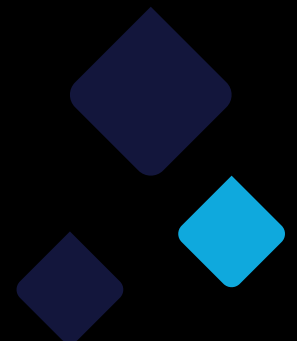




Brand Guide

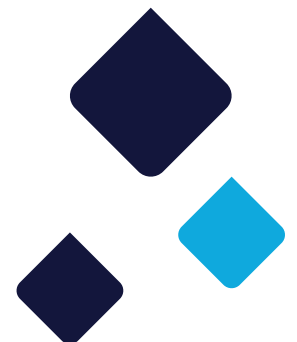




## Intro

---

This brand book is provided to give you the tools and guidelines you need to make the most of your brand. Inside, you will find logos, logo usage rules, fonts, and colors for Blue Synergy.





# Logos

---

To the right are the different variations of the Blue Synergy logo.

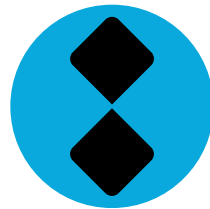
## Default Brand Colors



*Horizontal*

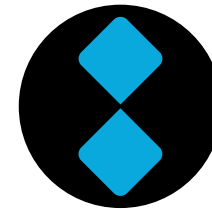


*Stacked*



*Graphic mark*

## Inverse (Dark Mode)

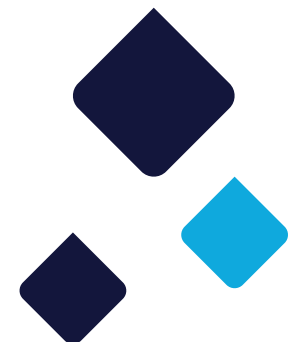




## Clear Space

---

Standardized padding around the logo is half the x-height of the typeface (i.e., half the height of the letter "e").





# Typography

---

Here are the approved brand fonts for Blue Synergy

[Orbitron font](#)

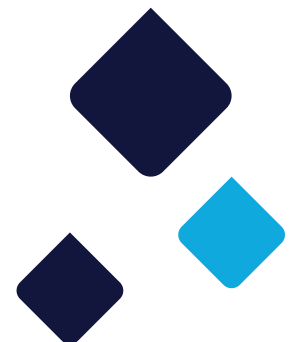
[Exo font](#)

Orbitron

*Headers*

Exo

*body copy*





# Color

---

Here is the brand color palette for  
Blue Synergy

## Light Blue

#0fa9dd  
R:4 G:169 B:221  
Pantone 299 C

Primary Color

Secondary  
Colors

#000000

#FFFFFF

## Dark Blue

#13163c  
R:19 G:22 B:60  
Pantone 5255 C

