VIS DRSIGN

BLUEPINE
Tech Foundation

BLUEPINE
Tech Foundation

BLUEPINE TECH FOUNDATION VISUAL IDENTITY

A - BASIC PART

BLUEPINE
Tech Foundation

BLUEPINE
Tech Foundation

BLUEPINE LOGO：Cultivating Symbiosis Between Technology and Agriculture.

Where a Digital Blue Meets a Living Green. Our emblem fuses the flow of technology with the vitality of agriculture, visualizing our core mission: to empower traditional farming through digital innovation.

A visual symphony of technology nurturing life. It shows how the steady flow of innovation is helping traditional agriculture not just to adapt, but to flourish—ushering in a smarter, greener future.

A-1.1

BLUEPINE
Tech Foundation

The logo monochrome version displays the design in a single color, making it suitable for grayscale printing or single-color engraving where its form and structure remain distinct. The reversed version shows a white logo on a dark background, ensuring high visibility on dark materials. Both versions guarantee the logo's correct application in various scenarios.

BLUEPINE
Tech Foundation
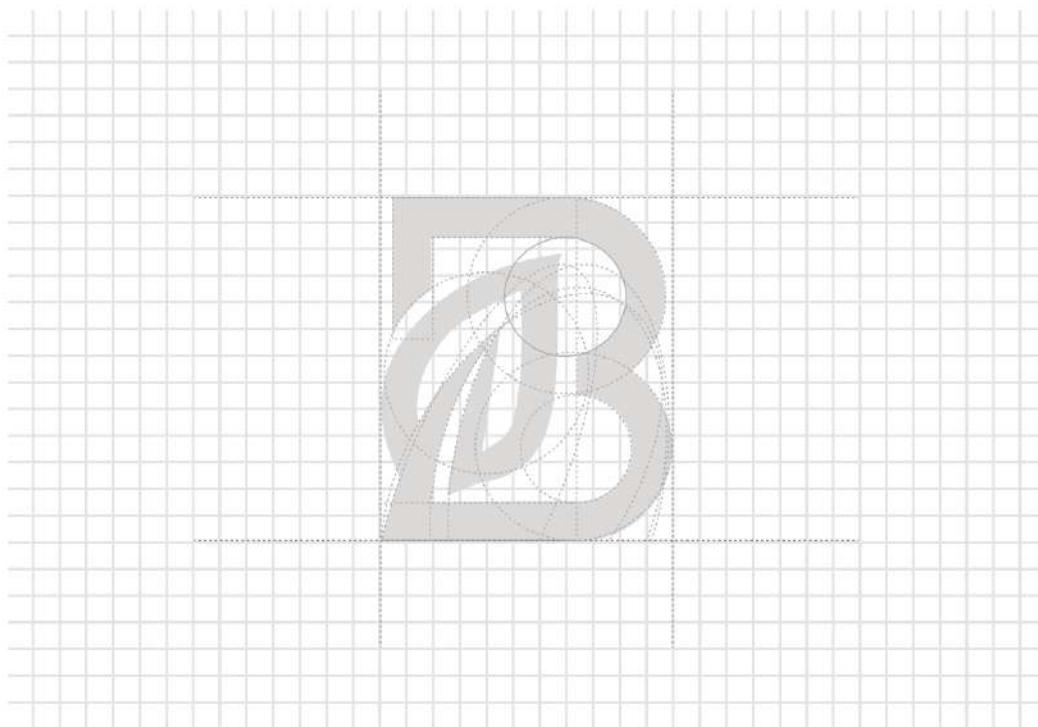
Message Rationale

To maintain absolute visual consistency across all applications, the logo's proportions, structure, and spatial relationships are governed by a precise construction guide.

The purpose of this page is to inform brand identity users of the correct form of the brand logo. It helps avoid incorrect usage and enables suppliers to conduct compliance checks, rather than guiding the redrawing of the brand logo.

Notes

In general, when using the brand logo, the electronic files provided on the CD should be used whenever possible. Redrawing the brand logo is not recommended to avoid errors that may occur during the redrawing process.

Logo Clearspace and Minimum Size

BLUEPINE
Tech Foundation

0.5X   0.5X

1X   BLUEPINE
      Tech Foundation

0.5X   0.5X

A-1.4

BLUEPINE
Tech Foundation

To match the logo's structure and meet industry standards, Misans font is designated as the exclusive typeface. Using this standard font in combined layouts ensures overall harmony, strengthens the corporate image's visual recognition, and reflects the company's unique traits. The standard font's grid-based design makes it easy to scale up, scale down, and reproduce, keeping proportions and letter spacing consistent with standards.

Notes

Keep text intact (no stroke omissions). Align horizontally (no tilting/distortion). Ensure font-background contrast for readability. Scale strictly proportionally (no deformation). Prohibit clarity-harming effects (blur, sharpening).

English Abbreviation Standard Font (Positive Image)

Bluepine Tech Foundation

English Abbreviation Standard Font (Negative Image)

Bluepine Tech Foundation

English Abbreviation Standard Font (Drafting Method)

Bluepine Tech Foundation

B BLUEPINE
Tech Foundation

To match the logo's structure and meet industry standards, Misans font is designated as the exclusive typeface. Using this standard font in combined layouts ensures overall harmony, strengthens the corporate image's visual recognition, and reflects the company's unique traits. The standard font's grid-based design makes it easy to scale up, scale down, and reproduce, keeping proportions and letter spacing consistent with standards.

Notes

Keep text intact (no stroke omissions). Align horizontally (no tilting/distortion). Ensure font-background contrast for readability. Scale strictly proportionally (no deformation). Prohibit clarity-harming effects (blur, sharpening).

English Full Name Standard Font (Positive Image)

Bluepine Technology Foundation
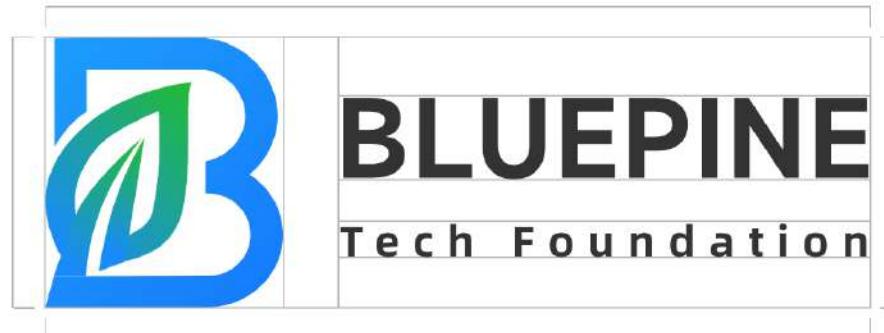
English Full Name Standard Font (Negative Image)

Bluepine Technology Foundation

English Full Name Standard Font (Drafting Method)

Bluepine Technology Foundation

Logo and English Wordmark Lockup

BLUEPINE
Tech Foundation

Logo & English Abbreviation Combination

Default Layout: Graphic Logo (Left) + English Abbreviation (Right), with spacing set to 1/3 of the logo's width; aligned by horizontal center line, logo height matches max height of English abbreviation (error ≤1mm), minimum application width ≥20mm.

Standard Color Version

Standard Grayscale Version

Standard Reverse Version

A-3.1

Logo and English Corporate Name Lockup

Logo & English Full Name Combination

Default Layout: Graphic Logo (Left) + English Abbreviation (Right), with spacing set to 1/3 of the logo's width; aligned by horizontal center line, logo height matches max height of English abbreviation (error ≤1mm), minimum application width ≥20mm.

Standard Color Version

Standard Grayscale Version

Standard Reverse Version

A-3.2

BLUEPINE
Tech Foundation
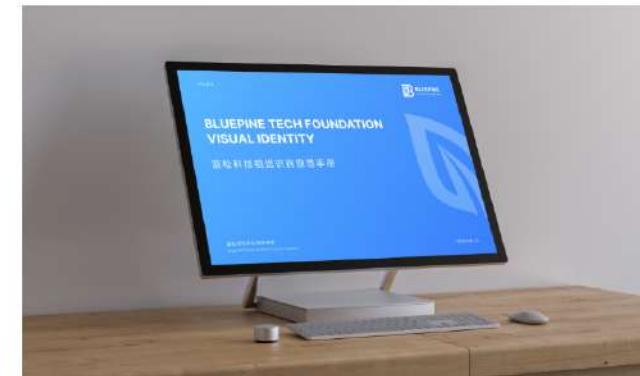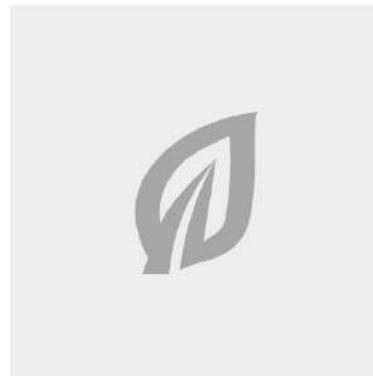
Usage Specifications for Auxiliary Graphics

Usage: Maintain original form. Alterations to shape, proportion, or color are prohibited. Default color is gray.

Layout Rule: Use as background or accent. Maintain a ¼-width clearance from all other elements.

Application: Suitable for print (stationery, brochures), digital media (websites, social platforms), and spatial design (exhibitions, office walls). Scale appropriately for the context.

Strictly Prohibited: Stretching, distorting, adding elements, or any application that could harm the brand's image.

Corporate Colors

Corporate Colors

Usage: Action buttons, text links, active states, key information highlights, and data visualization.
Restriction: Avoid using for headings or body text where it may be mistaken for a hyperlink.

Brand Colors

#1887FB

Standard Text Color

Usage: Headings, body text, secondary text, placeholder text, disabled text.

| Heading Text | Body Text | Secondary Text | Hint Text |
| #333333 | #666666 | #999999 | #CCCCCC |

A-4.1
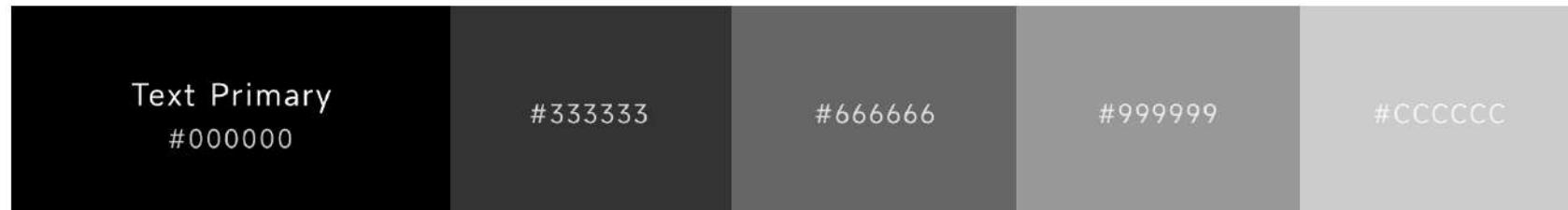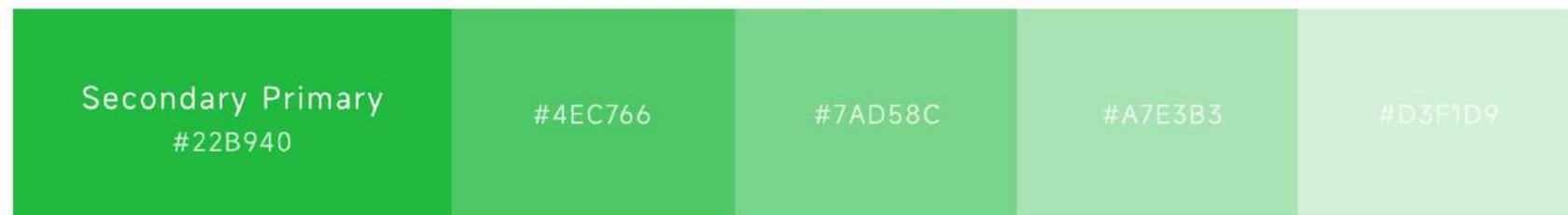
Color Palette Tints & Shades Guidelines

BLUEPINE
Tech Foundation

Text Primary #000000	#333333	#666666	#999999	#CCCCCC

Brand Primary #1887FB	#469FFC	#74B7FD	#A3CFFD	#D1E7FE

BLUEPINE
Tech Foundation

Standard Secondary Colors

Usage: Secondary action buttons, minor text links, module dividers, icon accents, and non-critical highlights. May be paired with primary colors or used independently in secondary information modules to enhance visual hierarchy.
Restriction: Avoid using in headings, large body text sections, and core interactive areas (e.g., submit buttons) to prevent visual clutter and maintain clear information hierarchy.

| Secondary Primary #22B940	#4EC766	#7AD58C	#A7E3B3	#D3F1D9

BLUEPINE
Tech Foundation
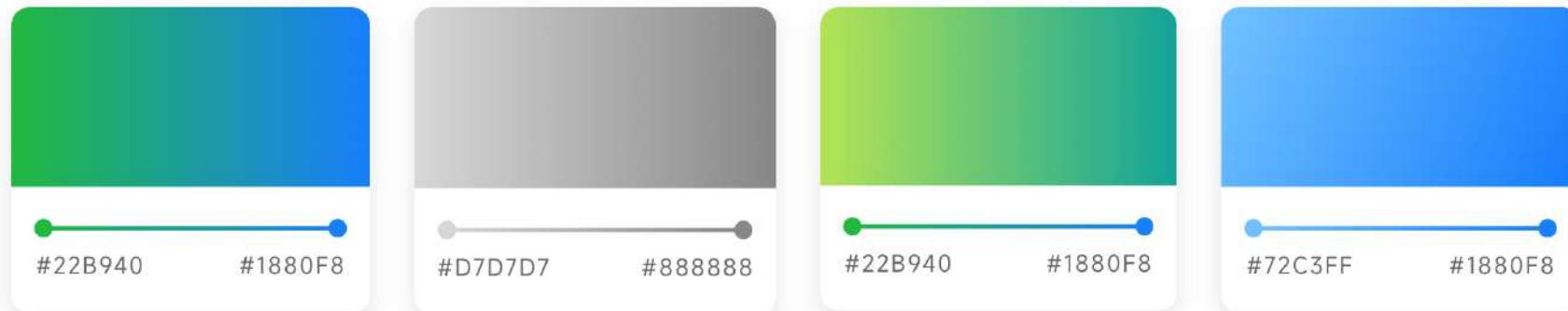
Brand Gradients

Based on the primary and secondary brand colors, define gradient color combinations (e.g., primary + secondary colors, shades of the same color family), transition methods (linear/radial, etc.), and transparency standards. Ensure natural color transitions and brand visual consistency when applied to promotional materials, interface designs, and other scenarios.

Notes

Restrict gradient colors to the official brand color library. Specify gradient direction and color step parameters. Unauthorized color combinations are prohibited to ensure unified brand visual output.

#22B940	#1880F8
#D7D7D7	#888888
#22B940	#1880F8
#72C3FF	#1880F8

BLUEPINE
Tech Foundation

Functional Secondary Colors

Application scenarios include: Gains, losses, data metrics, success, failure, alerts, accents, and decorative elements.
Do not use for: Headings, paragraph text, buttons, or links.

Utility Colors

Utility Colors

Utility Colors

Utility Colors

#FC5B52

#00BD8D

#FFA650

#FFCC20

Functional Color Ramp Specifications

BLUEPINE
Tech Foundation

Danger #1887FB	#FD7C75	#FD9D97	#FEBDBA	#FEDEDC
Success #1887FB	#33CAA4	#66D7BB	#99E5D1	#CCF2E8
Warning #FFA650	#FFB873	#FFCA96	#FFDBB9	#FFEDDC
Reminder #1887FB	#FFD64D	#FFE079	#FFEBA6	#FFF5D2

BLUEPINE
Tech Foundation

Background Colors

Application scenarios include: Brand material contexts, digital interface contexts, information hierarchy contexts, and special functional contexts.

| #FFFFFF | #FAFAFA | #F8F8F8 | #EEEEEE |