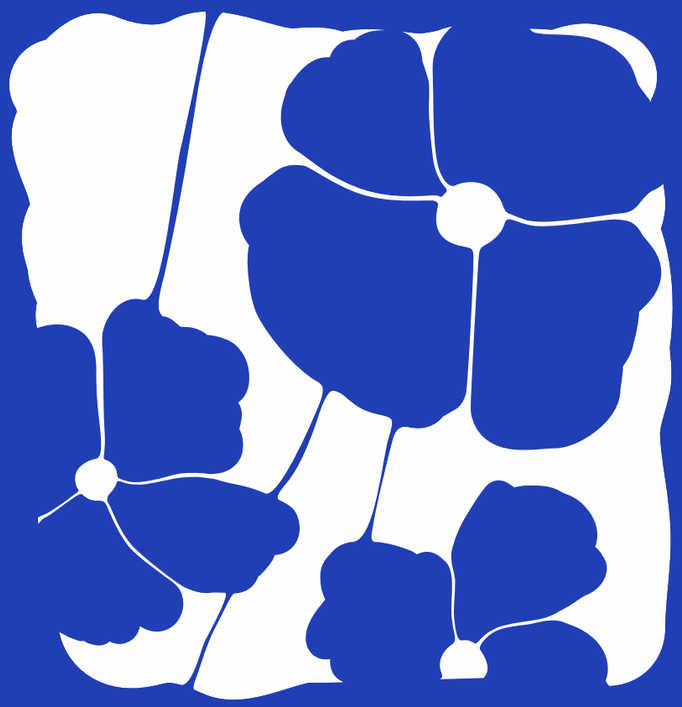

Blue Flower Arts

BRAND GUIDE 2021

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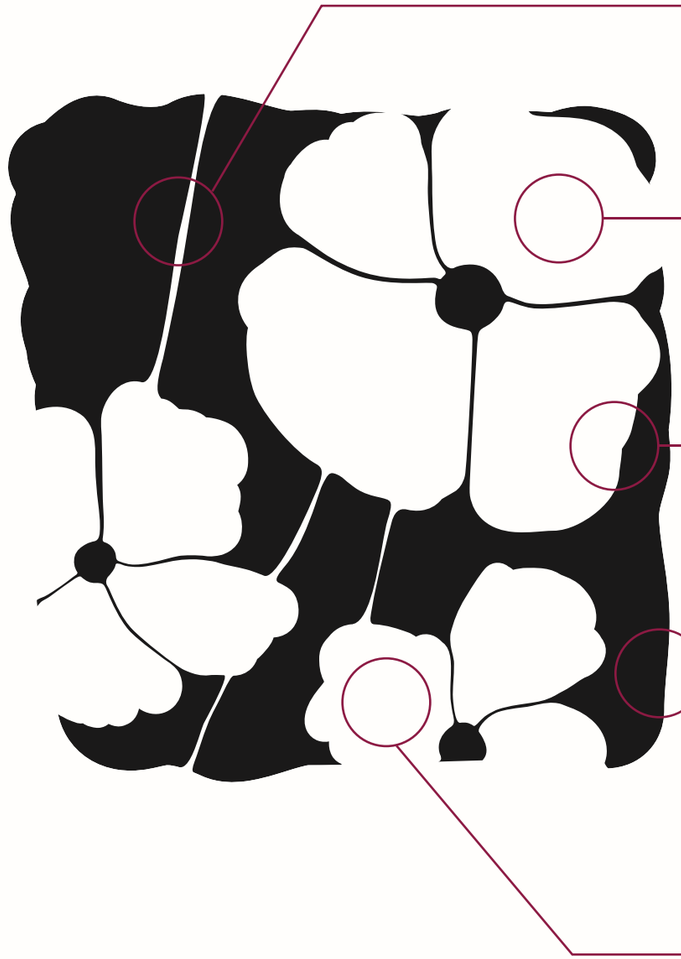
01 Logo



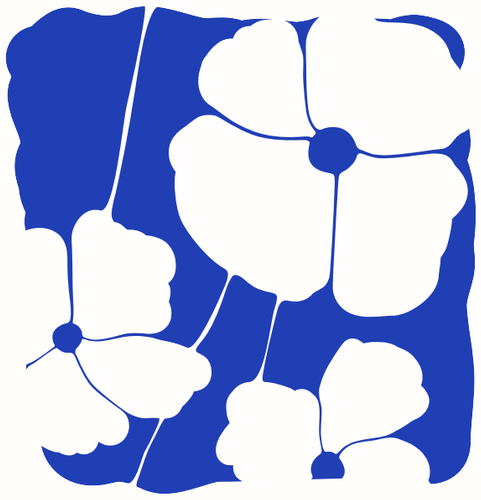
THIN, DELICATE CONNECTORS SUGGEST
STEMS AND CONNECTEDNESS

FOUR PETALS SUGGEST BLUE POPPY FLOWER

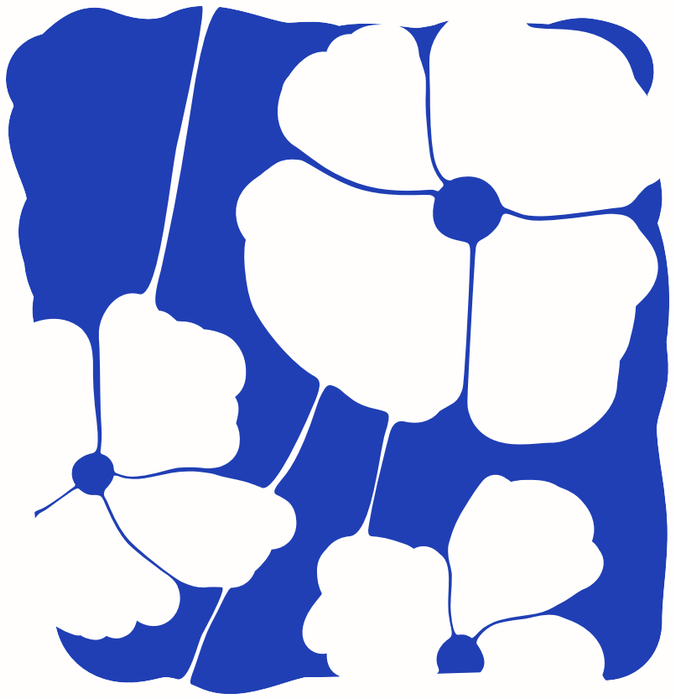
UNEVEN EDGES ACCENTUATE THE HAND-MADE QUALITY
AND BOUTIQUE BRAND. USE THIS FLOWER SHAPE AS A MASK FOR
IMAGES AND PORTRAITS

SEAL BOUNDARY DENOTES LEGACY AND PROFESSIONALISM.
FOR OFFICIAL DOCUMENTS SUCH AS INVOICES AND ITINERARIES,
USE THE LOGO WITH THE SEAL BOUNDARY

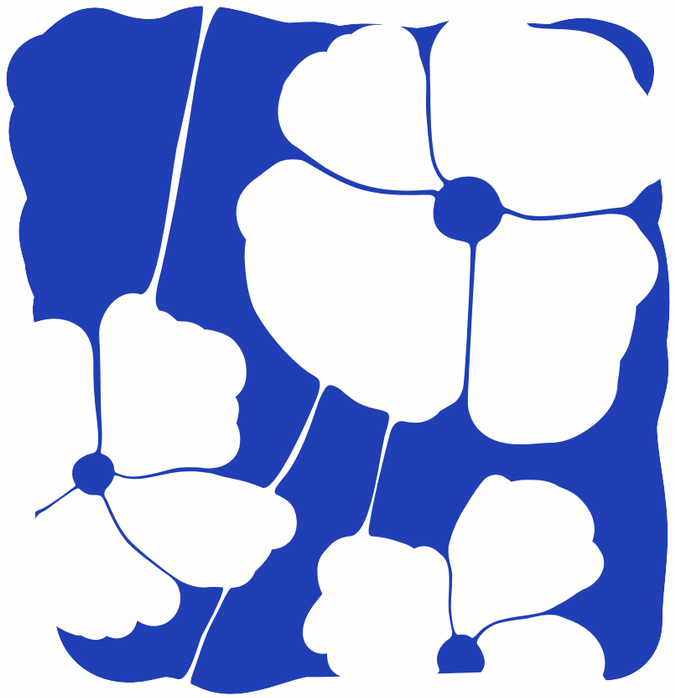
MULTIPLE FLOWERS SUGGESTING COLLECTIVITY.
WHEREVER POSSIBLE, SHOW MULTIPLE FLOWERS IN A CROP
RATHER THAN A SINGULAR FLOWER

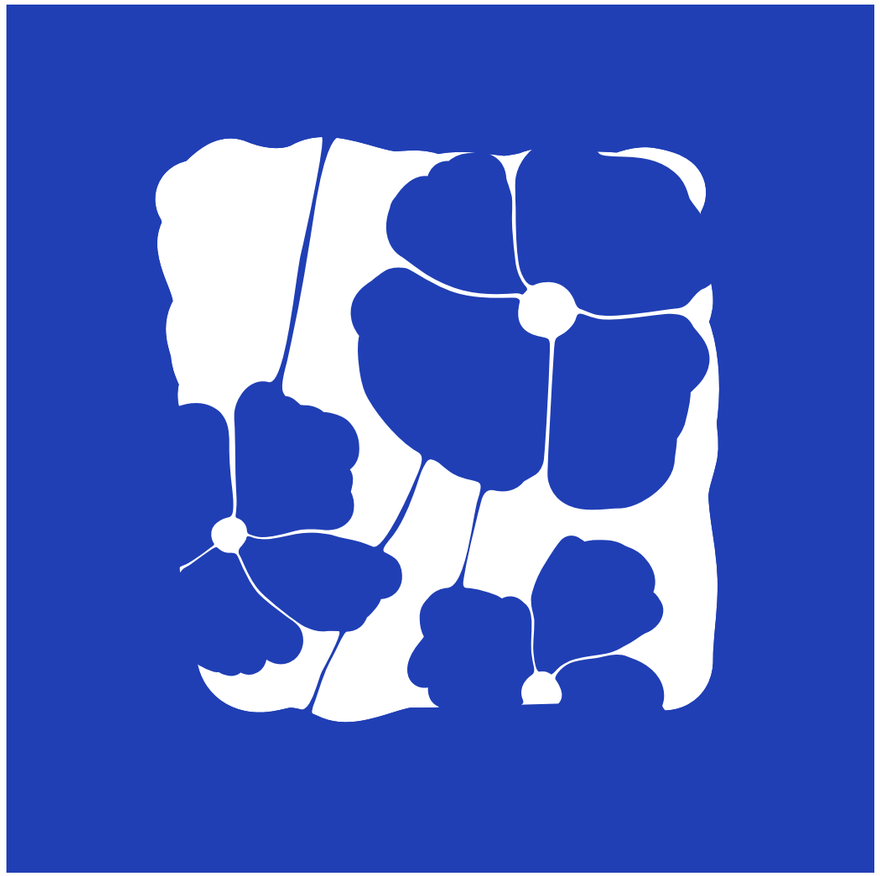


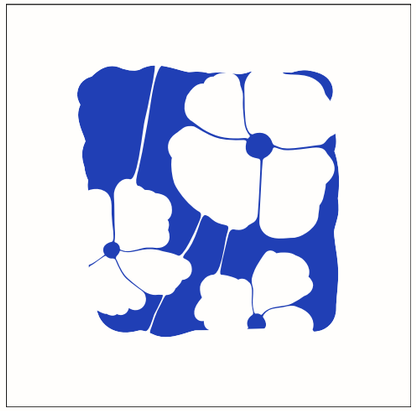
Blue
Flower
Arts

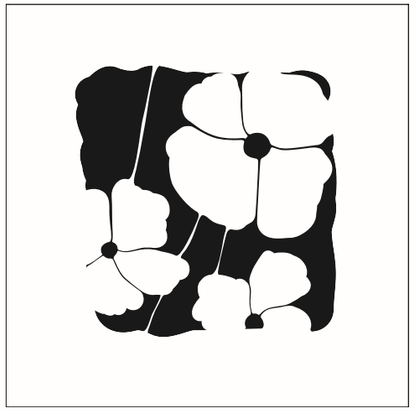


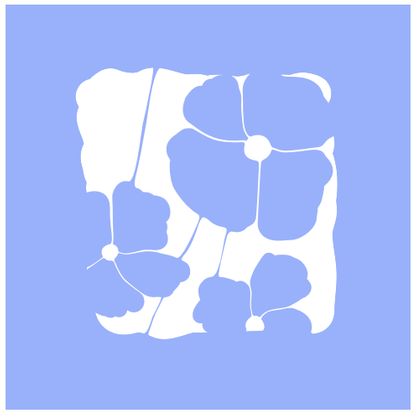
Blue Flower Arts

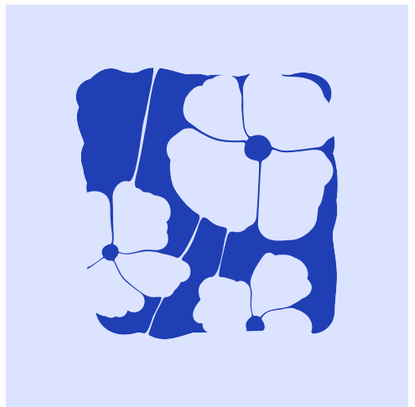






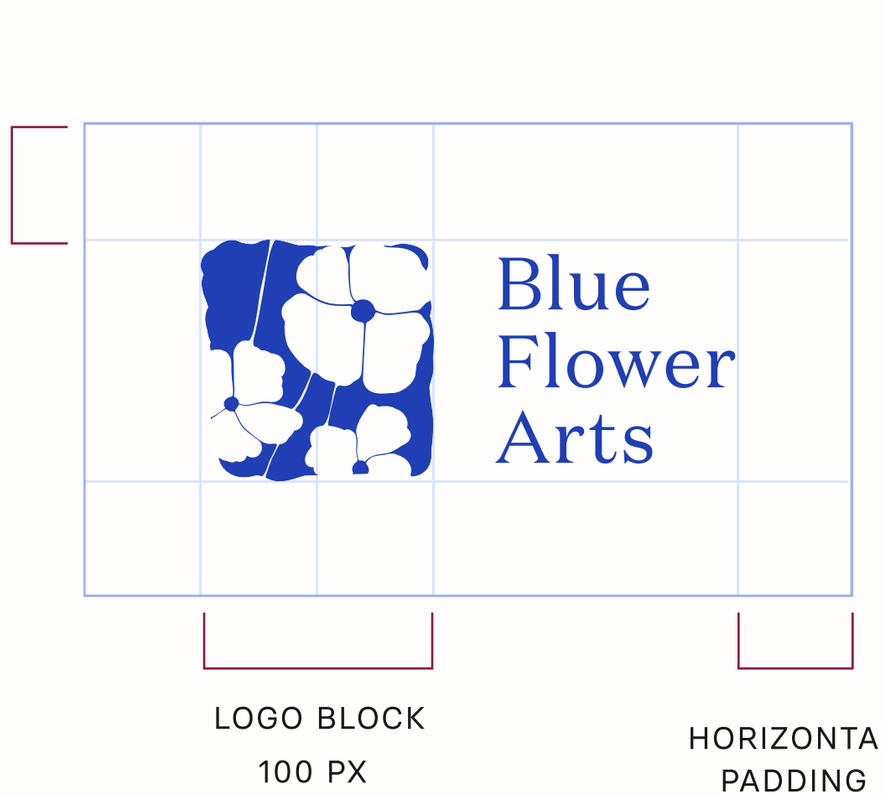


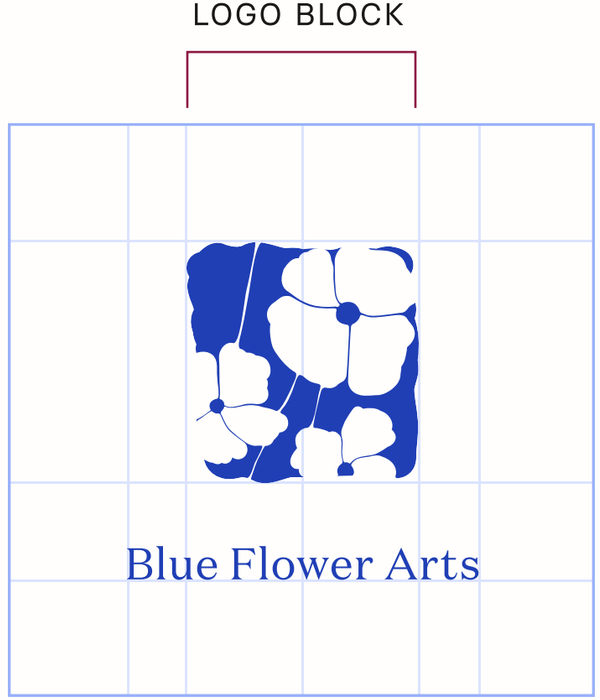


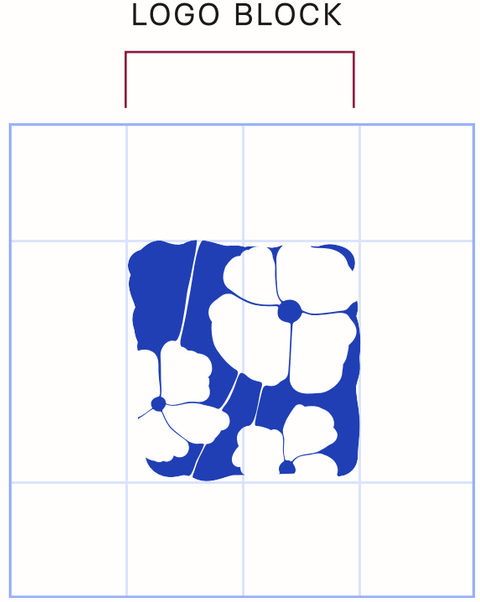


SPACING

When placing the logo next to other elements, it is important to maintain padding around the logo. The width of padding should be 50% of the width of the logo block.







02 Typography

PRIMARY TYPEFACE: DOMAINE TEXT

Domaine is a sharp, elegant serif that blends traditional French and British genres into a contemporary aesthetic.

SECONDARY TYPEFACE: BASIER CIRCLE

Basier Circle is a neo-grotesque sans-serif typeface. The modern and neutral font family is ideal for branding and editorial design, as well as web and screen design.

Heading 1

Domaine Text Regular / 96px / 2% letter-spacing / 135% line-height

Heading 2

Domaine Text Regular / 64px / 2% letter-spacing / 135% line-height

Heading 3

Domaine Text Regular / 48px / 2% letter-spacing / 135% line-height

SUBHEADING

Basier Circle Regular / 20px / 3% letter-spacing / 135% line-height

Quote

Domaine Text Regular Italic / 14px / 2% letter-spacing / 135% line-height

Paragraph

Domaine Text Regular / 18px / 2% letter-spacing / 135% line-height

Caption

Domaine Text Regular / 14px / 2% letter-spacing / 135% line-height

OVERLINE

Basier Circle Regular / 14px / 5% letter-spacing / 135% line-height

Elizabeth Acevedo

NY TIMES BESTSELLING NOVELIST

"In nearly every poem, there is at least one universal truth about adolescence, family, gender, race, religion, or sexuality that will have readers either nodding in grateful acknowledgment or blinking away tears." –Horn Book

Poet, novelist, and National Poetry Slam Champion, Elizabeth Acevedo was born and raised in New York City, the only daughter of Dominican immigrants. Her poetry is infused with Dominican bolero and her beloved city's tough grit. From the border in the Dominican Republic, to the bustling streets of New York City, Acevedo considers how some bodies must walk through the world as beastly beings. How these forgotten myths are both blessing and birthright.

03 Colors

PRIMARY

Blue Flower Arts is naturally at home with blues. “Blue Flower Blue” is the core brand color and should be used first and most prominently across materials.

Gradations provide versatility for web contexts, particularly functional elements with multiple interaction states.

BLUE FLOWER BLUE
#203FB5

PRIMARY 02
#92ADFF

PRIMARY 03
#DBE3FF

SECONDARY & ACCENT

This palette complements the primary blues, providing emphasis and variety.

SECONDARY 01
#8C1A43

SECONDARY 02
#ECA5BF

SECONDARY 03
#FFD6A6

ACCENT
#E5E936

TEXT & NEUTRALS

This palette is utilitarian. Its purpose is to allow flexibility, legibility, and versatility across web and print contexts.

TEXT
#1A1919

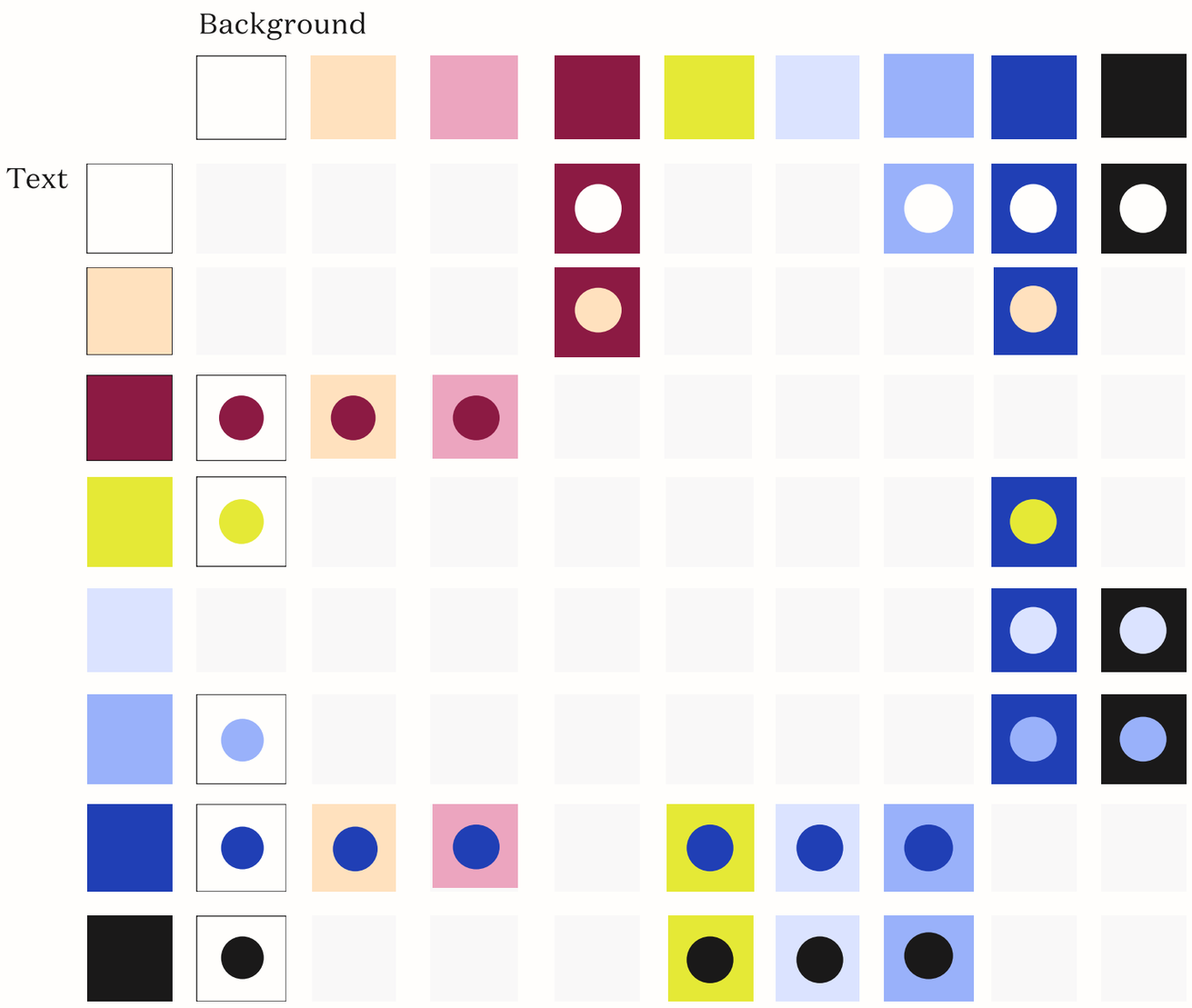
NEUTRAL 01
#F9F0E4

NEUTRAL 02
#F9F0E4

NEUTRAL 03
#FFFEFC

TEXT & BACKGROUND PAIRINGS

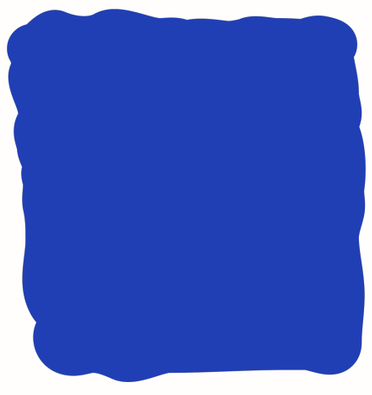
Text and background pairings are designed with accessibility and cohesion in mind. All pairings provide high enough contrast for screen legibility, and limiting pairings creates a more refined brand ecosystem.



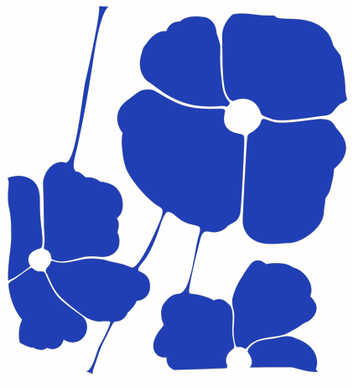
04 Accent Elements

FLORAL VARIATION

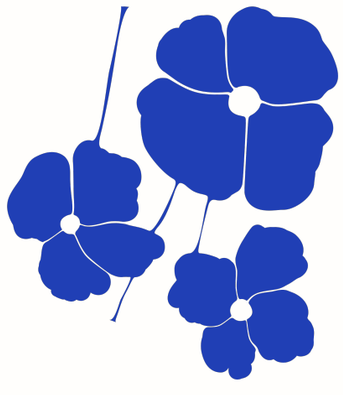
These stylizations of the logo forms are multipurpose accents that can be used as graphic elements, either solid or as layer masks for photographs. The organic nature of the shapes lends itself to be used creatively, because variation, multiplicity, and fluidity appear natural, not disruptive, to the brand ecosystem.



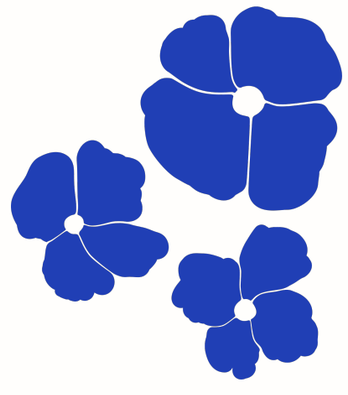
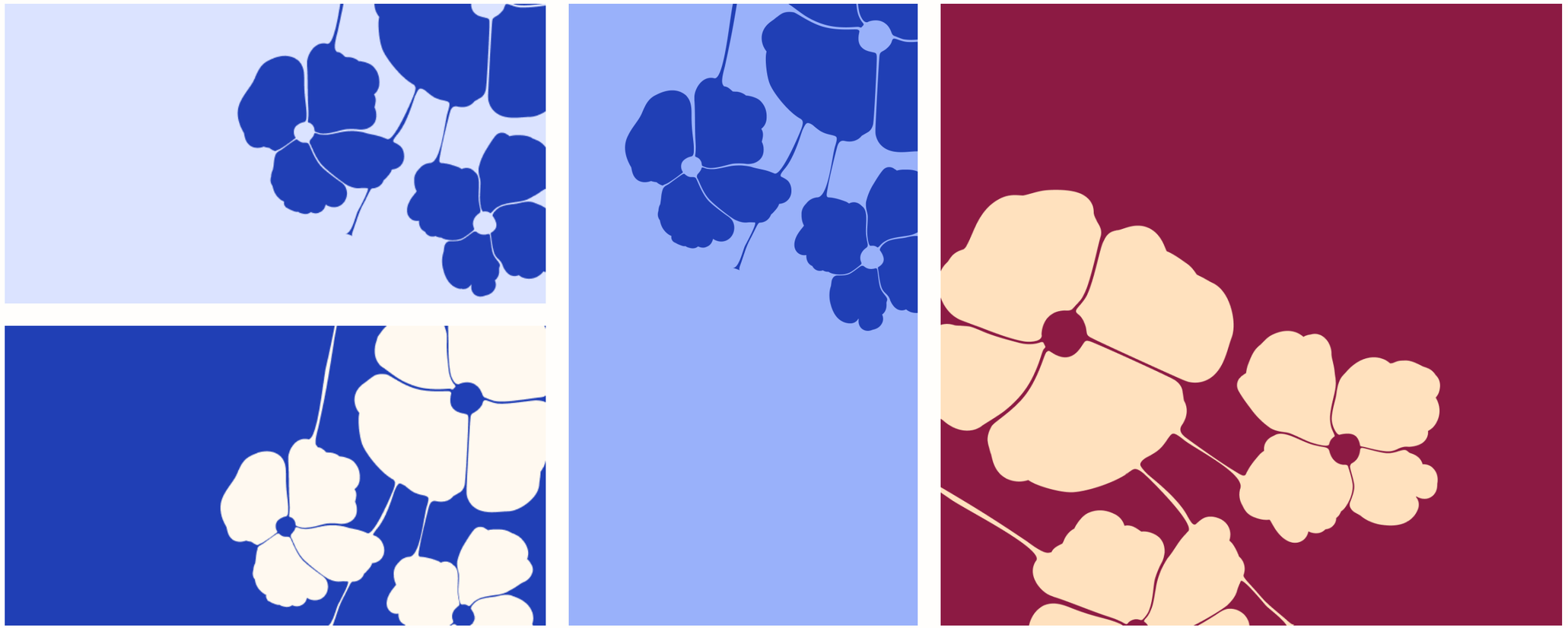
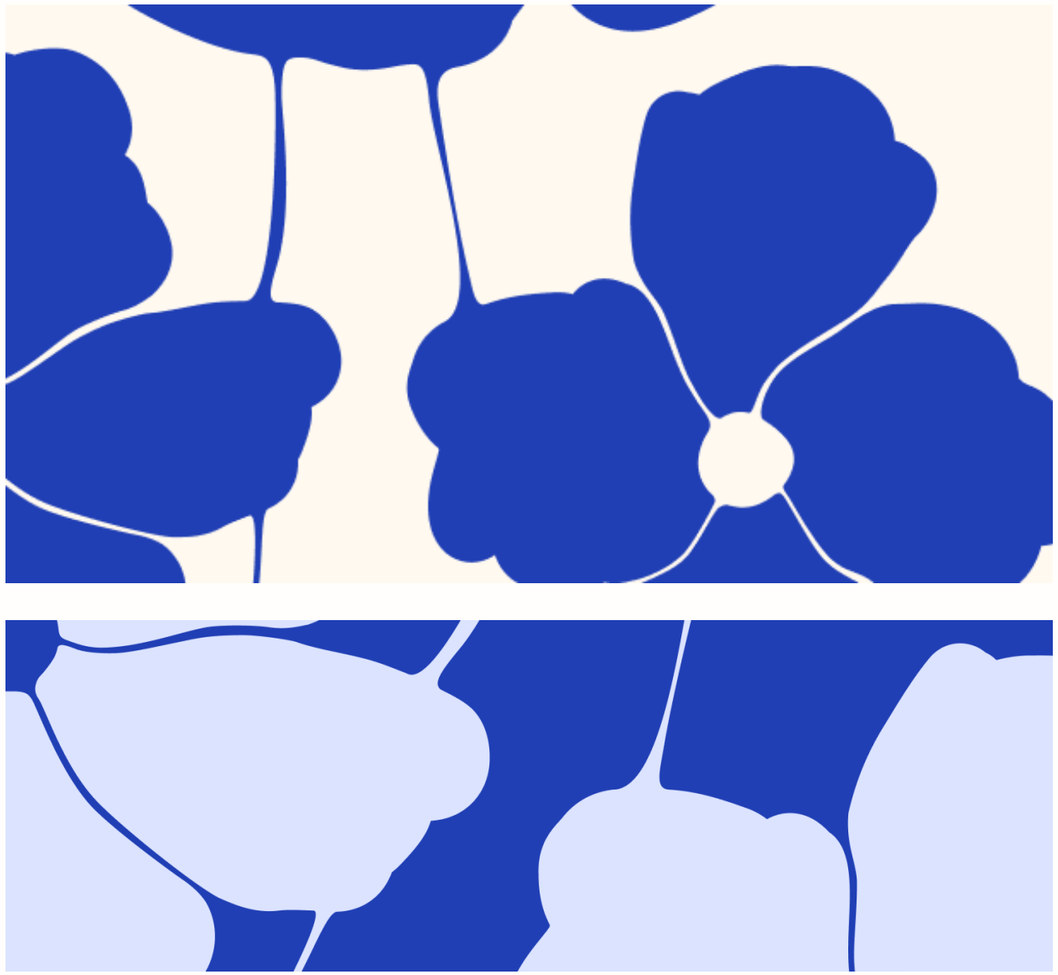
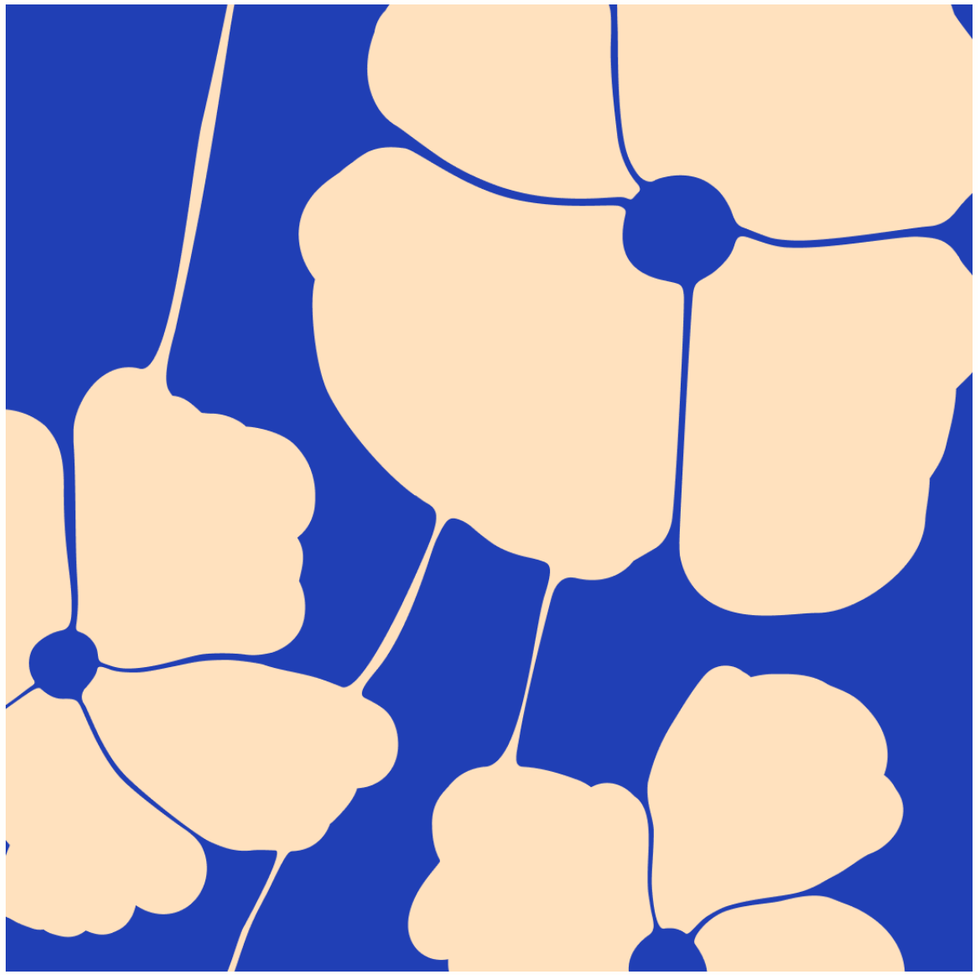
STAMP



FLOWERS CROPPED



FLOWERS FULL



FLOWER INDIVIDUAL