

BRAND GUIDELINES

BLADE POOL®



A black and white photograph capturing a person from behind, focused on their hands as they type on a laptop keyboard. A smartphone is held up in front of the laptop screen, displaying a code editor with several tabs open, suggesting a developer at work. The scene is set in a dimly lit environment, with a desk lamp providing light and some cables visible in the background.

FULL-SIZE VERSION

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BLADE POOL

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FULL-SIZE VERSION



FULL-SIZE VERSION



FULL-SIZE VERSION



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COLOR PALETTE

BRAND PRIMARY COLORS

Primary brand colors are the main, consistent colors used in all graphics, publications, signage, etc. Primary brand color rarely change because they are central to the brand's visual identity.

Alizarin Crimson

HEX : #ED2224

RGB : 237, 34, 36

CMYK : 0, 86, 85, 7

Cod Gray

HEX : #1E1E1E

RGB : 30, 30, 30

CMYK : 0, 0, 0, 88

Castro

HEX : #550011

RGB : 85, 0, 17

CMYK : 0,100,80,67

Periwinkle Gray

HEX : #CAD5E7

RGB : 202, 213, 231

CMYK : 13, 8, 0, 9

Midnight Jam

HEX : #07031e

RGB : 7, 3, 30

CMYK : 77, 90, 0, 88

LOGO VERSION - COLOR



BLADE POOL

DARK BACKGROUND



BLADE POOL

LIGHT BACKGROUND

BLADE POOL

LOGO VERSION - COLOR



DARK BACKGROUND



LIGHT BACKGROUND

LOGO CLEAR SPACE

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

The reason for clear space is to ensure that a logo maximizes visibility and impact.



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BRAND IDENTITY

BLADE POOL

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BRAND IDENTITY



TYPOGRAPHY

Aa

MONTSERRAT

Aa Bb Cc Dd

1 2 3 4 5 6 7 8 9 0

ABOUT

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historic Buenos Aires neighborhood of the same name.

It is classified as a sans serif with 18 styles and 9 weights.

TYPOGRAPHY

MONTSERRAT - BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # % ^ & * () < > / ?

MONTSERRAT - MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # % ^ & * () < > / ?

MONTSERRAT - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # % ^ & * () < > / ?

TYPOGRAPHY

HEADINGS - MONTserrat- BOLD

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SUBHEADINGS – MONTserrat - MEDIUM

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