

BLEND360

QUICK STYLE GUIDE

February 2023

BLEND360

Color

Primary Colors

Our primary brand colors are dark blue and turquoise. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

#08083B

R8 G8 B59

#1B7BF

R17 G183 B191

Secondary Colors

Our secondary brand color is the moonstone. Used scarcely when needed. Not too many rules around this. Just use this when a secondary color is need for the content. White and black are as usual default.

739FAF

R115 G159 B175

00000

R0 G0 B0

FFFFFF

R255 G255 B255

Typography

Blend360's primary font is Montserrat. We use **Montserrat ExtraBold** for headings, subheadings and Montserrat for body. Please feel free to use other weights of the font.

Blend360!@

Montserrat ExtraBold

Blend360!@

Montserrat Regular

Headings – 24+

Subheadings – 18+

Paragraph 12 – 14pt

Information 8-10pt

This is a Heading

This is a Subheading

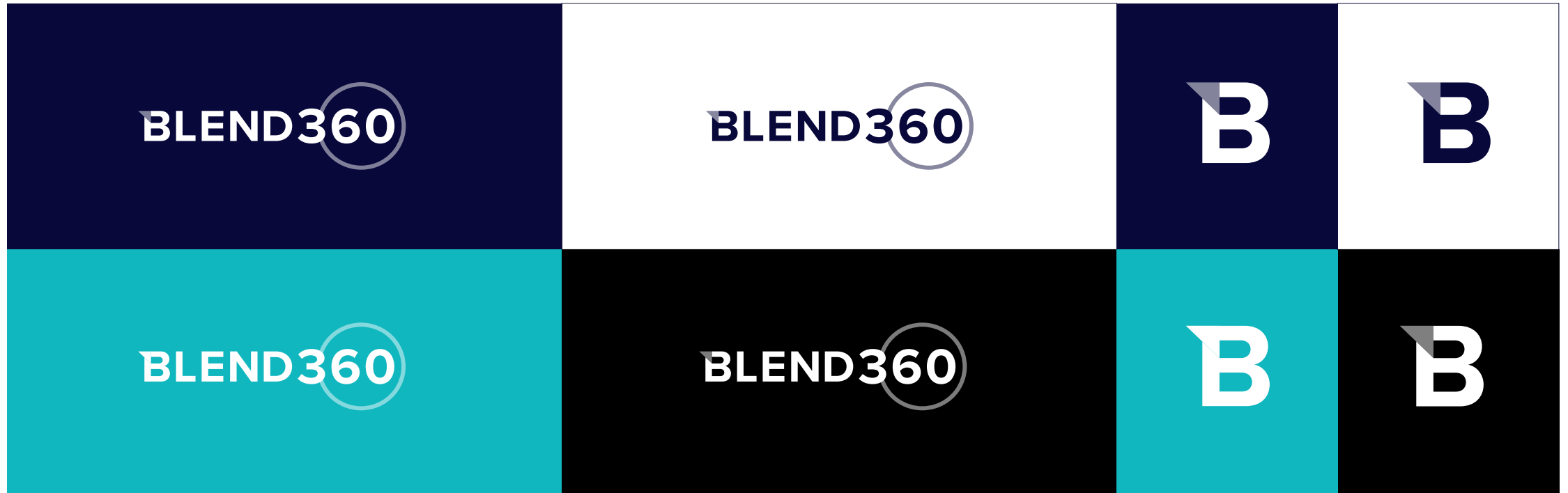
A paragraph is a self-contained unit of writing consisting of one or more sentences, usually focused on a single topic or idea. It is typically identified by a first-line indentation or a blank line between paragraphs.

*This is a note or a detail.

*Some slides have too much information in them. In those cases, it is impossible to keep 12pt or more for the body text. Feel free to go as low as possible as long as the text is readable.

Logo & Usage

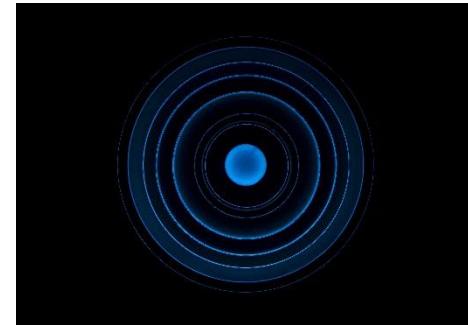
Below are the best practices on how to use our logo on different backgrounds.
The minimum clearspace around the logotype is equivalent to 1/2 of the height of the logotype.



*Whenever it is impossible for you to use our logo, you can write **BLEND360** i.e. Blend360 in Montserrat Extrabold.

Imagery

Though Blend360 is a tech and data driven company, People are core to our business. Employees, clients, partners, consultants is what Blend360 is about. So, use clear and crisp imagery that has people. If you want to use abstract imagery, then circle or circular shapes are the ones to use. Examples are below.



Gradient Overlay

#08083B

20% Transparency

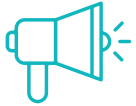
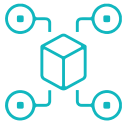
#08083B

0% Transparency

The angle of gradient overlay depends on the type of image we are using. The above example has a man on the left, so to focus the subject we have used the transparency on the left. Please experiment with the overlay until a desired output is achieved.

Iconography

Blend360 has a lot of content to offer. It serves different capabilities and services to the clients. So, at different times, there is a need for different icons. If you want to use a custom icon, use line icons like below and keep the overall style consistent.



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THANKS

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