

brandstyler*

Jesse Straat

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Abstract

brandstyler automatically adapts the style of a \LaTeX document to that of a specific organisation. It is also compatible with **beamer**, able to change the style of many beamerthemes. It currently supports the adaption of fonts and colours.

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1 Documentation

This is the documentation to **brandstyler**; a package that automatically adapts the branding/style of organisations to your \LaTeX document. This is done mainly by loading the organisation's fonts and defining some colours.

In the case of **beamer** presentations (and posters), **brandstyler** also automatically implements the organisation's colours into the presentation. The colours change best with the **whale** colortheme or similar.

1.1 Usage

To use this package, use `\usepackage{brandstyler}`. Then, load your organisation's style using `\brandstyle{ORGANISATION}`. Make sure to do this after loading other style packages, such as a beamertheme, to make sure nothing is overwritten.

*Version v1.0, last revised 2026/06/24.

An example of implementation in an article is given below.

```
\documentclass{article}
\usepackage{brandstyler}
\brandstyle{vuamst}

\begin{document}
  Lorem Ipsum.
\end{document}
```

We also provide an implementation in beamer.



























```
\documentclass{beamer}
\usetheme{Frankfurt}
\usepackage{brandstyler}
\brandstyle{vuamst}

\begin{document}
\begin{frame}{Foo Theory}
  \begin{theorem}{Baz Theorem}
    Lorem Ipsum.
  \end{theorem}
\end{frame}
\end{document}
```

As part of importing the style, some fonts are imported. If the correct font is not found on your computer, **brandstyler** will throw a warning informing you of that fact.

1.2 List of brandstyler files

The following brand styles are automatically part of this package. Each font is typeset in their font type (i.e., roman, sans serif and typewriter). Furthermore, the font that is the default is boldened.

brandstyle	Organisation	Fonts	Colour scheme
ru-nl	Radboud University	Open Sans	 RUred-impact  RUpoppy  RULady-bug  RUBerry  RUMaroon  RUMahogany  RUgray  RUorange  RUblue  RUpetrol  RUGreen  RUyellow
uu-nl	Utrecht University	Merriweather Open Sans	 UUyellow  UUred
vuumst	Vrije Universiteit Amsterdam	Roboto	 VUblue_primary  VUblue_secondary  VUblue_tertiary  VUorange_primary  VUorange_secondary  VUorange_tertiary  VUGreen_primary  VUGreen_secondary  VUGreen_tertiary  VUpurple_primary  VUpurple_secondary  VUpurple_tertiary

1.3 Example of an brandstyler file

Below is an example of a file that can be used with brandstyler. All brandstyler files should follow the naming scheme of `brandstyler-NAME.sty`. As an example, we will implement the brand guide of the [United Kingdom government](#). We will name the file `brandstyler-ukgov.sty`. It can be used by running the macro `\brandstyle{ukgov}` in your \LaTeX file. An example of this style can be found in [Figure 1](#).

```

1. \definecolor{UKprimary-blue}{RGB}{029,112,184}
2. \definecolor{UKaccent-teal}{RGB}{000,255,224}
3. \definecolor{UKprimary-green}{RGB}{017,125,090}
4. \definecolor{UKprimary-red}{RGB}{202,053,053}
5. \definecolor{UKprimary-yellow}{RGB}{255,221,000}
6. \def\brandstyler@tfsansfont{GDS Transport}
7. \def\brandstyler@pdfont{\renewcommand\sfdefault{phv}}
8. \renewcommand{\familydefault}{\sfdefault}

```

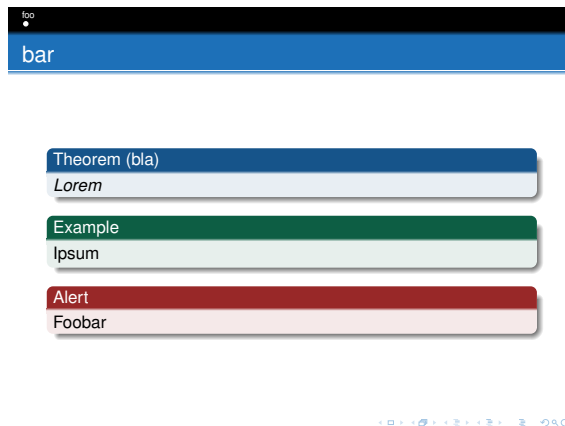


Figure 1: An example of a beamer slide using the Frankfurt beamer theme, brandstyler and the ukgov style as outlined in [subsection 1.3](#). pdfL^AT_EX was used for compilation (and hence the actual font is phv).

```

9. \@ifclassloaded{beamer}{%
10.   \mode<presentation>
11.   \setbeamercolor{structure}{fg=UKprimary-blue}
12.   \setbeamercolor{alerted text}{fg=UKprimary-red}
13.   \setbeamercolor{example text}{fg=UKprimary-green}
13.   \mode
14.   <all>
14. }{}

```

We will now go through this code line by line.

In lines 1–5, we define all relevant colours for the style. Give them a recognisable name, so they can easily be used by the end user. Make sure not to use actual names of colours, like “blue” or “maroon”, since they may interfere with those defined by L^AT_EX itself. It’s best to prepend each colour with a (capitalised) abbreviation of the organisation, and not use capital letters for the colour itself. Note that not all colours may be actually used by brandstyler; defining them here is nonetheless useful for users.

We define the fonts in lines 6–8. The UK government only specifies a sans serif font, GDS Transport. We save the font to a variable using \brandstyler@tfsansfont. A serif/Roman font can be defined in the same way using \brandstyler@tfmainfont, and a typewriter font can be defined using \brandstyler@tfmonofont.

For pdfL^AT_EX users, just selecting a font won’t work, since pdfL^AT_EX doesn’t support ordinary font formats such as otf and ttf. Therefore, we will have to use a pdfL^AT_EX-compatible font, instead. We save the code used to load all fonts into a single variable, \brandstyler@pdffont in line 7.

Of course, pdfL^AT_EX doesn’t support GDS Transport, at all. As an alternative, the UK government mentions using Neue Helvetica. Although pdfL^AT_EX doesn’t support this, either, it does support Helvetica, under the name phv.

If we were to use a font for which we need an external package, we should instead use \usepackage{PACKAGE} to load the fonts. If we also want to load a

serif or typewriter font, we should put them all in the single variable.

Since the UK government brand guide specifies only a sans serif font should be used, we should also tell L^AT_EX to use it instead of the main serif font, in line 8.

Finally, in lines 9–16, we define the behaviour of our style in Beamer. Theoretically, one may put any Beamer style commands in here, but we recommend to only change some colours around. The most important colour to change is the **structure** colour, which will, depending on you **beamer** theme, determine almost all colours on your presentation. Set this to whatever colour is considered primary by your organisation. If your organisation has an official reddish colour and greenish colour, feel free to also change the colours of **alerted** and **example** text, which usually also changes the corresponding boxes.

1.4 beamer compatibility

brandstyler is compatible with many beamerthemes, but not all. To work, it is essential the theme is built on the **structure** colour. This is true of most themes featuring the classical “beamer blue” colour scheme. Examples of such beamerthemes are Frankfurt, Berlin, and others. However, some beamerthemes manually set the colour of each element, such as CambridgeUS, which causes an incompatibility.

1.5 Contributing

Contributions of custom brand styles are highly encouraged. Please create a pull request on our GitHub repository at <https://github.com/JesseStraat/brandstyler>. Make sure to follow the following guidelines:

1. Brand style files should follow the same structure as the ones supplied in this package.
2. The file should be implemented and documented in **brandstyler.dtx**. Don’t forget to update the list of files in **subsection 1.2**.
3. Come up with a sensible, unique identifier. For example, Utrecht University was named **uu-nl** instead of **uu** to discern it from Uppsala Universitet (which should be named **uu-se**). For country abbreviations, make sure to follow **ISO 3166-1 alpha-2** standards.
4. If possible, use freely available or open source fonts.
5. Never include logos; they are protected by copyright, and hence cannot be part of this open source project.
6. Supply a source where the style guide is defined. It’s alright (but not preferable) if the style guide is inaccessible for people outside the organisation. However, in such cases, the source should be a public “lander” which forwards to the guide, so one can check it’s a genuine style guide.

If you don’t have the technical knowledge to make a brand style, feel free to open an issue on GitHub requesting one. Please include a link to an official style guide.

2 Source code

This section contains the source code of the library. It contains some explaining descriptions, allowing for *literate programming*. This is where the documentation for “regular people” ends.

```
1 (*brandstyler)
2 \ProvidesPackage{brandstyler}[2026/06/24 v1.0 Brand style implementer]
3 \RequirePackage{iftex}
4 \RequirePackage{xcolor}
```

`\brandstyle` Loads brand styles.

```
5 \newcommand{\brandstyle}[1]{%
6   \IfFileExists{brandstyler-#1.sty}{%
```

The brand style file exists; we will import its parameters.

```
7     \usepackage{brandstyler-#1}%
```

We implement the parameters in several commands.

```
8     \brandstyler@font
9   }{%
10    % File not found
11    \PackageError{brandstyler}%
12    {The brand style '#1'
13    was not found.}%
14    {Check for typos or create your
15    own brand style.}%
16  }
17 }
```

`\brandstyler@font` The included fonts are imported. We automatically check whether the engine used is pdfL^AT_EX. If this is the case, we use a corresponding font. If not, we assume the compiler is fontspec-compatible.

```
18 \newcommand{\brandstyler@font}{%
19   \ifpdfTeX
20     \brandstyler@load@pdfFont
21   \else
22     % Assume fontspec: use typefont
23     \RequirePackage{fontspec}
24     \brandstyler@load@tffont
25   \fi
26 }
```

`\brandstyler@load@pdfFont` We import a pdfL^AT_EX-compatible font. Since the possible input of such fonts is highly variable, we just assume the input is a piece of code which loads the fonts.

```
27 \newcommand{\brandstyler@load@pdfFont}{%
28   \ifcsname brandstyler@pdfFont\endcsname
29     \brandstyler@pdfFont
30   \fi
31 }
```

`\brandstyler@load@tffont` The engine is compatible with fontspec, likely either LuaL^AT_EX or XeL^AT_EX. The fonts are just typefont files (either .otf or .ttf), and can thus be loaded straightforwardly.

```

32 \newcommand{\brandstyler@load@tffont}{%
33   \ifcsname brandstyler@tfmainfont\endcsname
34     \brandstyler@existsload@tffont{\brandstyler@tfmainfont}{main}
35   \fi
36   \ifcsname brandstyler@tfsansfont\endcsname
37     \brandstyler@existsload@tffont{\brandstyler@tfsansfont}{sans}
38   \fi
39   \ifcsname brandstyler@tfmonofont\endcsname
40     \brandstyler@existsload@tffont{\brandstyler@tfmonofont}{mono}
41   \fi
42 }

```

`\brandstyler@existsload@tffont` This macro checks whether a typefont exists or not. If It does, the font is loaded. The first argument should be the name of the font, e.g., *Helvetica*. The second argument should be the type of font, i.e., *main* for serif/Roman, *sans* for sans serif, or *mono* for typewriter fonts.

```

43 \newcommand{\brandstyler@existsload@tffont}[2]{%
44   \IfFontExistsTF{#1}
45     {\csname set#2font\endcsname{#1}}
46     {
47       \PackageWarning{brandstyler}{Font #1 not found.
48       Your organisation recommends its usage.
49       Please install it from the internet, you organisation
50       or your LaTeX distribution.}
51     }
52 }
53 
```

`/brandstyler`

From this point onwards, we will consider the implementation of the brand style files of various organisations. Wherever possible, we only use freely available fonts, in order to accomodate users (usually students) who don't have access to those fonts.

2.1 ru-nl: Radboud University

Source.

```

54 \langle *ru-nl\rangle
55 \definecolor{RUred-impact}{RGB}{227,000,011}
56 \definecolor{RUpoppy}{RGB}{255,066,075}
57 \definecolor{RULady-bug}{RGB}{190,049,026}
58 \definecolor{RUBerry}{RGB}{143,032,017}
59 \definecolor{RUMaroon}{RGB}{115,014,004}
60 \definecolor{RUmahogany}{RGB}{074,000,004}
61
62 \definecolor{RUgray}{RGB}{121,119,119}
63 \definecolor{RUorange}{RGB}{207,082,008}
64 \definecolor{RUblue}{RGB}{000,138,203}
65 \definecolor{RUpetrol}{RGB}{000,143,137}
66 \definecolor{RUgreen}{RGB}{074,169,067}
67 \definecolor{RUyellow}{RGB}{204,175,000}
68
69 \def\brandstyler@pdffont{\usepackage[defaultsans]{opensans}}
70 \def\brandstyler@tfsansfont{Open Sans}

```

```

71 \renewcommand{\familydefault}{\sfdefault}
72 \@ifclassloaded{beamer}{%
73     \mode<presentation>
74     \setbeamercolor{structure}{fg=RUred-impact}
75     \setbeamercolor{alerted text}{fg=RUorange}
76     \setbeamercolor{example text}{fg=RUGreen}
77     \mode
78     <all>
79 }{}
80 \ru-nl

```

2.2 uu-nl: Utrecht University

Source.

```

81 (*uu-nl)
82 \definecolor{UUyellow}{RGB}{255,205,000}
83 \definecolor{UUred}{RGB}{192,010,053}
84
85 \def\brandstyler@pdffont{\usepackage{merriweather}\usepackage[defaultsans]{opensans}}
86 \def\brandstyler@tfmainfont{Merriweather}
87 \def\brandstyler@tfsansfont{Open Sans}
88 \@ifclassloaded{beamer}{%
89     \mode<presentation>
90     \setbeamercolor{structure}{fg=UUyellow}
91     \setbeamercolor{alerted text}{fg=UUred}
92     \mode
93     <all>
94 }{}
95 \uu-nl

```

2.3 vuamst: Vrije Universiteit Amsterdam

Source.

```

96 (*vuamst)
97 \definecolor{VUblue_primary}{RGB}{000,119,179}
98 \definecolor{VUblue_secondary}{RGB}{093,173,208}
99 \definecolor{VUblue_tertiary}{RGB}{212,239,250}
100
101 \definecolor{VUorange_primary}{RGB}{204,065,000}
102 \definecolor{VUorange_secondary}{RGB}{232,105,045}
103 \definecolor{VUorange_tertiary}{RGB}{252,211,182}
104
105 \definecolor{VUGreen_primary}{RGB}{000,128,083}
106 \definecolor{VUGreen_secondary}{RGB}{079,175,072}
107 \definecolor{VUGreen_tertiary}{RGB}{235,240,198}
108
109 \definecolor{VUpurple_primary}{RGB}{059,033,113}
110 \definecolor{VUpurple_secondary}{RGB}{142,077,164}
111 \definecolor{VUpurple_tertiary}{RGB}{221,198,238}
112
113 \def\brandstyler@pdffont{\usepackage{roboto}}
114 \def\brandstyler@tfsansfont{Roboto}
115 \renewcommand{\familydefault}{\sfdefault}

```



```

116 \@ifclassloaded{beamer}{%
117     \mode<presentation>
118     \setbeamercolor{structure}{fg=VUblue_primary}
119     \setbeamercolor{alerted text}{fg=VUorange_primary}
120     \setbeamercolor{example text}{fg=VUgreen_primary}
121     \mode
122     <all>
123 }{}
124 </vuamst>

```

Note that the VU recommends the font DIN Pro for printed material and Roboto for online expressions. Since Roboto is free to use, we prefer it.

Change History

v1.0

General: First release 1

Index

Numbers written in *italic* refer to the page where the corresponding entry is described; numbers underlined refer to the code line of the definition; numbers in *roman* refer to the code lines where the entry is used.

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<code>\brandstyle</code> <u>5</u>	<code>\brandstyler@load@tffont</code>	<code>\brandstyler@tfmonofont</code>
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