bloem

Brand
Guidelines

Hello
we are
bloem.

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bloem

Who
we are.

01.

About us.

Our company organizes pop-up flea markets with a digital labeling solution to streamline the resale of second-hand clothing. We aim to make circular fashion more accessible by offering a convenient, community-based shopping experience, and plan to expand through franchising, white-label solutions, and stationary pick-up/drop-off locations.

Vision.

Our vision is to build a thriving circular fashion ecosystem that empowers communities to make the most of available resources and maximize their value. Where garments are valued, reused, repaired, and recycled efficiently. We aim to create a future where circular fashion practices are the norm, supported by scalable digital infrastructure and convenient community-based solutions. Ultimately, we seek to lead the industry towards reduced waste, resource conservation, and a more sustainable model of clothing consumption.

Mission.

Our mission is to revolutionize the fashion industry by making circular fashion accessible and engaging. We aim to reduce textile waste through innovative, community-focused pop-up flea markets, supported by a user-friendly digital platform.

By streamlining the resale process and fostering sustainable shopping habits, we strive to create a positive environmental impact and promote the value of second-hand clothing.

Visual Identity.

02.

Primary logo.

The logo was constructed with the combination of two elements, the company name plus the symbol (lotus flower) which replaces the letter 'o' in the name.
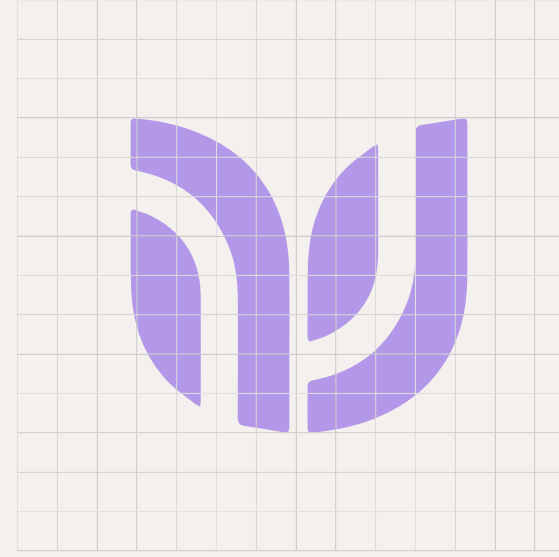
The lotus flower is used as the main element to symbolise purity, enlightenment, and rebirth. Its growth from the ground to the surface represents elevation above worldly attachments.

The lotus flower is built in an abstract way and following the same thickness of the main letters in order to create a fusion between the two elements.

bloem

01

02

05

03

04
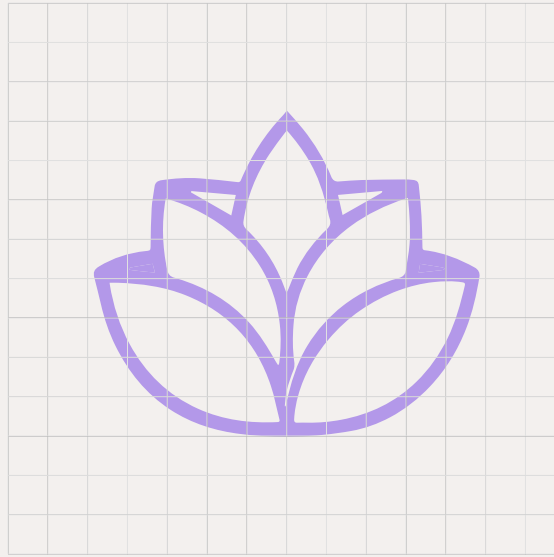
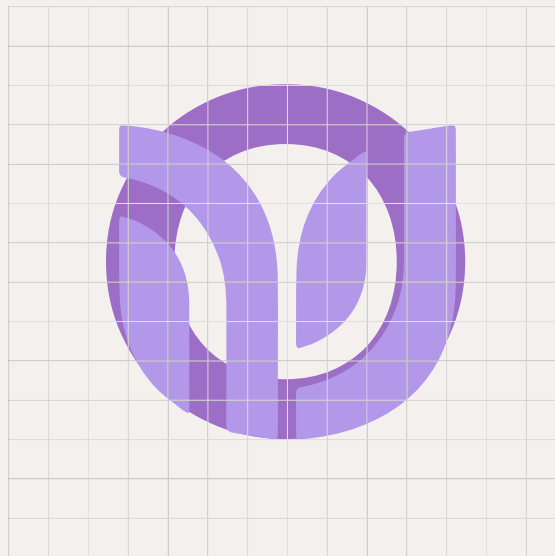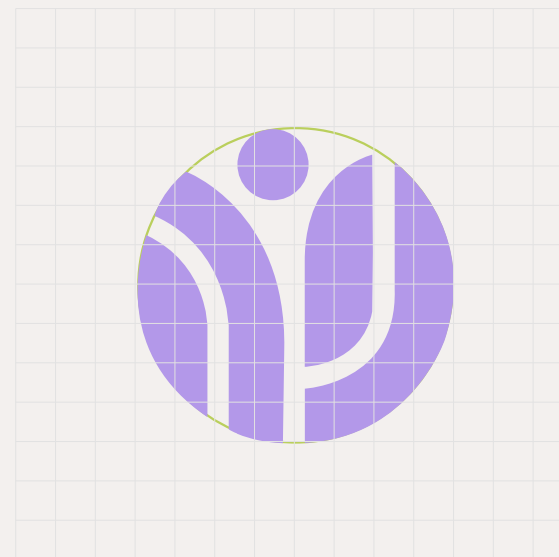# Primary logo clearspace.

The minimum distance between the logo and any other shape or logo can be determined by the x-height of the x 2 point of the lotus flower. However, if possible, a wider separation margin is recommended.

In case the logo is used with the slogan the same rules would be apply.

Standard protected area

● Base circle   ● Twice the size of the base circle (reference)
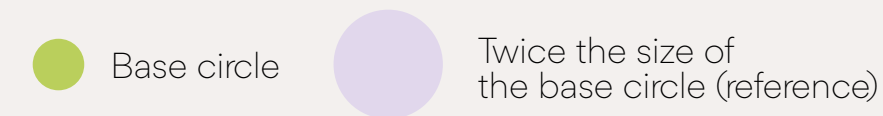
Primary logo sizing.

The minimum print size of the masterbrand logo is 2.5 cm wide, and the minimum screen size is 110 px.

Minimum width for print

Minimum width for digital

2,5 cm.

110 px.

Primary logo color variations.

Colorscale

The color variations are meticulously adjusted to ensure optimal contrast and legibility on different backgrounds.

In the first four boxes, the corporate colors are used, each with its respective combination.

In the last four boxes, the corporate colors act as a background, seamlessly integrating the logo into the design.

Primary logo color variations.

Grayscale

Greyscale in the logo are used in case none of the colour options can be used.
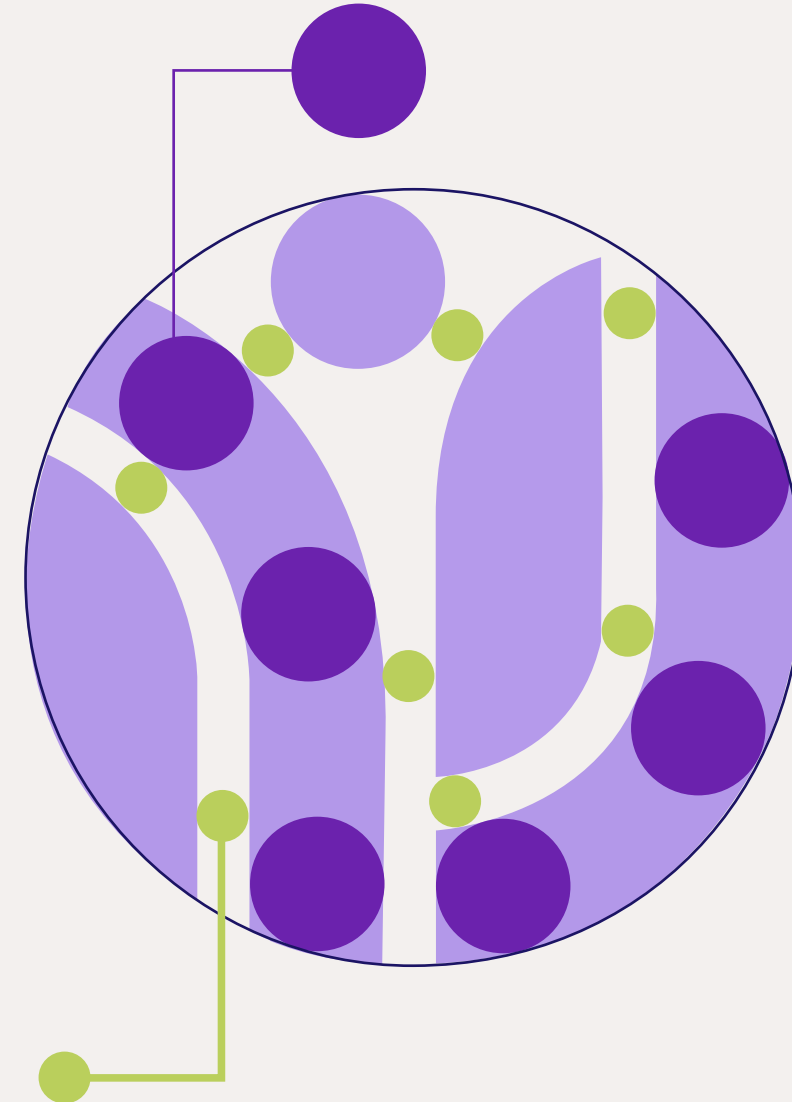
E.g. black and white prints.

Sublogo clearspace & sizing.

The minimum distance between the sublogo and any other shape or sublogo can be determined by the x-height of the x 2 point of the lotus flower. However, if possible, a wider separation margin is recommended.

In case the logo is used with the slogan the same rules would be apply.

Standard protected area

Minimum width for print

1 cm.

Minimum width for digita

38 px.

Sublogo color variations.

Colorscale

The color variations are meticulously adjusted to ensure optimal contrast and legibility on different backgrounds.

In the first four boxes, the corporate colors are used, each with its respective combination.

In the last four boxes, the corporate colors act as a background, seamlessly integrating the logo into the design.

Sublogo color variations.

Grayscale

Greyscale in the sublogo are used in case none of the colour options can be used.
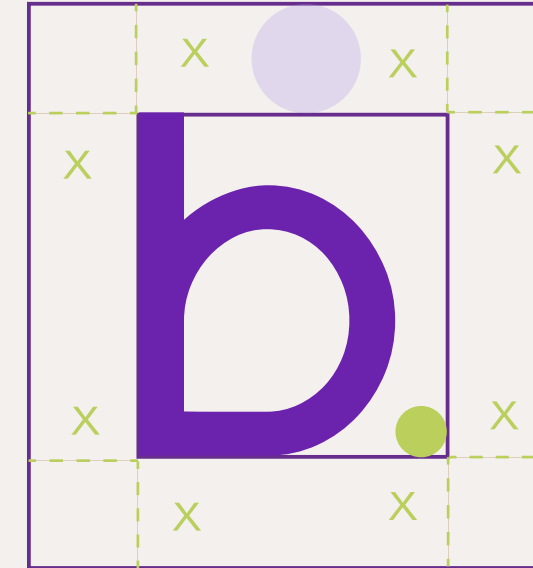
E.g. black and white prints.

Icon clearspace & sizing.

The minimum distance between the icon and any other shape or icon can be determined by the x-height of the x 2 point of the lotus flower. However, if possible, a wider separation margin is recommended.

In case the logo is used with the slogan the same rules would be apply.

Standard protected area

Minimum width for print

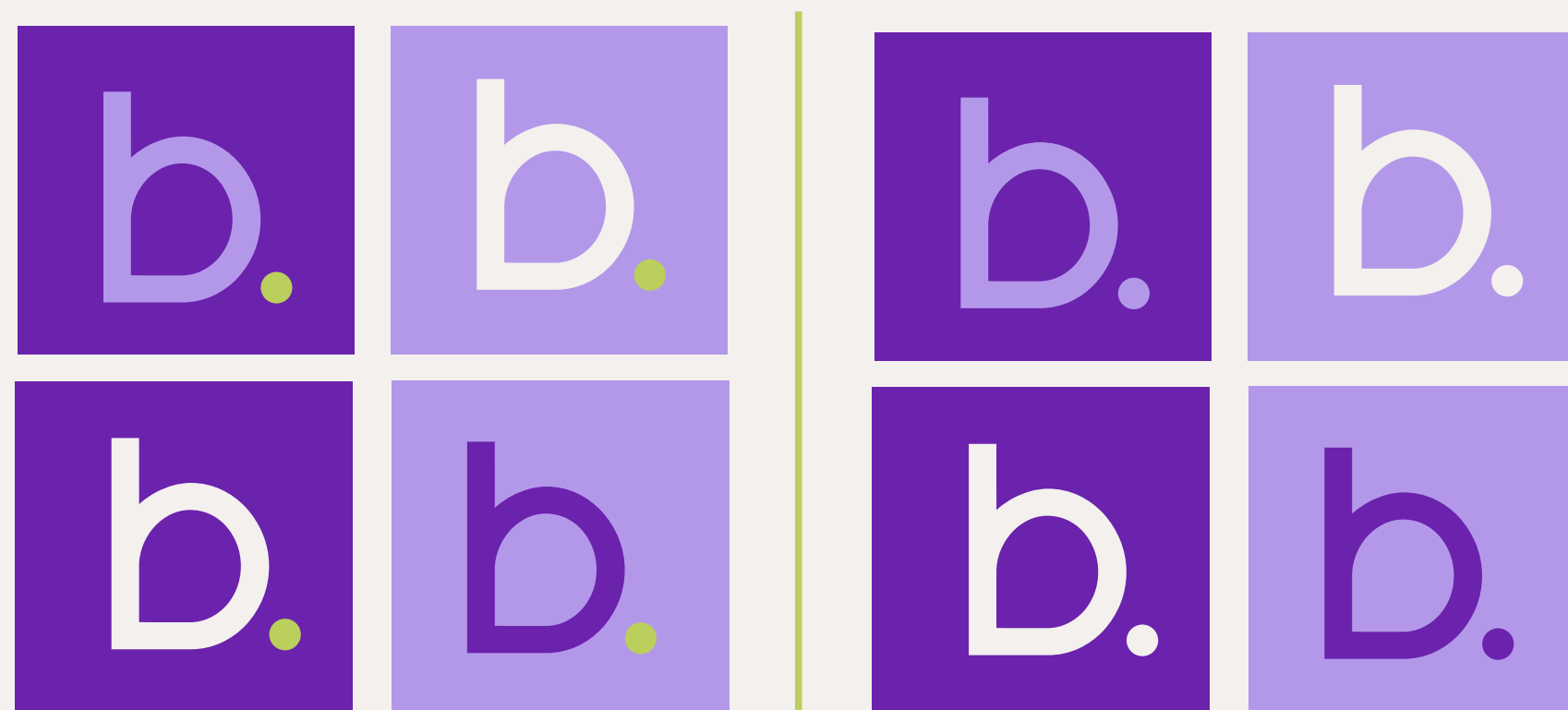**Minimum width for digita**

2 cm.

76 px.
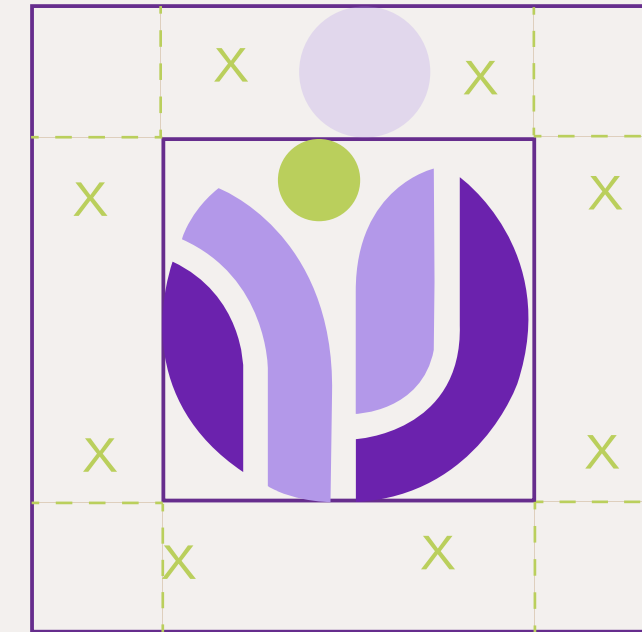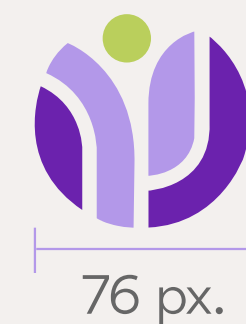
Icon color variations.

Colorscale

The color variations are meticulously adjusted to ensure optimal contrast and legibility on different backgrounds.

In the first two boxes, the corporate colors are used, each with its respective combination.

In the last two boxes, the corporate colors act as a background, seamlessly integrating the logo into the design.
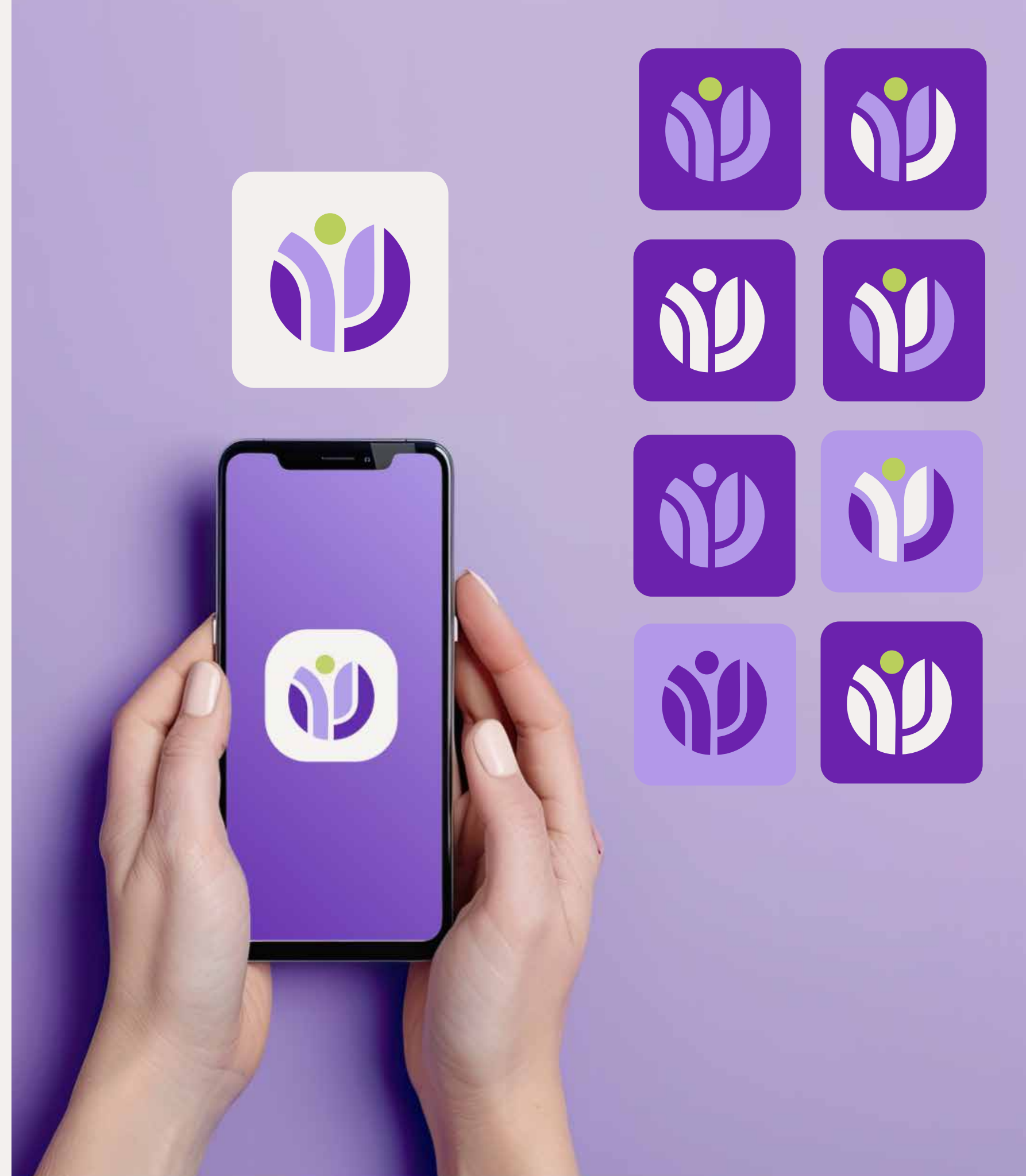
Color palette.

Colour plays an important role as a brand identifier, creating a strong visual association that resonates with consumers and facilitates brand recognition and retention in their minds.

In the selection of our palette, the evocation of technology and sustainability was carefully considered. The colours chosen combine shades of purple, symbolising enlightenment and spiritual growth, with a touch of green, symbolising nature, renewal and growth.

This deliberate fusion of tones not only reflects our brand philosophy, but also aims to establish a lasting impression that resonates with our audience.

Equally important is the application of a colour hierarchy that determines the 'quantity' of each shade. This hierarchy guides the visual composition, ensuring that each colour is strategically employed to convey the desired message. For a detailed illustration of this hierarchy, see next pages.

Purple Bloem.
#6B22B1

YellowGreen
#BED35C

Ivory
#F7F4F2

Bright lavander
#B79CED
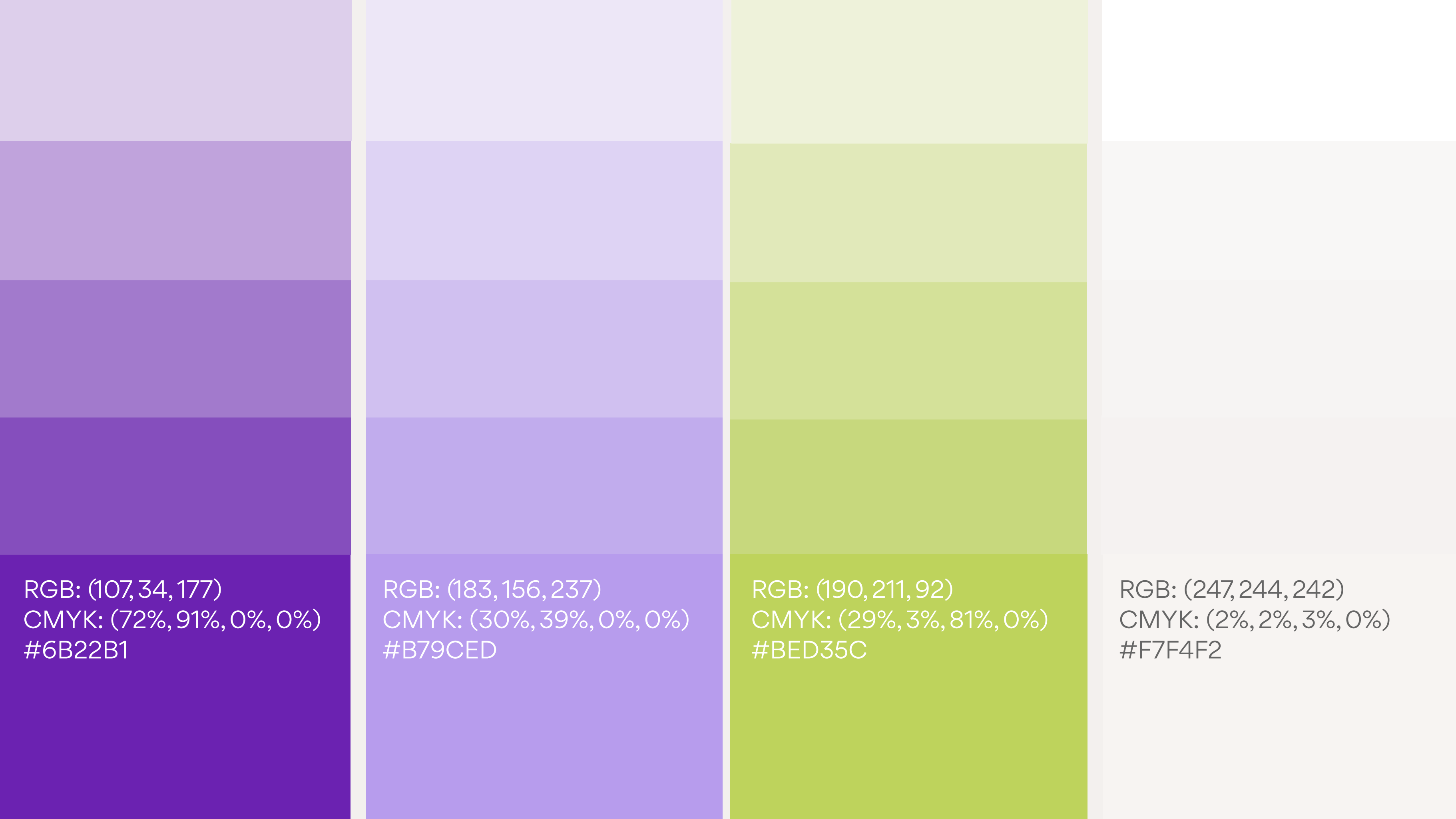
RGB: (107, 34, 177)
CMYK: (72%, 91%, 0%, 0%)
#6B22B1

RGB: (183, 156, 237)
CMYK: (30%, 39%, 0%, 0%)
#B79CED

RGB: (190, 211, 92)
CMYK: (29%, 3%, 81%, 0%)
#BED35C

RGB: (247, 244, 242)
CMYK: (2%, 2%, 3%, 0%)
#F7F4F2

Here you can see some examples of how you can use colour combinations and tones.

Typeface.

Type hierarchy and primary font

It is important to maintain this type structure on most material.

use for contrast between type size, weight and color can help buil a clear hierarchy.

This type structure allows for clarity, consistency, and a strong hierarchy for all communication.

Headings

Gordita Bold

ABCDEFGHIJKLMNOPQRSTUVWZYZ
abcdefghijklmnopqrstuvwzyz
1234567890/

Subheading

Gordita Medium

ABCDEFGHIJKLMNOPQRSTUVWZYZ
abcdefghijklmnopqrstuvwzyz
1234567890/

Body

Gordita Regular

ABCDEFGHIJKLMNOPQRSTUVWZYZ
abcdefghijklmnopqrstuvwzyz
1234567890/

Aa.

Moreover, beyond the selection of typeface families, the hierarchy of size and weight plays a pivotal role in enhancing text comprehension, offering a structured approach to visual communication.

Gordita

1.- Heading
2.- Subheading
3.- Body Copy

1 ## Lorem ipsum dolor sit amet.

2 **Lorem ipsum dolor sit amet.**

3 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan

Typeface.

Type hierarchy and alternative font

When the primary font is not avaible for use, Avenir is the alternative font to be used.

The guidelines for its use differ a little than the primary font. Nevertheless, this structure also allows for clarity, consistency, and hierarchy

Headings

Avenir black

ABCDEFGHIJKLMNOPQRSTUVWZYZ abcdefghijklmnopqrstuvwzyz 1234567890/

Subheading

Avenir medium

ABCDEFGHIJKLMNOPQRSTUVWZYZ abcdefghijklmnopqrstuvwzyz 1234567890/

Body

Avenir light

ABCDEFGHIJKLMNOPQRSTUVWZYZ abcdefghijklmnopqrstuvwzyz 1234567890/

Bb.

Moreover, beyond the selection of type-face families, the hierarchy of size and weight plays a pivotal role in enhancing text comprehension, offering a struc-tured approach to visual communication.

Avenir

1.- Heading
2.- Subheading
3.- Body Copy

1 **Lorem ipsum dolor sit amet, consectetuer**

2 Lorem ipsum dolor sit amet.

3 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla-mcorper suscipit lobortis nisl ut aliquip ex ea commo-do consequat. Duis autem vel eum iriure dolor in hen-drerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et ac-cumsan

Logo / sublogo & photography.

It is important to ensure that the compositions are carefully crafted and balanced. When superimposing the logo or sublogo on photographs, it is recommended to select a suitable area, as well as to play with the colour of the logo or sublogo so that it stands out properly.

Here are some examples.
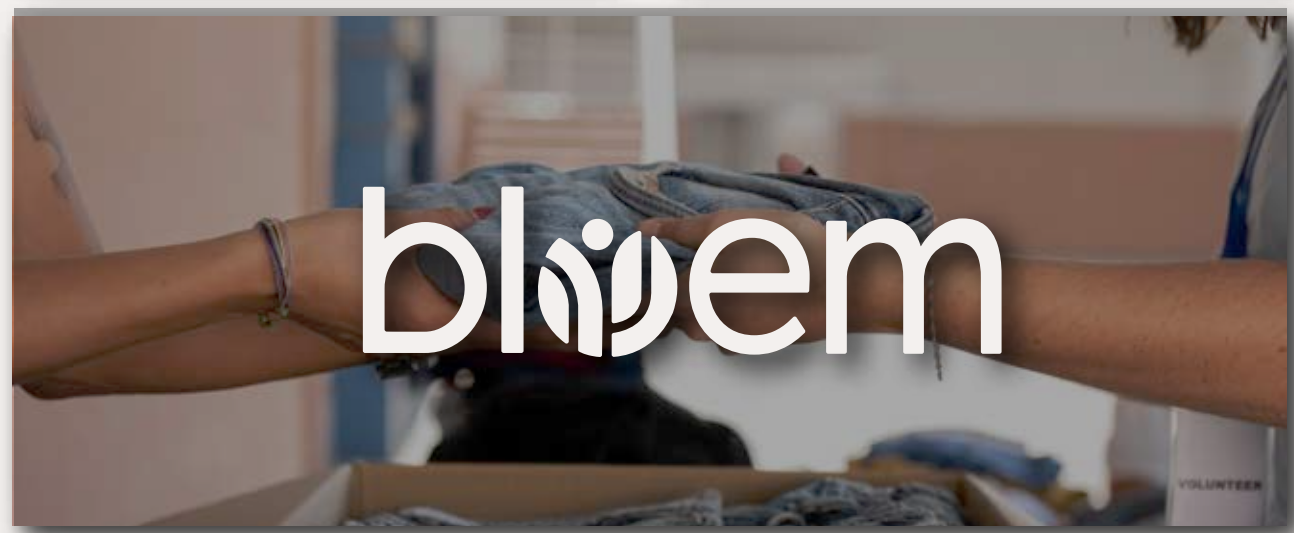
Incorrect usage.

Incorrect uses of any version of the logo, as depicted in the examples, would compromise the legibility of the Bloem brand, its visual potential, and its commercial projection.

It is not permitted to:

1. Use non-corporate colors.
2. Alter the letter spacing.
3. Change the typeface.
4. Distort the elements.
5. Use the entire logo with an outline.
6. Modify proportions.
7. Add or remove elements.
8. Rotate the logo.

1 **bloem**

2 **bloem**

3 **bloem**

4 **bloem**

5 **bloem**

6 **bloem**

7 **bloem**

8 **bloem**

Applications of the Brand.

03.

Pattern.

Brand Pattern

These are the patterns of the isotype, these can be used as backdrops, backgrounds, or any application where its needed.

Pattern.
Brand Pattern

These are the patterns of part of the iso-type, these can be used as backdrops, backgrounds, or any application where its needed.

Business Card.

bluem
circular fashion. digital. easy.

Sophia
Surname

Founder

mailexample@.com
+456 23 456 896

Letterhead.

bl_em

To:
Mariela Mercado
mariela@gmail.com
Amsterdan street #234

Date:
22 of Auhust 2025

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Signature

mail@example.com
+41 79 101 19 25

Banner.

bloem

who
we are?

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what
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Flyer.

(left panel)

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nulla facilisis at vero eros

(center panel)

b.

s grow
nically

(right panel)

Lorem ipsum
dolor sit amet,
consectetuer,

bloem

Risus commodo vivarra
maecenas accumsan. Felis
imperdiet proin fermentum.
leo vel porta non. Mattis