

Design guidelines



The Bliss logo

The logo is the key element in the corporate identity of our organisation. It is essential that it is always used consistently and in line with these guidelines.

The Bliss logo consists of a logotype with a symbol integrated into the letter 'B'. This or any other part of the logo should not be separated and used in any other format. This is supported by a secondary line, for babies born too soon, too small, too sick. These should never be separated.

The size and positional relationships between the words are fixed and should never be altered. Its proportions should never be distorted and the whole logo and strapline must be reproduced together.

The logo should always have clear space around it to protect its integrity, the minimum area is shown below, under "Exclusion area". No other element or type should encroach into this space, nor should the logo be positioned any nearer to an edge of a page. The recommended minimum size of the logo for print is 23mm while the recommended minimum onscreen size is 100 pixels.

The logo is never to be printed on a busy image background or a colour that is of similar tone.

The logo



Exclusion area



Our images

Our photographic style supports the tone of our communications: clear, upbeat, motivating and friendly. Main theme images should show a positive outlook. They should, for example, depict the results of our initiatives rather than depict negative aspects of an existing situation. Images should be used to support the subject matter and be relatable to our audience.



Our images: Photographic treatment

In terms of photographic treatment our guidelines say that all images should be as close to the original as possible. You should aim to maintain the images' proportions, not alter their colour and do not apply artistic effects/filters.



Colour palette

The main colours - Teal and Grey

Pantone 7474c CMYK: 90% 0% 28% 22%



Pantone 5497c CMYK: 50% 26% 34% 11%



The secondary colours - Orange

Pantone 1645c CMYK: 0% 68% 80% 0%



Typefaces (fonts)

Main typeface

The main supporting typeface (font) for stationery and keyboard communications is the VAG Rounded family of typefaces.

Body text

VAG Rounded Std Thin and VAG Rounded Std Light should be used for body text.

Titles and headings

VAG Rounded Std Bold should be used for headings. For emphasis and variation, headings may be printed in a colour from the Bliss palette. As a general rule, paragraphs are denoted by a line break rather than an indent, while text is set ranged left.

Web and email

A recommended supporting typeface for use on web and email applications is Arial. This is a standard systems typeface (on both PCs and Mac).

abcdefghijklmnopkrstuvwxyz
ABCDEFGHIJKLMNOPKRSTUVWZX
1234567890
VAG Rounded Std Thin

abcdefghijklmnopkrstuvwxyz
ABCDEFGHIJKLMNOPKRSTUVWZX
1234567890
VAG Rounded Std Light

abcdefghijklmnopkrstuvwxyz
ABCDEFGHIJKLMNOPKRSTUVWZX
1234567890
VAG Rounded Std Bold

abcdefghijklmnopkrstuvwxyz
ABCDEFGHIJKLMNOPKRSTUVWZX
1234567890
VAG Rounded Std Black