



**BLUTH COMPANY**

# Brand Guideline Presentation

**BLUTH COMPANY**

3rd Floor, Innovation Hub, 45 Loop  
Street, Cape Town, 8001, South Africa  
+27 21 123 4567  
+27 21 765 4321

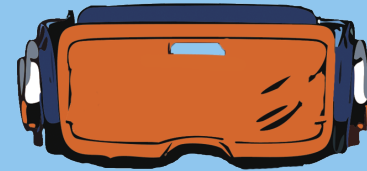
[www.bluthcompany.com](http://www.bluthcompany.com)  
[info@bluthcompany.com](mailto:info@bluthcompany.com)

# 01. Introduction

At Bluth Company, we are redefining the future of interactive entertainment. By seamlessly blending cutting-edge technology with imaginative storytelling, we create immersive experiences that captivate and inspire audiences around the globe.

Our commitment to innovation, quality, and creativity drives us to push the boundaries of what's possible, setting new standards in the world of digital media. Whether through Virtual Reality, Augmented Reality, or interactive platforms, Bluth Company is dedicated to bringing stories to life in ways that resonate deeply and leave a lasting impact. We are not just creating content; we are crafting the future of entertainment..

**BLUTH COMPANY**



**WHERE IMAGINATION  
MEETS INNOVATION**

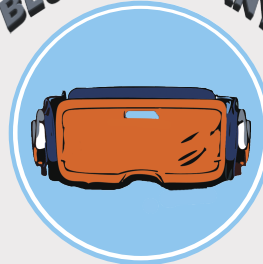
## 02. Logo Variations

The Bluth Company logo features a sleek, modern design that combines a stylized "B" with a subtle digital wave, symbolizing the fusion of technology and creativity at the heart of the brand. The gradient color palette transitions from electric blue to deep purple, reflecting innovation and imagination. This logo encapsulates Bluth Company's mission to lead in the interactive entertainment industry, blending forward-thinking technology with captivating storytelling.



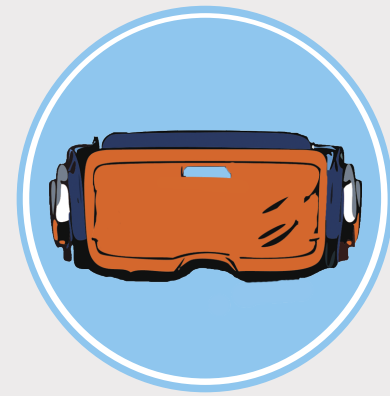
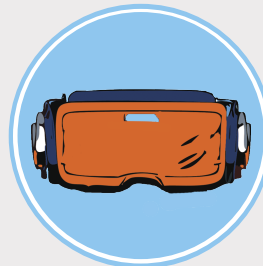
MAIN LOGO

BLUTH COMPANY

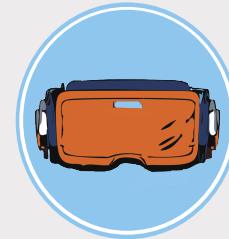


WHERE IMAGINATION  
MEETS INNOVATION

ICON LOGO

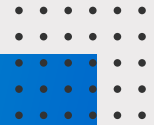


ICON LOGO



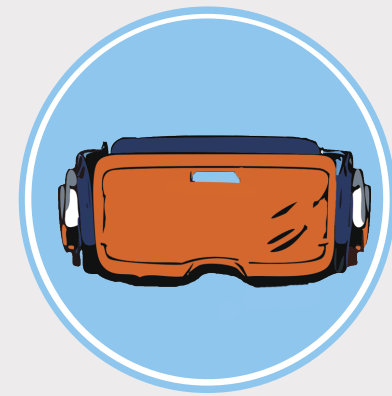
BLUTH COMPANY

WHERE IMAGINATION  
MEETS INNOVATION



### 03. Color Palette

The color palette for Bluth Company is a carefully curated blend that reflects the brand's essence. Tech Blue symbolizes technology, trust, and professionalism, grounding the brand in reliability and expertise. Creative Orange adds vibrancy, representing the company's innovation and energy, highlighting its dynamic approach to interactive entertainment. Slate Gray complements these bold tones with sophistication, providing balance and a sense of refinement. Finally, Light Blue offers a fresh accent, evoking clarity and forward-thinking, enhancing the overall modern and innovative identity of Bluth Company.



PANTONE: 540 C  
CMYK: 100, 50, 0, 60  
RGB: 0, 51, 102  
HEX: #003366



PANTONE: 151 C  
CMYK: 0, 60, 100, 0  
RGB: 255, 102, 0  
HEX: #FF6600



PANTONE: 7540 C  
CMYK: 0, 0, 0, 56  
RGB: 181, 0, 195  
HEX: #708090



PANTONE: 2905 C  
CMYK: 60, 0, 0, 0  
RGB: 102, 204, 255  
HEX: #66CCFF



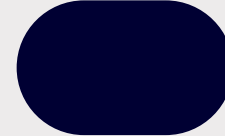
PANTONE: 143 C  
CMYK: 0, 0.2642, 0.5935, 0.0353  
RGB: 246, 181, 100  
HEX: #F6B564



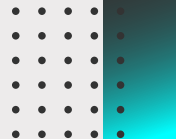
PANTONE: 7 C  
CMYK: 0, 0, 0, 0.8  
RGB: 51, 51, 51  
HEX: #333333



PANTONE: 319 C  
CMYK: 1, 0, 0, 0.2  
RGB: 0, 0, 51  
HEX: #000020

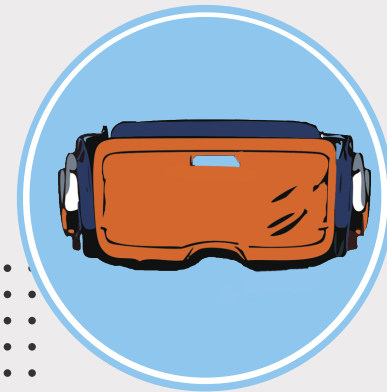


PANTONE: 2766 C  
CMYK: 1, 1.0, 0.0, 0.8  
RGB: 0, 0, 51  
HEX: #66CCFF



## 04. Typography

The Bluth Company's typeface mixes power and clarity to provide a visually striking visual identity. When used for headlines, **Montserrat Black** makes a strong statement that conveys the brand's inventive and authoritative nature. Subtitles are formatted in **Montserrat Bold**, which ensures a clear hierarchy of content while keeping strong emphasis and providing a little lighter feel than the headlines. Open Sans Regular offers outstanding readability for body text, maintaining a friendly and transparent communication style. Combining these types gives the Bluth Company a unified, contemporary, and polished look that fits with their progressive philosophy, yet approachable aesthetic, aligning perfectly with Bluth Company's forward-thinking and innovative brand identity.



**Headline Text**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Subtitle Text**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Body Text**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## 05. Logo Usage Guidelines

### Correct Usage:

**Clear Space:** Ensure ample space around the logo. Maintain a minimum clear space equal to the height of the "B" in the logo, so the logo stands out and is not overcrowded by other design elements.

**Scaling:** The logo should always be scaled proportionally. Maintain clarity and legibility at all sizes, with a minimum width of 50px for digital use and 25mm for print to ensure readability.

**Backgrounds:** The logo should be placed on solid, contrasting backgrounds to maintain visibility. The primary version is designed to work best on white or light-colored backgrounds. If placed on dark backgrounds, use the white or monochrome version.

**Color Variations:** Use the full-color version of the logo wherever possible. The monochrome version (either all-black or all-white) should only be used when color reproduction is not possible, such as in one-color printing or minimalist design contexts.

### Incorrect Usage:

**Distortion:** Do not stretch, skew, or distort the logo in any way. Always maintain the logo's original proportions.

**Color Changes:** Do not alter the logo's colors. Use only the approved color versions: full-color, monochrome black or white.

**Background Clashes:** Avoid placing the logo on busy or low-contrast backgrounds that make it difficult to read or identify.

**Effects:** Do not apply drop shadows, gradients, or other visual effects to the logo.

**Rotation:** Do not rotate or flip the logo in any way.

**Opacity Changes:** Do not change the transparency or opacity of the logo. It should always appear fully opaque unless otherwise specified for specific contexts (e.g. watermarking).

**Elements:** Do not add or remove any parts of the logo, including altering its typography, symbols or spacing.

