



bluprint.

| Brand Guidelines

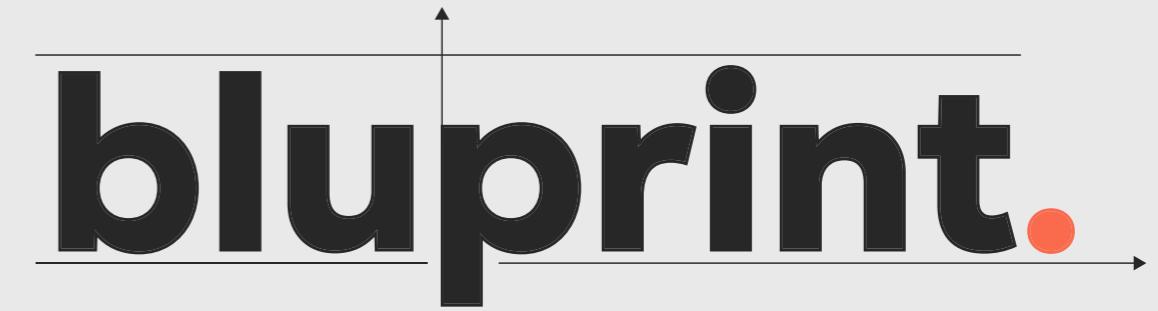
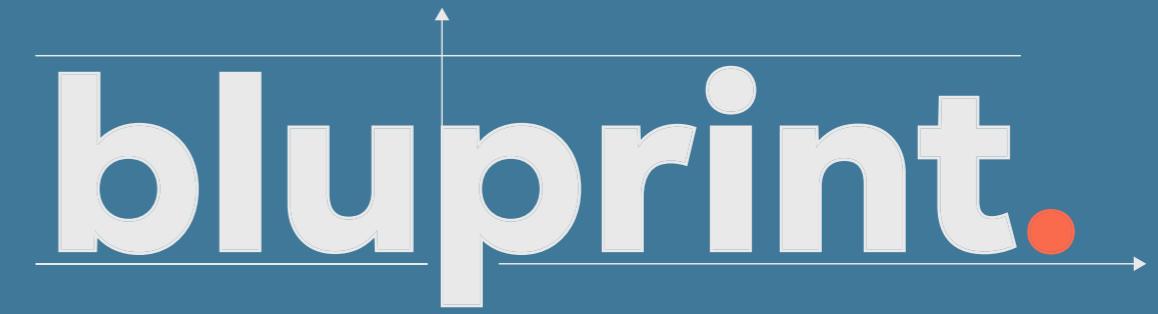
Brand Message

Blueprint is a design tool created to aid with the creation of a brand. Blueprint aims to give people an easy route in order to establish a thorough and matching brand identity.

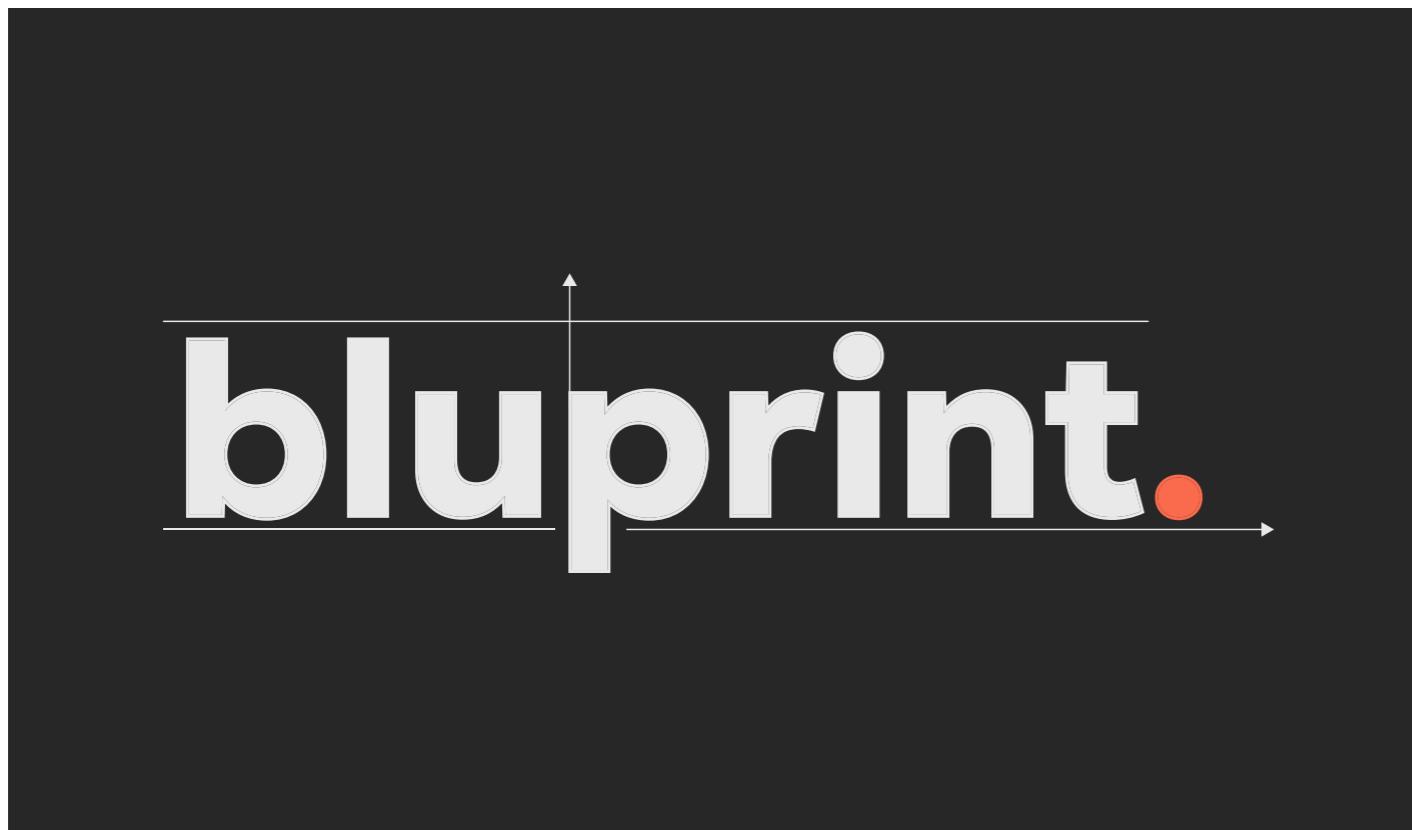
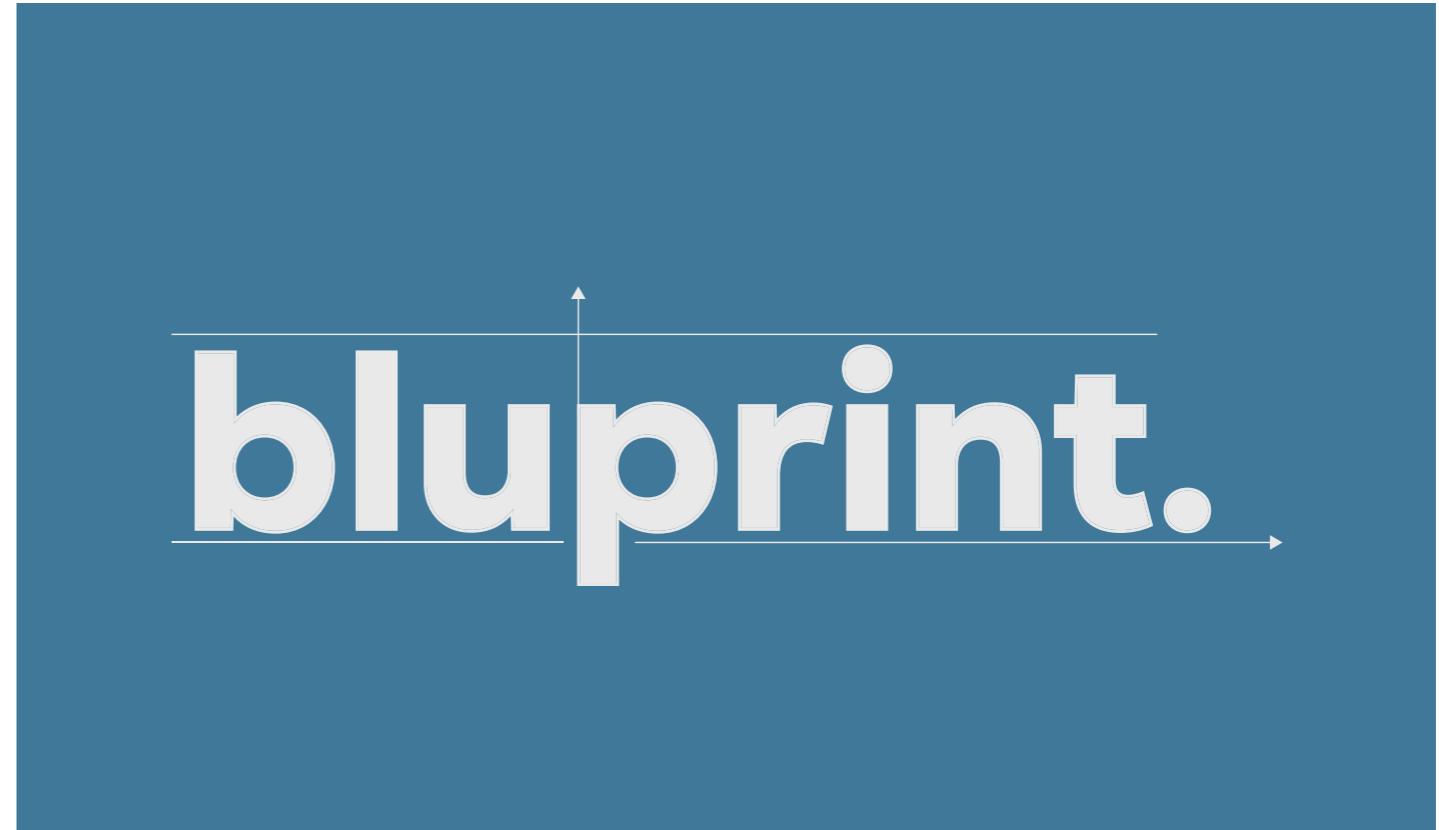
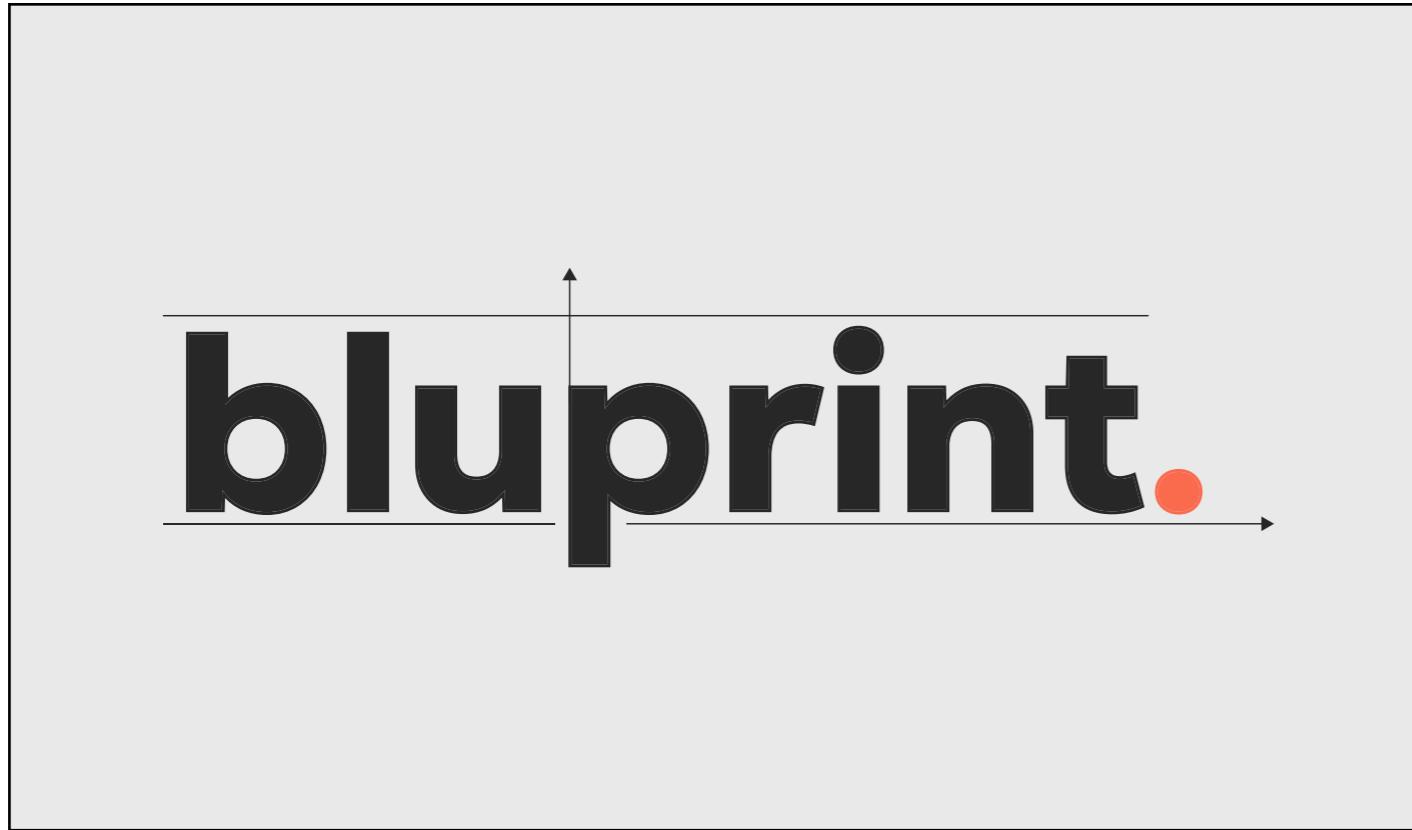
Blueprint makes brand asset creation and management simple, helping you design consistently and manage assets effectively, without the need for expensive software or agencies.

| Colour Logo Variants

Bluprint's logo can appear with the full stop in the highlight colour of orange. When appearing on a high-contrast background, the logo can be switched to a white. Typically, on the blue backgrounds, you find that the logo will appear in white most of the time, and then switches to black for the white or similar backgrounds.

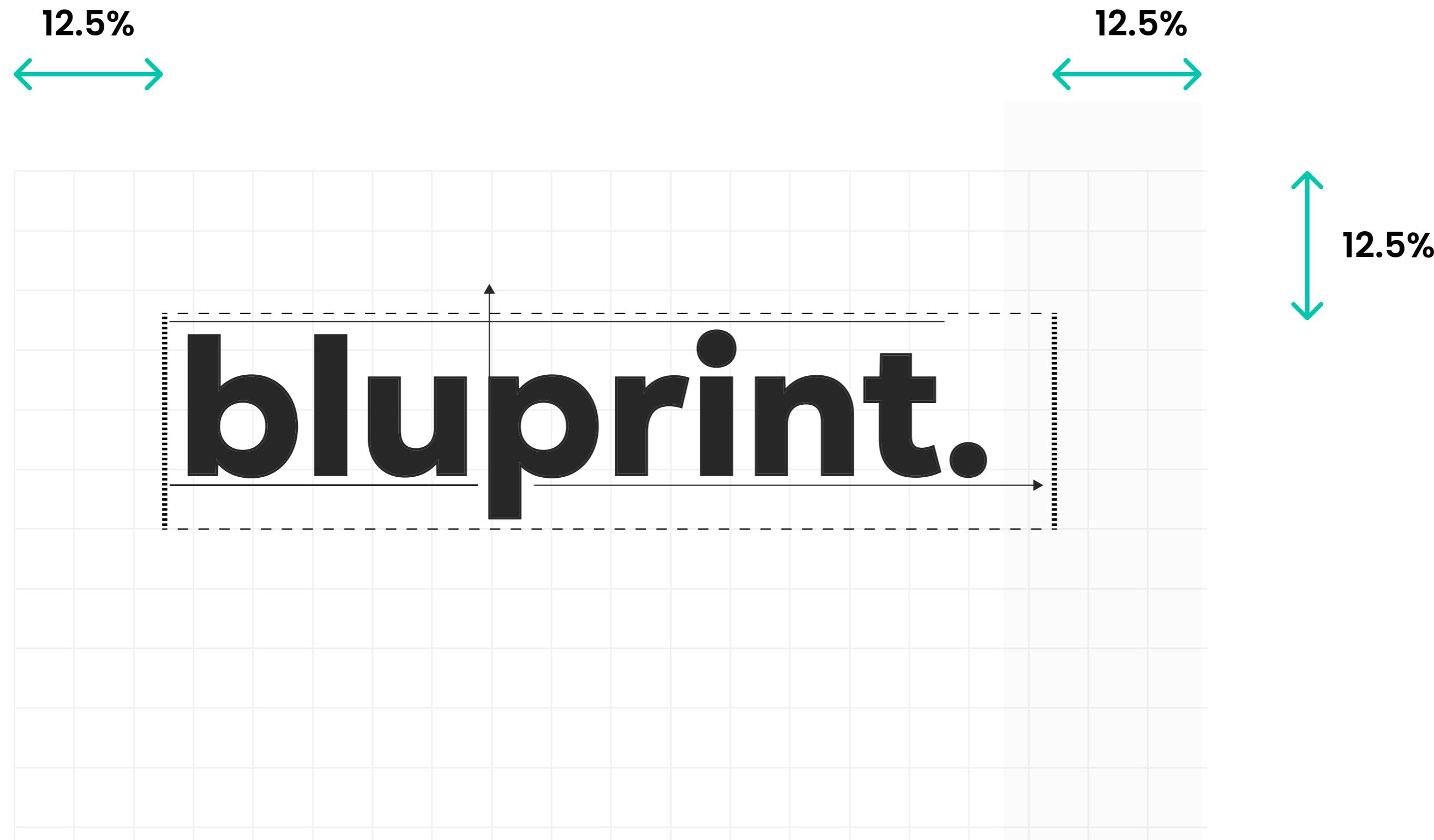


| Colour Variants



Clearspace

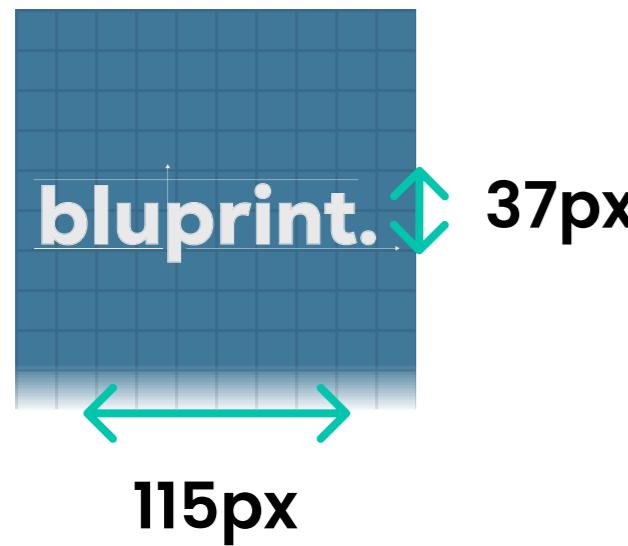
It's important that you understand the clear space in the logo, which ensures proper usage of the logo across every platform and consistency across your brand.



Minimum Size & Variants

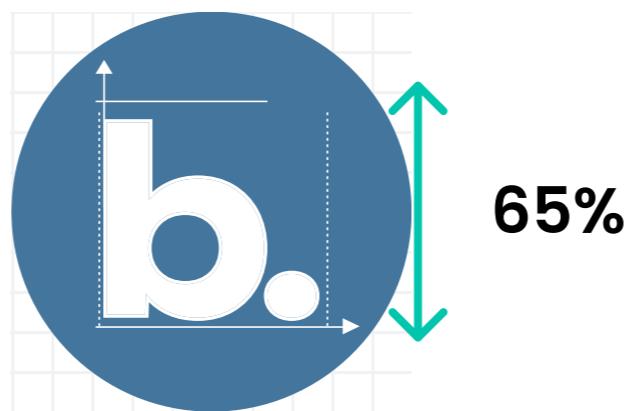
Ensuring a minimum size for your logo stops any possibilities of illegibility. It's important to stay above the minimum size at all times.

MAIN LOGO - TEXT

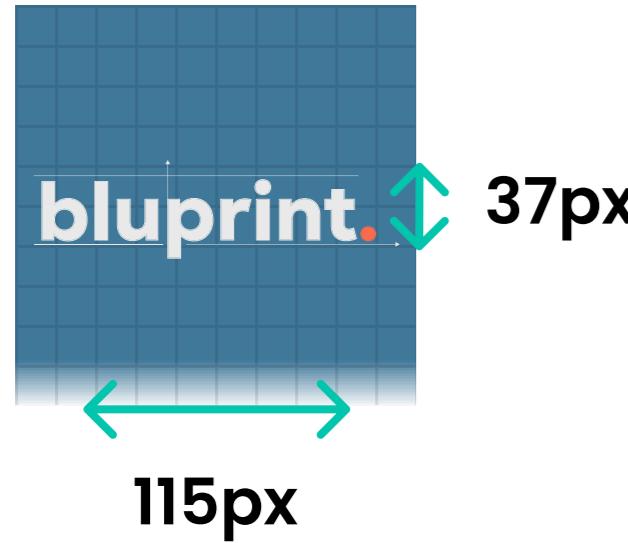


SOCIAL MEDIA LOGO

Due to the nature of social media profile pictures, it will make the text on the logo hard to read, so an alternative is needed.



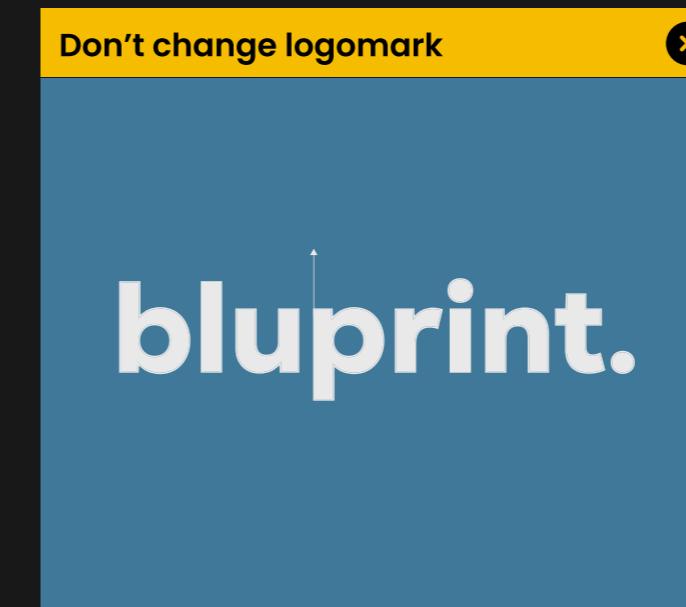
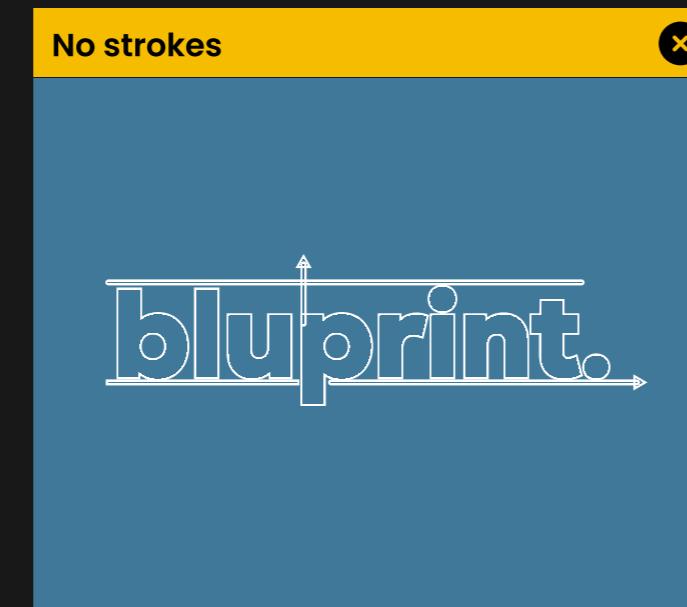
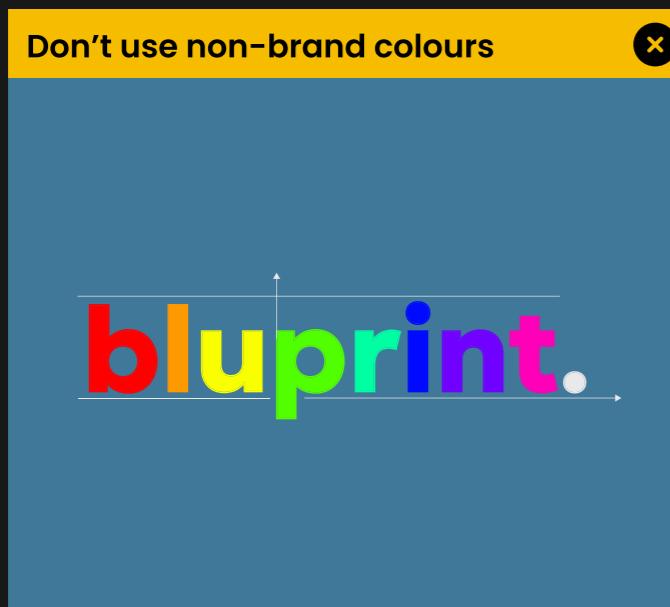
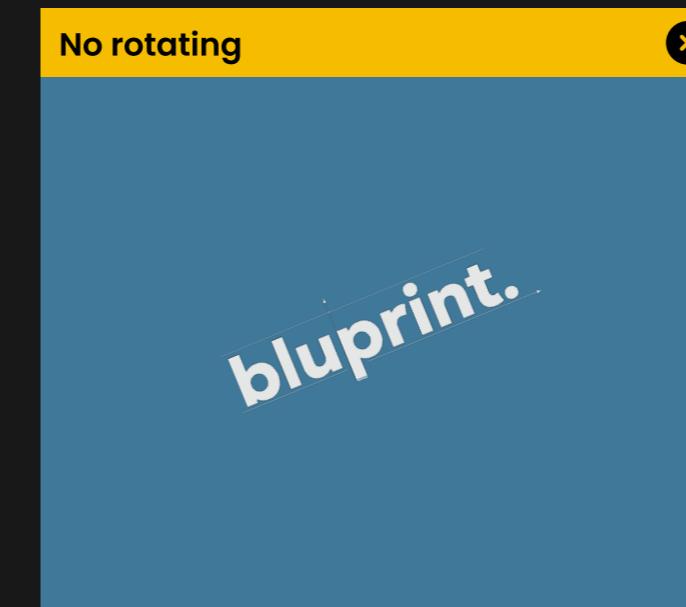
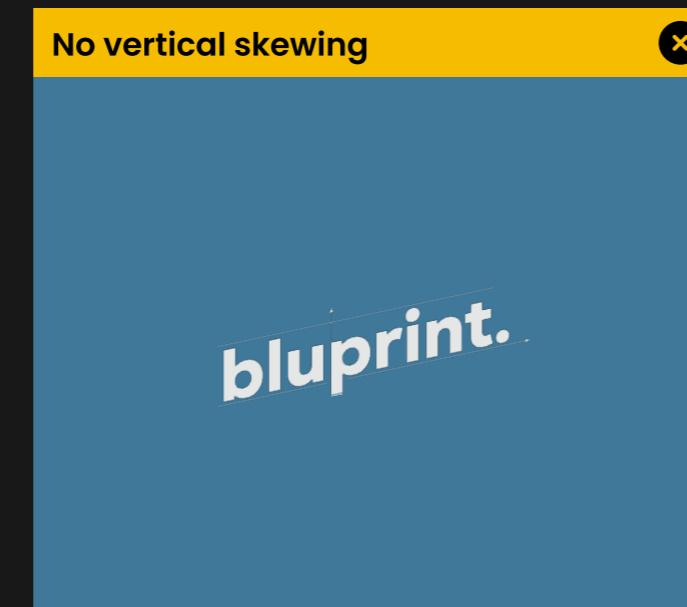
MAIN LOGO - COLOUR VARIANT



Unlike the main logo variant, this is a higher percentage of clearspace needed, i.e. 35%, 17.5% each side.

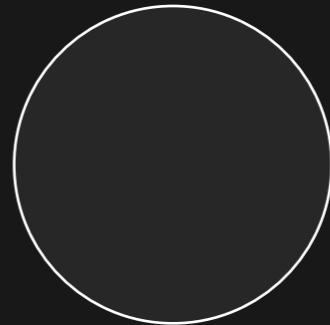
Logo Usage Guidelines

It's important that you understand the correct usage for your logo. Incorrect usage looks unprofessional and that's the last thing a brand should want.

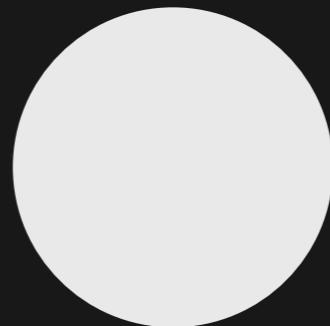


Colours

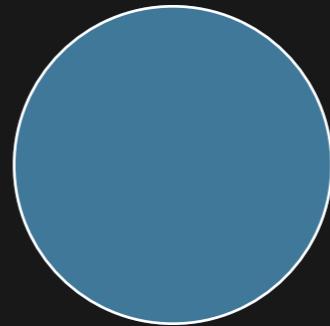
This colour palette should be used in all cases to ensure consistency across branding and to avoid any confusion.



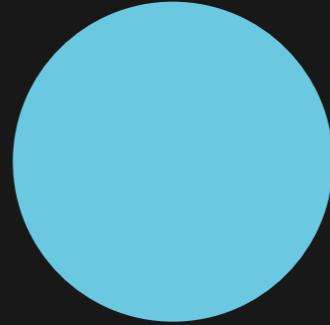
C: 0% R: 39
M: 0% G: 39
Y: 0% B: 39
K: 85% HEX: #272727



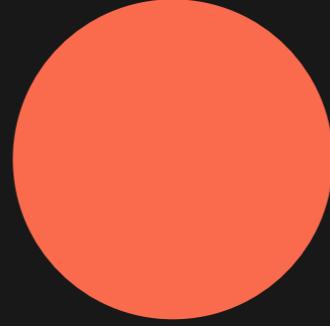
C: 0% R: 233
M: 0% G: 233
Y: 0% B: 233
K: 9% HEX: #E9E9E9



C: 58% R: 64
M: 22% G: 120
Y: 0% B: 153
K: 40% HEX: #407899



C: 53% R: 106
M: 11% G: 201
Y: 0% B: 225
K: 12% HEX: #6AC9E1



C: 0% R: 250
M: 57% G: 107
Y: 69% B: 78
K: 2% HEX: #FA6B4E

| Typography

These fonts should be used in all cases to ensure consistency across branding and to avoid any confusion.

Logo Font

Gogh

100pt - Extra Bold

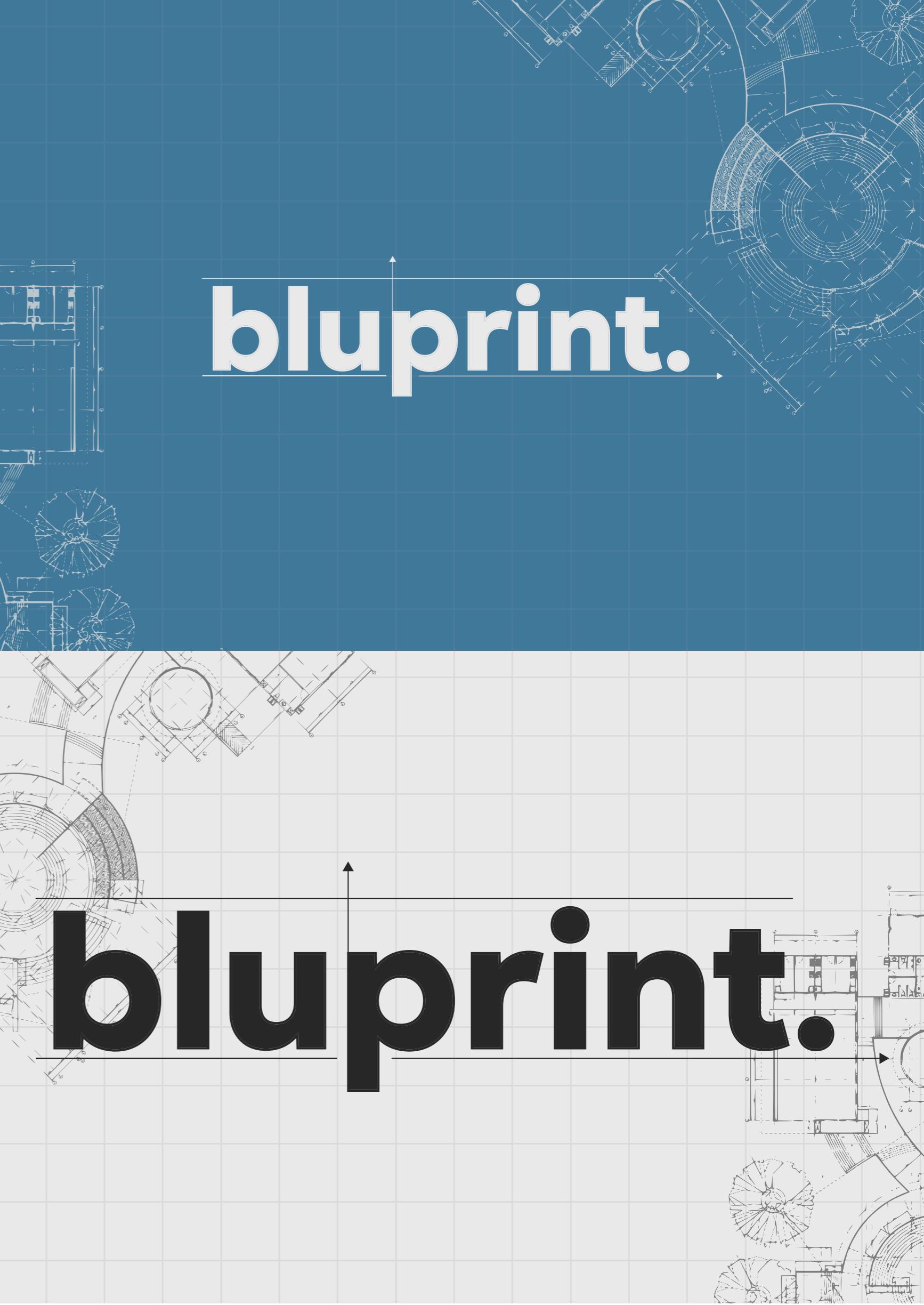
Body font

New

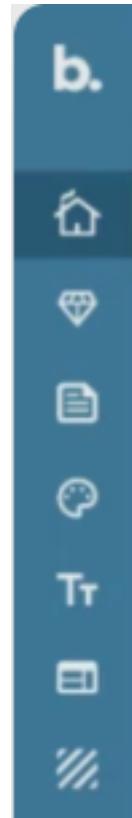
40pt - Light

Patterns

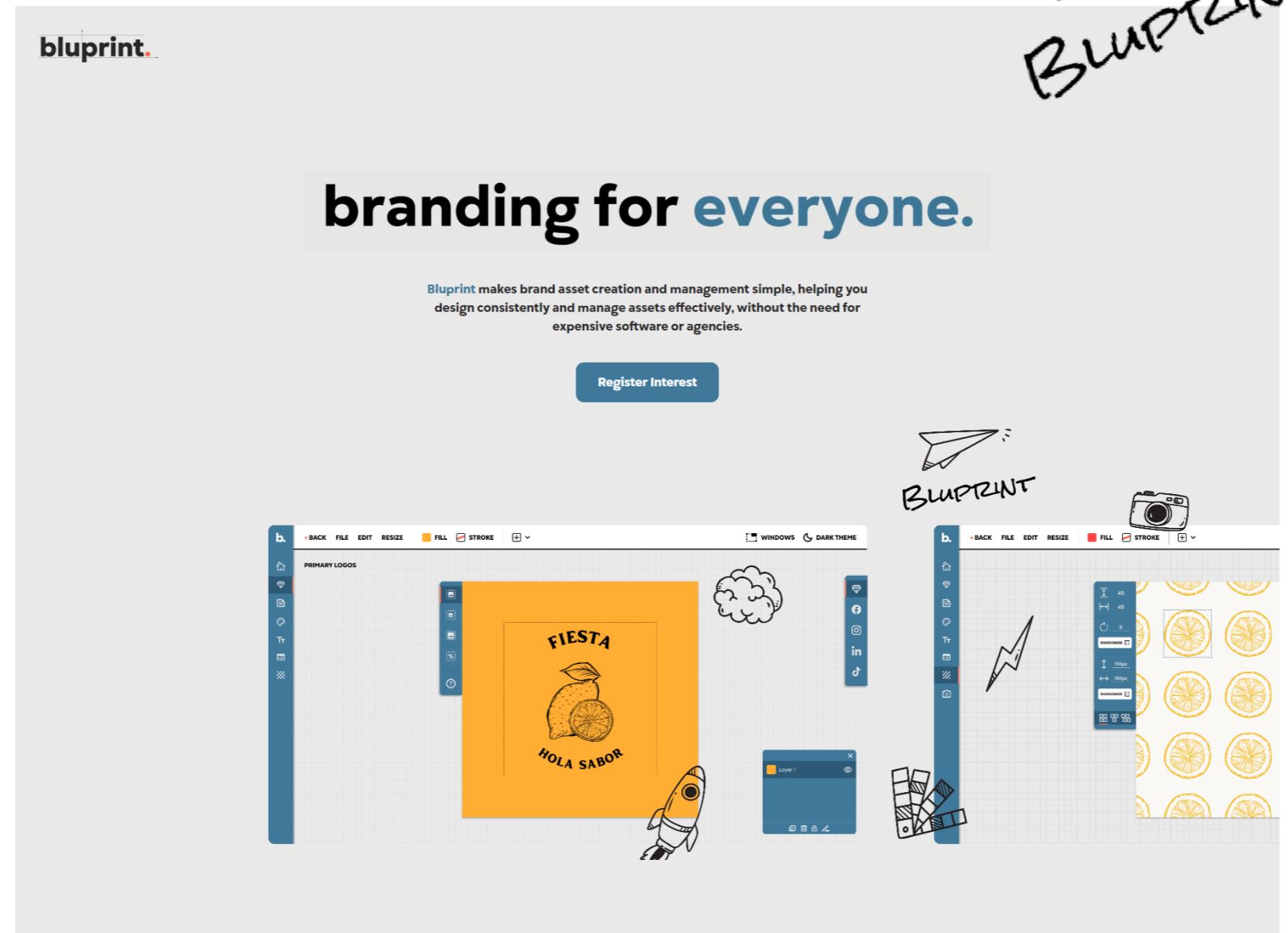
These patterns are used across the branding, including the packaging. Bluprint uses literal blueprints as a nice little detail to lay over any plain space. They can be used a whole pattern, or individual elements can be used sparingly.



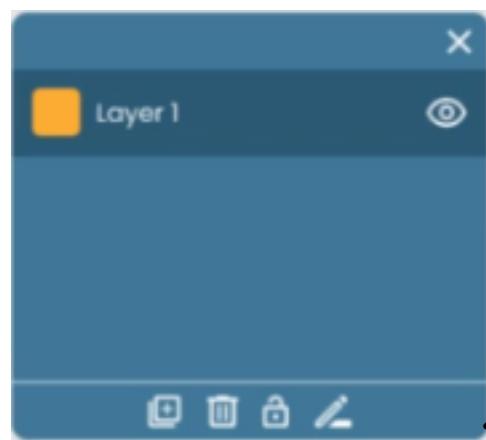
Imagery



sidebar
menu



The screenshot shows the Bluprint website homepage. At the top, there's a header with the Bluprint logo and a search bar. Below the header, the main title "branding for everyone." is displayed in large, bold, black and blue text. A sub-copy below it reads: "Bluprint makes brand asset creation and management simple, helping you design consistently and manage assets effectively, without the need for expensive software or agencies." A "Register Interest" button is located below this text. The bottom half of the screenshot shows two examples of branding projects. On the left, a project titled "PRIMARY LOGOS" features a yellow square with the words "FIESTA" and "HOLA SABOR" and a lemon illustration. On the right, another project shows a pattern of orange slices. Both projects include social media sharing icons (Facebook, Instagram, LinkedIn, Twitter) and a camera icon.



layer
select



socials
links

