

Package ‘brandr’

March 10, 2025

Title Brand Identity Management Using brand.yml Standard

Version 0.1.0

Description A system to facilitate brand identity management using the brand.yml standard, providing functions to consistently access and apply brand colors, typography, and other visual elements across your R projects.

License MIT + file LICENSE

URL <https://danielvartan.github.io/brandr/>,
<https://github.com/danielvartan/brandr/>

BugReports <https://github.com/danielvartan/brandr/issues/>

Depends R (>= 4.3)

Imports checkmate (>= 2.3.2), cli (>= 3.6.3), colorspace (>= 2.1.1),
dplyr (>= 1.1.4), here (>= 1.0.1), lifecycle (>= 1.0.4),
ggplot2 (>= 3.5.1), grDevices (>= 4.3.0), yaml (>= 2.3.10)

Suggests bslib (>= 0.9.0), covr (>= 3.6.4), hexbin (>= 1.28.5), knitr
(>= 1.49), magrittr (>= 2.0.3), palmerpenguins (>= 0.1.1),
rmarkdown (>= 2.29), spelling (>= 2.3.1), testthat (>= 3.2.2),
tidyr (>= 1.3.1)

Config/testthat/edition 3

Encoding UTF-8

Language en-US

RoxygenNote 7.3.2

NeedsCompilation no

Author Daniel Vartanian [aut, cre, ccp, cph]
(<https://orcid.org/0000-0001-7782-759X>)

Maintainer Daniel Vartanian <danvartan@gmail.com>

Repository CRAN

Date/Publication 2025-03-10 16:50:13 UTC

Contents

color_brand_sequential	2
get_brand_color	4
get_brand_color_mix	5
get_brand_color_tint	6
get_brand_font	7
interpolate_colors	8
scale_brand	9

Index	16
--------------	-----------

color_brand_sequential

Brand color palettes

Description

[Maturing]

color_brand_* functions are wrappers of [interpolate_colors\(\)](#) for sequential, diverging, and qualitative brand color palettes. They serve as facilitators for getting the colors being used in each brand scale.

Usage

```
color_brand_sequential(n, alpha = NULL, direction = 1)
```

```
color_brand_diverging(n, alpha = NULL, direction = 1)
```

```
color_brand_qualitative(n, alpha = NULL, direction = 1)
```

Arguments

n	This parameter accepts two types of inputs: <ul style="list-style-type: none"> • If the value is an integer number and type is "seq" or "div", the function will return a discrete color spectrum with n colors • If the value is an integer number and type is "qual", the function will return n colors from the colors parameter, repeating them if necessary • If the value is a numeric vector between 0 and 1, the function will return the color positions at n considering a continuous color spectrum ranging from 0 to 1
alpha	(Optional) A number between 0 and 1, indicating the transparency of the colors (Default: NULL).
direction	(Optional) A number (1 or -1) indicating the direction of the colors. If 1, the order remains the same. If -1, the order is reversed. (Default: 1).

Details

Path to _brand.yml:

brandr will always look for a `_brand.yml` file in the root directory of your project. If the file is not found, an error message will be displayed. You can also set the path to the file manually using the `options()` function:

```
options(BRANDR_BRAND_YML = "PATH_TO_BRAND.YML")
```

Brand Color Scales:

To control the colors for each brand color scale, assign the desired **hexadecimal** color codes in a **character** vector to the following options:

- `BRANDR_COLOR_SEQUENTIAL`: For sequential color scales
- `BRANDR_COLOR_DIVERGING`: For diverging color scales
- `BRANDR_COLOR_QUALITATIVE`: For qualitative color scales

You can use `get_brand_color()` to get the hexadecimal color codes from the `_brand.yml` file.

Example:

```
options(
  BRANDR_COLOR_SEQUENTIAL =
    get_brand_color(c("primary", "secondary")),
  BRANDR_COLOR_DIVERGING =
    get_brand_color(c("primary", "white", "secondary")),
  BRANDR_COLOR_QUALITATIVE =
    get_brand_color(c("primary", "secondary", "tertiary"))
)
```

Value

A **character** vector with **hexadecimal** color codes.

See Also

Other color functions: `interpolate_colors()`

Examples

```
color_brand_sequential(5)
#> [1] "#390963" "#892B4F" "#DA4E3C" "#EA7220" "#FB9706" # Expected
```

```
color_brand_diverging(5)
#> [1] "#390963" "#9C84B1" "#FFFFFF" "#FDCB82" "#FB9706" # Expected
```

```
color_brand_qualitative(5)
#> [1] "#DA4E3C" "#390963" "#FB9706" "#DA4E3C" "#390963" # Expected
```

```
color_brand_qualitative(3, alpha = 0.5)
#> [1] "#DA4E3C80" "#39096380" "#FB970680" # Expected
```

get_brand_color	<i>Get brand colors</i>
-----------------	-------------------------

Description

[Maturing]

get_brand_color() retrieves color codes from the `_brand.yml` file.

Usage

```
get_brand_color(color, alpha = NULL)
```

Arguments

color	A character vector indicating the name of colors present in the color section of the <code>_brand.yml</code> file.
alpha	(Optional) A number between 0 and 1, indicating the transparency of the colors (Default: NULL).

Details

Path to `_brand.yml`:

brandr will always look for a `_brand.yml` file in the root directory of your project. If the file is not found, an error message will be displayed. You can also set the path to the file manually using the [options\(\)](#) function:

```
options(BRANDR_BRAND_YML = "PATH_TO_BRAND.YML")
```

Value

A [character](#) vector with [hexadecimal](#) color codes.

See Also

Other utility functions: [get_brand_color_mix\(\)](#), [get_brand_color_tint\(\)](#), [get_brand_font\(\)](#)

Examples

```
get_brand_color("primary")
#> [1] "#DA4E3C" # Expected

get_brand_color("secondary")
#> [1] "#390963" # Expected

get_brand_color("tertiary")
#> [1] "#FB9706" # Expected

get_brand_color("tertiary", alpha = 0.5)
```

```
#> [1] "#FB970680" # Expected

get_brand_color(c("primary", "secondary"))
#> [1] "#DA4E3C" "#390963" # Expected

get_brand_color(c("red", "purple", "orange"))
#> [1] "#DA4E3C" "#390963" "#F06F20" # Expected
```

get_brand_color_mix *Get a mix of brand colors*

Description

[Maturing]

get_brand_color_mix() mixes two specific brand colors.

Usage

```
get_brand_color_mix(
  position = 500,
  color_1 = "primary",
  color_2 = "secondary",
  alpha = 0.5
)
```

Arguments

position (Optional) A [numeric](#) vector indicating the position of the brand color in the range of tints. The range of positions is from 0 to 1000 (Default: 500).

color_1, color_2 (Optional) A [character](#) string indicating the name of a color present in the color section of the `_brand.yml` file (Default: primary, secondary).

alpha (Optional) A number between 0 and 1 indicating the alpha (transparency) of the color mix (Default: 0.5).

Details

Path to `_brand.yml`:

brandr will always look for a `_brand.yml` file in the root directory of your project. If the file is not found, an error message will be displayed. You can also set the path to the file manually using the `options()` function:

```
options(BRANDR_BRAND_YML = "PATH_TO_BRAND.YML")
```

Value

A [character](#) vector with [hexadecimal](#) color codes.

See Also

Other utility functions: [get_brand_color\(\)](#), [get_brand_color_tint\(\)](#), [get_brand_font\(\)](#)

Examples

```
get_brand_color_mix(
  position = 500,
  color_1 = "primary",
  color_2 = "secondary",
  alpha = 0.5
)
#> [1] "#8A2C50" # Expected

get_brand_color_mix(
  position = c(250, 500, 750),
  color_1 = "primary",
  color_2 = "secondary",
  alpha = 0.25
)
#> [1] "#591E23" "#B23D46" "#D89EA2" # Expected
```

get_brand_color_tint *Get tints of brand colors*

Description**[Maturing]**

`get_brand_color_tint()` generates a range of tints (color variations) for a specific brand color, from black (position 0) through the brand color (position 500) to white (position 1000).

Usage

```
get_brand_color_tint(position = 500, color = "primary")
```

Arguments

position	(Optional) A numeric vector indicating the position of the brand color in the range of tints. The range of positions is from 0 to 1000 (Default: 500).
color	(Optional) A character string indicating the name of a color present in the color section of the <code>_brand.yml</code> file (Default: "primary").

Details**Path to `_brand.yml`:**

`brandr` will always look for a `_brand.yml` file in the root directory of your project. If the file is not found, an error message will be displayed. You can also set the path to the file manually using the [options\(\)](#) function:

```
options(BRANDR_BRAND_YML = "PATH_TO_BRAND.YML")
```

Value

A [character](#) vector with [hexadecimal](#) color codes.

See Also

Other utility functions: [get_brand_color\(\)](#), [get_brand_color_mix\(\)](#), [get_brand_font\(\)](#)

Examples

```
seq(0, 1000, 250)
#> [1] 0 250 500 750 1000 # Expected

get_brand_color_tint(seq(0, 1000, 250), color = "primary")
#> [1] "#000000" "#6D271E" "#DA4E3C" "#ECA69D" "#FFFFFF" # Expected
```

get_brand_font

Get brand fonts/typefaces

Description**[Maturing]**

`get_brand_font()` retrieves the names of fonts/typefaces in the `_brand.yml` file.

Usage

```
get_brand_font(font)
```

Arguments

`font` A [character](#) vector indicating the name of fonts/typefaces categories present in the typography section of the `_brand.yml` file.

Details**Path to `_brand.yml`:**

`brandr` will always look for a `_brand.yml` file in the root directory of your project. If the file is not found, an error message will be displayed. You can also set the path to the file manually using the [options\(\)](#) function:

```
options(BRANDR_BRAND_YML = "PATH_TO_BRAND.YML")
```

Value

A [character](#) vector with fonts/typeface names.

See Also

Other utility functions: [get_brand_color\(\)](#), [get_brand_color_mix\(\)](#), [get_brand_color_tint\(\)](#)

Examples

```
get_brand_font("base")
#> [1] "Open Sans" # Expected

get_brand_font("headings")
#> [1] "Rubik" # Expected

get_brand_font("monospace")
#> [1] "IBM Plex Mono" # Expected

get_brand_font("monospace-block")
#> [1] "IBM Plex Mono" # Expected

get_brand_font(c("base", "headings"))
#> [1] "Open Sans" "Rubik" # Expected
```

interpolate_colors *Interpolate colors*

Description

[Maturing]

interpolate_colors() interpolate colors for sequential, diverging, and qualitative color scales.

Usage

```
interpolate_colors(
  n,
  colors = getOption("BRANDR_COLOR_SEQUENTIAL"),
  type = "seq",
  alpha = NULL,
  direction = 1,
  ...
)
```

Arguments

n	This parameter accepts two types of inputs: <ul style="list-style-type: none">• If the value is an integer number and type is "seq" or "div", the function will return a discrete color spectrum with n colors• If the value is an integer number and type is "qual", the function will return n colors from the colors parameter, repeating them if necessary• If the value is a numeric vector between 0 and 1, the function will return the color positions at n considering a continuous color spectrum ranging from 0 to 1
colors	(Optional) A character vector of colors to use in the scale. If NULL, brandr will choose the colors based on the type argument.

type	(Optional) A <code>character</code> string indicating the type of color scale: "seq"/"sequential", "div"/"diverging", or "qual"/"qualitative" (Default: seq).
alpha	(Optional) A number between 0 and 1, indicating the transparency of the colors (Default: NULL).
direction	(Optional) A number (1 or -1) indicating the direction of the colors. If 1, the order remains the same. If -1, the order is reversed. (Default: 1).
...	Additional arguments passed to <code>colorRampPalette()</code> when creating the color ramp. Only valid when type is "seq" or "div".

Value

A `character` vector with `hexadecimal` color codes.

See Also

Other color functions: `color_brand_sequential()`

Examples

```
interpolate_colors(3, colors = c("red", "blue"), type = "seq")
#> [1] "#FF0000" "#7F007F" "#0000FF" # Expected

interpolate_colors(3, colors = c("red", "blue"), direction = -1)
#> [1] "#0000FF" "#7F007F" "#FF0000" # Expected

interpolate_colors(3, colors = c("red", "blue"), alpha = 0.5)
#> [1] "#FF000080" "#7F007F80" "#0000FF80" # Expected

# `type = "seq"` and `type = "div"` produce the same result
interpolate_colors(3, colors = c("red", "white", "blue"), type = "div")
#> [1] "#FF0000" "#FFFFFF" "#0000FF" # Expected

interpolate_colors(3, colors = c("red", "blue"), type = "qual")
#> [1] "#FF0000" "#0000FF" "#FF0000" # Expected
```

Description**[Maturing]**

`scale_*_brand_*`() functions provide color scales for `ggplot2` based on brand colors defined in the `_brand.yml` file. These functions create discrete, continuous, or binned scales with sequential, diverging, or qualitative color palettes that match your brand identity.

Usage

```
scale_brand(  
  aesthetics = "color",  
  scale_type = "c",  
  color_type = "seq",  
  alpha = NULL,  
  direction = 1,  
  na.value = NA,  
  reverse = FALSE,  
  ...  
)
```

```
scale_color_brand_d(  
  aesthetics = "color",  
  scale_type = "d",  
  color_type = "qual",  
  alpha = NULL,  
  direction = 1,  
  na.value = NA,  
  reverse = FALSE,  
  ...  
)
```

```
scale_color_brand_c(  
  aesthetics = "color",  
  scale_type = "c",  
  color_type = "seq",  
  alpha = NULL,  
  direction = 1,  
  na.value = NA,  
  reverse = FALSE,  
  ...  
)
```

```
scale_color_brand_b(  
  aesthetics = "color",  
  scale_type = "b",  
  color_type = "seq",  
  alpha = NULL,  
  direction = 1,  
  na.value = NA,  
  reverse = FALSE,  
  ...  
)
```

```
scale_colour_brand_d(  
  aesthetics = "color",  
  scale_type = "d",
```

```
    color_type = "qual",
    alpha = NULL,
    direction = 1,
    na.value = NA,
    reverse = FALSE,
    ...
)

scale_colour_brand_c(
  aesthetics = "color",
  scale_type = "c",
  color_type = "seq",
  alpha = NULL,
  direction = 1,
  na.value = NA,
  reverse = FALSE,
  ...
)

scale_colour_brand_b(
  aesthetics = "color",
  scale_type = "b",
  color_type = "seq",
  alpha = NULL,
  direction = 1,
  na.value = NA,
  reverse = FALSE,
  ...
)

scale_fill_brand_d(
  aesthetics = "fill",
  scale_type = "d",
  color_type = "qual",
  alpha = NULL,
  direction = 1,
  na.value = NA,
  reverse = FALSE,
  ...
)

scale_fill_brand_c(
  aesthetics = "fill",
  scale_type = "c",
  color_type = "seq",
  alpha = NULL,
  direction = 1,
  na.value = NA,
```

```

    reverse = FALSE,
    ...
  )

scale_fill_brand_b(
  aesthetics = "fill",
  scale_type = "b",
  color_type = "seq",
  alpha = NULL,
  direction = 1,
  na.value = NA,
  reverse = FALSE,
  ...
)

```

Arguments

aesthetics	(Optional) A character string indicating the name of the aesthetic of the scale (e.g., "color", "fill") (Default: "color").
scale_type	(Optional) A character string indicating the type of scale: "d"/"discrete", "c"/"continuous", or "b"/"binned" (Default: "c").
color_type	(Optional) A character string indicating the type of color scale: "seq"/"sequential", "div"/"diverging", or "qual"/"qualitative" (Default: "seq").
alpha	(Optional) A number between 0 and 1, indicating the transparency of the colors (Default: NULL).
direction	(Optional) A number (1 or -1) indicating the direction of the colors. If 1, the order remains the same. If -1, the order is reversed. (Default: 1).
na.value	(Optional) A character string indicating the color to use for missing values. It must contain a hexadecimal color code or one of the values output by <code>colors()</code> (Default: NA).
reverse	(Optional) A logical flag indicating whether the legend or color bar should be reversed (Default: FALSE).
...	Additional arguments passed to the <code>ggplot2</code> scale function: <code>discrete_scale()</code> , <code>continuous_scale()</code> , or <code>binned_scale()</code> .

Details

Path to `_brand.yml`:

`brandr` will always look for a `_brand.yml` file in the root directory of your project. If the file is not found, an error message will be displayed. You can also set the path to the file manually using the `options()` function:

```
options(BRANDR_BRAND_YML = "PATH_TO_BRAND.YML")
```

Brand Color Scales:

To control the colors for each brand color scale, assign the desired **hexadecimal** color codes in a **character** vector to the following options:

- BRANDR_COLOR_SEQUENTIAL: For sequential color scales
- BRANDR_COLOR_DIVERGING: For diverging color scales
- BRANDR_COLOR_QUALITATIVE: For qualitative color scales

You can use `get_brand_color()` to get the hexadecimal color codes from the `_brand.yml` file.

Example:

```
options(
  BRANDR_COLOR_SEQUENTIAL =
    get_brand_color(c("primary", "secondary")),
  BRANDR_COLOR_DIVERGING =
    get_brand_color(c("primary", "white", "secondary")),
  BRANDR_COLOR_QUALITATIVE =
    get_brand_color(c("primary", "secondary", "tertiary"))
)
```

Value

A `ggplot2` scale object.

Examples

```
if (requireNamespace(
  c("palmerpenguins", "tidyr", "ggplot2"),
  quiet = TRUE
)) {
  library(ggplot2)
  library(palmerpenguins)
  library(tidyr)

  penguins |>
    drop_na(bill_length_mm, species) |>
    ggplot(aes(x = species, y = bill_length_mm, fill = species)) +
    geom_boxplot(outlier.color = get_brand_color("red")) +
    geom_jitter(width = 0.2, alpha = 0.1) +
    scale_fill_brand_d(alpha = 0.5) +
    labs(
      x = "Species",
      y = "Bill Length (mm)",
      fill = "Species"
    ) +
    theme_bw()
}

if (requireNamespace(
  c("palmerpenguins", "tidyr", "ggplot2"),
  quiet = TRUE
)) {
  library(ggplot2)
  library(palmerpenguins)
```

```

library(tidyr)

penguins |>
drop_na(flipper_length_mm, species) |>
  ggplot(aes(x = flipper_length_mm, fill = species)) +
  geom_histogram(alpha = 0.5, bins = 30, position = "identity") +
  scale_fill_brand_d() +
  labs(
    x = "Flipper Length (mm)",
    y = "Frequency",
    fill = "Species"
  ) +
  theme_bw()
}

if (requireNamespace(
  c("palmerpenguins", "tidyr", "ggplot2"),
  quiet = TRUE
)) {
  library(ggplot2)
  library(palmerpenguins)
  library(tidyr)

  penguins |>
  drop_na(flipper_length_mm, body_mass_g, species) |>
  ggplot(
    aes(
      x = flipper_length_mm,
      y = body_mass_g,
      color = species,
      shape = species
    )
  ) +
  geom_point(size = 2) +
  geom_smooth(method = "lm", formula = y ~ x, se = FALSE) +
  scale_color_brand_d() +
  labs(
    x = "Flipper Length (mm)",
    y = "Body Mass (g)",
    color = "Species",
    shape = "Species"
  ) +
  theme_bw()
}

if (requireNamespace("ggplot2", quiet = TRUE)) {
  library(ggplot2)

  faithfuld |>
  ggplot(aes(waiting, eruptions, fill = density)) +
  geom_raster() +
  scale_fill_brand_b() +

```

```
  labs(
    x = "Waiting Time to Next Eruption (min)",
    y = "Eruption Time (min)",
    fill = "Density"
  ) +
  theme_bw()
}

if (requireNamespace("ggplot2", quiet = TRUE)) {
  library(ggplot2)
  library(hexbin)

  data.frame(x = runif(10000), y = runif(10000)) |>
    ggplot(aes(x, y)) +
    geom_hex() +
    coord_fixed() +
    scale_fill_brand_c() +
    labs(fill = "") +
    theme_bw()
}
```

Index

- * **color functions**
 - color_brand_sequential, 2
 - interpolate_colors, 8
- * **ggplot2 functions.**
 - scale_brand, 9
- * **utility functions**
 - get_brand_color, 4
 - get_brand_color_mix, 5
 - get_brand_color_tint, 6
 - get_brand_font, 7

binning_scale(), 12

character, 3–9, 12

color_brand_diverging
(color_brand_sequential), 2

color_brand_qualitative
(color_brand_sequential), 2

color_brand_sequential, 2, 9

colorRampPalette(), 9

colors(), 12

continuous_scale(), 12

discrete_scale(), 12

get_brand_color, 4, 6, 7

get_brand_color(), 3, 13

get_brand_color_mix, 4, 5, 7

get_brand_color_tint, 4, 6, 6, 7

get_brand_font, 4, 6, 7, 7

ggplot2, 13

interpolate_colors, 3, 8

interpolate_colors(), 2

logical, 12

numeric, 2, 5, 6, 8

options(), 3–7, 12

scale_brand, 9

scale_color_brand_b(scale_brand), 9

scale_color_brand_c(scale_brand), 9

scale_color_brand_d(scale_brand), 9

scale_colour_brand_b(scale_brand), 9

scale_colour_brand_c(scale_brand), 9

scale_colour_brand_d(scale_brand), 9

scale_fill_brand_b(scale_brand), 9

scale_fill_brand_c(scale_brand), 9

scale_fill_brand_d(scale_brand), 9