BLAZE

BRAND STYLE GUIDE

TABLE OF CONTENTS

OVERVIEW

What is a Brand Style Guide (and why does Blaze need one?)

A brand style guide is essentially a guidebook that helps designers and clients alike to follow consistency in order to improve brand recognition via specific design notes. Contents of a brand style guide will include discussing the business itself, the client's goals, the overall visuals, and how to utilize them in specific design layouts. Being able to create consistent designs in a business can also showcase professionalism in their specific industry, which in Blaze's case is their social media.

BRAND IMAGE

OUR VISION

Blaze is a social media company whose mission is to create a friendly and casual space for adults to build communities and relationships from different backgrounds, from older families to classmates.

PERSONALITY

Blaze's overall mood is something fun, light, informal, irreverent, and quirky.

TONE OF VOICE

Blaze's tone of voice is informal and very causal.

TARGET AUDIENCE

Audience & Visual Needs

TARGET MARKET

65% of Blaze users are 35 and older. The largest age range of users are between the age of 43 and 48.

Blaze users are primarily middle to upper-middle class living in suburban or urban areas, college educated, very independant, influenced by music for those born within the MTV generation, and are more used to traditional media than digital. With that said, they are also versed in technology but not socially.

VISUAL PREFERENCES

The overall consensus of Blaze users prefer simplicity with subtle, warm, and earthy colors. They also have prefered the use of sans serif fonts and do not like artificial and overly saturated colors.

TARGET AUDIENCE
VISUAL COMPETITOR RESEARCH

Compared to social medias such as Facebook, X (formerly Twitter), and Instagram, three front running social media platforms, they too use a simple and organized interface along with accent colors to highlight emphasis. One case being their logos. Facebook using a vibrant dark blue and Instagram using an ombre of orange, yellow, purple, and pink. Prior to becoming X, Twitter was sky blue while X is simply black. Facebook's logo is the letter 'F' and is predominantly a sans serif type while Instagram is a simplified camera and the font used for the logo is a script type. Twitter and X use the same sans serif font, but with Twitter being a bird and X being the letter itself.

While each of those mentioned socials have features to share images and text, Facebook leans more to be informative and text heavy while Instagram and sometimes X/Twitter are more photo based.

DESIGN GUIDE

General Final Design

COLORS

Night Rider
#1c150f
R28 G21 B18
C66 M67 Y71 K81

Sisal
#d6c9b6
R214 G201 B182
C16 M18 Y27 K0

Bourbon
#bd6219
R189 G98 B25
C20 M69 Y100 K8

Laser
#d0b170
R208 G177 B112
C19 M28 Y65 K0

Congo Brown
#5d3037
R93 G48 B55
C45 M78 Y60 K47

DESIGN GUIDE
Logo Usage
ROTATION

Avoid rotating the logomark whether it is encased in a square shape or not. Additionally, please stick with the general circle or square shape if using the logo with the shape backdrop.

CLEAR SPACE

Using clear space can help indicate the amount of available space that should be given to a logo when working with additional visual factors.
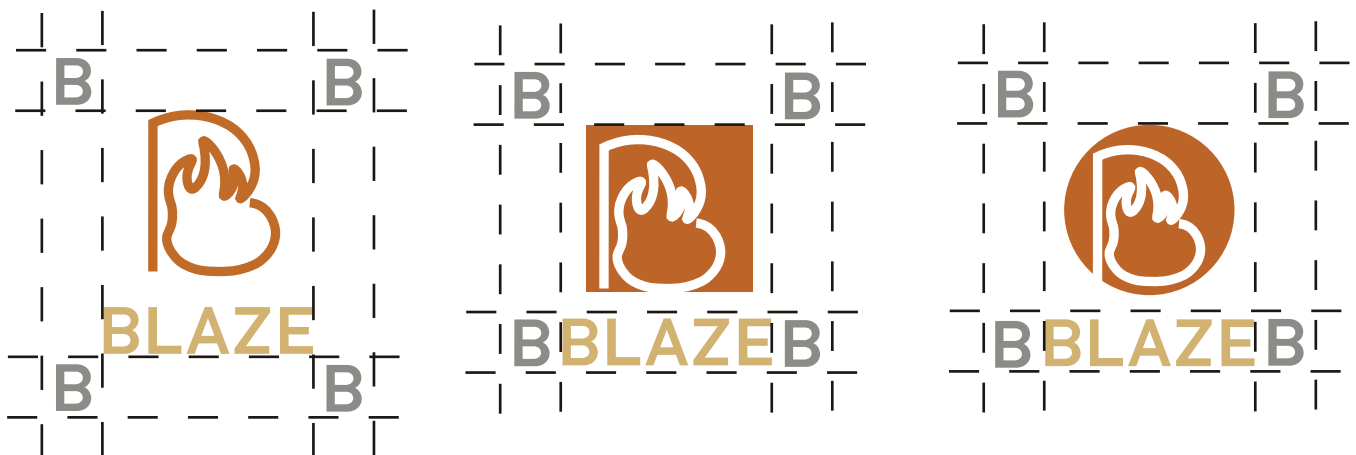
SCALE

Scale refers to general proportions and size depending on what the logo design will be on. For Blaze's case, the smaller the logo design, the stroke thickness increases. Do not make the line thickness less than 2.5 pts.
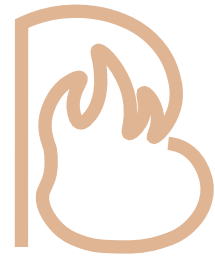
4 pt

3.5 pt

2.5 pt

DONT
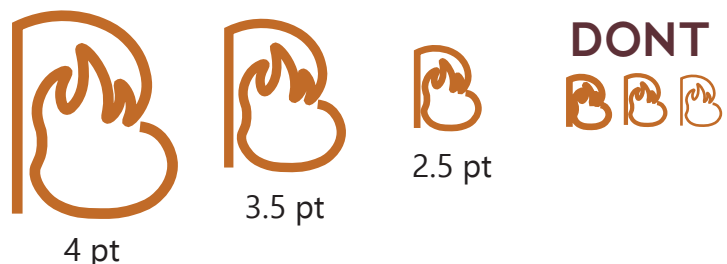
TRANSPARENCY

Do not change the transparency of the logo.

CONTRAST

Contrast can be shown with color, size, shape, and type. This can help highlight visuals of a brand.

Good Contrast	Bad Contrast
Good Contrast	Bad Contrast
Good Contrast	Bad Contrast

COLOR VARIANTS FOR PLACEMENT

When necessary, recolor the logo using only the color palette.

Be careful of working with colors that can blend or be too light on light backgrounds (or dark colors on darker backgrounds).

Colors are not from the color palette and are too vibrant.

DESIGN GUIDE

Logo Usage (4 DONTs Documents)

lorem ipsum, simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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1ST DONT

Enlarge the logo. Documents will be focused more on the text, and large sized logos can take up too much space.

2ND DONT

Disregard alignment and spacing. Text needs to be read.

BLAZE

lorem ipsum,

simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

3RD DONT

Distort or stretch out the logo's proportions.

BLAZE

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4TH DONT

Pick a clashing logo color especially if the document is in another color.

Additionally, do not pick a hard to see document color that will make the logo hard to read.

DESIGN GUIDE

Typography
LOGO

HEADLINE TYPE

Adrianna DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmopqrstuvwxyz

1234567890

size: 54-57

color: Congo Brown (#D0B170)

SUBHEAD TYPE

Ebrima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmopqrstuvwxyz

1234567890

size: 32

color: Congo Brown (#D0B170)

Ebrima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmopqrstuvwxyz

1234567890

size: 32

color: Congo Brown (#D0B170)

BODY COPY

Ebrima Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
1234567890

size: 13-22
color: Night Rider (#1C150F)

CAPTION

Ebrima Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmopqrstuvwxyz
1234567890

size: 12
color: Night Rider (#1C150F)

Logo Color

Sisal

#d6c9b6
R214 G201 B182
C16 M18 Y27 K0

Bourbon

#bd6219
R189 G98 B25
C20 M69 Y100 K8

DESIGN GUIDE

Logo Usage (4 DONTs Images)

1ST DONT
Place the logo on the center.

2ND DONT
Enlarge the logo to fill the image and obscuring the image.

3RD DONT
Use an extremely crowded and/or overly filtered image.

4TH DONT
Distort and stretch the logo proportions.