Media Kit

bluejay

Brand & Press

Latest update: October 2022

Welcome to Bluejay Brand & Marketing page

Follow these guidelines when promoting Bluejay in marketing communications, including advertising, articles, websites, and printed promotions.

Bluejay Brand

Logotype

bluejay

Bluejay's wordmark is constructed from ...
The logomark forms an image of a bird, which is created using the first letter of the company name, Bluejay

Logotype Variations

The main colour of the logo is black. Other logo colour combinations have been created for different backgrounds.

bluejay bluejay bluejay bluejay

Security Field

The logo has a security field, designed to ensure that when placing the logo in layouts, there is free space around it. Below are the minimum spacings for both logomark and wordmark.

b b bluejay b b

Logo Dont's

In order to maintain consistency of style, the rules for working with the logo must be observed.
Here are some things you should never do with the Bluejay logomark

bluejay	bluejay	bluejay	bluejay
Do not deform the logo in any way.	Do not use colors in the logo that are not allowed in the brand book	Do not create new sign compositions	Do not change the font in the logo

Colours

Main Colours

Bluejay has 5 main colors that contribute to the brand identity. Cold colors of water are balanced with bright and juicy orange. The size of the color swatch at the bottom indicates the degree of usage.

Main Water	Light Water	Water Lilies	Bluejay	Orange Sun
#9DD0E9	#B7E4FF	#419890	#0F9CFC	#FF7539

Support Colours

Support colors are used to increase brand uniqueness.
Sky Blue is a background color (instead of white) and Dark Purple is text color (instead of black).

Sky Blue	Dark Purple
#ECFEFC	#1A07A

Bluejay Gradients

Gradients are used to make brand illustrations more volumetric and detailed. They are primarily used to fill environment elements (such as water, sun and lilies) in layouts with lot of negative space.

PNG

#419890 (100%) — #0B6470 (100%)	#419890 (100%) — #419890 (0%)	#9DD0E9 (100%) — #9DD0E9 (0%)	#FF7539 (100%) — #F04901 (100%)

Assets

VIEW ALL ASSETS

Main Logotype

PNG SVG

bluejay

Logomark

PNG SVG

Logotype with Backgrounds

bluejay	bluejay	bluejay	bluejay
PNG SVG	PNG SVG	PNG SVG	PNG SVG

Logomark with Backgrounds

PNG SVG	PNG SVG	PNG SVG	PNG SVG