

2022

Brand Guideline

gLekeL'



Blue Road

NAVIGATION

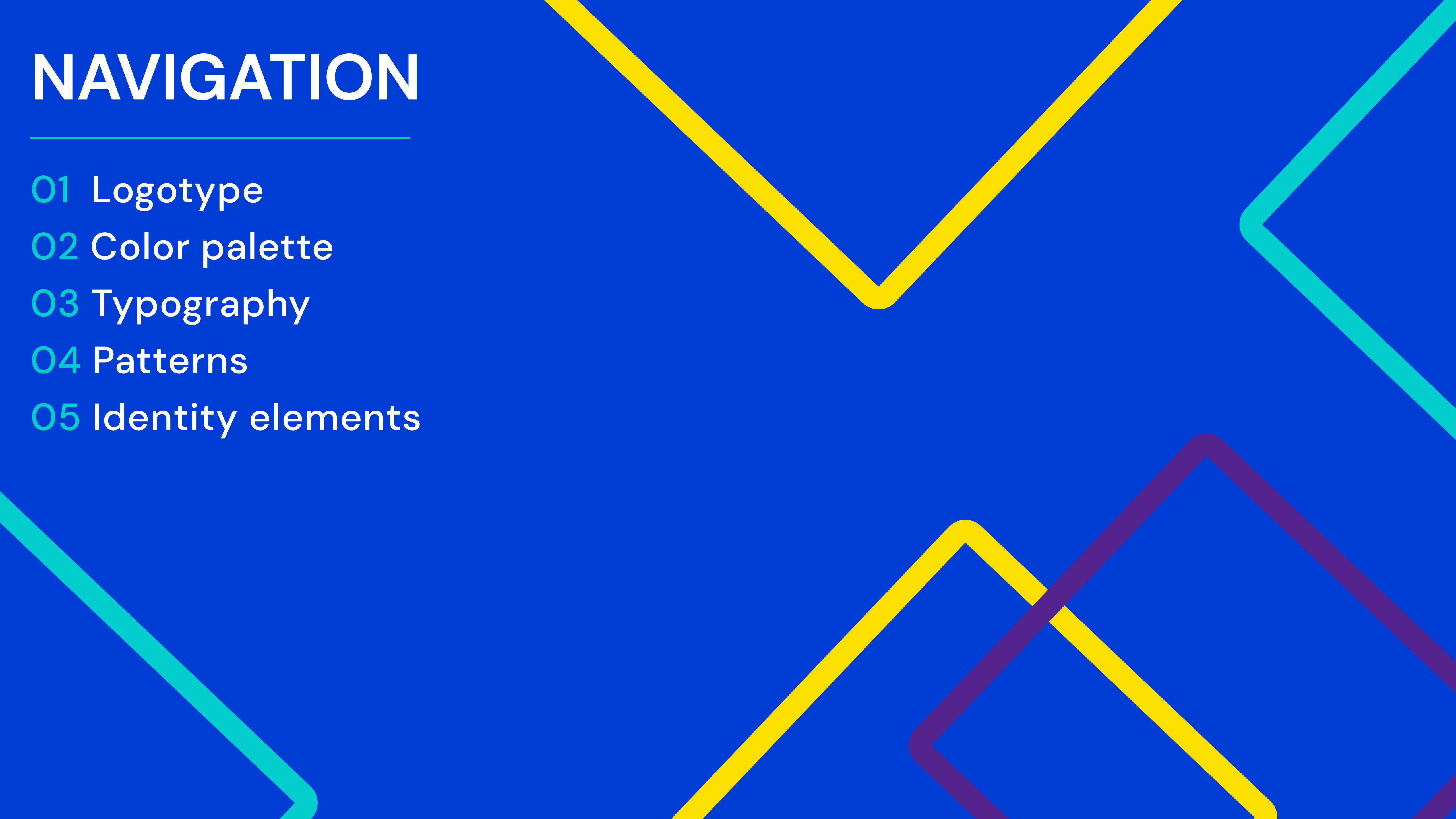
01 Logotype

02 Color palette

03 Typography

04 Patterns

05 Identity elements



01

LOGOTYPE



LOGOTYPE

The logotype consists of the logo and symbol. These three lines in the sign symbolizes the strong vector, direction and way. On the other side it looks like a loading symbol which means transformation from one shape to another, from the old option to the new one



COLOR COMBINATION

Each brand logo lockup has several color variations for use on different background types, tones, and colours.

It is recommended to use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.



purple background



blue background



white background

GRAYSCALE VERSION

Monochrome versions of the logo



black on white



gray on white



white on black

SAFE AREA

A 'clear zone' is defined around the logo to help maintain the balance and clarity.

Within the Blue Road logo, the width of the 'R' is used to determine the minimum amount of space between the logo and other graphic elements, type or margins.



ADDITIONAL LOGOTYPES

Additional versions of the logotype



02

COLOR PALETTE



COLOR PALETTE

Colour and typography are an important part of our brand.

Main colors: purple, blue.

Accent colors: turquoise, yellow.

PURPLE

RGB:
83 36 142

HEX:
52248E

BLUE

RGB:
0 61 211

HEX:
003DD3

TURQUOISE

RGB:
0 204 203

HEX:
00CCCB

YELLOW

RGB:
250 222 0

HEX:
FADE00

The background is a solid purple color. It features several thick, stylized lines in teal and yellow. In the top right, a teal line descends from the top edge, then turns right, then down, then right again, ending at the right edge. A yellow line descends from the top edge, then turns right, then down, then right again, ending at the right edge. In the bottom left, a yellow line descends from the left edge, then turns right, then down, then right again, ending at the bottom edge. A teal line descends from the left edge, then turns right, then down, then right again, ending at the bottom edge.

03

TYPOGRAPHY

PRIMARY FONT

The main font for DM Sans headers.

DM
Sans

Weights:

Example:

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

The main font for Hind typewriter.

Hind

Weights:

Example:

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

COLOR COMBINATION

The main color combination of how you can use text on the background.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

04

PATTERNS



PATTERN VERSION 1



PATTERN VERSION 2



PATTERN VERSION 3



PATTERN VERSION 4



05

IDENTITY ELEMENTS



T-SHIRT



HOODIE



CERTIFICATES



STICKERS



LETTERHEAD



Website: www.blueroad.so
Email: hello@blueroad.so
Address: Herengracht 495, Amsterdam, The Netherlands

Input your title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus tortor, potenti sed dui. Quis sed neque, diam elit nunc lectus sed dis. Malesuada dui, non rhoncus massa, sit eleifend cras mattis morbi. Facili ut interdum proin molestie rhoncus sed morbi vitae tortor. Est nunc netus mauris odio. Eget morbi senectus ut facilisis nulla volutpat. Omare et non amet, rhoncus, ac risus posuere. Viverra enim, ac enim sit egestas tortor congue ipsum. Id tellus vulputate mattis et turpis ultricies habitasse. Egestas mauris at justo, neque, quam volutpat sed cras.

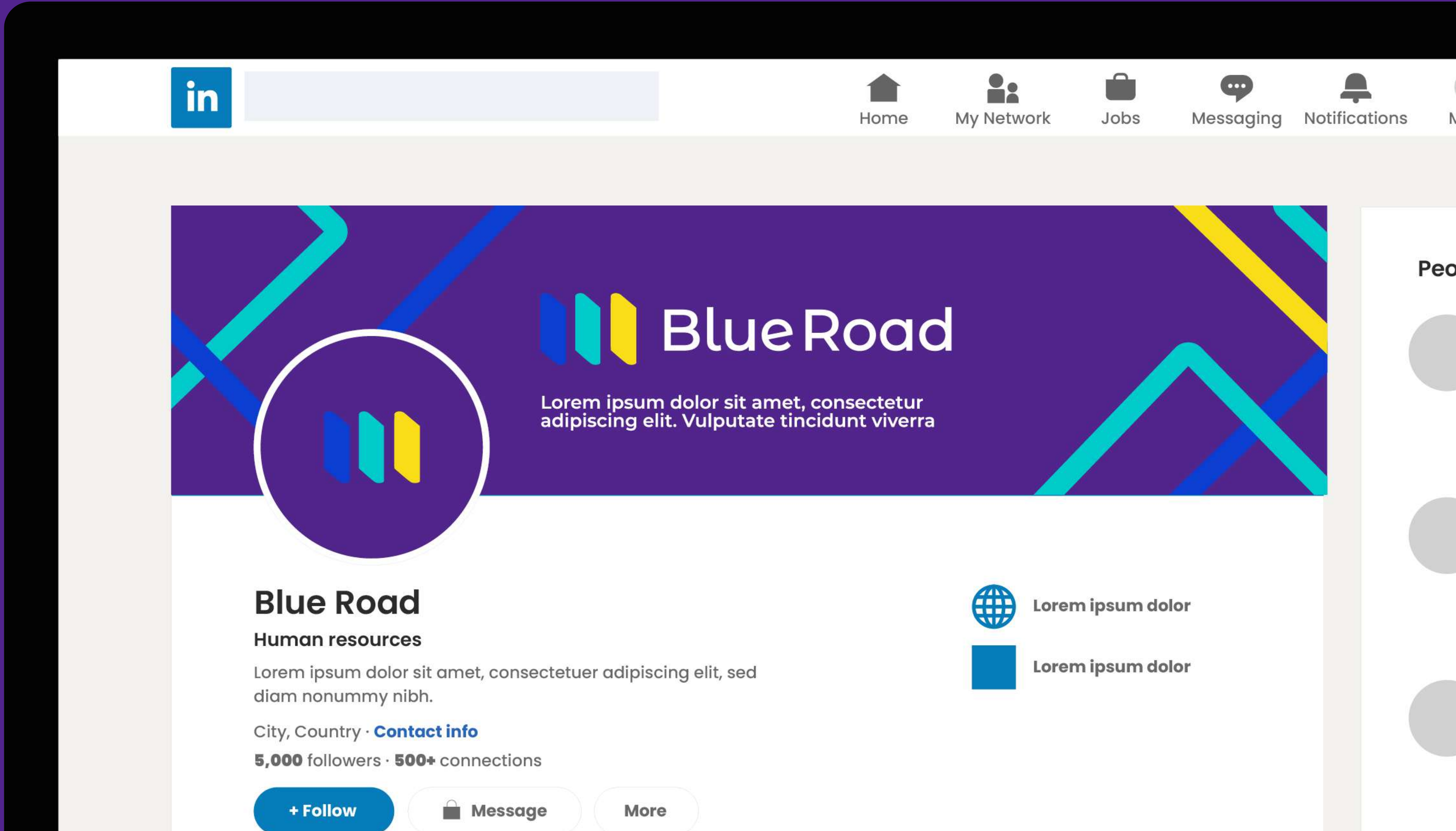
Tempor, vel felis id dapibus phasellus. Molestie libero augue condimentum faucibus nunc nulla tincidunt. Massa pellentesque pellentesque massa gravida. Phasellus eu vitae nunc nisi enim tellus. Non elementum, blandit tincidunt lacus. Massa lectus faucibus at augue enim, sed. Uma sit tortor, adipiscing massa egestas. Volutpat dignissim at laoreet mus nulla consequat sit malesuada.

Gravida vitae elementum sagittis sit. Morbi risus feugiat at pretium ut. Varius sed dui id enim quisque condimentum ac. Adipiscing in et amet tincidunt. Aliquet sed neque mauris neque in vitae. Odio ultrices condimentum purus eget nibh aliquet mattis aenean.

KVK: 73009423

RSIN: 859319180

BUNQ: NL98BUNQ2034683978



LINKEDIN COVER



Home



My Network



Jobs



Messaging



Notifications



Me



Blue Road

website: www.blueroad.so
email: hello@blueroad.so

address: Herengracht 495,
Amsterdam, The Netherlands

Blue Road

Human resources

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

City, Country · [Contact info](#)

5,000 followers · **500+** connections

+ Follow

Message

More



Lorem ipsum dolor

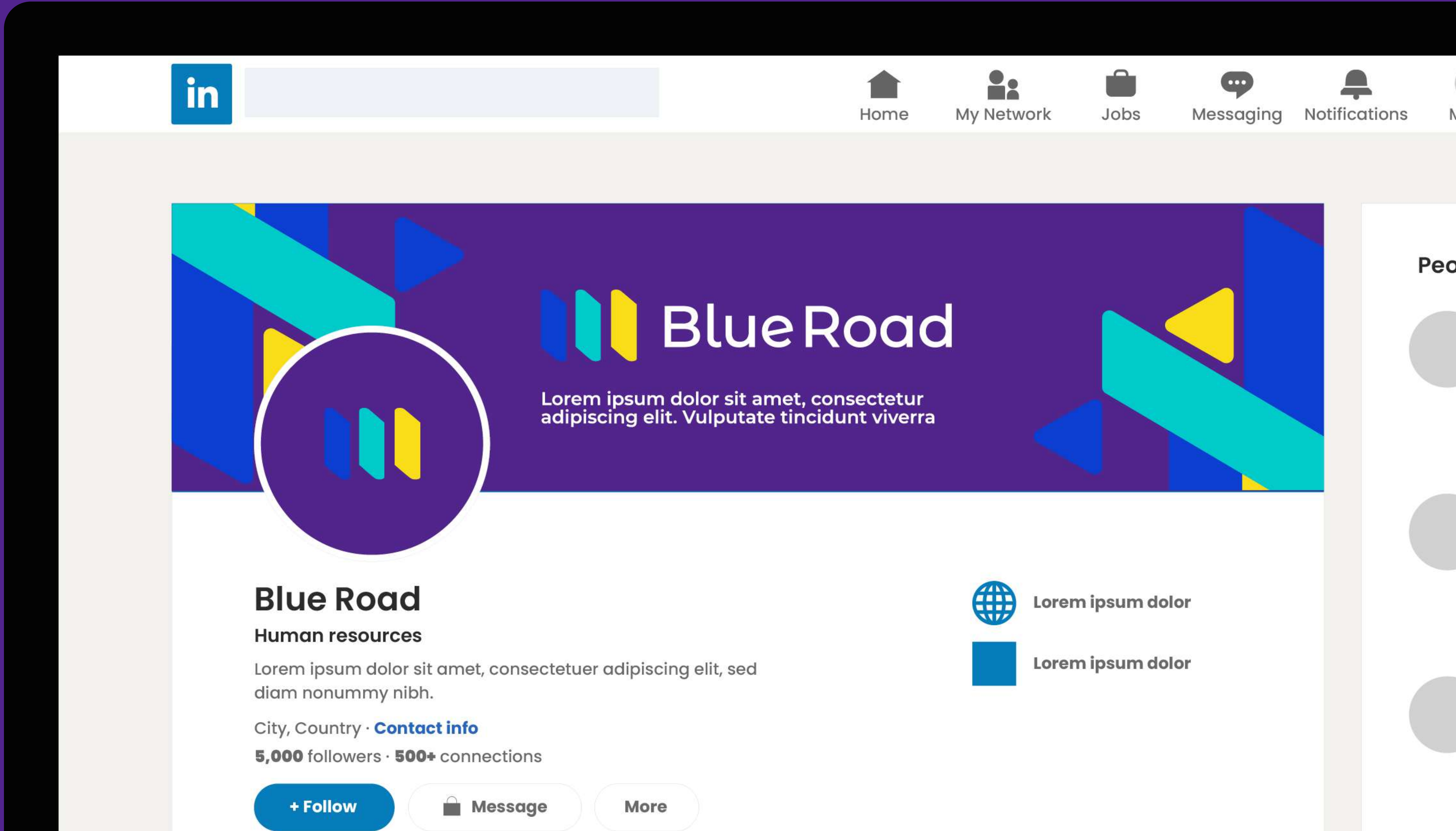


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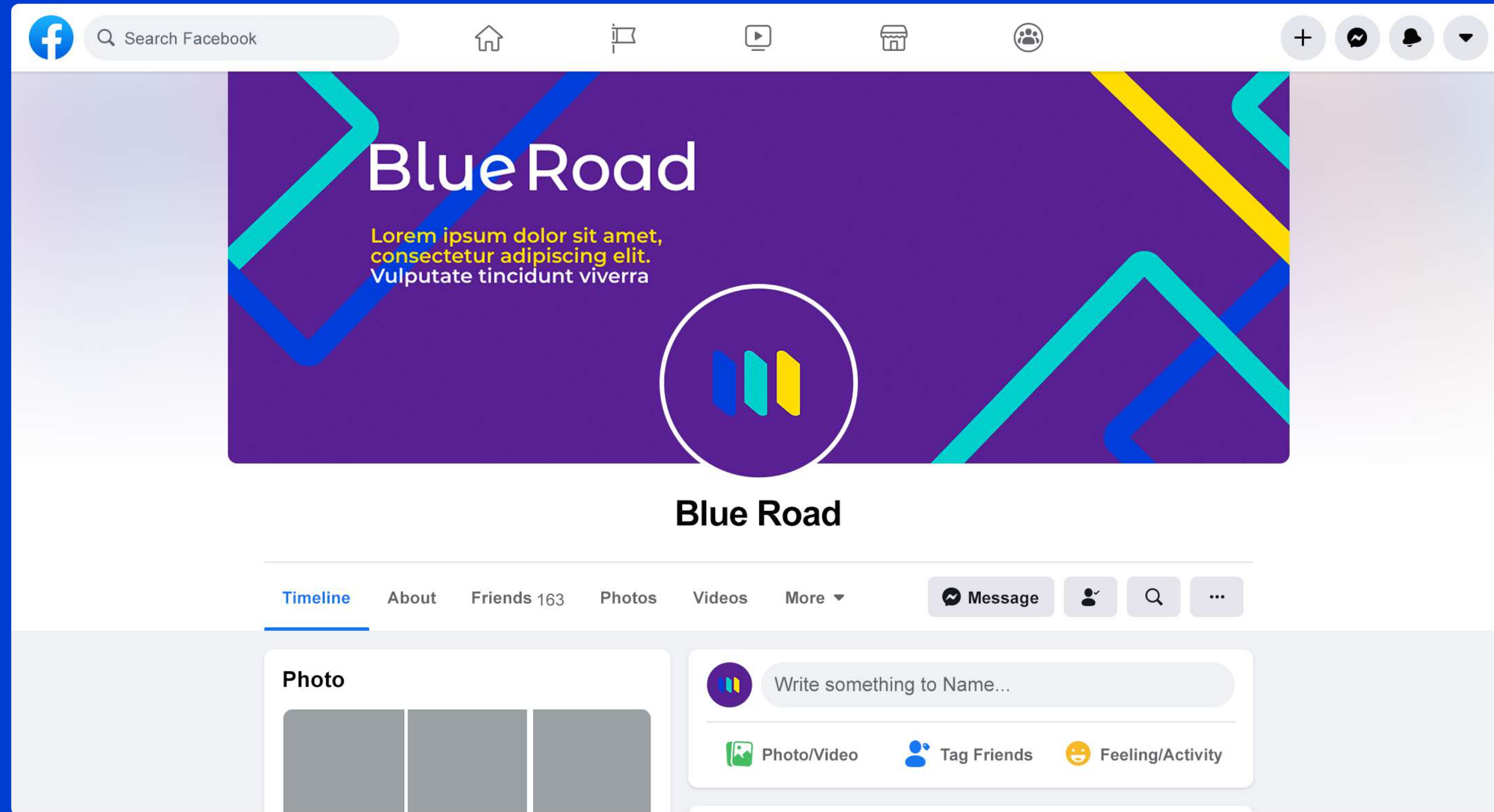
Peop



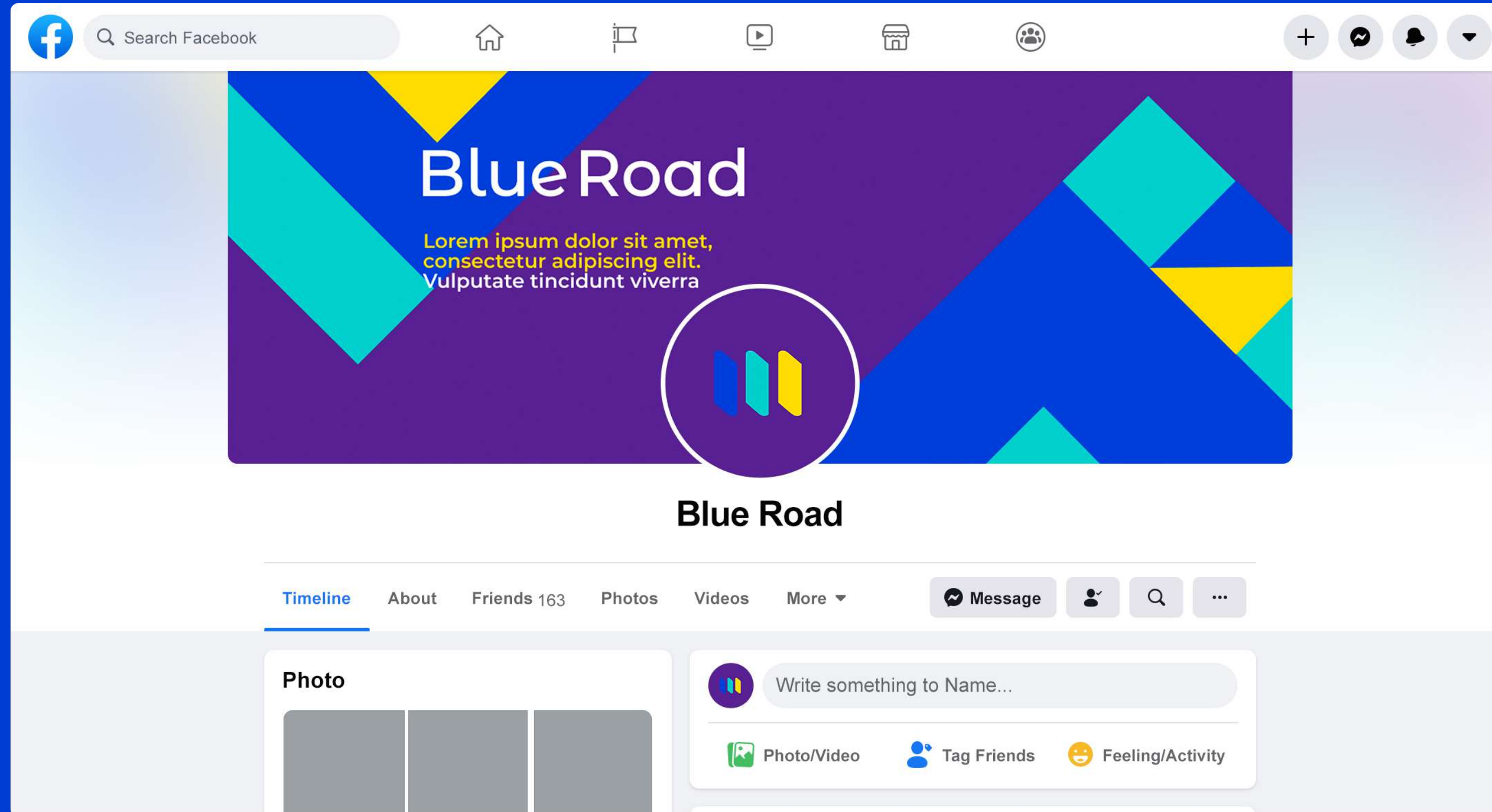
LINKEDIN COVER



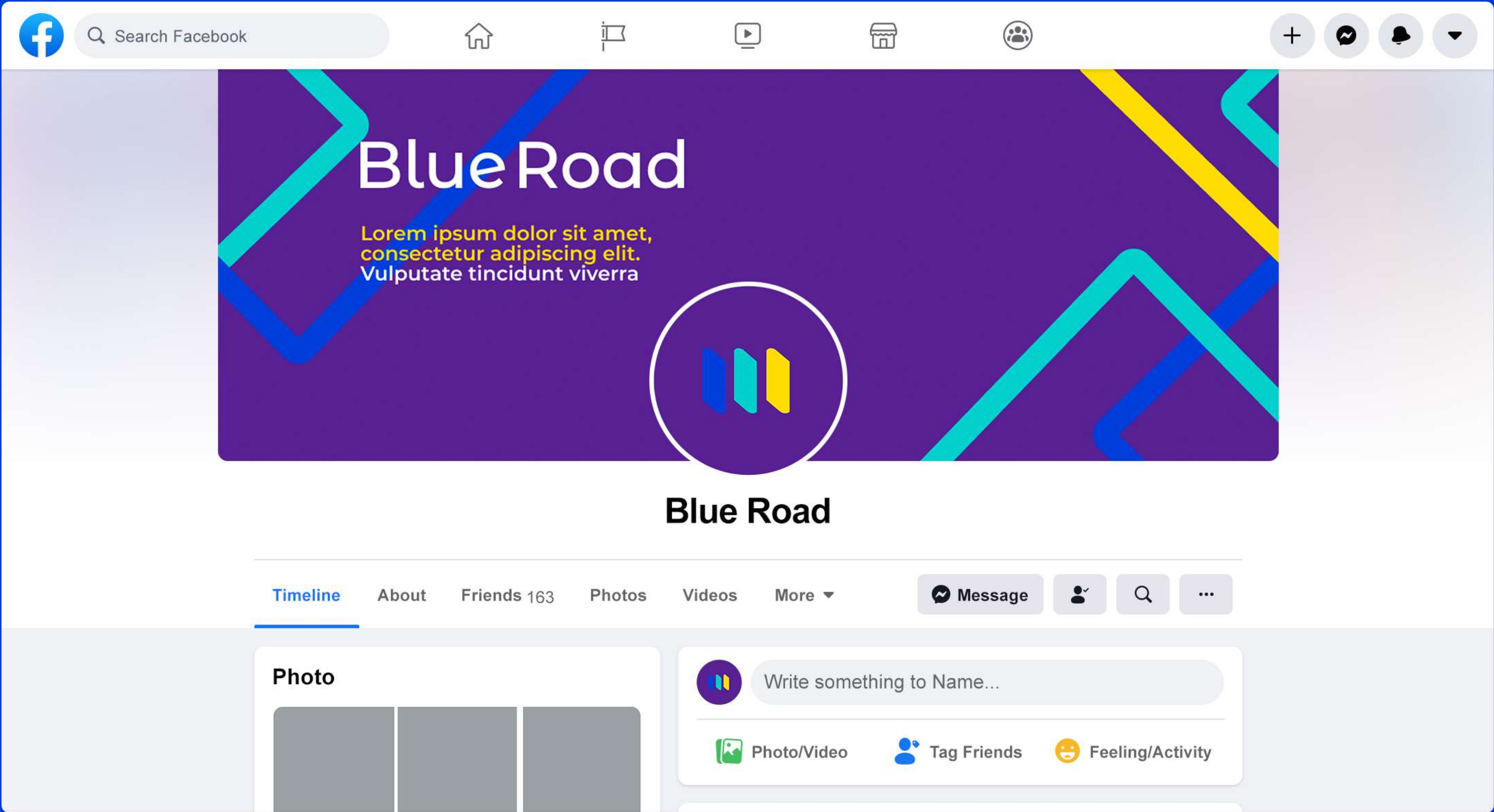
FACEBOOK COVER



FACEBOOK COVER



FACEBOOK COVER





Thank you!

glekeL'