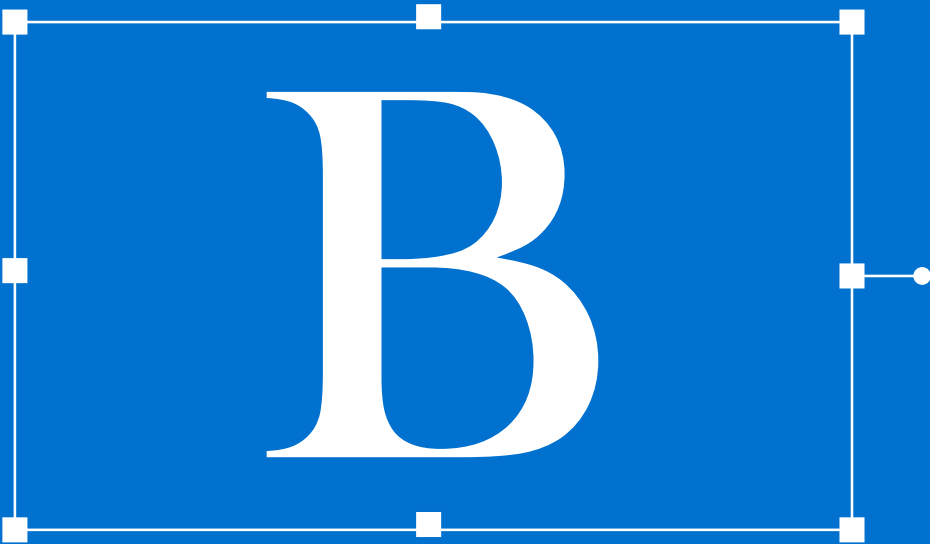


Section 2: Design elements

In this section, we outline best practices for the use of Blueprint brand assets and offer useful examples.



Our logo

Blueprint's logo is composed of our signature logo and a logotype set in Trebuchet Bold.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided by the marketing department. Do not recreate.



NOTE: Add ample space between the logo and other design elements.



Usage on backgrounds

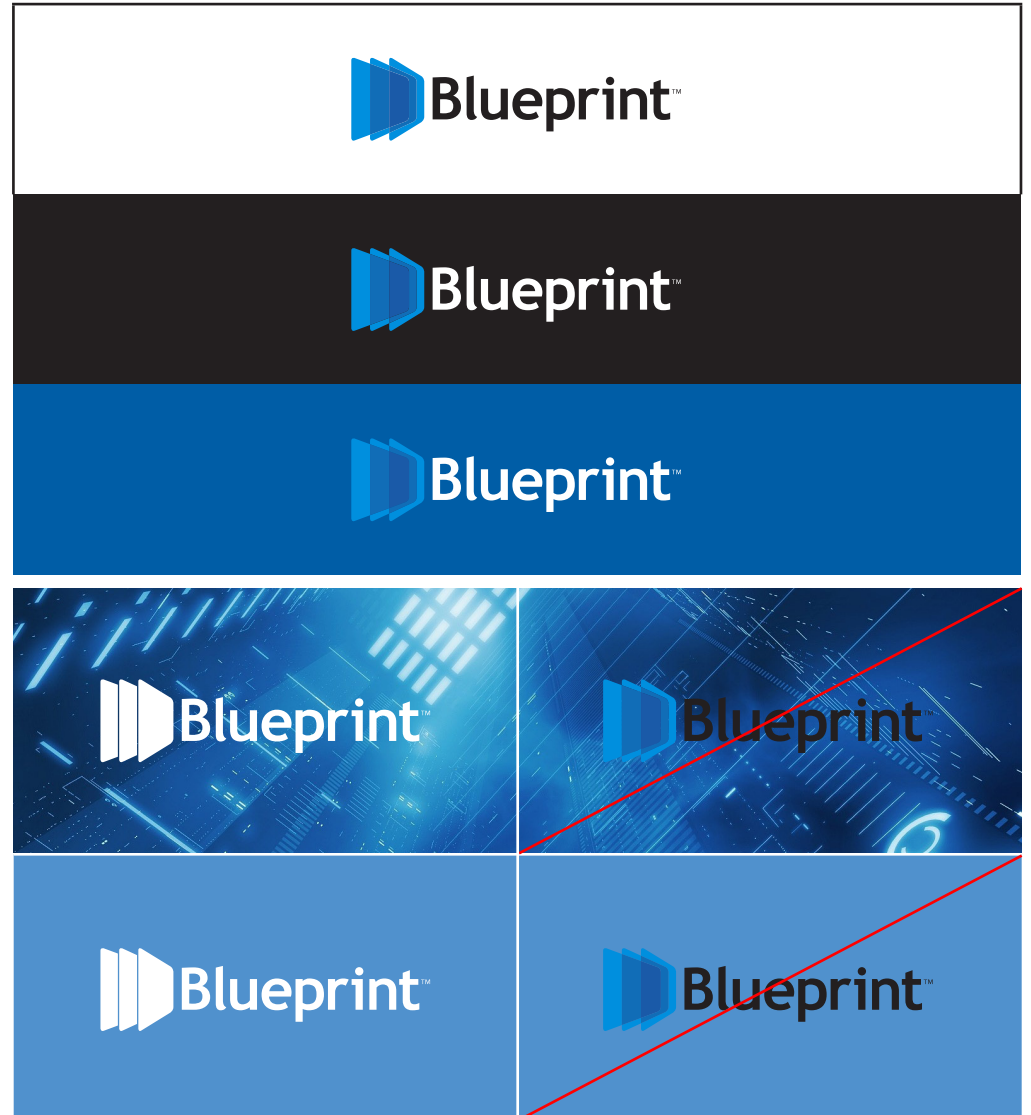
The full-color logos should be used on white, black or BPCS Blue backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

One-color logo use

The one-color logo should be used only on backgrounds too busy for regular logo use and color backgrounds too similar to the BPCS logo.

Shirts and other collateral which require a single-color logo can use either an all-black or all-white variant.



Logo misuse

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around colors within the logo



Do not use different colors



Do not change the size or position of the logo or the logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not recreate using any other typeface



Do not outline the logotype



Do not rotate any part of the logo



Color usage: core colors

BPCS New Blue and BPCS black are our two primary colors used in all layouts of our collateral on a white background or BPCS 6% gray background.

All variations of blue and black colors outlined in the second column can be used as accent colors but should not encompass more than 25% of your overall layout.



BPCS New Blue

Pantone: 2728 C
CMYK: 96, 78, 0, 0
RGB: 0, 93, 166



BPCS Black

Pantone: Black 6
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



BPCS Blue (Medium)

Pantone: 285 C
CMYK: 91, 52, 0, 0
RGB: 0, 113, 206



BPCS Blue (Light)

Pantone: 279 C
CMYK: 71, 37, 0, 0
RGB: 70, 138, 201



BPCS 80% Gray

Pantone: 447 C
CMYK: 0, 0, 0, 80
RGB: 51, 51, 51



BPCS 50% Gray

Pantone: 4278 C
CMYK: 0, 0, 0, 50
RGB: 128, 128, 128



BPCS 6% Gray

Pantone: Cool Grey 1 C
CMYK: 0, 0, 0, 6
RGB: 239, 239, 239

Color usage: secondary and web colors

Secondary colors may also be used as accent colors, but they should be used for highlights only (<10% of the overall layout). These colors are great for use in graphs and other collateral where multiple colors are necessary to convey information.

Web colors

Web colors have different application than printed colors (projected vs reflected light) and will not display correctly on any printed collateral. Do not use this palette for any collateral beyond website use.



BPCS Electric Blue

Pantone: 298 C
CMYK: 65, 10, 1, 0
RGB: 61, 179, 227



BPCS Minty Green

Pantone: 365 C
CMYK: 27, 0, 60, 0
RGB: 192, 223, 136



BPCS Electric Orange

Pantone: 1495 C
CMYK: 3, 54, 95, 0
RGB: 247, 142, 40

Web colors



BPCSW Blue

HEX: #1A34DD



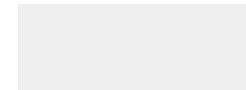
BPCSW Electric Blue

HEX: #37C8F8



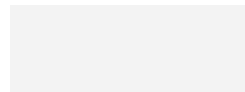
BPCSW Gray

HEX: #848484



BPCSW Lt Gray

HEX: #EFEFEF



BPCSW Ult Lt Gray

HEX: #F3F3F3



BPCSW Dk Gray

HEX: #1B1B1B

Graphing colors

Utilize BPCS core colors and secondary colors for highlights of up to 7 colors. If you need more than 7 colors, utilize shades of gray and contact the marketing department for options.



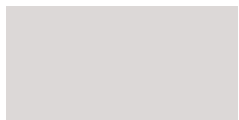
BPCS New Blue
Pantone: 2728 C
CMYK: 96, 78, 0, 0
RGB: 0, 93, 166



BPCS Blue (Medium)
Pantone: 285 C
CMYK: 91, 52, 0, 0
RGB: 0, 113, 206



BPCS Blue (Light)
Pantone: 279 C
CMYK: 71, 37, 0, 0
RGB: 70, 138, 201



BPCS 6% Gray
Pantone: Cool Grey 1 C
CMYK: 0, 0, 0, 6
RGB: 239, 239, 239



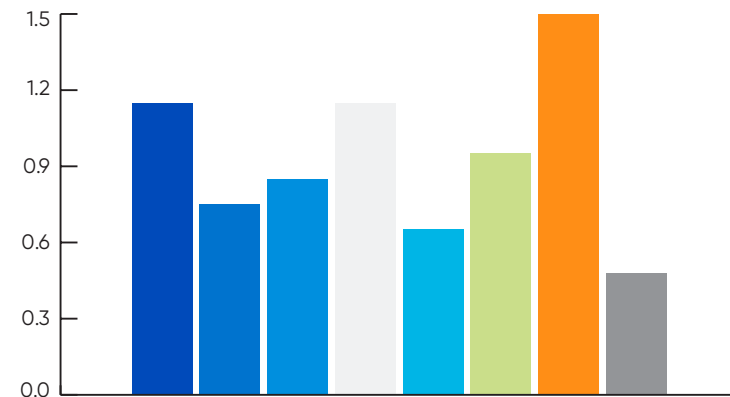
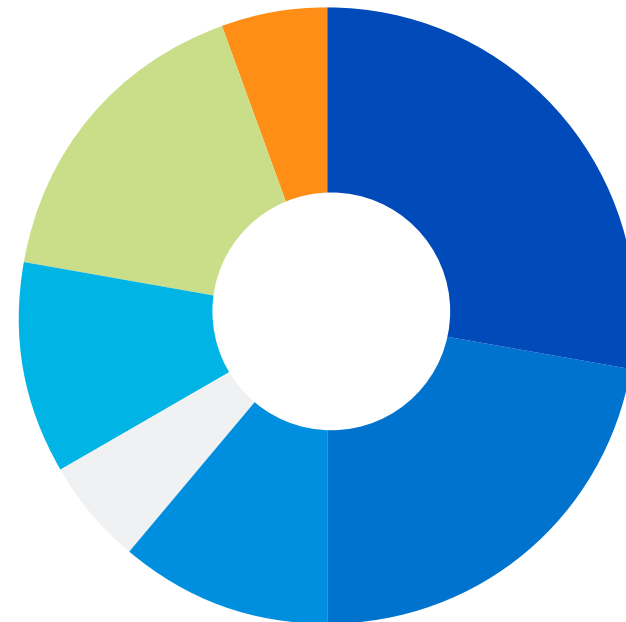
BPCS Electric Blue
Pantone: 298 C
CMYK: 65, 10, 1, 0
RGB: 61, 179, 227



BPCS Minty Green
Pantone: 365 C
CMYK: 27, 0, 60, 0
RGB: 192, 223, 136



BPCS Electric Orange
Pantone: 1495 C
CMYK: 3, 54, 95, 0
RGB: 247, 142, 40



Typography

Blueprint's primary font is Gilroy. Gilroy is used as both the heading font and the body copy font, usually distinguished by size, font weight, leading and color. Always typeset with optical kerning and tracking to 0.

If the document you are creating does not utilize Gilroy (ie: PowerPoint or other software) our secondary font is Segoe UI Historic.

Gilroy

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 0123456789

Thin

Nymphs blitz quick vex dwarf jog.

Thin Italic

DJs flock by when MTV ax quiz prog.

Light

Typografie Maamerkinä.

Light Italic

Saturation Pracovitějším.

Regular

Brick quiz whangs jumpy veldt fox.

Regular Italic

Glib jocks quiz nymph to vex dwarf.

Medium

Požiadavkou Motorického.

Medium Italic

Bright vixens jump; dozy fowl quack.

Semibold

OŻywiona Matemático.

Semibold Italic

Quick wafting zephyrs vex bold Jim.

Bold

Architekten Zwitterland.

Bold Italic

Praktischer Revolutions.

Extrabold

The five boxing wizards jump quickly.

Extrabold Italic

How quickly daft jumping zebras vex.

Editing preferences and stack example

Stylistically, we do not capitalize every word within headers. Only the first letter and any proper nouns.

Example:

(Correct) Top 10 ways to identify valuable data

(Incorrect) Top 10 Ways to Identify Valuable Data

Use of all caps is permissible in callouts and other types of highlighted text, but to be used sparingly.

Editing Note: We do not use the oxford comma. If you are listing items within a sentence, remove all instances of ", and" before distribution. Rearrange the sentence if the lack of a comma causes confusion.

Top 10 ways to identify valuable data

H1
Gilroy Bold 22pt

Are you utilizing the data you capture to its fullest extent?

H2
Gilroy Regular 18pt
0.1875 Space Before

We help organizations unlock value from their existing assets by leveraging cutting-edge technology to create additional revenue streams and new lines of business. We spoke with Blueprint Chief Data Scientist Joe Smith to identify 10 of the most underutilized areas of data and how businesses can ensure they are getting the most out of the information they currently collect.

P
Gilroy Regular 10pt
0.125 Space Before

1. IMMEDIATELY ADD AND UPDATE EMAIL LEADS WITHIN YOUR CRM

H3
Gilroy Bold 12pt
0.125 Space Before

Emails are often one of the most commonly obtained but underutilized fields of data collected by prospective clients. To ensure that your client is providing you an accurate email address, we suggest implementing a 2-step authentication to any gated content you want them to access. Making a client confirm an accurate email address prevents inaccurate information being passed onto your business.

P
Gilroy Regular 10pt
0.125 Space Before

30% of all users change their email address within 1 year. Making sure you have the most current updated information for your clients can be the difference between a sale and wasted efforts going to an unopened inbox.

Block Quote
Gilroy Regular 12pt
0.1875 Space Before
0.3125 Left Indent
0.3125 Right Indent

[GET STARTED](#)

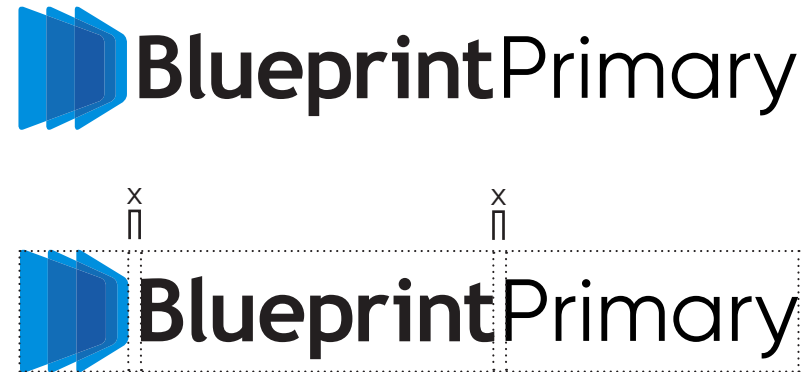
CTA Text
Gilroy Bold 10pt
+20 Tracking
Center V/H Alignment

Internal and external lockups

Logo lockups are often utilized to expand the brand without compromising the brand integrity both internally and externally. Our lockup categories are primary and partnership, which establish identities for external and internal entities and partnerships. In some cases, no lockup is necessary. Instead Gilroy font and BPCS colors are used to associate an entity with Blueprint.

Primary lockup

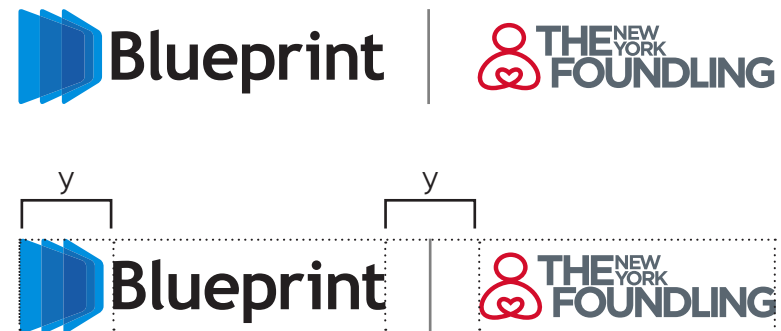
This lockup is primarily for internal products and services that fall under the Blueprint banner. The name should appear next to the Blueprint logo in Gilroy font. The separation between the additional element and the Blueprint logo is equal to the space between the logo and the typeface "x".



Partnership lockup

Partnership lockups are used for communication around approved partnerships. All partnership logos must be approved by Marketing before they can be distributed.

Both logos should be of equal size (when possible) and aligned to the baseline of the Blueprint logotype. The width between Blueprint's logo and the partner logo should be equal to "y" with a 50% gray line (1pt to scale) between the two logos.



Lockup misuse

While Blueprint's logo and logotype is adaptable for many different applications, it is paramount to never misrepresent the brand. Lockups are not to be used to create secondary brands or give identity to something not associated with Blueprint.

Do not combine elements of the Blueprint brand with other brands.

Do not remove the Blueprint logotype in a primary lockup.

Do not use the Blueprint name or marks as part of your own personal brand.

Do not modify the Blueprint logo to be more cohesive with a partner brand.

Do not give lockup elements more priority than our logo.

