

# BRANDBOARD BLUE STAR MARKETING

## LOGO

A



B



## VARIATIONS

C



D



E



F



## COLORS

### PRIMARY



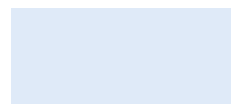
Ocean  
#00adea  
R 0 | G 172 | B 233  
C 84 | M 0 | Y 0 | K 0



Orientblau  
#0f4988  
R 8 | G 71 | B 135  
C 95 | M 67 | Y 5 | K 20



Nachtblau  
#162259  
R 17 | G 32 | B 89  
C 100 | M 85 | Y 0 | K 50



Alice White  
#dfeaf8  
R 223 | G 234 | B 248  
C 15 | M 5 | Y 0 | K 0



Pink  
#e50069  
R 229 | G 0 | B 105  
C 0 | M 100 | Y 25 | K 0

### SECONDARY



Dunkelviolett  
#641462  
R 100 | G 20 | B 98  
C 60 | M 100 | Y 0 | K 33



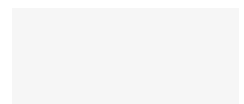
Permanentviolett  
#954b97  
R 149 | G 75 | B 151  
C 50 | M 80 | Y 0 | K 0



Kornblumenblau  
#2a7fc2  
R 42 | G 127 | B 194  
C 80 | M 42 | Y 0 | K 0



Faience  
#45b5cf  
R 66 | G 180 | B 206  
C 67 | M 6 | Y 17 | K 0



Matt neutral  
#f6f6f6  
R 246 | G 246 | B 246  
C 0 | M 0 | Y 0 | K 5

## TINTS & SHADES

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
<b>Ocean</b> Shades (Schattierungen)											
	00adea	009cd3	008abb	0079a4	00688c	005775	00455e	003446	00232f	001117	000000
<b>Ocean</b> Tints (Tönungen)											
	00adea	1ab5ec	33bdee	4dc6f0	66cef2	80d6f5	99def7	b3e6f9	cceffb	e6f7fd	ffffff
<b>Orientblau</b> Shades (Schattierungen)											
	0f4988	0e427a	0c3a6d	0b335f	092c52	082544	061d36	041629	030f1b	01070e	000000
<b>Orientblau</b> Tints (Tönungen)											
	0f4988	275b94	3f6da0	5780ac	6f92b8	87a4c4	9fb6cf	b7c8db	cfdbe7	e7edf3	ffffff
<b>Nachtblau</b> Tints (Tönungen)											
	162259	2d386a	454e7a	5c648b	737a9b	8b91ac	a2a7bd	b9bdcf	d0d3de	e8e9ee	ffffff

## TYPOGRAPHY

### Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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### Rosefield Regular

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abcdefghijklmnopqrstuvwxyz  
1234567890  
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### Source Sans Pro SemiBold

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### Rosefield All

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## IMAGES & INSPIRATION

