



Media Kit Guidelines



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BRAND ELEMENTS

Visual Identity Overview

The Bloomfire visual identity is comprised of a series of elements that, when used together, create a cohesive look and feel that embodies the brand.

The following sections provide guidance on how to use each element of the system.

When used properly, the visual identity provides a foundation for expressing the Bloomfire story.

LOGO



TYPOGRAPHY

Bf Indivisible— Regular, Medium, **Bold.**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!%^*(\$

COLOR

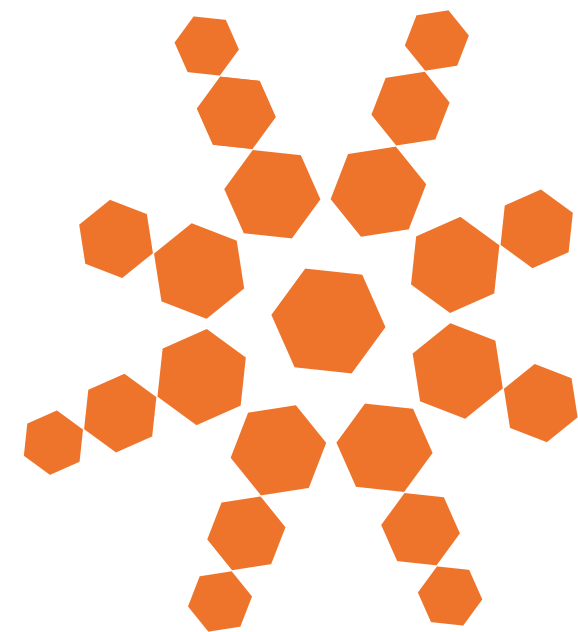


BRAND ELEMENTS

Our Logo

The full-color Bloomfire logo is our primary brand mark.

Always use the logo files provided.
Do not re-create.



Bloomfire

The Bloomfire logo may be used in a majority of color ways. On image or color, ensure there is enough contrast between the logo and the background in order to be fully legible.



BRAND ELEMENTS

Our Logo

Gradient Usage

The Bloomfire logo may be used in a majority of color ways. On image or color, ensure there is enough contrast between the logo and the background in order to be fully legible.



BRAND ELEMENTS

Our Logo

White Background Usage



BRAND ELEMENTS

Our Logo

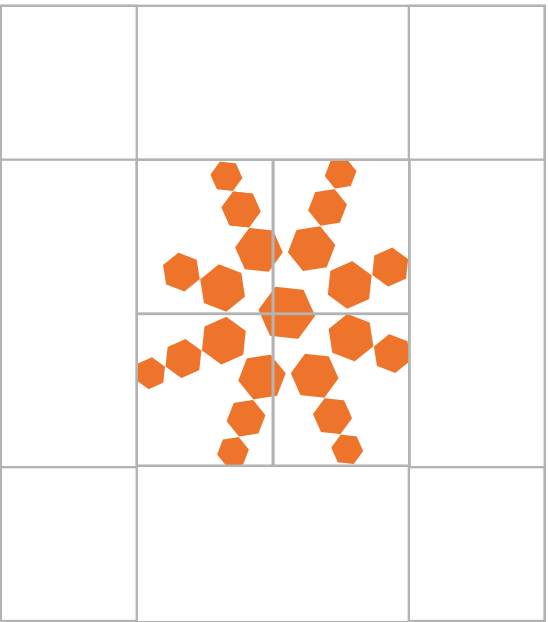
Clear Space

Providing the right amount of clear space for the Bloomfire logo makes it easier to distinguish and reinforces the importance of the identity.

The required amount of clear space to ensure maximum visibility and legibility is determined by the x-height of the 'B' in the word mark.

The minimum print size of the primary logo is 2" wide.

LOGO CLEAR SPACE



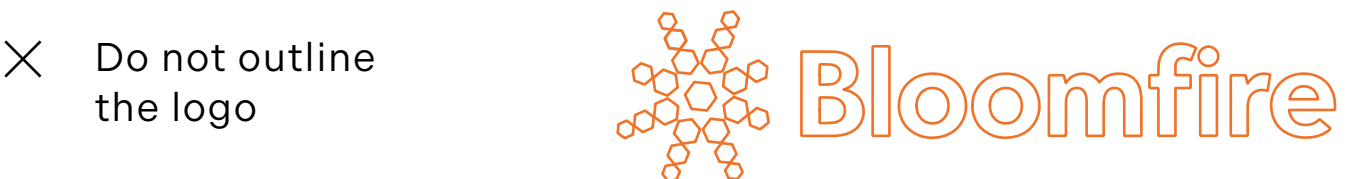
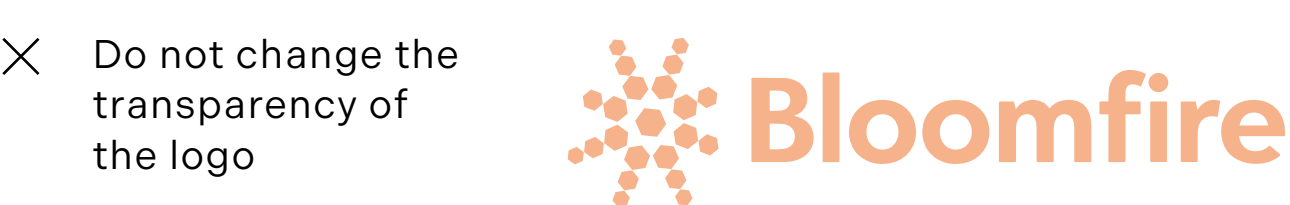
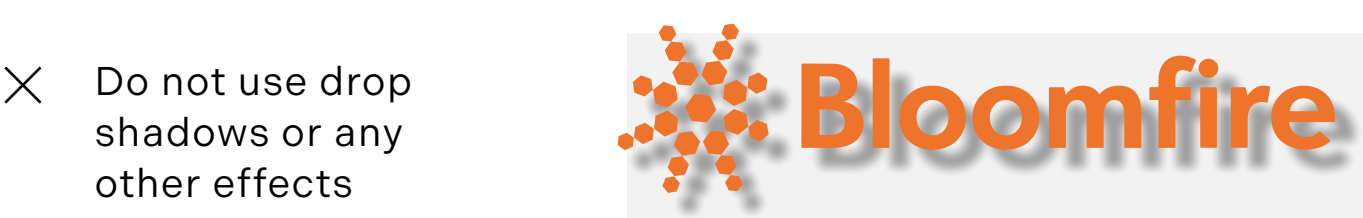
LOGO MINIMUM SIZE



2" OR 150 PX WIDE

When the logo is used incorrectly it compromises the validity of our brand. It is vital to use our logo correctly.

As a general rule do not change, alter or modify any part of the logo. Always use the approved artwork supplied.



BRAND ELEMENTS

Color

Color Palette



PRIMARY

OPACITY

100%

50%

25%



ORANGE

R: 239 G: 116 B: 44
HEX: EF742C

OPACITY

100%

50%

25%



LIGHT BLUE

R: 87 G: 171 B: 201
HEX: 57ABC9

OPACITY

100%

50%

25%



PURPLE

R: 85 G: 58 B: 104
HEX: 553A68

SECONDARY

LIGHT ORANGE



R: 230 G: 174 B: 120
HEX: E6AE78

INTENSE ORANGE



R: 230 G: 174 B: 120
HEX: C43826

TEAL



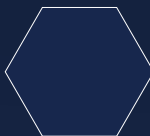
R: 49 G: 97 B: 123
HEX: 31617B

DARK BLUE



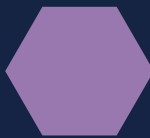
R: 13 G: 23 B: 43
HEX: 0D172B

MEDIUM BLUE



R: 24 G: 39 B: 77
HEX: 18274D

VIOLET



R: 49 G: 97 B: 123
HEX: 9978B0

DARK RED



R: 109 G: 49 B: 56
HEX: 6D3138

The primary typeface is called

Indivisible

Primary typeface to be used for headlines
and body copy

Distilled from neo-grotesque and geometric influences, Indivisible is a general purpose sans serif from designer Eric Olson. The typeface represents several years of incremental on-again, off-again efforts to pair plainness and familiarity with formal warmth (and a bit of personal preference too). The font comes in seven weights with matching italics ensuring designers have a suitable range of styles to choose from when traversing the challenges of print and screen.

REGULAR, MEDIUM, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789* & @ \$ %



Proactively Share Research & Insights

Think smarter.
See farther.
Act faster.

Bloomfire



Centralize
Knowledge
for every team.





Centralized Knowledge For Every Team

bloomfire.com



 MOCU.CITY





Your Hub
for Knowledge
Management



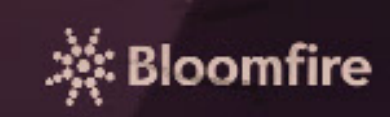


Bloomfire

Your Data in a **Safe** Place

Bloomfire's knowledge management software gives you one central, searchable place for information and insights.

bloomfire.com



Bloomfire

Perform at the **Highest Level**

Bloomfire's knowledge management software gives you one searchable place for information and insights.



PHOTOGRAPHY

Photography Direction

Lead with people

We put people front and center with a visual aesthetic that makes our imagery recognizable and consistent with our brand ecosystem.

Diverse imagery should be prominently incorporated throughout our brand touch points to add interest, support messaging, and elevate subjects.

