Logo variations - vertical

Light background

full color gray text

partial color gray text

solid color

solid black

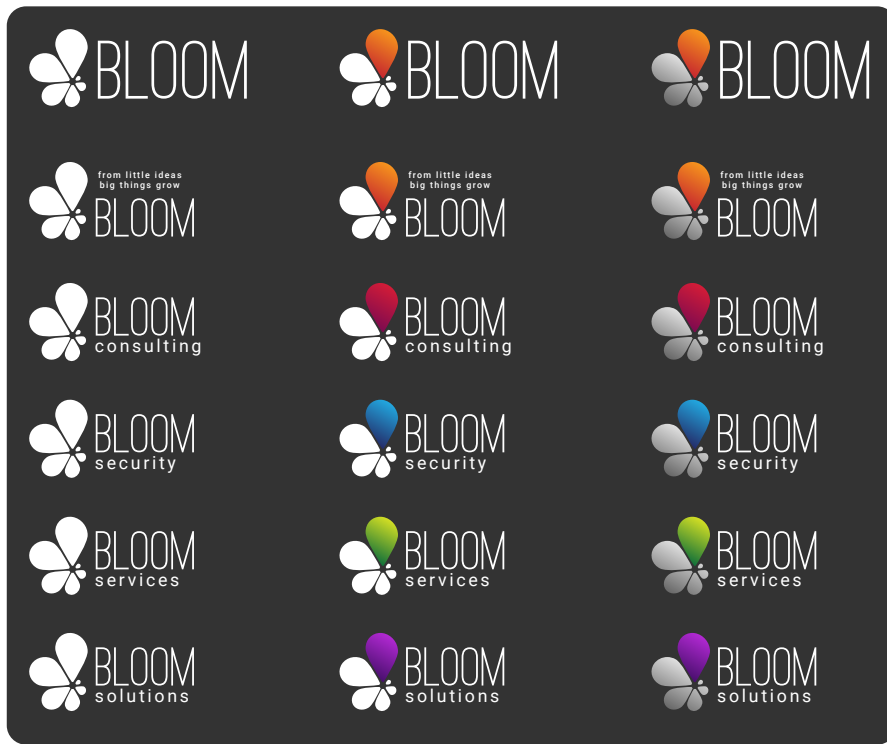## Dark background

solid white

contrast color white text

full color white text

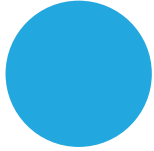# Logo variations - horizontal

Light background

Dark background

Colors

Main

color, hex, rgb

#d31c37
211 28 55

#22a7df
34 167 223

#f77e11
247 126 17

#f6931d
246 147 29

#ffa300
255 163 0

#d2de24
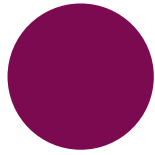210 222 36

#97bf28
151 191 40

#b229d3
178 41 211
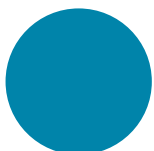
#0084aa
0 132 170

Gradient pairs

#7c0a50
124 10 80
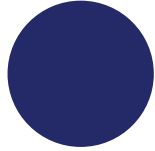
#242a67
36 42 103

#c5262f
197 38 47
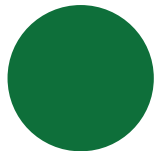
#0e6f3a
14 111 58
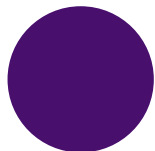
#480f6d
72 15 109
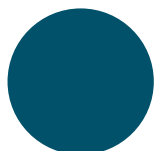
#005169
0 81 105

Grays
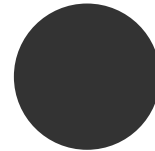
#e6e6e6
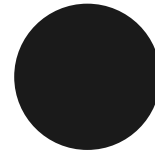230 230 230

#d3d3d3
211 211 211
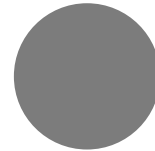
#7c7c7c
124 124 124
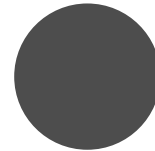
#4d4d4d
77 77 77

#333333
51 51 51

#1a1a1a
26 26 26

Font variations

Print, web, and online with font embedding

Roboto Black	**Bloom announcements**
Roboto Medium	**About Bloom**
Roboto Light	Bloom Consulting Group is a fast-growing business management consulting firm that delivers strategic services to security, marketing, and sales executives. In addition, Bloom develops and implements innovative LOB application solutions to maximize its clients' productivity and efficiency and to support enterprise-wide transformation.
Roboto Thin	**187%**
Roboto Regular	improvement
OSTRICH SANS	BLOOM

Email and docs without font embedding

Calibri Bold	**Bloom announcements**
Calibri Bold	**About Bloom**
Calibri	Bloom Consulting Group is a fast-growing business management consulting firm that delivers strategic services to security, marketing, and sales executives. In addition, Bloom develops and implements innovative LOB application solutions to maximize its clients' productivity and efficiency and to support enterprise-wide transformation.
Calibri Light	**187%**
Calibri	improvement
Calibri Light	BLOOM