bluelight

Brand Guidelines

June 2024

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Logo

The Bluelight logo

Our logo is central to our brand and is the most recognisable element of our visual identity.

Full colour version

Full colour version

Black version

Black version

White version

White version

Exclusion zones

The logo should have enough space around it to keep it's legibility.

The exclusion zone is defined by the size of the 'Brandmark'.

Minimum size

Our logos have been created for use at a minimum size of 30mm and 40mm for the strapline version. Online, the minimum size is 80 pixels.

There are no maximum size rules.

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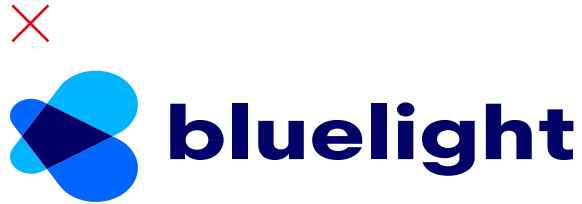
30mm / 80px

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40mm / 110px

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Logo

Never alter our logotype. It weakens our visual identity appearance and confuses our overall message.

Only use original artwork files from the logo library.

Never stretch the logo

Never change the colour of the logo

Never remove the brand mark from the logo

Never add a drop shadow to the logo

Never change or replace the font

Never resize any individual elements of the logo
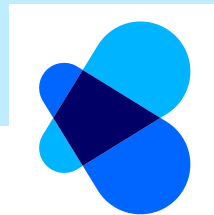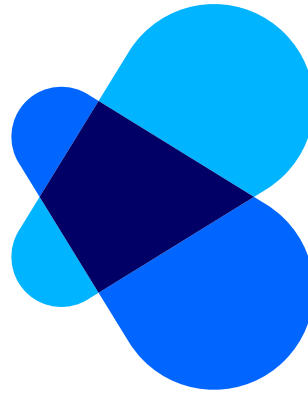
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Brand mark

The brand mark

The brand mark is the distinctive visual symbol that represents the company and helps create brand recognition. It makes optimal use of limited space for maximum impact.

The brand mark be used as an icon, favicon and a profile photo for social media channels.

Bluelight

CRM • WEB • DATA - Real Solutions Through Digital Innovation

IT Services and IT Consulting West Malling, Kent 1K followers 11- 50 employees

Lorna & 5 other connections follow this page

+ Follow   ⋯

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Colour palette

Colour palette

The Bluelight colour palette consists of four colours. Three shades of blue - Navy, Azure and Sky which are all used in the logotype and brandmark. The Apple Green has been added as a dynamic accent colour to create visual hierarchy and contrast.

Tints of the colours from the entire palette can be utilised as needed to establish visual hierarchy and emphasise key elements.
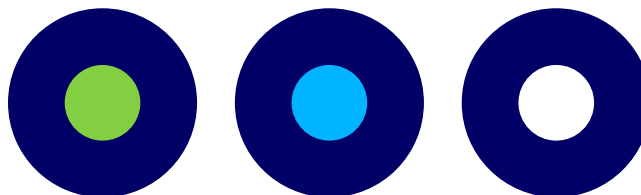
SKY BLUE

CMYK: 70, 5, 0, 0

HEX: #00B4FF

RGB: 0, 180, 255

Pantone: 306

NAVY BLUE

CMYK: 100, 100, 30, 30

HEX: #000066

RGB: 0, 0, 102

Pantone: 281

AZURE BLUE

CMYK: 85, 60, 0, 0

HEX: #0066FF

RGB: 0, 102, 255

Pantone: 3506

APPLE GREEN

CMYK: 60, 0, 100, 0

HEX: #83CF42

RGB: 131, 207, 66

Pantone: 7488

Colour combinations

Typography

Hind

The brand typeface is Hind. A clean modern sans serif typeface free to use and download from fonts.google.com.

Arial is our alternative typeface when technology will not allow the usage of Hind. An example usage of this is the company email signature.

Hind Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hind Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hind SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Hind Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typesetting hierarchy

Using the font confidently helps deliver a clear and structured message. Being consistent is key!

Headlines set in Hind Bold
Subheads set in Hind Medium

Body copy set in Hind Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ac vestibulum purus. Curabitur aliquet sagittis leo eu euismod. Donec vel lacinia lectus. In hac habitasse platea dictumst. Nam sed sem eu risus fermentum sagittis id a ex. Mauris aliquet efficitur est sed hendrerit. Mauris scelerisque malesuada aliquet.

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