



Corporate brand guidelines

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Introduction.....	page 3
The primary logo.....	page 4
Logo colour variations.....	page 5
Logo misuse.....	page 6
Colour palette.....	page 7
Typography.....	page 8
Powerpoint.....	page 10
Photography.....	page 11
Iconography.....	page 13
Digital examples.....	page 14
Merchandise examples.....	page 15
Event stands examples.....	page 18
Other brand applications.....	page 19
Support.....	page 20

These guidelines are designed to assist in the correct application of the Blis brand identity.

This set of basic guidelines has been designed as a reference guide for all Blis communications and published material. The contents of this document will help guide you in making the most engaging and consistent materials across any company assets and documents, digital and print, produced in-house and externally.

The information defined in this guide should be applied with accuracy.

The logos can never be composed, altered or redesigned in configurations other than those shown here. This manual will advise you on the use of logos, colours and typefaces as well as providing download links for logos and fonts.

The primary logo



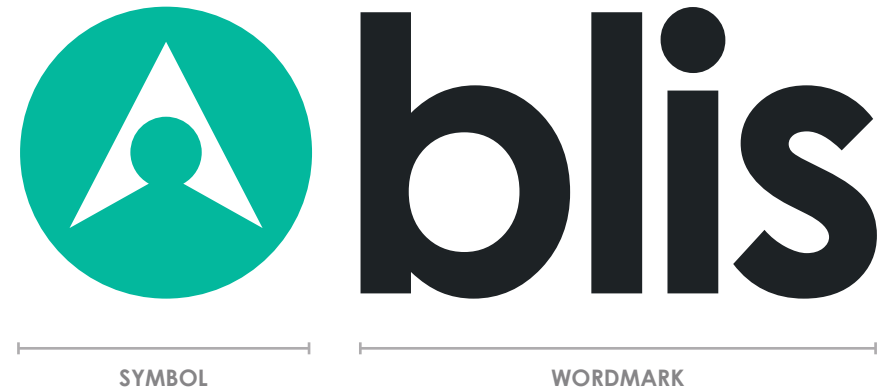
This should be used when designing any document or presentation produced by Blis.

The components of the logo are fixed and must not be altered in any way.

The primary logo should appear on a white or dark grey background. If it appears on a dark grey background, reverse the logo out of your background colour with the 'Blis' appearing as white. The surface inside the symbol should always remain white.

Please ensure at least there is a 5mm clear area around the logo.

→ [Download logo](#)



Logo colour variations

Use this guide to determine which colour version of the logo you should use, according to the printing process or the layout background colour you are planning to use it on.



White, or very light background, print or digital use



Dark background, print or digital use



Simple one colour applications where 2 colour print is impossible such as embossing and engraving.



Simple one colour applications where 2 colour print is impossible such as embossing and engraving.

1. Don't change the typeface of the logo
2. Don't alter the space between the elements in the logo
3. Don't add shapes behind the logo
4. Don't change the size relationship
5. Don't stretch or distort the logo
6. Don't re-colour the logo elements
7. Don't reproduce the logo as a tint of its colour
8. Don't recreate or redraw the logo



The Blis corporate palette is at the core of our brand identity and should be used whenever possible to immediately identify our brand.

Colour & text:

You should always use mint, dark grey or white in dark background for the text in all online and offline communications of Blis including the website, the email templates and any print material or merchandise produced. For any links on the website when hover, you should use mint on the text. The same applies on the links on the powerpoint presentations. An exemption apply on the colour rule, when you have large documents such as reports or presentations that you need to colour code the different sections. Only on that occasion you can use for the main titles the secondary colours.

Primary logo and text colours

Mint



Pantone: 3268C
R: 0 **G:** 181 **B:** 158
C: 75 **M:** 0 **Y:** 50 **K:** 0
Web: #21b19d

Dark Grey



Pantone: Neutral Black C
R: 41 **G:** 41 **B:** 41
C: 72 **M:** 62 **Y:** 58 **K:** 73
Web: #292929

Secondary colours

(for graphics, charts and icons)

Light Grey



R: 135 **G:** 158 **B:** 184
C: 51 **M:** 30 **Y:** 19 **K:** 3
Web: #879eb8

Yellow



R: 245 **G:** 191 **B:** 105
C: 4 **M:** 29 **Y:** 65 **K:** 0
Web: #f5bf69

Coral



R: 237 **G:** 108 **B:** 96
C: 0 **M:** 69 **Y:** 57 **K:** 0
Web: #ed6c60

Purple



R: 88 **G:** 100 **B:** 164
C: 75 **M:** 62 **Y:** 7 **K:** 0
Web: #5864a4

Pink



R: 198 **G:** 75 **B:** 124
C: 20 **M:** 81 **Y:** 23 **K:** 3
Web: #c64b7c

Typography helps to centre our brand identity and should be used consistently across all materials.

The primary typeface of Blis is Century Gothic. Modern, structured and easy to read, Century Gothic is uniquely suited for a wide range of visual communications.

When to use:

Use *Century Gothic*:

- For all Blis communications where possible.
- In rendered form for online and electronic applications.
- In sales presentations as main content font.

Use *Times New Roman*:

- In sales presentations, for the small section titles.

Use *Arial*:

- Only for numbers to ensure that they look more legible.
- When use of Century Gothic is not possible.

When in doubt, use Century Gothic.

For PowerPoint presentations
print & design work

Century Gothic

REGULAR:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman

ITALICS:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPOQ
RSTUVWXYZ

Arial

REGULAR:

0123456789

BOLD:

0123456789

Further typography instructions:

- Avoid using all capital titles, instead use *Century Gothic bold* with the first letter capitalised.
- Use *Century Gothic regular* in the main body text.
- Avoid using *Century Gothic regular* in titles.
- Use a fullstop as a graphic element at the end of every main title.
- The subtitles in any digital or print documents should be in *Century Gothic bold*.
- Avoid using *Century Gothic regular* in titles.
- Tracking should be in default in 0pt, minimum in -25pt, and maximum +20pt.
- The paragraphs should be left or center aligned and on rare occasions we use full justification of the paragraph in text heavy documents.
- When typography is used on the top of an image ensure that you follow the instructions on page 12, and use bold white titles with any highlighted text in mint.

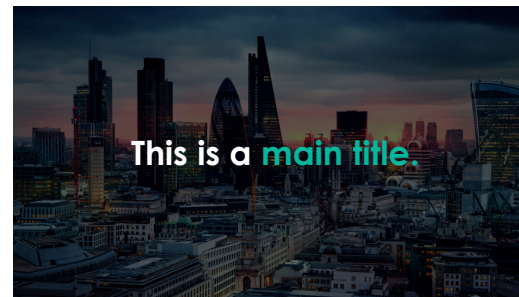
✓ **This is a main title.**

✓ **This is a subtitle**

✓ This is a sample body text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut laoreet arcu elit, in faucibus nisi sodales et. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo massa nec interdum placerat.

✗ Do not use Century Gothic regular as a main title font.

✗ Do not use bold on the body text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut laoreet arcu elit, in faucibus nisi sodales et. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed commodo massa nec interdum placerat.



All PowerPoint presentations should use as a base the Blis presentation template.

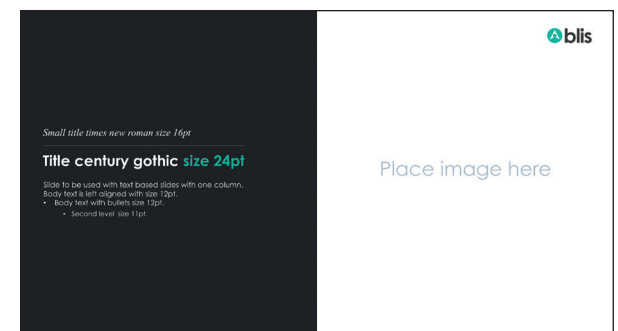
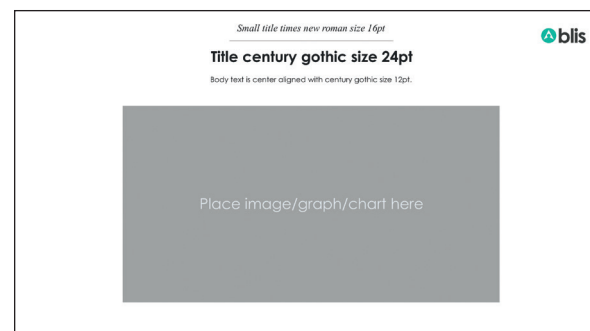
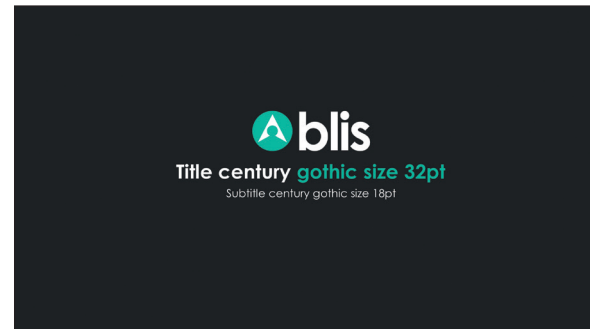
To keep consistency please generate new slides using insert layout, this will use the master slides templates.

Style should be easy to read and not cramped with a white or grey background.

For slides where there is more copy use minimum 12pt size font.

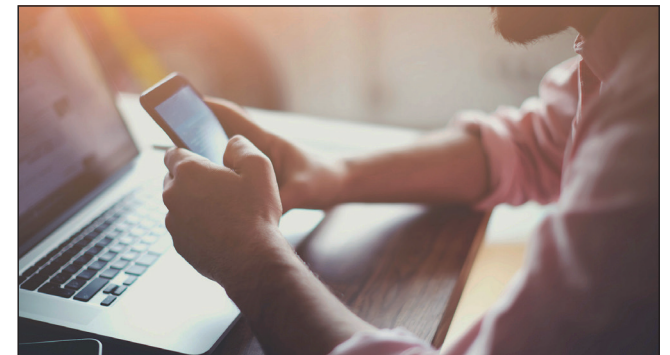
If the end result looks busy, please reduce your content.

→ [Download PPT Template](#)

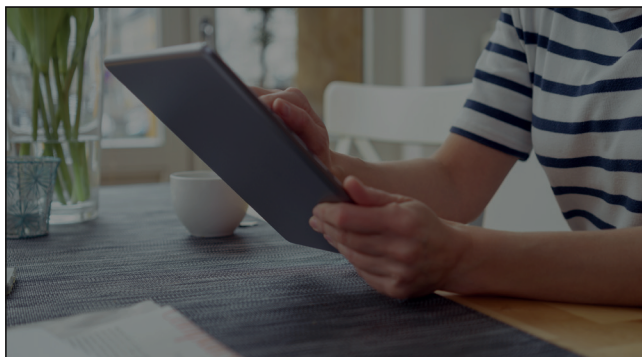
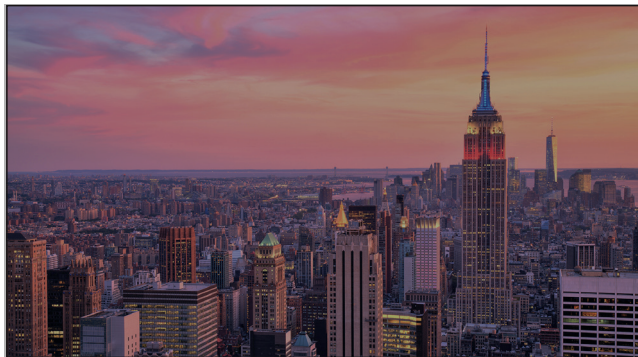


Our photographic style represents who we are as a brand – innovative and dynamic.

You can find most of the images we use here: <https://tinyurl.com/je7rmm8>
Alternatively if you need any custom images for your powerpoint please contact marketing.creative@blis.com



Images used as a background, and overlaid with text should have their contrast increased (+10%) and their brightness reduced (-60%) in powerpoint settings, to ensure that the text is legible.



Icons are graphics that take up a small amount of space and provide a quick, intuitive representation of an product, action, status, or functionality.

You can find a range of icons on the powerpoint template document and you should use them appropriately.

→ [Download PPT Template](#)

Need a custom icon? As these icons have been created for specific purposes, you may find a need for an icon that communicates something different to what's shown here. In that case, please [complete our brief form](#).



DSP



Publisher



Smart Pin



Verified
GPS data



Smart
Scale



Proximity



Path



Audience



Audience+



Play



Advertisers



Connect



Engage



Futures



Exchange



Creative



POI

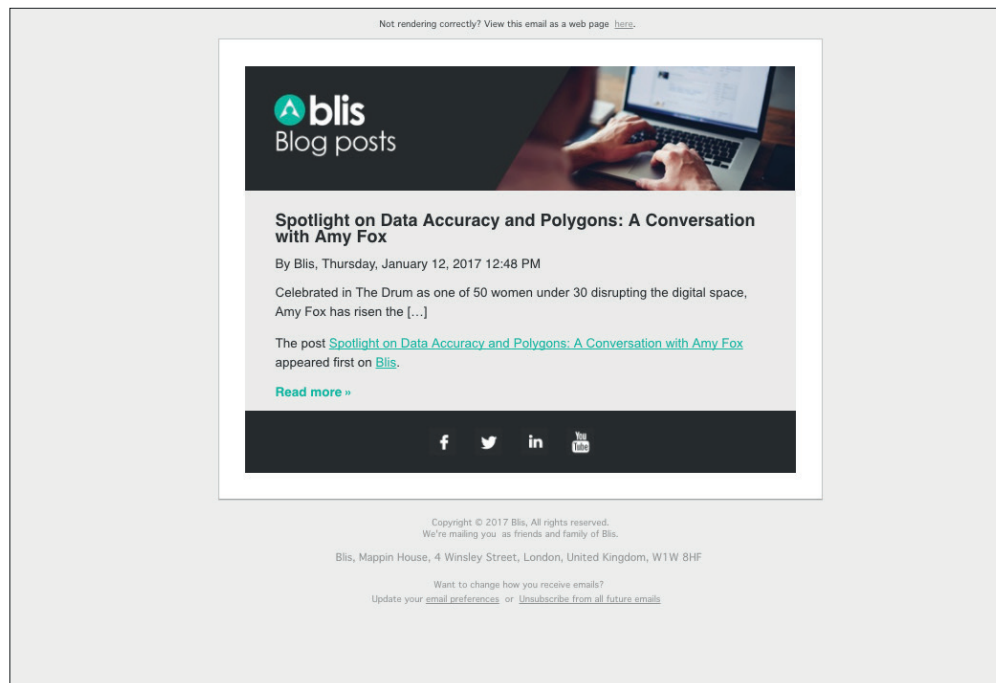


Engagement

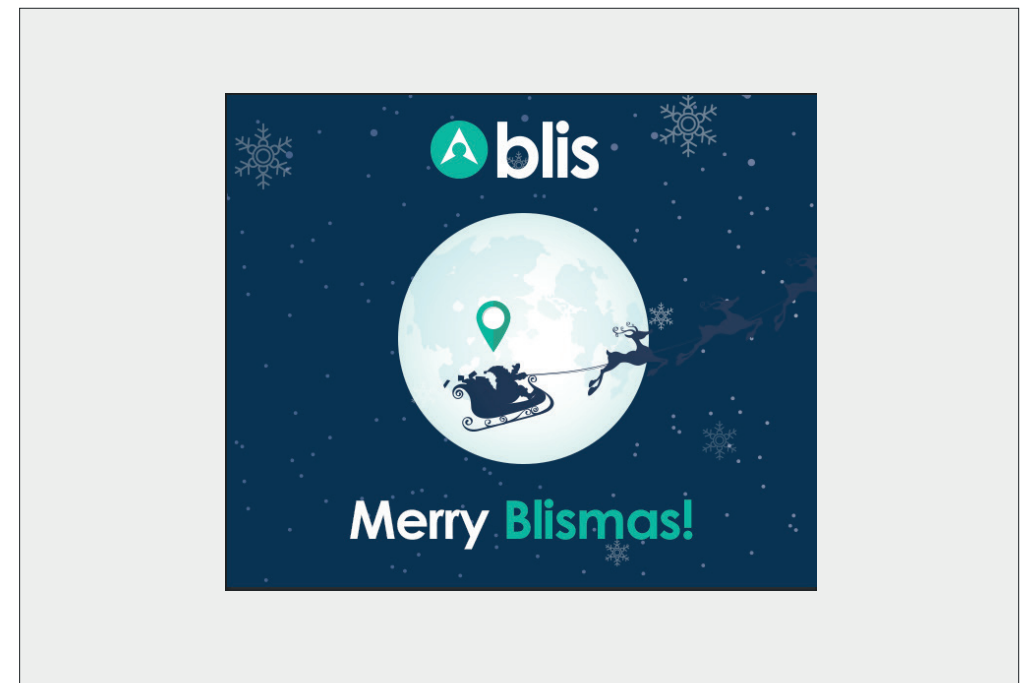


Viewability

Please [complete our brief form](#) if you have any relevant design requests.



Blis email example



Blis seasonal online MPU

Merchandise examples



Please contact [Marketing](#) if you need to order business cards.



Blis business cards



Blis promotional items

Merchandise examples

Please [complete our brief form](#) if you have any relevant design requests.



Blis branded t-shirt



Blis branded pens

Merchandise examples



Please [complete our brief form](#) if you have any relevant design requests.



Blis stationary



Blis promotional drinks

Event stands examples

Please [complete our brief form](#) if you have any relevant design requests.



Branded roll up banner



Blis branded stand

Other brand applications

Please [complete our brief form](#) if you have any relevant design requests.



Taxi banner ad



Blis branded cupcakes

Contacts:

For questions about the Blis brand identity and content, please contact:

→ marketing.creative@blis.com

For any general marketing enquires contact:

→ marketing@blis.com

For any design requests, please

→ [fill the brief form](#)

