

LOGO + COLOR SCHEMES



The LinC between  
players and the  
games they love



Logo + Color  
Schemes  
2021

# Family of Logos

BLINC APP



**MAIN LOGO**

Nostalgic feel with a modern twist, our logo communicates our passion for the sports world - where everyone is welcome to play.



**SECONDARY LOGO**

The secondary logo is the standalone BlinC B.

## Logo Usage

# Color Schemes

### OTHER LOGO VARIANTS

These logos have a slight blue outline for when used on a white background



# Logo Font

Family of  
Fonts

FOR EXCLUSIVE USE IN LOGO

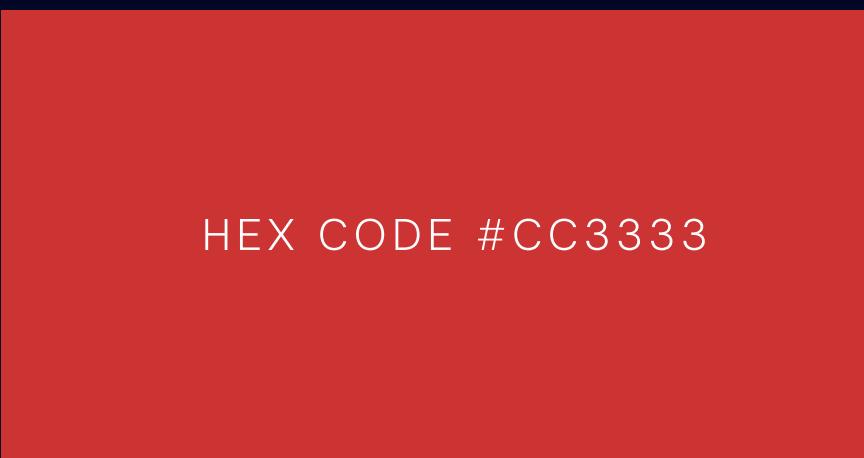
While this is the font choice, modifications were made to customize individual letters.

Bb

NEXA RUST SCRIPT

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

# Family of Colors



HEX CODE #CC3333

CMYK 16, 79, 66, 4

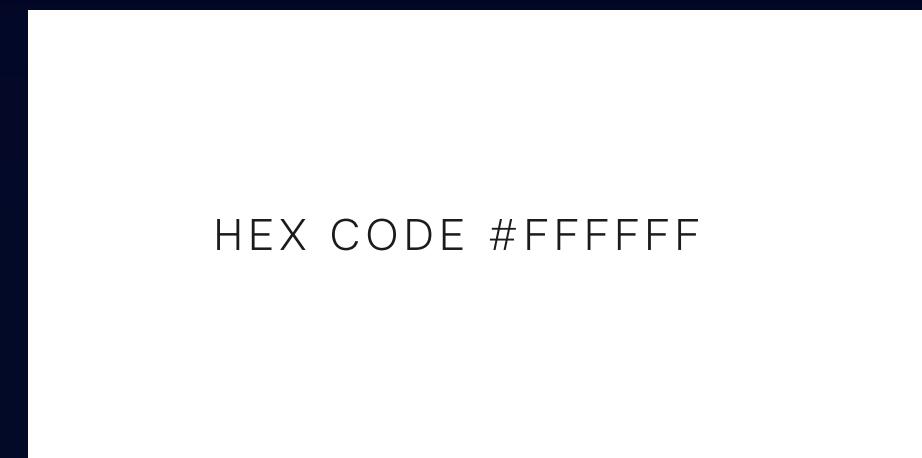
RGB 204, 51, 51



HEX CODE #0C3660

CMYK 96, 58, 30, 18

RGB 12, 54, 96



HEX CODE #FFFFFF

CMYK 0, 0, 0, 0

RGB 255, 255, 255



HEX CODE #030A28

CMYK 96, 87, 42, 50

RGB 3, 10, 40



HEX CODE #01001E

CMYK 94, 92, 44, 60

RGB 1, 0, 30



HEX CODE #01070A

CMYK 25, 21, 16, 92

RGB 1, 7, 10



Family of  
Colors

# Acceptable combinations



*BlinC*



*BlinC*



*BlinC*



*BlinC*

FOR PRINT OR DIGITAL

This page will have various acceptable  
background/logo combos

# BlinC Gradient



BLINC GRADIENT 1



BLINC GRADIENT 1 - ROTATED

FOR USE IN BACKGROUNDS AND TEMPLATES

Backgrounds

The BlinC Gradient has dark almost black edges and a dark blue center that fades out