a [bubble-description] and always sits directly above an H4 Header.

Font and Sizing

- Arial Regular, 8-10 pt. The header should never exceed two rows of text with one row preferable
- Color: Dark Grey # 404040

8.03 | One-Pagers (cont.)

Bubble Descriptions

These are areas of the document that utilize a certain layout to align icons, headers, and copy in an organized way. These can be used to describe product solution components OR certain key points that are being made in the document.

Layout

- If there are more than one bubble-description, each group should be equally spaced next to and above an adjacent group
- No more than three bubble-descriptions going across the page

Icons

Only approved icons are allowed to be used. If a specific icon is not available on the Brand Library, contact Global Marketing for assistance.

- Must use matching colors (i.e., one color or two colors consistently)
- Positioned directly in the center of the circular graphic with equal spacing from the edge of the icon to the edge of the circle
- Do not enlarge the icon to a point in which it touches the sides of the circle

Icon Housing

Icons should be layered on top of a circular shape, so that it stands out amongst surrounding white space.

Sizing and Positioning

- Circle should be no less than 1/3rd of the width below text boxes. The left-middle edge of the circle should align with the left edge of the text boxes below. Only use a proportionally circular shape. Other shapes are not allowed
- Color: Light Grey # f1f1f2

Text Boxes

Sizing and Positioning

- The width of the text box must be the same as all others within the bubble-descriptions
- All text boxes must be equal width to all other bubble-descriptions

Voice

When creating copy, referring to the retailer in the second person ("you") is preferred. Third person ("Brink's) should be used when talking about us unless the purpose of the content is to state an opinion or be less formal. In which case, first person ("we", "us", "our") are acceptable. Voice must be consistently used across the content.

When describing situations or problems common in retail, it is often best to refer to "retailers" to avoid sounding accusatory or implying the reader has done wrong. Avoid addressing retailers as though they are consumers, but instead assume that they are seasoned professionals who might be unfamiliar with some currency management issues.

Font and Sizing

- Arial Regular, 8-12 pt.

Bullet Points

- Unicode: F06C

Color

- Dark Grey # 404040
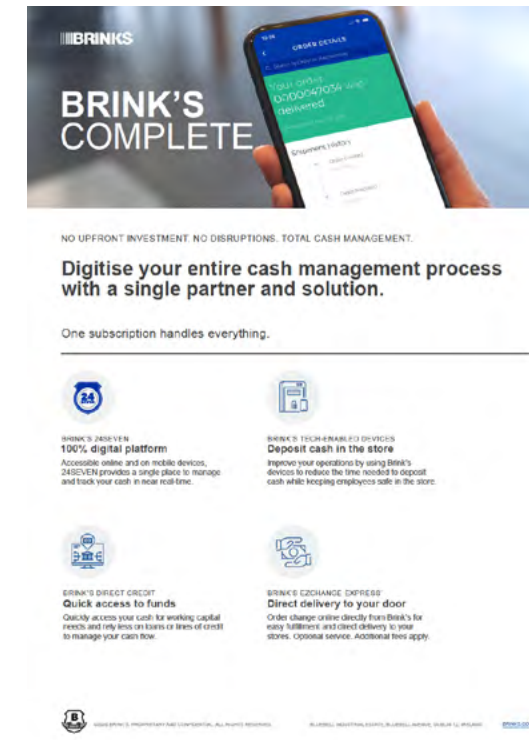
8.04 | Business Cards

Business card design must follow the same style and formatting outlined in the brand guide. **Templates are available and accessible in the Brink's Global Resource Library.**

Paper Specifications
- Business cards should be printed on 110#
- Paper color should be bright white, or its white equivalent
- There should be a 1/8" bleed area around the edges of the card
- Logo and type should be embossed

Colors
- Primary Blue (PMS 286)
- White

Logo
- Front - Stuttering-B logo size: .3" / .75cm (height)
- Back - Stuttering-B logo size: .37" / .93cm (height)
- Logos should retail original proportions

Font
- Arial should be used for all text
- Employee name: Arial Bold 11pt
- Job, Title, Email, Phone: Arial Regular 8pt
- Website: Arial Bold 8pt
- All other text: Arial Regular 7pt
- Text on white: Text Gray (#4040404)
- Text on primary blue: White

Standard Business Card Example (Front / Back)
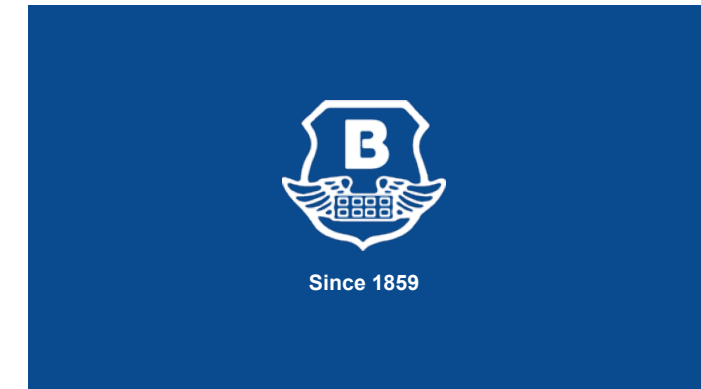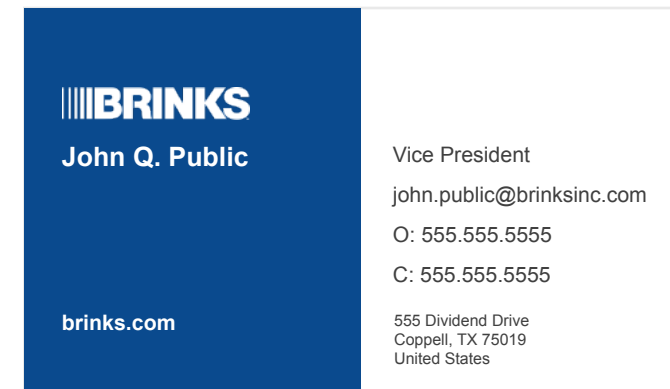
Executive Business Card Example (Front / Back)
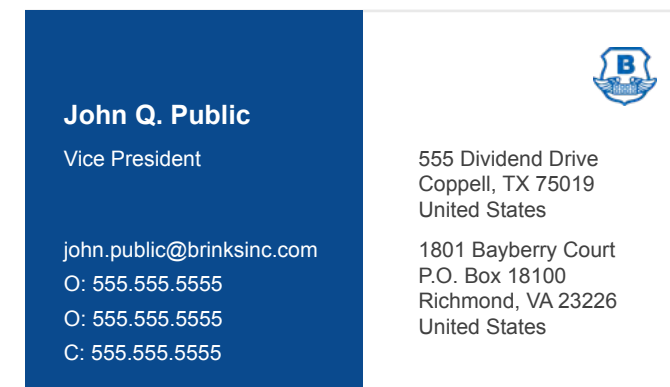
8.05 | Infographics

Infographic design must follow the same style and formatting guidelines as other collateral. **Templates are available and accessible in the Brink's Global Resource Library.**

Typography
Infographics are custom graphics that won't be editable. They should use the Nunito Sans typeface family. Arial is also an acceptable secondary typeface.

Imagery & Content
All photography and illustrations must follow the brand imagery guidelines. As always, cleanness and simplicity that are the hallmarks of the visual brand should also come across in the presentation content. Infographics must communicate a lot of information in a small amount of space. Be concise, be clear and have information displayed in engaging formats.

Logo Placement
The information in the infographic is the primary message. The Brink's logo should be used minimally and placed in the footer.

BRINKS

Contacts

If you have questions regarding this guide, or need access to any specific brand asset, please contact Global Marketing.

BRINKS

Consistency drives quality and protects our brand.

The Brink's brand is a valuable asset. We designed this style guide to protect our brand and to communicate about it consistently. We will evolve this guide over time as our communications needs change.

Please comply with the guidelines when developing future communications. **If you have questions regarding this guide, please contact Global Marketing**.