

LOGO + COLOR SCHEMES

BlinC

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

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

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



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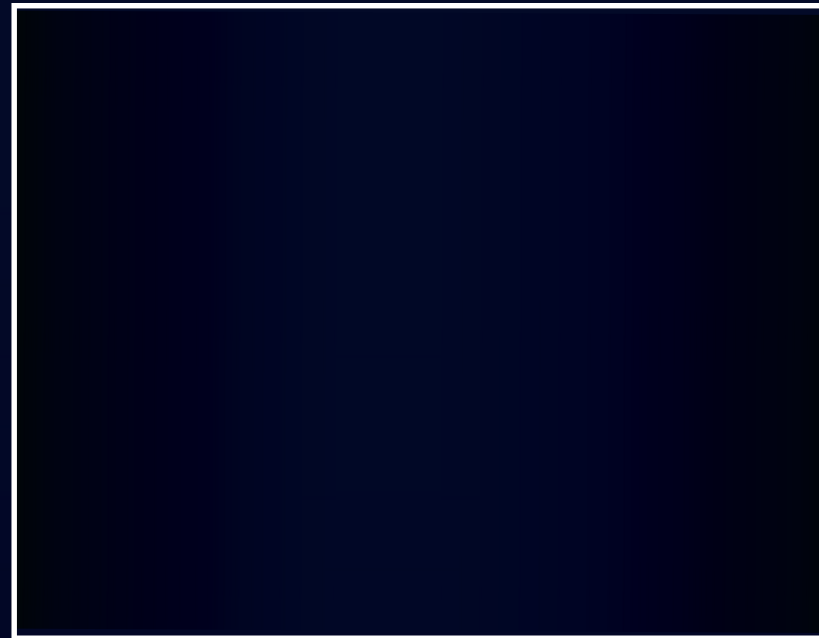
FOR PRINT OR DIGITAL

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