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# Brand Style Guide

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# Style Guide Overview

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This Brand Style Guide for Blaze will serve to define and describe the company's branding. It will define the vision and personality, the target audience, competitor research and the visual style for Blaze. The style guide will also go into detail regarding the dos and don'ts of logo usage, along with the colors and typography associated with the branding.



# Brand Vision



**Mission Statement:** Blaze is a social media company focused on building communities and fostering meaningful relationships by bringing together adults from diverse backgrounds.

**Personality:** Fun. Light. Informal. Irreverent. Quirky.

**Tone of Voice:** Informal. Casual.



# Target Audience



The target audience is Generation X. This consists of individuals between the ages of 42 to 57. This is a diverse group of college educated middle class people at the pinnacle of their earning potential. Gen X outspends any other generation. They tend to trust traditional media more than digital media and are increasingly technologically savvy.

## Needs and Preferences

- The target audience is comfortable with conventional advertising as well as digital.
- Most of their daily news comes from traditional media but shares opinions and articles on social media.
- Prefers simplicity above all.
- Prefers sans serif typefaces.
- Prefers subtle colors; earth tones mixed with warm hues.



# Visual Competitor Research



**Color:** The competitors use simple colors for their branding. Primary colors are common. Single color logos and gradients are also common.

**Typography:** Simple sans-serif typefaces are essentially universal in this market.

**Personality and Tone of Voice:** The common traits conveyed by the competition are humor, authenticity, and positivity with a strong emphasis placed on human connection and socializing.



# Logo Usage Rules



**Clear Space-** Ensure that the clear space around the logo is at least equal to the width of the brandmark.



**Scale-** The logo should not be presented smaller than 1 inch in width.



# The Logo on Documents



The logo should be placed on the top left corner of the page.

The full color logo should be used.

If the page has a dark background, the white logo variation can be used.

The logo can be placed on the top center or top right of the page if necessary.





# Logo Variations



## Full Color



## Single Color



## White on Dark Background



## Black on Light Background



# Logo Violations



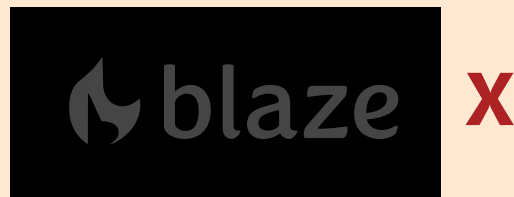
Do not rotate the logo.



Do not distort the logo.



Do not feature the logo without proper contrast.



Do not make alterations to the logo.



Do not adjust the transparency of the logo.



# Typography



## Congenial Regular

For use in  
headlines

**Aa**BbCcDdEeFfGgHhJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

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## Gaduigi Bold

For use in  
subheads  
and  
captions

**Aa**BbCcDdEeFfGgHhJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

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## Gaduigi Regular

For use in  
body copy

**Aa**BbCcDdEeFfGgHhJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz



# Color



**#ff941c**

RGB (255 148 28)

CMYK (0 50 97 0)



**#454545**

RGB (69 69 69)

CMYK (67 50 58 43)



# The Logo on Images



The logo should be placed on the bottom right corner of images.

The black and white logo variations can be used to provide contrast.

The full color logo can be used if it doesn't clash with the colors in the image.

A backdrop can be added to the logo to help it stand out.

