

BLINDSPOT

Brand Guidelines



- 1.0 Brand**
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- 4.0 Typography**
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Section Contents

Our Purpose

Overview

Blindspot visual assistance system allows greater freedom and mobility for the visually challenged. The control of day-to-day mobility for the visually impaired can be a daunting task. Simple journeys such as a quick trip to the shops or a visit to friends or relatives can create high levels of anxiety and stress.

This system allows the Blindspot person to be anyone with good vision to help give the visually challenged a new sense of freedom and companionship.



Section Brand

Brand

Overview

1.1

These are our brand guidelines which explain how to use the new visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, colour palette and typographic style creates distinctive frameworks for our brand which help us stand out from our competitors.



2.0

2.0

- 2.1 Logo Usage
- 2.2 Primary Logo
- 2.3 Logo Variations

Section Logo

Logo

Usage

2.1

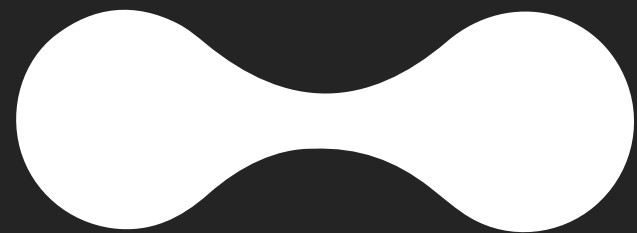
The Blindspot logo is an important asset to the organisation and should serve as a foundation for all visual communications.

The logo consists of two circles joined together. The identity should make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. It's colour, position and size are all specified within this document.

Primary

Logo



BLINDSPOT

2.2

Logo

Variations

Monomark



Social Media



Alternative Logo



Logo Usage



White Padding indicates the logo's Clear Space; an area where other elements must not encroach into. In order to allow the logo to breathe, we use the Clear Space as a spacial/white space buffer.

2.3



3.0

3.1

Introduction

3.2

Colour Palette

3.3

Logo Colours

3.0

Section Colour

Colour

Introduction

2.1

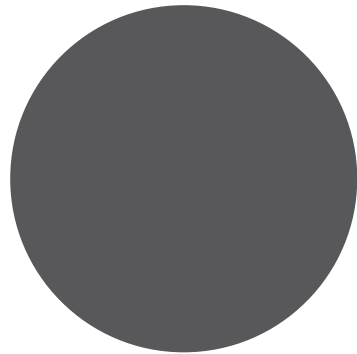
Blindspot is underpinned with a colour palette designed to be fresh, modern and distinctive.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our colour palette is applied consistently.

Colour

Palette

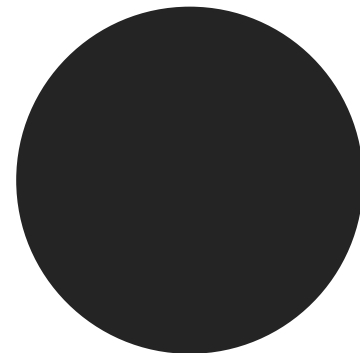


Boulder

CMYK: C64 M56 Y53 K28
RGB: R88 G89 B91
HEX: #58595B

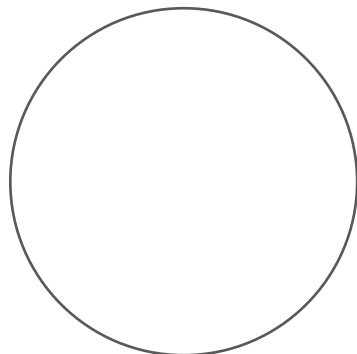
Cod Grey

CMYK: C71 M65 Y64 K71
RGB: R36 G36 B36
HEX: #242424



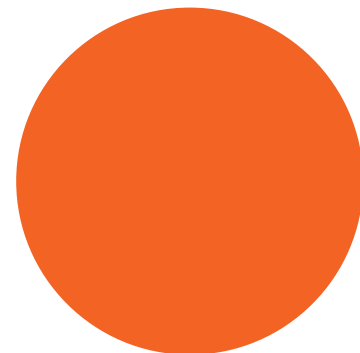
White

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF



Burning Orange

CMYK: C0 M76 Y98 K0
RGB: R242 G99 B36
HEX: #F26324



3.2

Logo

Colours



3.3



4.0

- 4.1 Introduction
- 4.2 Primary Typeface
- 4.3 Secondary Typeface
- 4.4 Use of Type
- 4.5 Typographic Hierarchy

4.0

Section Typography

Typography

Introduction

Blindspot is underpinned with a colour palette designed to be fresh, modern and distinctive.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our colour palette is applied consistently.

Typography

Primary Typeface

Gotham Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$&!/+*(.,;:)
Character Tracking: -10

Gotham Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$&!/+*(.,;:)
Character Tracking: -10

Gotham Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$&!/+*(.,;:)
Character Tracking: -10

Gotham Ultra

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$&!/+*(.,;:)
Character Tracking: -10

Light

Medium

Bold

Ultra

Typography

Secondary Typeface

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

Blind Maze Typace:

This typeface has been custom created to use with the brand and its promotion to enhance visuals and also the message behind the brand and it's message.

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

Typography

Use of Type

Ultra is our headline weight.

Bold and Medium are our body copy weights.

Light is used for captions and small bodies of text, it is also used on our stationary.

Thin can be used in an event where more delicate weight is needed.

Typography

Typographic Hierarchy

AaBbCcDdEeFf

Headline 1

AaBbCcDdEeFf

Headline 2

AaBbCcDdEeFf

Headline 3

AaBbCcDdEeFf

Headline 4

AaBbCcDdEeFf

Headline 5

AaBbCcDdEeFf

Body Copy

AaBbCcDdEeFf

Caption



5.0

5.1 Introduction

5.2 Business Cards

5.3 Stationery

5.0

Section Print

Print

Introduction

5.1

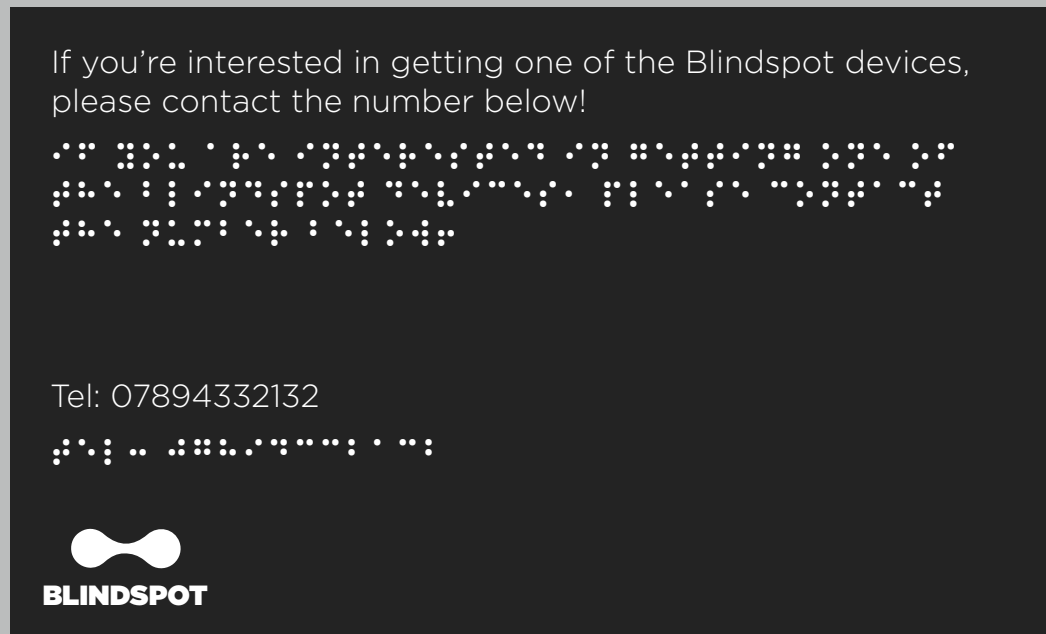
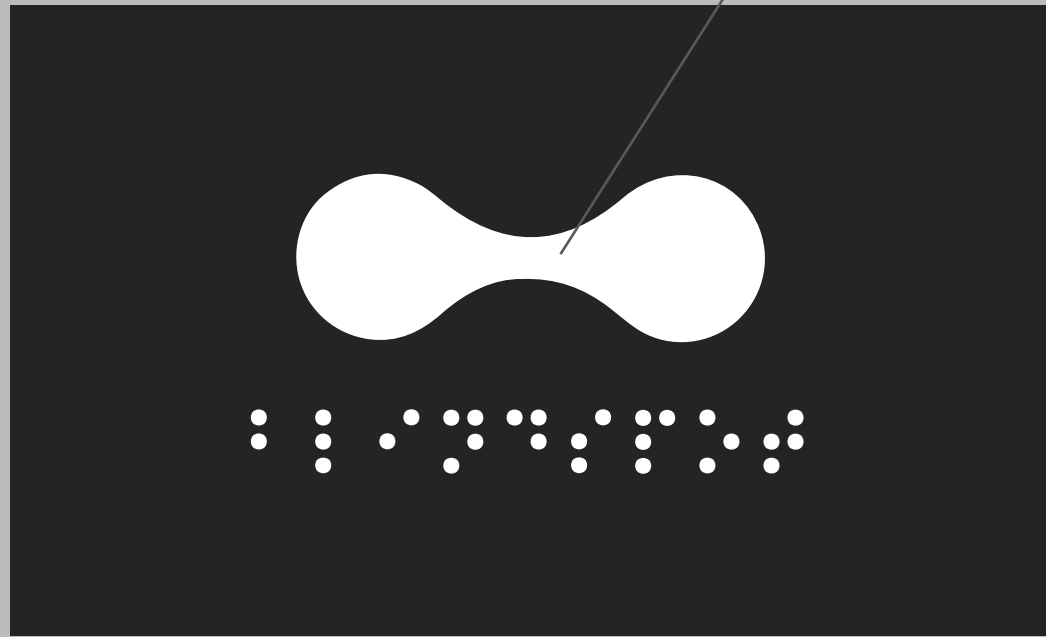
First impression matters, as they say. In some cases, this may be through a business card, or a letter. Our stationary has a more tonal feel that provides a confident and authoritative yet friendly voice while presenting the key memorable elements of the brand.

These are some examples of how these stationeries will be represented:

Print

Business Cards

Spot UV



5.2

Print

Stationery



5.3



BLINDSPOT