brand guidelines
2020

Branding

Through bold elements working together, the identity forms an always active symbol of protection. This visual style guide was created to help the identity communicate these values, and ensure the system maintains its best form across many applications.

The Idea

The logo of Blinto is an amalgamation of the letter 'B' and the butterfly. The butterfly represents endurance, change, hope, life and positive energy. This is what is considered to be our engendered philosophy.

We, at <u>Blinto</u>, are committed to transform our client's business, give them new zeal to their growth and have a positive impact in their journey. In order to culminate our commitment we've merged the letter "B" with a Butterfly in solidarity to represent ourselves.

Mark Origins

B + 🦋 + ⋈ = 🍀

Blinto
Letter B

Butterfly
sign

Reflect
each other
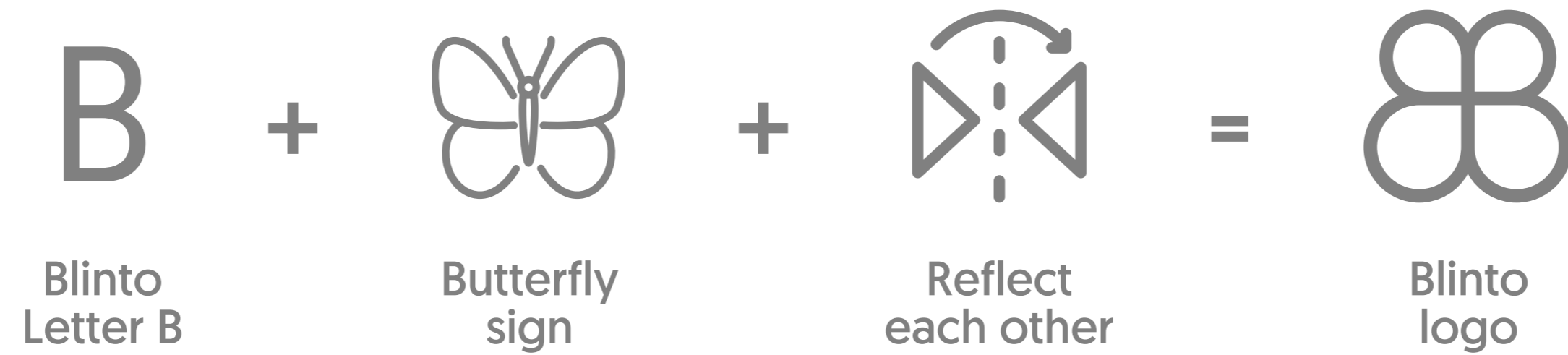
Blinto
logo

Logo Mark
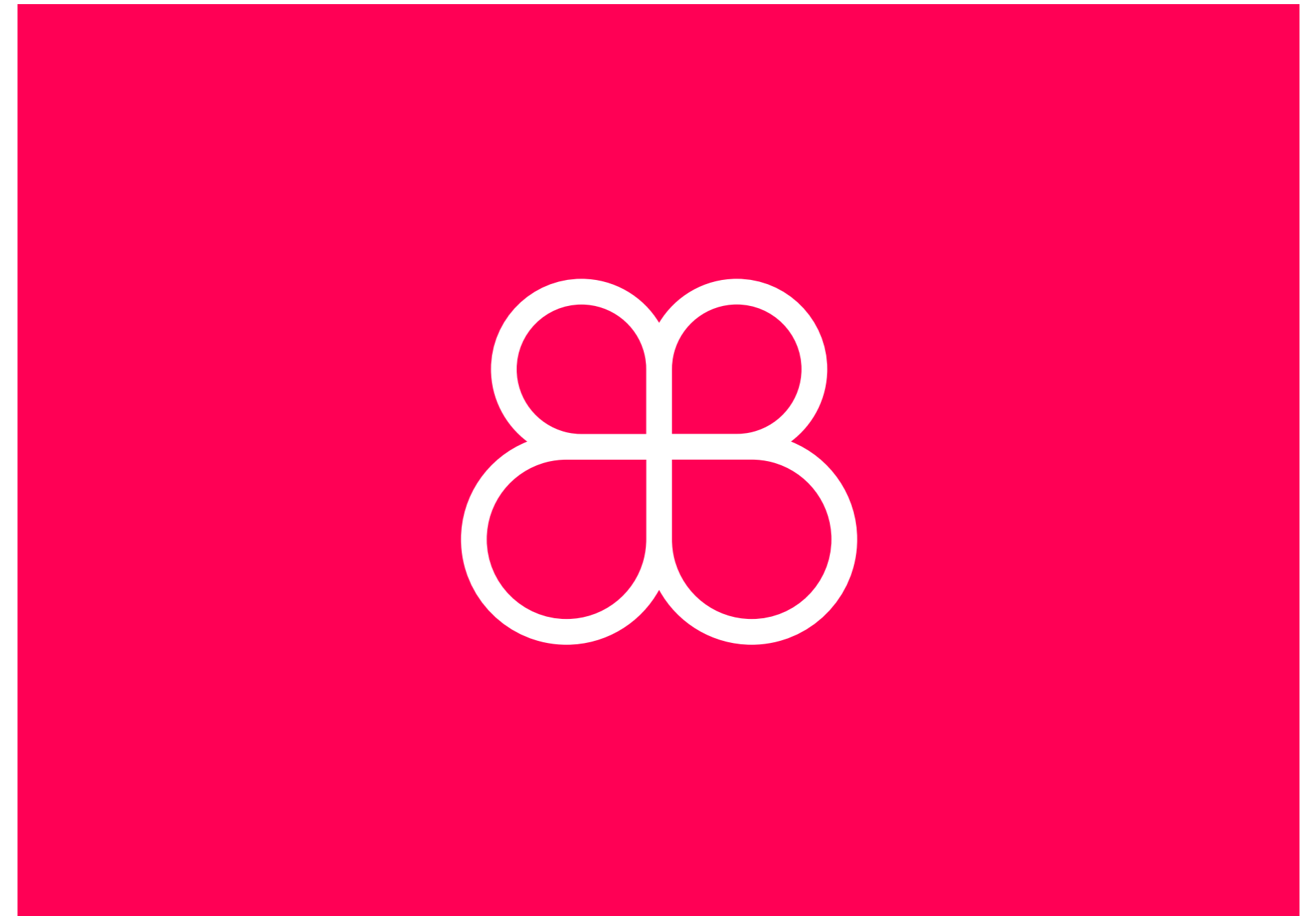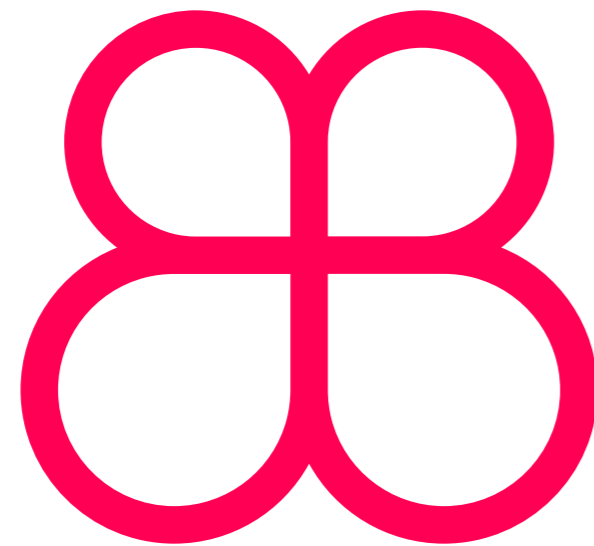
Mono Color Logo

Sometimes, often due to production costs, only one color of link is available and so the Blinto logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark color type on light backround.

The logotype/symbol outline must be clearly distinguishable from the Backround color. You must honor the Blinto palette when possible, using black or white if necessary.
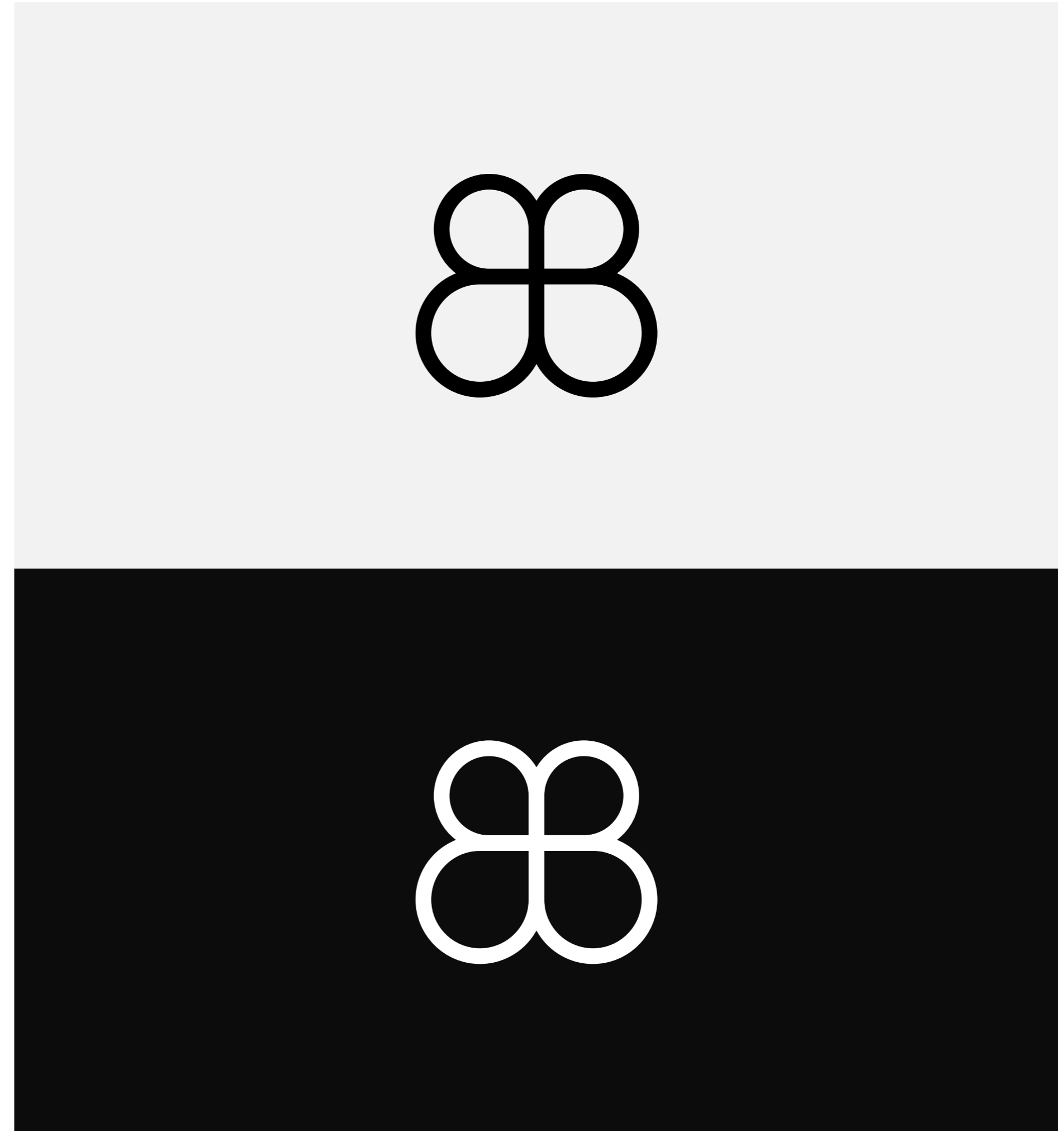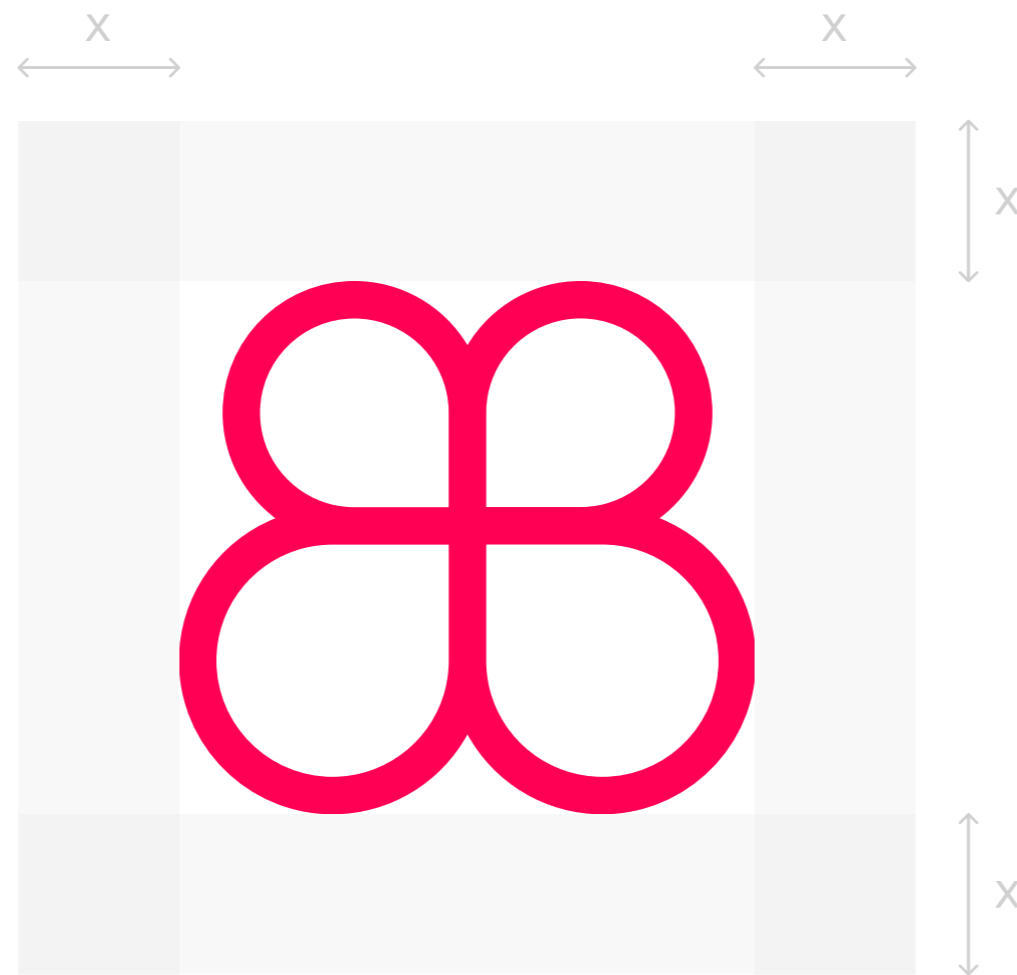
Background Logo

Alternative color combos. Here are different color ways we can do with the Logo.
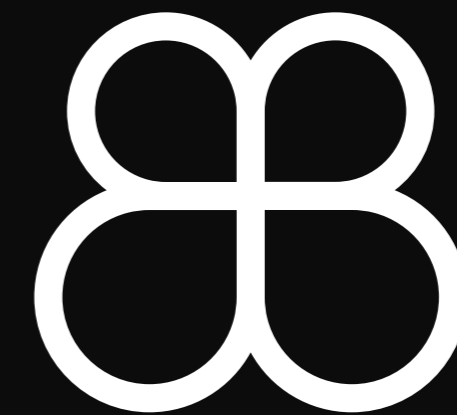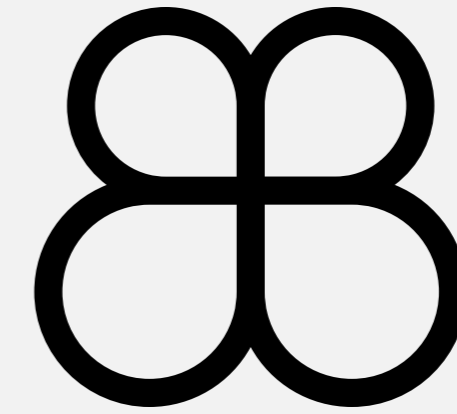
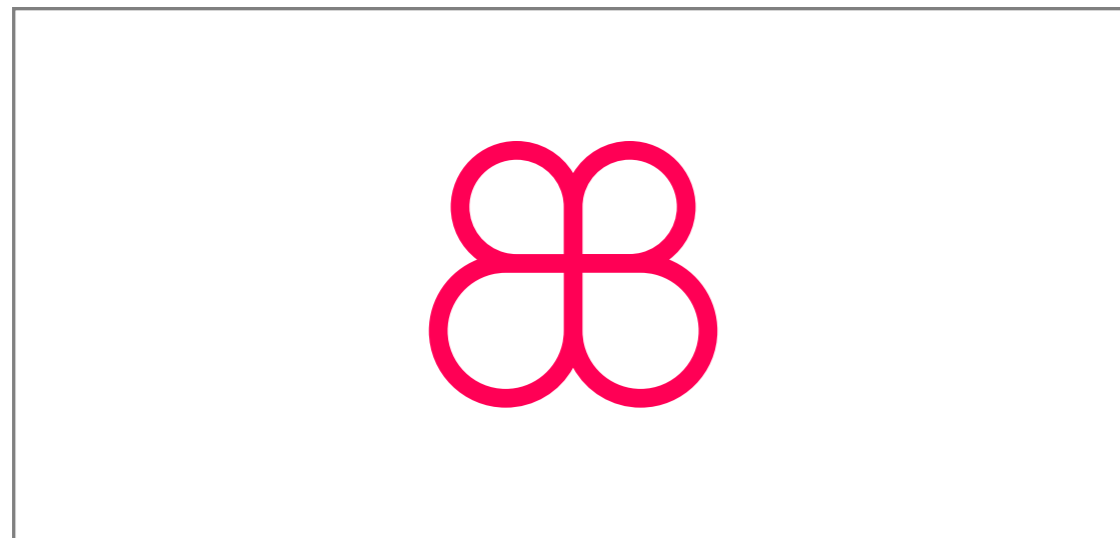# Safe Zone

It's important to maintain proper spacing around the logo to avoid overcrowding. Also the use of whitespace keeps the brand feeling clean.
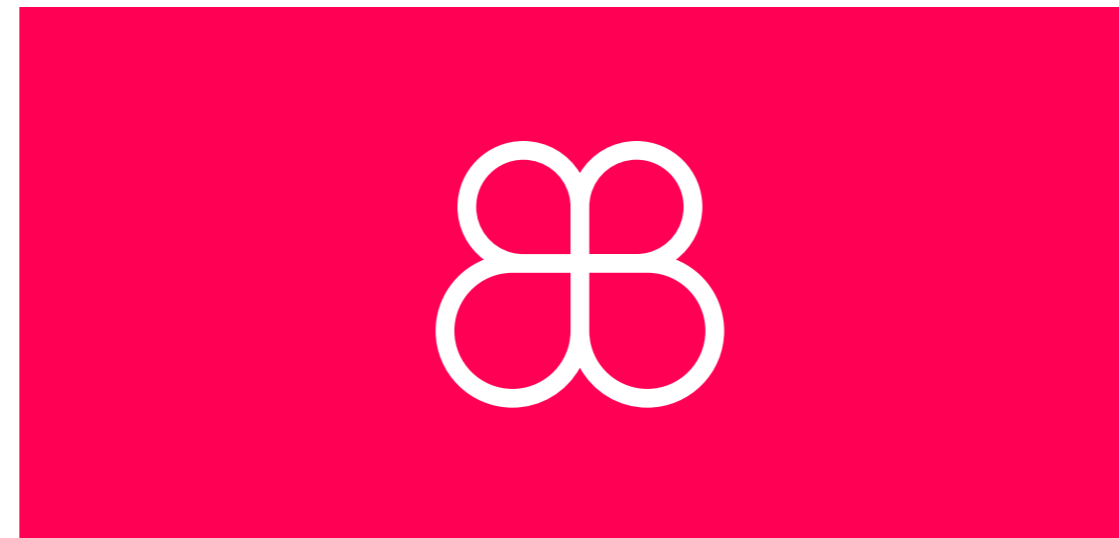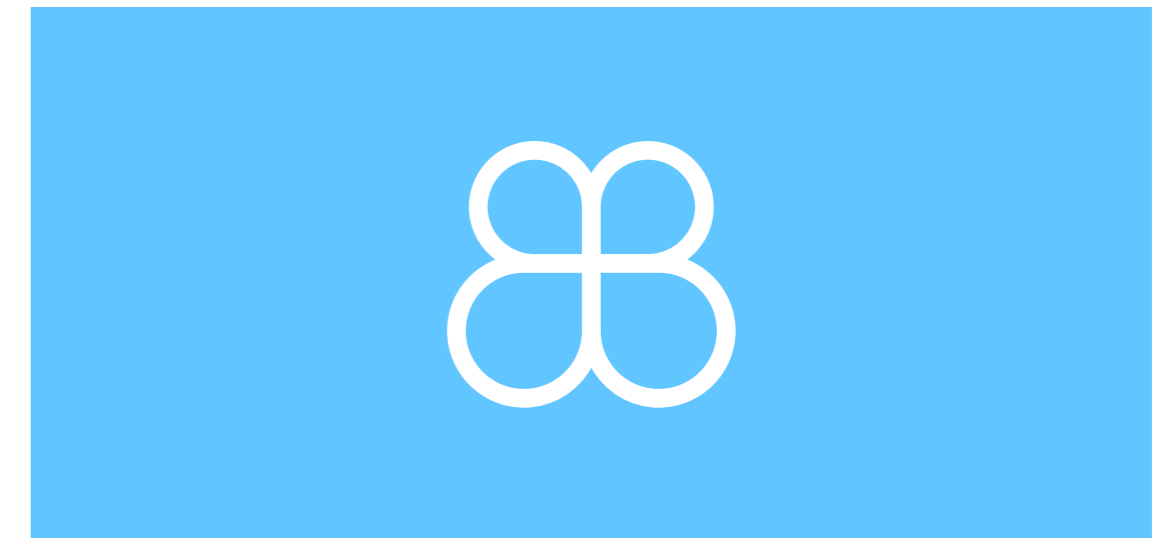
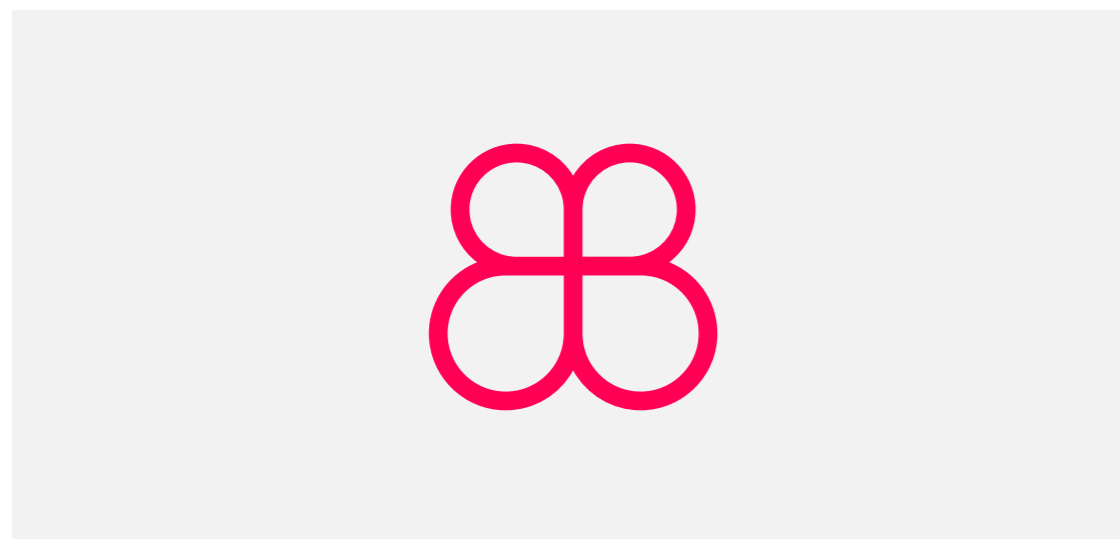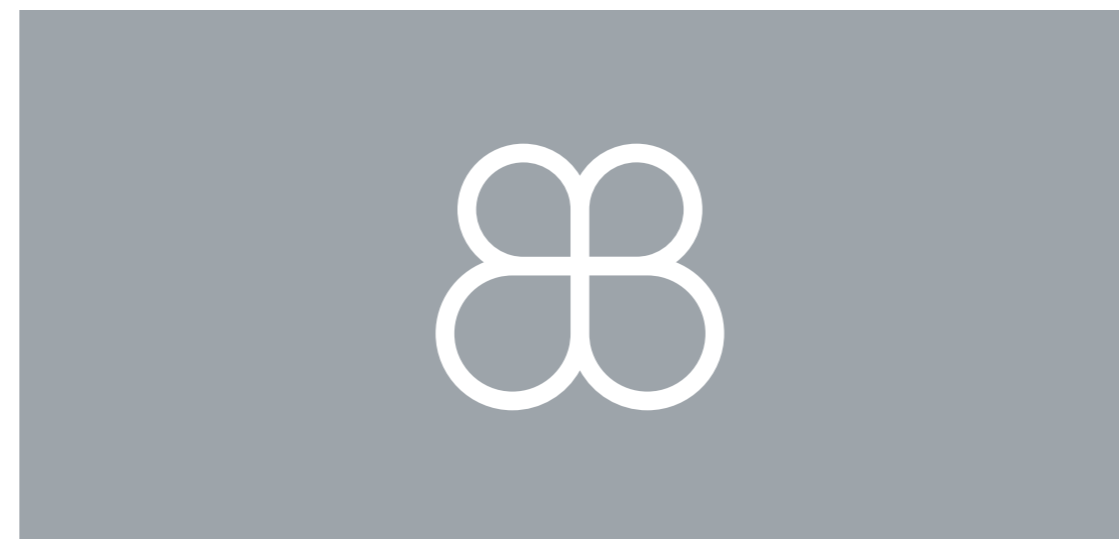# Correct Logo Application
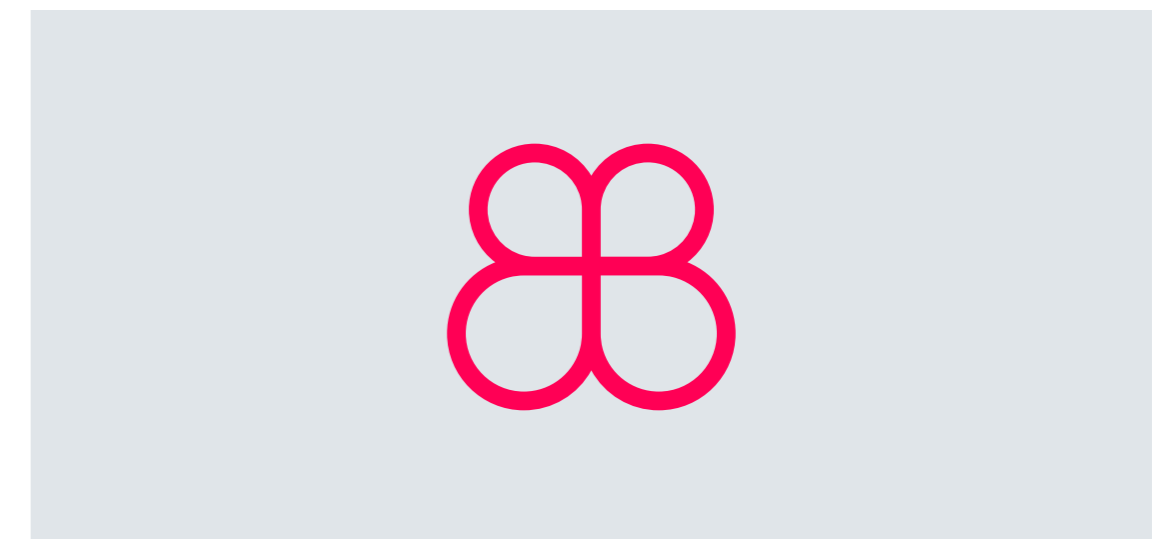
Primary Use

Secondary Use
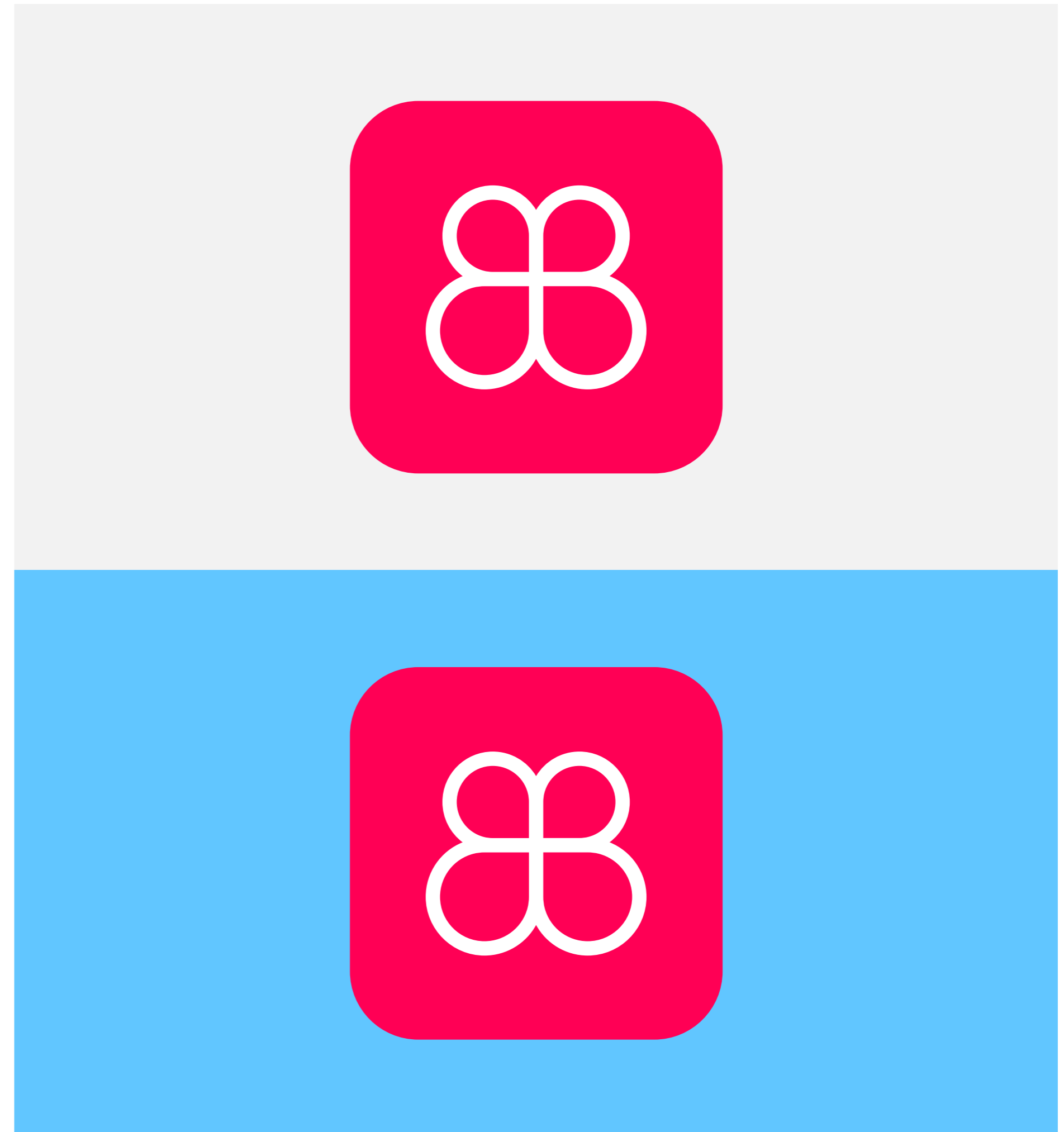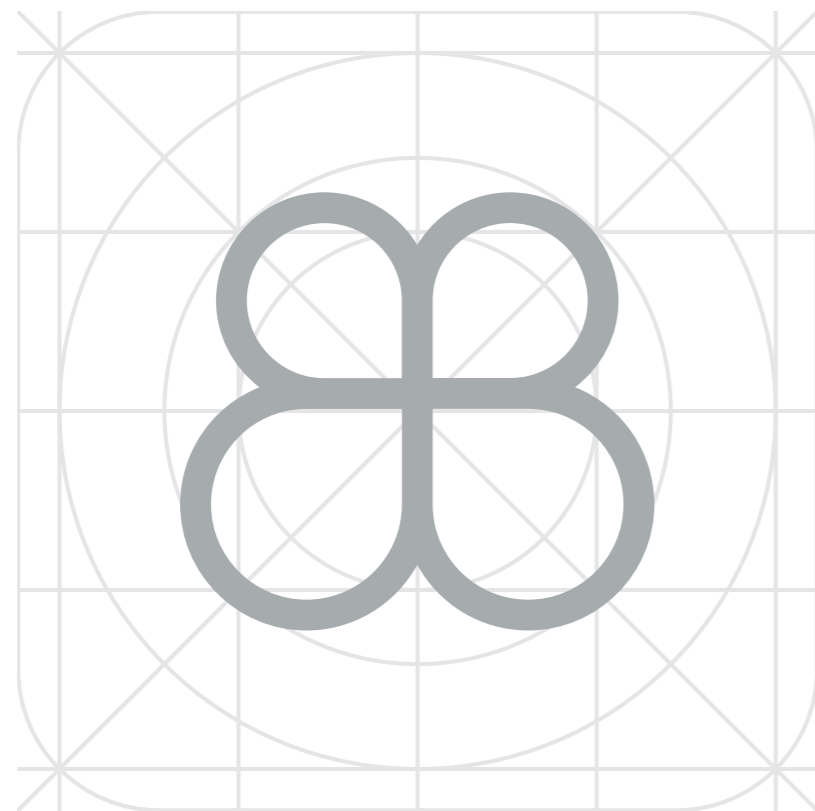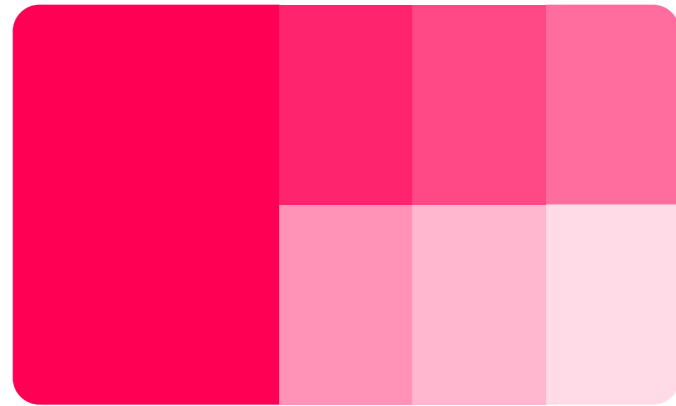
Secondary Use

Alternative Use

Alternative Use

Alternative Use

Thumbnail Mark
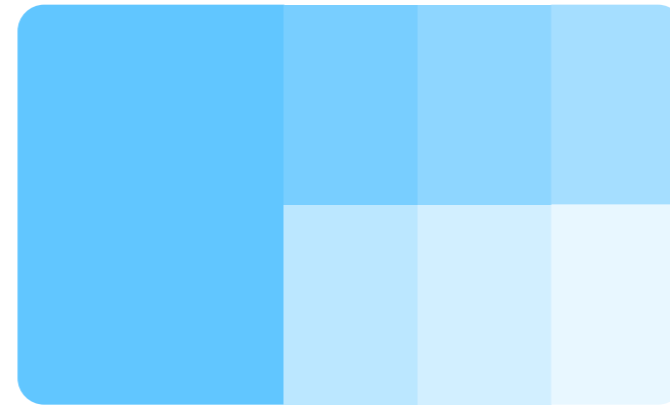
Compressed mark used for small scale and where applicable.
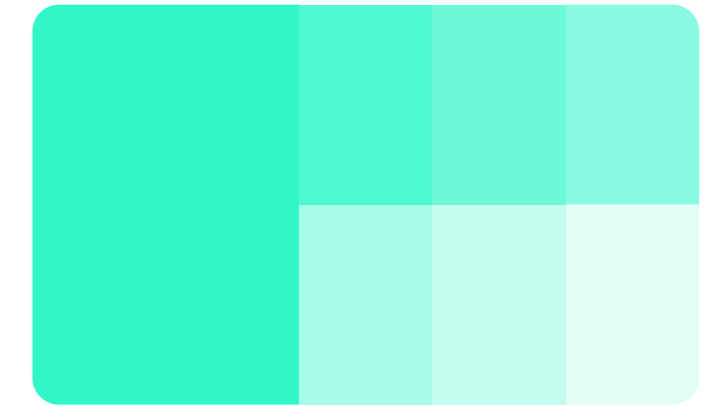
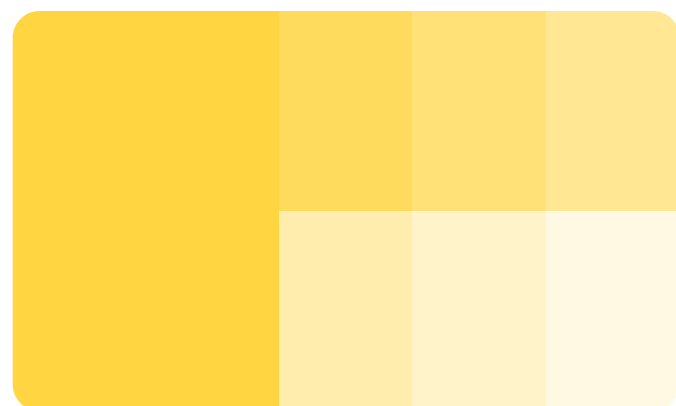# Color Palette

HEX   FF0055
RGB   255 0 85
CMYK 0 100 67 0

HEX   61C6FF
RGB   97 198 255
CMYK 62 22 0 0

HEX   31F7C8
RGB   49 247 200
CMYK 80 0 19 3

HEX   FFD542
RGB   255 213 66
CMYK 0 16 74 0

HEX   2E2D31
RGB   46 45 49
CMYK 6 8 0 81

Typography & Hierarchy

Aa

Primary Typeface

Geomanist

The quick brown fox jumps over the lazy dog

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890 !@#$%^&*(]{}?

H1

Size: 30 px
Weight: Book

H2

Size: 24 px
Weight: Book

H3

Size: 20 px
Weight: Book

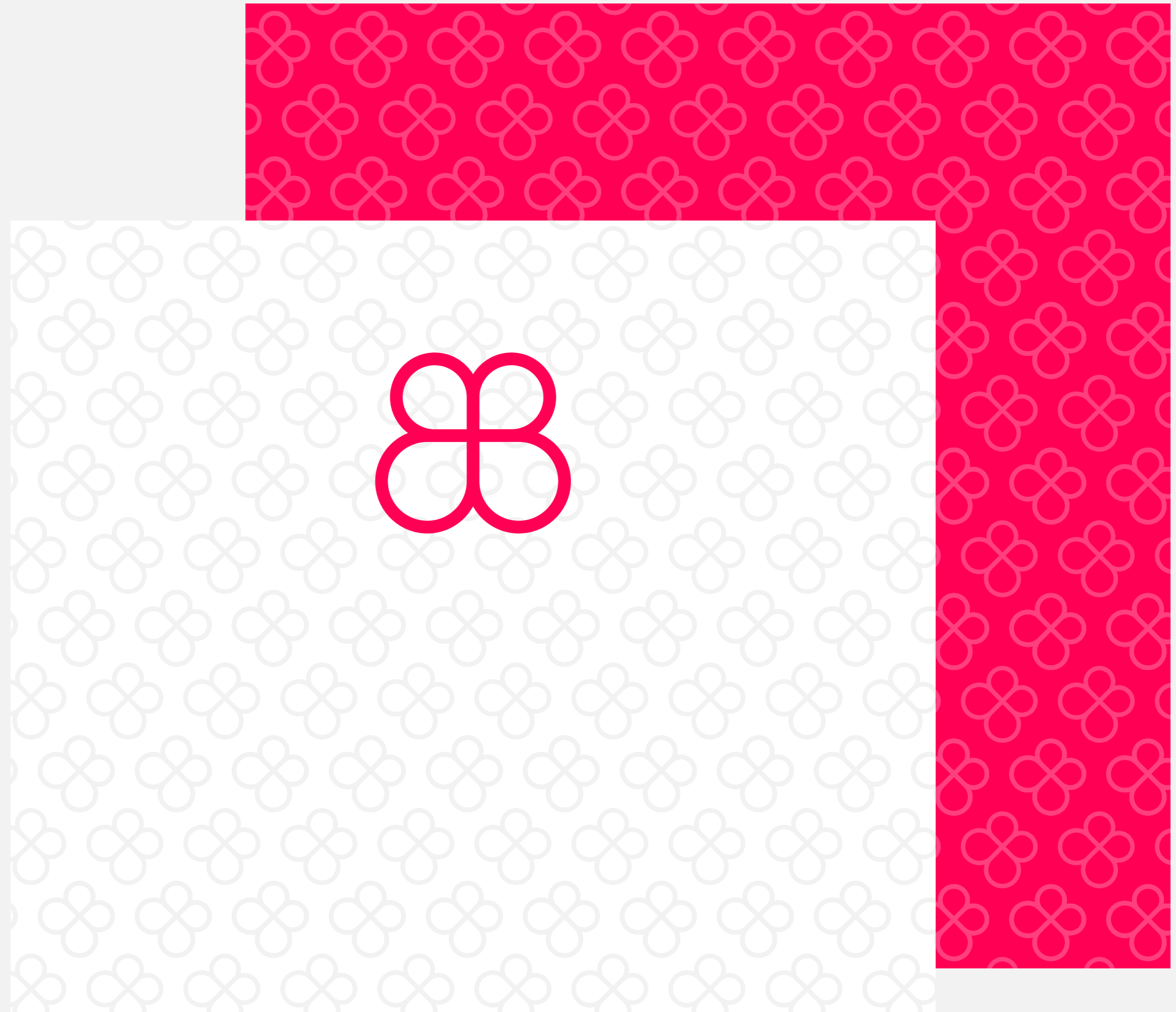## Body

Size: 14 px
Weight: Book

Caption

Size: 14 px
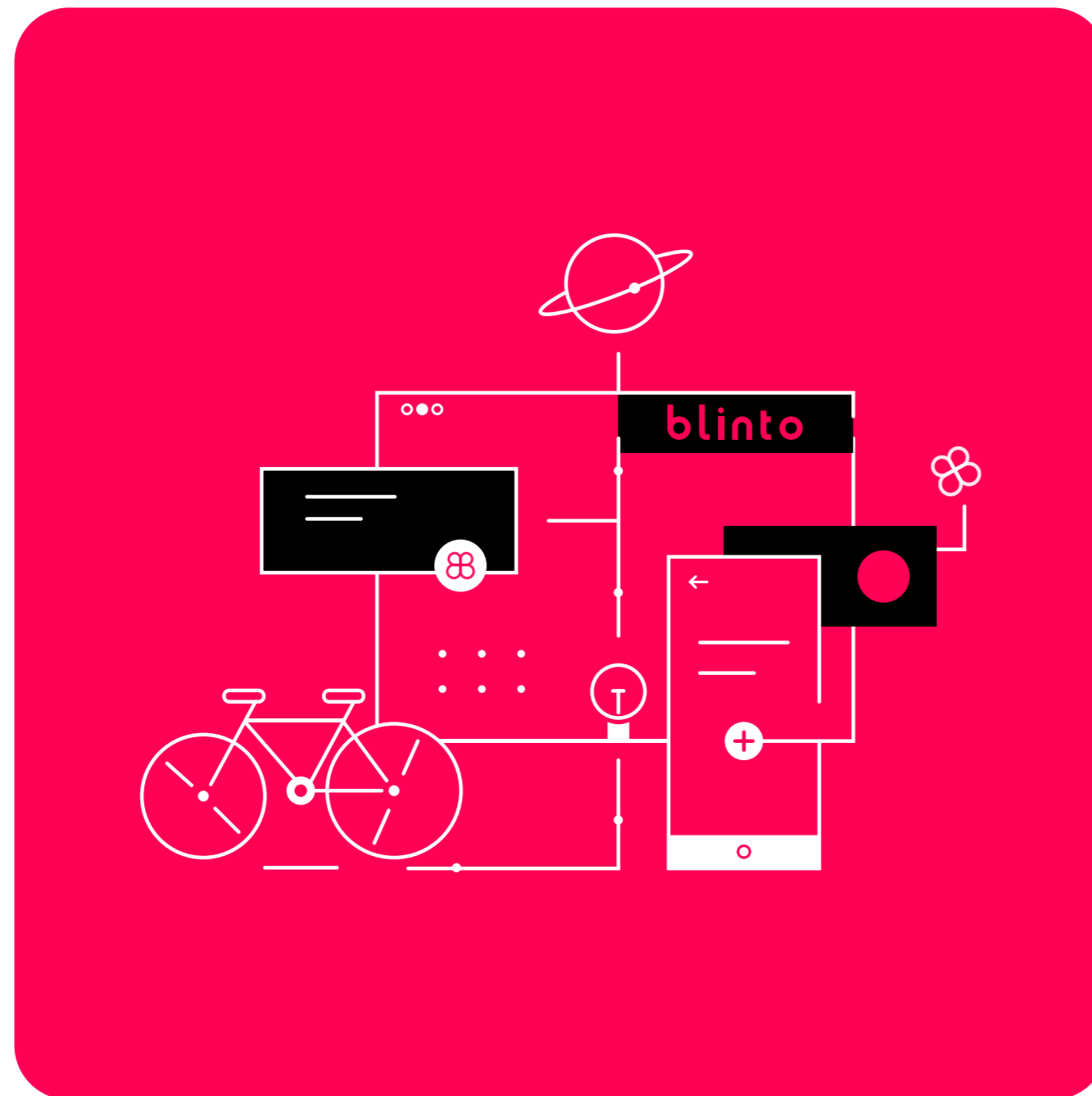Weight: Book

Tiny

Size: 12 px
Weight: Book

Pattern

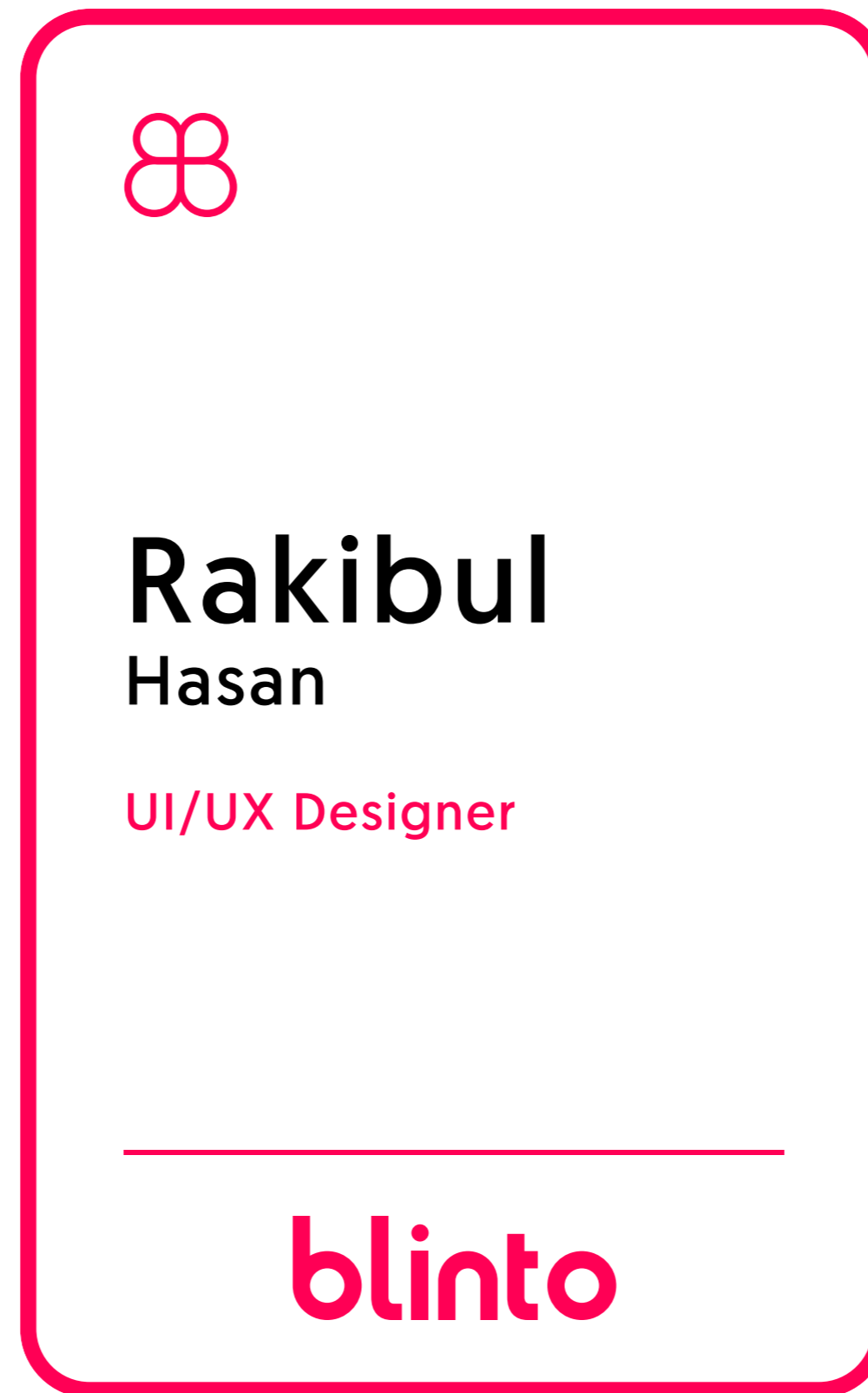The pattern created to support the visual brand language.

Business Card

Rakibul Hasan Rocky

UI/UX Designer

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blinto.co

Employee ID Card

Rakibul
Hasan

UI/UX Designer

blinto

T-shirt

Notebook