BLUE VIEW

CONTENTS

Full color logo for use with all web and printed materials, where one of the below options will not work more effectively.

Single color logo for use on a light background where color is not available as an option.

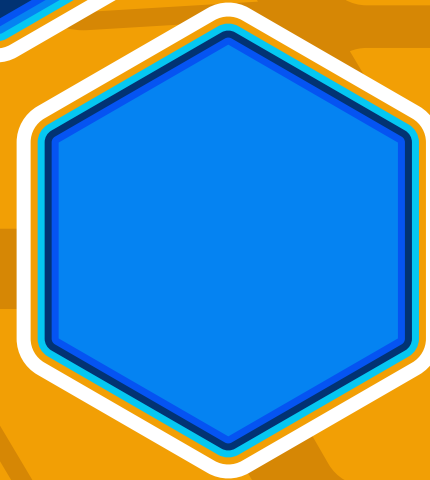Single color logo for use on a dark background where color is not available as an option.

Horizontal logo for use in designs that have limited vertical space or fomat dictates a horizontal layout.

Favicon and logo for anytime the logo will be less than 1/4 inch or less than 20 pixels high.

THE LOGO

COLOR

HEX • #0554F2
RGB • 5, 84, 95
HSB • 220, 98, 95
LAB • 42, 42, -84
CMYK • 98, 65, 0, 5

HEX • #023373
RGB • 2, 51, 115
HSB • 214, 98, 45
LAB • 22, 13, -41
CMYK • 98, 56, 0, 55

HEX • #F29F05
RGB • 242, 159, 5
HSB • 39, 98, 95
LAB • 72, 22, 76
CMYK • 0, 34, 98, 5

HEX • #05C7F2
RGB • 5, 199, 242
HSB • 191, 98, 95
LAB • 74, -26, -33
CMYK • 98, 18, 0, 5

HEX • #0583F2
RGB • 208, 98, 95
HSB • 208, 98, 95
LAB • 55, 12, -64
CMYK • 98, 46, 0, 5

Blueview Dot Studio is reccomended by 10/10 anonymous internet trolls.

```
<link rel="stylesheet" href="https://use.typekit.net/
iie4lni.css">

font-family: grover,sans-serif;
font-weight: 700;
font-style: normal;
```

H1

Blueview Dot Studio is reccomended by 10/10 anonymous internet trolls.

```
<link rel="stylesheet" href="https://use.typekit.net/
iie4lni.css">

font-family: grover,sans-serif;
font-weight: 700;
font-style: normal;
```

H2

Blueview Dot Studio is reccomended by 10/10 anonymous internet trolls.

```
<link rel="stylesheet" href="https://use.typekit.net/
iie4lni.css">

font-family: colfax-web,sans-serif;
font-weight: 400;
font-style: normal;
```

P1

Blueview Dot Studio is reccomended by 10/10 anonymous internet trolls.

```
<link rel="stylesheet" href="https://use.typekit.net/
iie4lni.css">

font-family: colfax-web,sans-serif;
font-weight: 400;
font-style: normal;
```

P2

TYPOGRAPHY

ICONS

Blueview's voice is that of a company dedicated to creating cutting edge content using the latest technologies for representing small to medium size businesses in a way that allows them a competitive edge against larger companies in their market. We are the voice of David as he faces off against Goliath, taking small ideas and bringing the tools to make them successful.

As a brand we want to convey the ability and confidence in design and digital marketing techniques to make a company successful in a competitive digital landscape. We want to be seen as the champion of the underrepresented, and we want our customers to see that they can thrive by working with us. The brand is a ladder for our customers to view over the wall of their fears about ecommerce and digital marketing. As a brand ethos, our success is dependent on the success of our customers, and we are here as partners in their digital success.

BRAND VOICE