BlanketSmith Brand Identity — v1.0

Last Updated: Jan 1, 2030

A Modern Tool for Modern Makers

Purpose

A brand guideline, or brand style guide, refers to the significant set of standards a company uses to present and maintain a solid and consistent brand in both public and private channels. Having this document ensures that a company is able to maximize its reach and impact on customers in terms of brand recall and brand recognition.

About the Brand

BlanketSmith is a modern, browser-based design tool built to help makers turn ideas into usable patterns quickly and intuitively. We sit at the intersection of craftsmanship and modern software—providing clarity, precision, and approachability without sacrificing creative freedom. BlanketSmith is not a lifestyle brand or a hobby blog. It is a tool-first platform designed for real workflows and built with the maker community at its core.
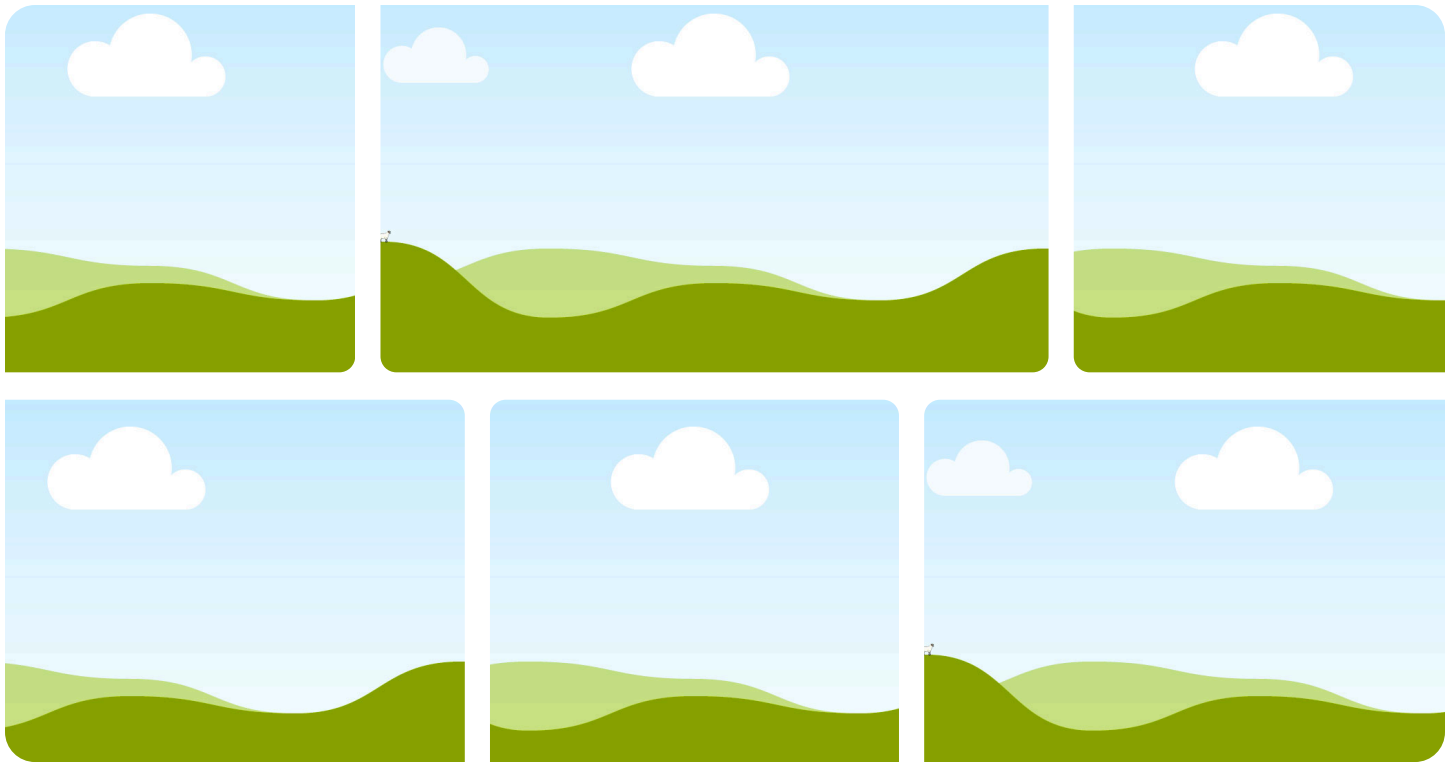
Our Mission

To make pattern creation accessible to every maker—from beginners to experts—by transforming ideas into ready-to-use patterns instantly.

Our Vision

To become the leading digital platform for fiber artists worldwide, empowering creativity through smart tools, automation, and a thriving maker community.

Core Values

- **Creativity Empowered** - Tools should amplify imagination, not restrict it.
- **Ease & Clarity** - Complex processes should feel intuitive and predictable.
- **Accuracy & Craftsmanship** - Precision matters in pattern creation.
- **Community-First** - Built with feedback from real makers.
- **Respect for Process** — We honor both beginner learning curves and expert workflows.

Logo

The BlanketSmith logo system is designed for flexibility across digital environments. It consists of primary badges, supporting lockups, and simplified version for small-scale usage.

The system is modular by design, allowing the brand to scale across:

- Web applications
- Marketing surfaces
- Social platforms

- Documentation and exports

Logo Philosophy

The BlanketSmith logo is designed to balance **warmth** and **precision**. It reflects craftsmanship through organic forms while maintaining the clarity and consistency expected from a modern digital tool.

The system consists of:

- **Primary badge** (gradient)
- **Supporting lockups** (with and without slogans)
- **Simplified versions** for small-scale usage

This logo system ensures that BlanketSmith remains recognizable in every context, from large-screen UI to mobile icons, while maintaining visual harmony and legibility at all sizes.
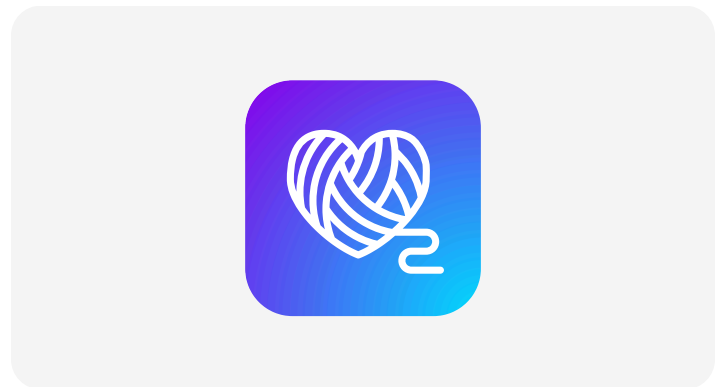
Primary Logo System & Variations
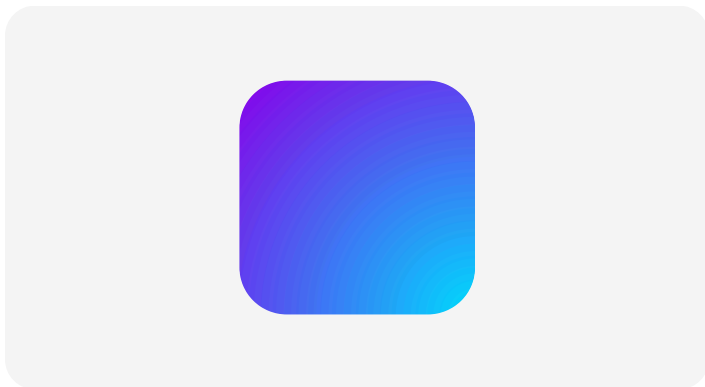
Primary Badge (Gradient)
The primary emblem features a rounded square badge filled Purple to cyan gradient.

Use cases

- Hero section backgrounds
- CTA buttons
- Website headers & Footer designs
- Product feature highlights

Primary Emblem (Primary Logo)
The primary emblem features a rounded square badge filled with the BlanketSmith brand gradient and a simplified heart-yarn mark in white.

Use cases

- Web application header
- Landing pages and hero sections
- Social profile images
- App icons and launch screens

Primary Logo (Dark Variants)

Monochrome versions of the primary logo ensure clarity in constrained or high-contrast environments.

Use cases

- Documentation
- Dark mode UI
- Print or single-color contexts

Favicon & Small-Scale Mark

The favicon uses a simplified, high-contrast mark to ensure legibility at very small sizes.

Use cases

- Browser tabs
- Mobile home screens
- PWA installs

Vertical Lockups

Vertical Lockup (No Slogan)

Presents the brand mark stacked above the wordmark and prioritizes brand recognition while maintaining a compact footprint.

Use cases

- App onboarding screens
- Hero sections (centered layouts)
- Product launch graphics
- Social media profile headers

Vertical Lockup (Slogan)

The vertical lockup with slogan reinforces BlanketSmith's positioning and purpose when additional context is appropriate.

Use cases

- Marketing landing pages
- Pitch decks and presentations
- Social media announcement posts
- Brand storytelling sections

Horizontal Lockups

Horizontal Lockup (No Slogan)

The horizontal lockup is optimized for wide layouts and navigation contexts where vertical space is limited.

Use cases

- Website headers and footers
- Application navigation bars
- Email headers
- Documentation headers

Horizontal Lockup (Slogan)

The horizontal lockup with slogan should be used sparingly when there is sufficient space and when reinforcing the brand message adds value.

Use cases

- Homepage hero sections
- Promotional banners
- Partner materials
- Community announcements

Wordmarks

BlanketSmith

BlanketSmith
A Modern Tool For Modern Makers

Wordmark (No Slogan)

A clean typographic representation of the BlanketSmith brand.

Use cases

- UI headers and section titles
- Legal or copyright usage
- Text-only environments
- Small layouts where the badge would overwhelm

Wordmark (Slogan)

The wordmark with slogan communicates both identity and purpose in a single element.

Use cases

- Brand overview slides
- Marketing materials
- Community pages
- Educational content

Logo Usage

Always maintain clear space around the logo equal to the height of the capital **"B"** in the wordmark. No text, imagery, or UI elements may intrude into this space.

Background Rules

- Preferred: white, light gray, or brand gradient
- Dark backgrounds require white or monochrome logo variants
- Avoid textured or busy imagery

Minimum Sizes:

- Badge icon: minimum 64px (Digital)
- Horizontal lockup: minimum width 120px
- Favicon: use simplified icon only

Below these sizes, legibility and brand clarity cannot be guaranteed.

Scaling Rules

- Do not scale logos disproportionately
- Never modify stroke weights
- Never apply drop shadows, glows, or filters

Do Not:

- Recolor the gradient
- Stretch or distort
- Rotate or skew
- Add outlines, shadows, or effects
- Place on low-contrast backgrounds

Color

Primary Brand Gradient

BlanketSmith's primary visual identifier is its gradient, symbolizing the transition from idea → pattern → finished creation.

Gradient Orientation:

- Direction: 45° (top-left → bottom-right)

Color Stops:

- Purple-Violet (top-left)
- Mid-Blue (core tone)
- Cyan-Blue (bottom-right)

This gradient should always be used as provided and never recreated manually

CSS (Canonical Source of Truth)
background: linear-gradient(
    45deg,
    #7C2AE8 0%,
    #374FD9 50%,
    #14C8F5 100%
);

Primary Brand Colors

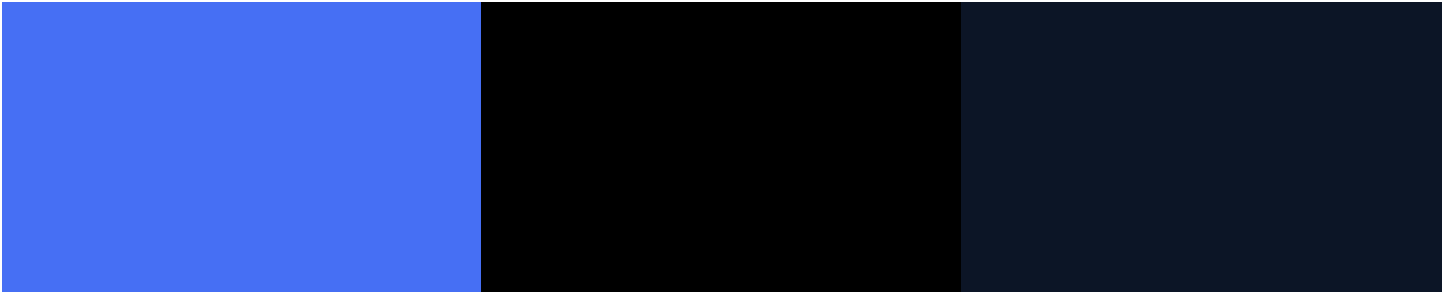A list of the brand's primary colors with HEX, RGB, and CMYK values.

Mid Blue 600

HEX #374FD9

RGB (55, 79, 217)

CYMK (75, 64, 0, 15)

Purple Violet

HEX #7C2AE8

RGB (124, 42, 232)

CYMK (47, 82, 0, 9)

Cyan Blue

HEX #14C8F5

RGB (20, 200, 245)

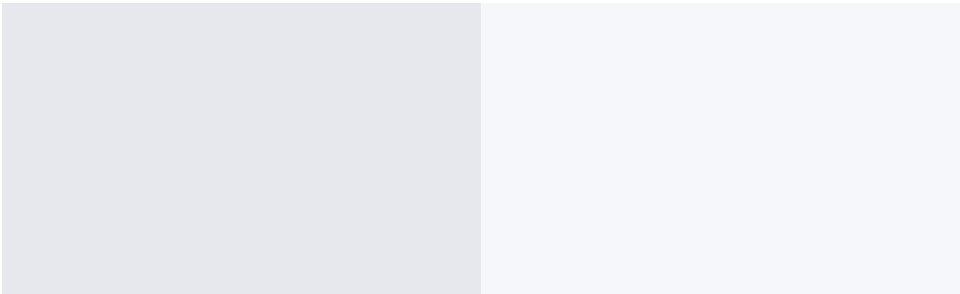**CYMK** (92, 18, 0, 4)

Secondary Brand Colors

A list of the brand's secondary and accent colors with HEX, RGB, and CMYK values.

Mid Blue 500

HEX #466ff4

RGB (70, 111, 244)

CYMK (71, 55, 0, 4)

Black

HEX #000000

RGB (0, 0, 0)

CYMK (0, 0, 0, 100)

Deep Ink Blue

HEX #0c1526

RGB (12, 21, 38)

CYMK (68, 45, 0, 85)

Med Light Gray

HEX #e6e8ee

RGB (55, 79, 217)

CYMK (75, 64, 0, 15)

Light Gray

HEX #f5f7fa

RGB (245, 247, 250)
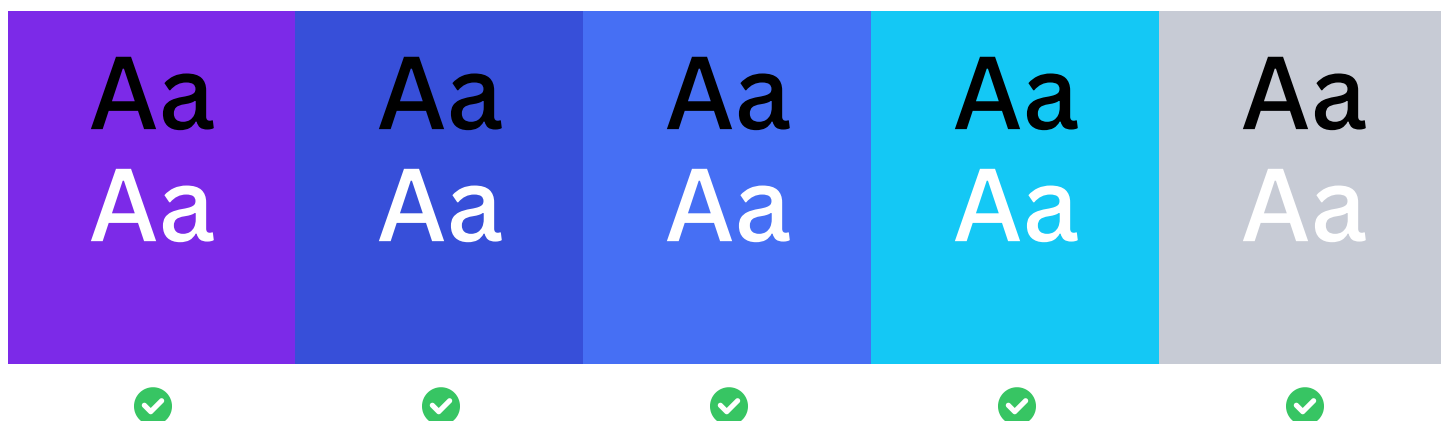
CYMK (2, 1, 0, 2)

White

#ffffff

RGB (255, 255, 255)

CYMK (0, 0, 0, 0)

Color Combinations & Accessibility

Accessibility & Contrast

- Text on gradient backgrounds must meet WCAG AA contrast standards.

- White icons are preferred on gradient surfaces.
- Avoid placing logos over complex imagery or low-contrast colors.

Typography

Our typographic system is built around two key typefaces, Poppins and Inter, each meticulously chosen to fulfill specific roles in establishing a cohesive and impactful brand identity. Poppins serves as the display font, ideal for headlines, wordmarks, and logo lockups, with its bold and modern attributes ensuring clarity and brand recognition. In contrast, Inter is our go-to for body and UI text, providing legibility and functionality for digital interfaces. This thoughtful combination enables us to maintain consistency and readability across all platforms while enhancing visual appeal.

Fonts

Primary Typeface

Poppins

- **Use for:** Headings, wordmarks, logo lockups, section titles, main navigation
- **Recommended Weights:**
    - **Bold (700)** — used for primary headlines and wordmarks
    - **SemiBold (600)** — used for secondary headings, subtitles, and emphasis

Reasoning:
Poppins is clean, modern, and legible. It's **ideal for headers** and **high-visibility text**, where clarity and brand recognition are critical.

Secondary Typeface

Inter

- **Use for:** Body text, UI elements (labels, buttons, inputs), captions, long-form content
- **Recommended Weights:**
    - **Regular (400)** — used for body text, paragraphs, and instructions
    - **Medium (500)** — used for UI labels, buttons, form inputs
    - **Semibold (600)** — used for emphasis (e.g., callouts, links)

Reasoning:
Inter was designed specifically for digital interfaces. It's legible at small sizes and has a **great modern look** for **user-facing content**.

Headings

Body

Aa

Aa

Poppins Bold

Inter Regular

A Modern Tool For Modern Makers
Making Pattern Creation Accessible to Every Maker

Typesetting and Hierarchy

Define a clear type hierarchy with examples.

Font	Type	Size	Weight	Usage
Poppins	**Title**	60 pt	Bold (700)	Major headings, page titles
Poppins	**Heading**	26 pt	SemiBold (600)	Primary section headings
Poppins	**Subtitle**	38 pt	SemiBold (600)	Section subtitles, intro lines
Poppins	**Section header**	20 pt	SemiBold (600)	Minor sections/grouping titles
Poppins	Subheading	22 pt	Medium (500)	Secondary points or labels
Inter	Body	16 pt	Regular (400)	Main content, paragraphs
Inter	*Quote*	16 pt	SemiBold (600)	Highlighted/Important quotes
Inter	Caption	12 pt	Regular (400)	Small print, footnotes

Additional Web Development Typography Hierarchy

Type	Font	Weight	Font Size	Usage
Heading 1 (H1)	Poppins	Bold (700)	60 pt	Main headers, page titles
Heading 2 (H2)	Poppins	SemiBold (600)	38 pt	Section headers, major subheadings
Heading 3 (H3)	Poppins	SemiBold (600)	26 pt	Subheadings, paragraph starters
Body Text (UI)	Inter	Medium (500)	16 pt	UI labels, buttons, inputs

Additional Notes:

- **Line height (leading)**: Set at 1.4 – 1.5x for readability
- Keep **word spacing** at **normal** (avoid too much space between words for legibility)
- Body text should always be legible at **smaller sizes** (14px is the minimum for body content on most screens)

Voice

The **BlanketSmith** brand voice reflects the **warmth**, **helpfulness**, and **creativity** that permeates every part of our community. We strive to communicate with clarity, enthusiasm, and a sense of collaboration, ensuring our users feel like they're a part of a creative, welcoming environment. Whether we're explaining a new tool feature, providing helpful tutorials, or celebrating a user's success, our voice serves to inspire and empower.

Brand Voice

The **BlanketSmith** voice is grounded in three core attributes that define how we communicate with our community: **Warmth**, **Helpfulness**, and **Playfulness**. These traits help shape the way we write, ensuring that our content connects with the audience in a human and approachable way. This section outlines our brand voice and provides clear guidelines for how to maintain consistency across all platforms and touchpoints.
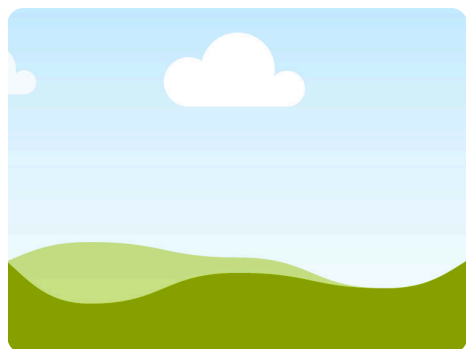
Creative

We value imagination and self-expression. Encourage people to explore their creative potential and try new things.

"Let's bring your ideas to life! Whether you're designing your first pattern or your hundredth, BlanketSmith is here to fuel your creativity."

Supportive

We're committed to being a helpful partner in the crafting journey. We're here to help users and celebrate their achievements.

"We're cheering you on every step of the way! If you need help, we're always here to guide you through your creative journey."
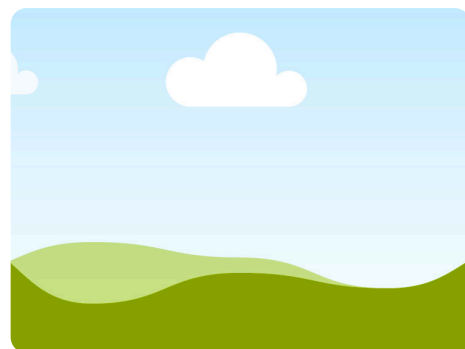
Inclusive

Everyones welcome, regardless of experience or background. BlanketSmith celebrates diversity and aims to be accessible to all.

"No matter your skill level or experience, BlanketSmith is made for makers of all kinds. Let's create something beautiful together!"

Tone Variations

In different contexts, we adjust our tone while keeping our **brand voice** consistent. Depending on the channel or the message we are conveying, our tone can vary from **inspirational** and **encouraging** to **informative** and **friendly**. This section outlines the guidelines for how to tailor our tone to different channels, including the distinctions in tone we use when communicating on our website, social media, support emails, and other platforms.

Channel	Tone	Sample Copy
Website	Inspirational, Supportive	"Welcome to BlanketSmith! Whether you're a seasoned pro or a beginner, we're here to help you bring your patterns to life. Let's make something beautiful together."
Social Media	Engaging, Inclusive	"We love seeing what you're making! Join the community of makers using #BlanketSmithMakers and show us how you're crafting with us."
Email	Supportive, Friendly	"Hi [Name], we're so glad to see your progress! If you ever need help with a pattern or have questions, don't hesitate to reach out. We're always here to assist!"
Help Docs	Clear, Supportive	"To get started with your first project, follow these steps: [Steps]. If you have any questions, we've got answers in our Help Center!"
Ads/Marketing	Encouraging, Positive	"Ready to create something amazing? Join BlanketSmith and start designing your own patterns today—our easy-to-use tool is just a click away!"

Photography

The photography style for BlanketSmith is focused on authenticity and natural aesthetics. We aim to capture real, unfiltered moments of creativity in action. This style highlights our core values, precision, creativity, and accessibility by using natural lighting, organic, real-world scenes, and images that feel personal and engaging. Our photography should feel approachable, professional, and grounded in the real lives of makers.
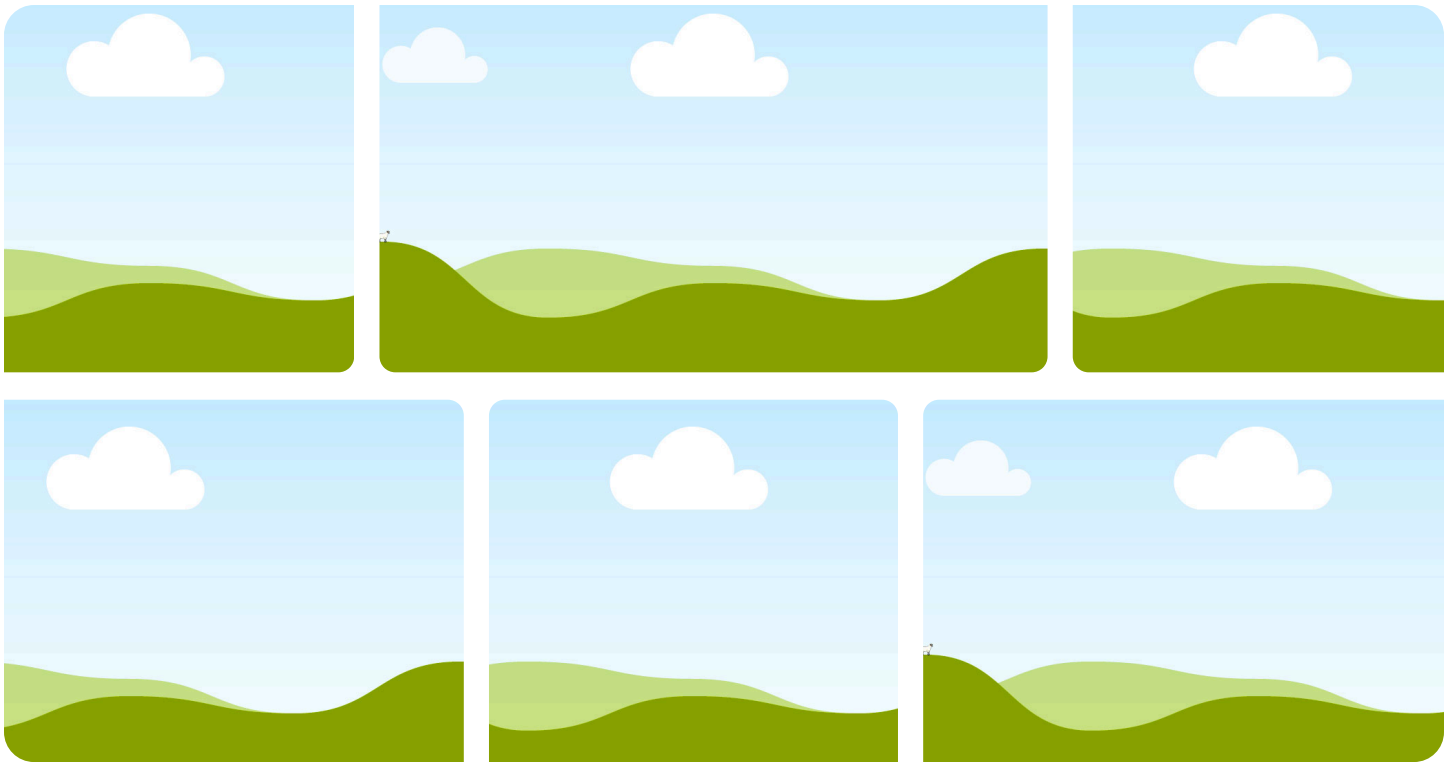
General Guidelines

The general guidelines for BlanketSmith's photography are designed to maintain consistency across all brand materials. Our photos should always reflect the essence of our brand: warm, inviting, and clear. We avoid overly commercialized or staged imagery in favor of authentic shots that communicate the real-world utility and creativity our tool inspires. These guidelines help ensure that every photo we use tells the right story—one of community, creativity, and simplicity.

Photography Style:

- **Natural lighting**
- **Organic, real-world scenes**
- Close-ups of hands working with tools, materials, or the app interface
- Avoid overly staged or commercial imagery

Editing

- Avoid over-filtered photos. Keep the lighting natural, with the brand's primary colors used as accents
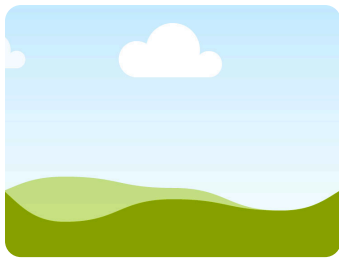
People
Natural light,
Genuine interactions,
Diverse
representation,
Close-ups

Products
Close-ups, Textural
focus, Natural
Composition, Avoid
over editing
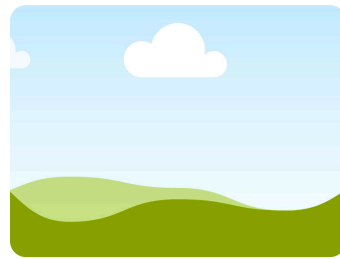
Places
Workspaces, Minimal
staging, Crafting
environments
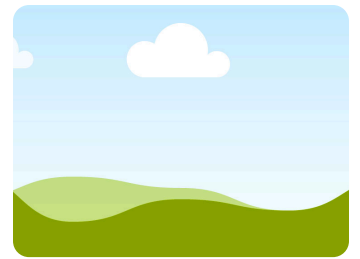
Software UI
Use screenshots &
real world context,
High contrast
elements, Focus on
features

Graphics

BlanketSmith's graphic system is designed to support creativity without distraction. Graphics should feel modern, intentional, and lightweight—enhancing clarity and visual interest while allowing the product experience and user creations to remain the primary focus.

Rather than relying on decorative illustration, BlanketSmith prioritizes functional, purposeful graphics that reinforce structure, hierarchy, and usability across the tool, marketing materials, and future community platform.
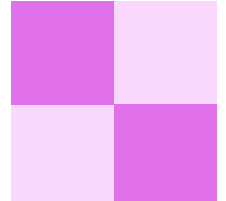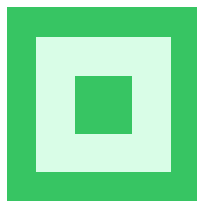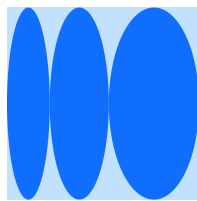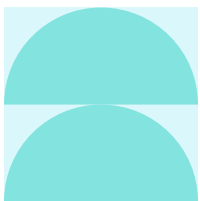
Graphic Style Principles

All BlanketSmith graphics should adhere to the following principles:

- **Purpose Drive** - Graphics must serve a clear function—such as guiding attention, clarifying layout, or reinforcing hierarchy—rather than existing purely for decoration.
- **Minimal & Modern** - Graphics must serve a clear function—such as guiding attention, clarifying layout, or reinforcing hierarchy—rather than existing purely for decoration.
- **Brand-Aligned** - Graphics should complement the BlanketSmith gradient system, typography, and UI style without overpowering them.
- **Scalable** - Graphics should complement the BlanketSmith gradient system, typography, and UI style without overpowering them.

Acceptable Graphic Types

The following graphic types are appropriate for BlanketSmith:

- Gradient-based shapes or panels derived from the core brand gradient
- Soft geometric forms (rounded rectangles, subtle curves)
- Dividers, separators, and layout accents
- UI-driven graphics (cards, modals, highlights)
- Subtle motion or animation (future use) that reinforces interaction, not spectacle

Restricted / Avoided Graphic Styles

The following styles should generally be avoided:

- Hand-drawn or sketch-style illustrations
- Highly ornamental or decorative patterns
- Stock illustrations with exaggerated characters or mascots
- Overly "crafty" or whimsical visuals that undermine the modern tool aesthetic
- Heavy textures, fabric simulations, or photorealistic yarn graphics

Graphics in Product vs Marketing

Product (Tool UI)

- Graphics must prioritize clarity and usability
- Visual hierarchy and spacing take precedence over decoration
- Use color sparingly and consistently
- Avoid background graphics that compete with content

Marketing & Brand Materials

- Slightly more expressive use of gradients and layout
- Larger graphic elements permitted to create visual impact
- Still restrained and clean—never cluttered

Icons

Icons in BlanketSmith are functional UI elements first and foremost. They exist to communicate actions, status, and navigation clearly and consistently across the tool and supporting experiences.

While the icon system is still evolving, BlanketSmith maintains strict guidelines to ensure visual cohesion, clarity, and scalability as the product grows
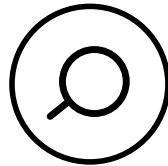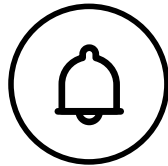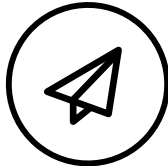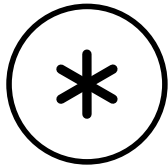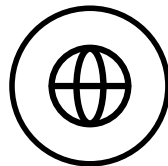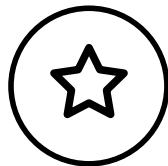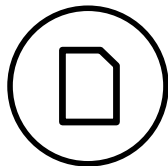
Current Icon State (Context Statement)

At present, BlanketSmith uses a mix of placeholder icons and an initial implementation based on Heroicons. Many interface areas intentionally use neutral placeholder icons pending a full icon system refactor.

A dedicated icon audit and refactor is planned as part of the broader branding and UI update, including alignment between the tool interface and the future beta landing page.

Icon Style Guidelines

All icons used in BlanketSmith should follow these rules:

- **Line-Based & Minimal** - Icons should primarily use line-based or lightly filled styles with consistent stroke weight.
- **Rounded & Friendly** - Prefer rounded corners and soft geometry over sharp or aggressive angles.
- **Consistent Stroke Weight** - All icons within the same context should share the same stroke thickness and visual weight.
- **Recognizable at Small Sizes** - Icons must remain legible and meaningful at small UI sizes (16–24px).

Icon Color Usage

- Default icons should inherit the current text or UI color
- Avoid multi-color icons within the tool UI
- Accent or brand colors may be used sparingly for status or emphasis
- Monochrome icons should always be available for accessibility and theming

Placeholder Icon Usage

Until the full icon refactor is complete:

- Blank or neutral placeholder icons are acceptable

- Placeholders should not imply meaning or action
- Placeholders should be visually consistent across the interface

Planned Icon Refactor (Future Note)

A comprehensive icon pass is planned to:

- Replace all placeholder icons with meaningful, consistent symbols
- Standardize icon sizes, stroke weights, and visual style
- Align tool UI icons with marketing and landing page visuals
- Ensure accessibility, clarity, and scalability

This refactor will occur alongside the branding update for the tool and the creation of the beta landing page.

Icon Sources & Libraries (Guideline)

When sourcing icons:

- Prefer a single primary icon system where possible
- Ensure licensing is compatible with commercial use
- Avoid mixing multiple icon styles within the same interface
- Custom icons may be created when necessary to support unique features

Icon Do's and Don'ts

Do

- Keep icons simple and functional
- Use icons consistently across similar actions
- Test icons at multiple sizes

Don't

- Mix outline and filled styles arbitrarily
- Use decorative icons with no functional meaning
- Rely on icons alone without supporting labels where clarity is needed