

bloon

2019 Style Guide

Bloon is the cloud storage solution that prioritizes users. All of your stuff, organized how you want it, in one place.

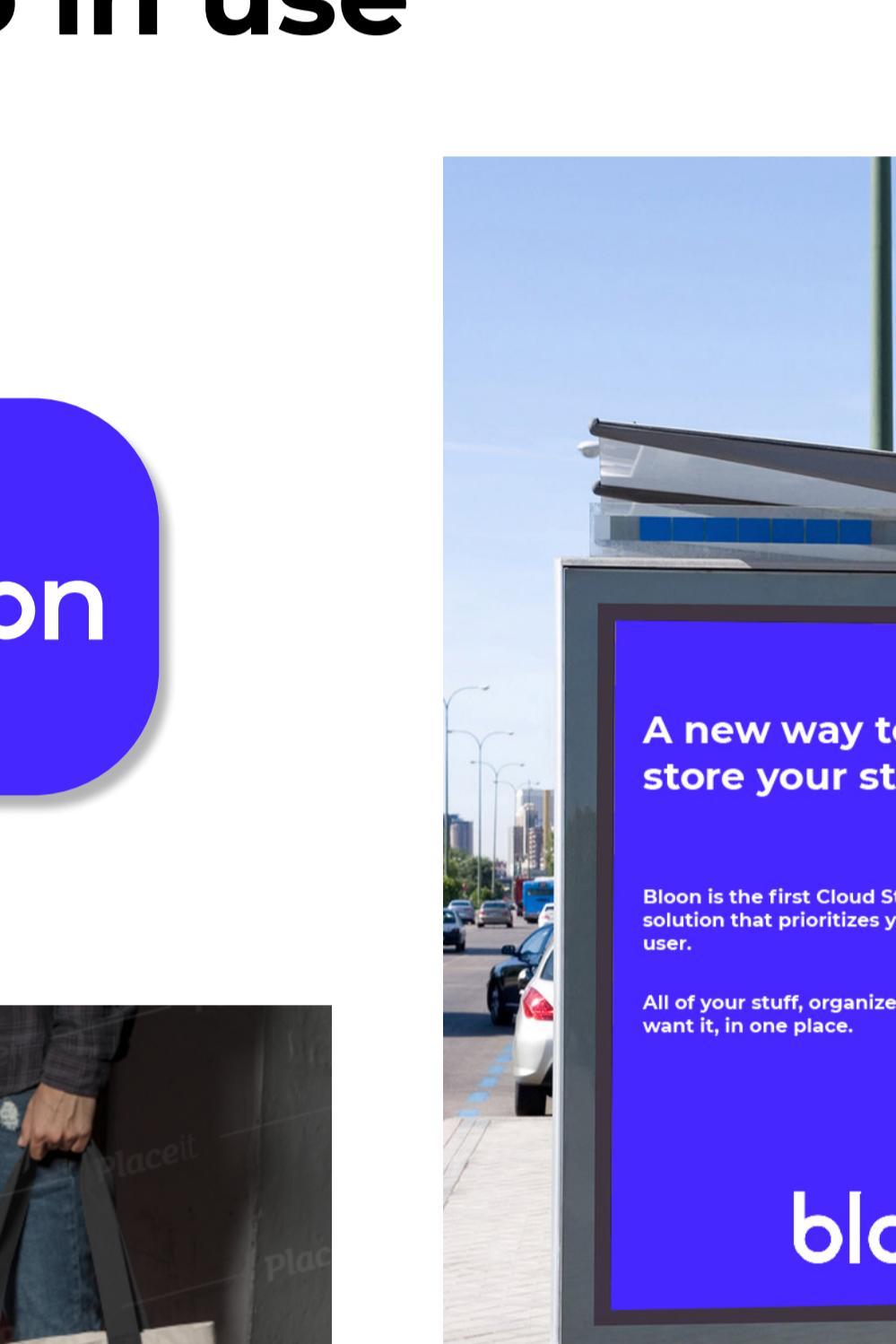
Logo

Our logo relies on circular symmetry to achieve its pleasing appearance. Our wordmark is simple, easy to read, and speaks for itself. No symbol needed.

bloon

The custom font created for our wordmark carefully incorporates a perfect circle.

Equal spacing of the letters is vital.

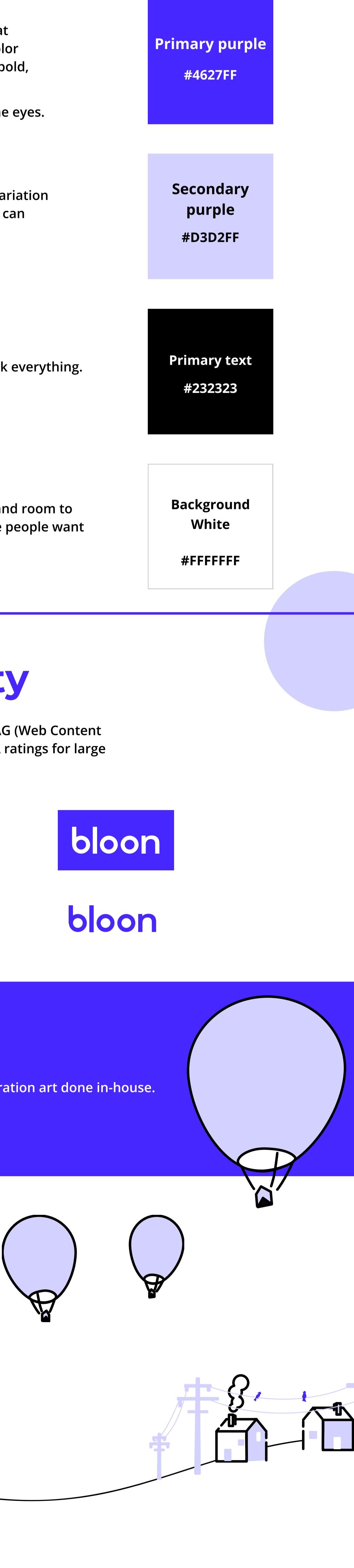
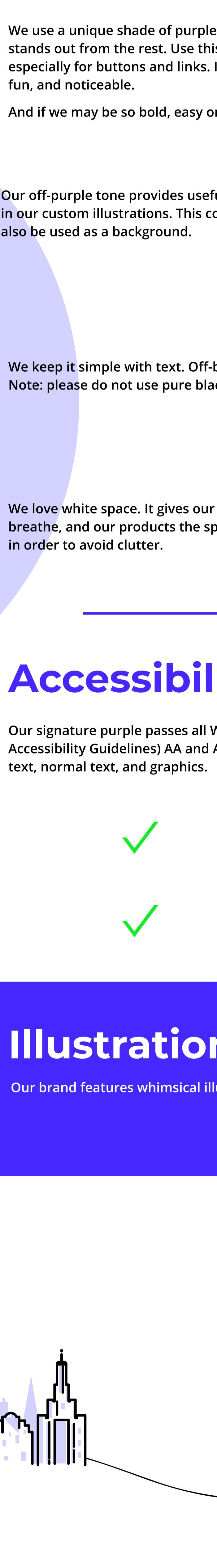


Our wordmark logo should appear, when possible, in our signature purple (more on this color below), or in white with a purple background.

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Logo in use



Typography

Bloon's typography is simple and approachable, just like us. We rely on two sans serif fonts.

In tandem with our logo wordmark, the combination of Montserrat and Open Sans helps establish an accessible and approachable user experience.

Montserrat

Brand typeface (Logo, Headings, Statements)

Regular ABCDEFGHIJKLMNOP
Medium ABCDEFGHIJKLMNOP
SemiBold ABCDEFGHIJKLMNOP
Bold ABCDEFGHIJKLMNOP
Black ABCDEFGHIJKLMNOP

Open Sans

Complimentary typeface (Body text, main copy, messaging)

Regular ABCDEFGHIJKLMNOP
SemiBold ABCDEFGHIJKLMNOP
Bold ABCDEFGHIJKLMNOP
ExtraBold ABCDEFGHIJKLMNOP

Desktop

Heading 1 48 px

Heading 2 32 px

Heading 3 22 px

Body Text 16 px

Mobile

Heading 1 28 px

Heading 2 22 px

Heading 3 18 px

Body Text 16 px

Color

We use a unique shade of purple that stands out from the rest. Use this color especially for buttons and links. It's bold, fun, and noticeable.

And if we may be so bold, easy on the eyes.

Note: this is only in greyscale environments.

Primary purple

#4627FF

Secondary purple

#D3D2FF

Primary text

#232323

Background

White

#FFFFFF

We love white space. It gives our brand room to breathe, and our products the space people want in order to avoid clutter.

We keep it simple with text. Off-black everything.

Note: please do not use pure black.

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