

Bloo

Visual Style Guide

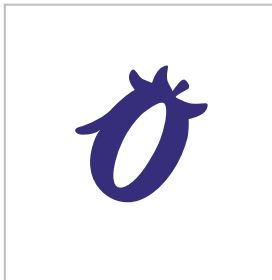
Logo Links



<u>JPG</u>	<u>PNG</u>	
100px	100px	EPS
400px	400px	
720px	720px	



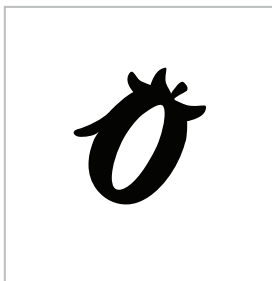
<u>JPG</u>	<u>PNG</u>	
100px	100px	EPS
400px	400px	
720px	720px	



<u>JPG</u>	<u>PNG</u>	
100px	100px	EPS
400px	400px	
720px	720px	



<u>JPG</u>	<u>PNG</u>	
100px	100px	EPS
400px	400px	
720px	720px	



<u>JPG</u>	<u>PNG</u>	
100px	100px	EPS
400px	400px	
720px	720px	



<u>JPG</u>	<u>PNG</u>	
100px	100px	EPS
400px	400px	
720px	720px	

Logo Rules

2 inches

Bloo

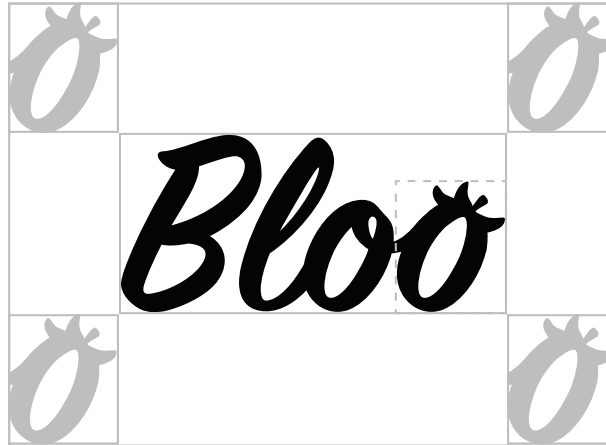
1 inch

Bloo

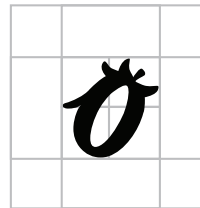
0.5 inch

o

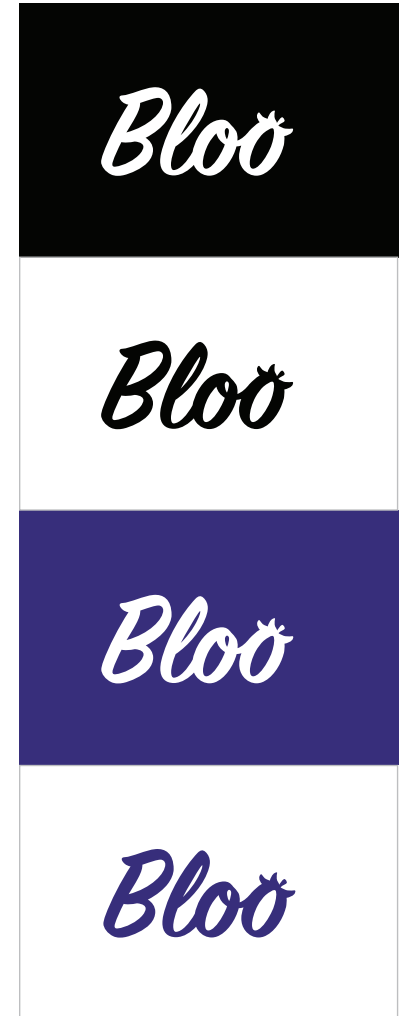
When scaling the logo, be sure that you don't make it too small on web or print. When you need to make it small use the "o" icon for higher visibility.



Leave the space of the last "o" around the logo to ensure clarity and visibility.

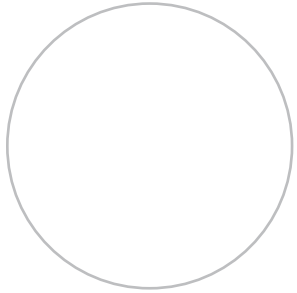


Leave the space of the half the "o" for the smaller icon logo.

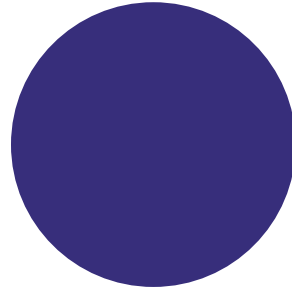


Use the variations above for coloring the logo, for consistency do not use any other combinations of color.

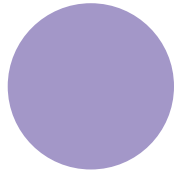
Colorways and Typography



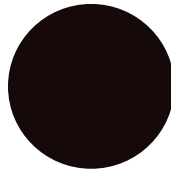
#ffffff



#392d7b



#a497c9



#000000



#83c77f

Colors are placed in a size hierarchy, smaller ones should be used as accents to enhance designs while larger ones should be used predominantly.

Logo

SignPainter Semibold

Titles (24 pt)

Rockwell Bold

Subtitle (18 pt)

Helvetica Neue Bold

Body Copy (12pt)

Helvetica Neue Regular

Use the variations above for coloring the logo, for consistency do not use any other combinations of color.

Background Rules

Bloo

Rockwell Bold

Helvetica Neue Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Bloo

Rockwell Bold

Helvetica Neue Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Bloo

Rockwell Bold

Helvetica Neue Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Keep even contrast between the background and contents for legibility. Only use colors above for the background and contents.