



**BLINC
BRAND
GUIDELINES**

B Symbol

In markets with high brand recognition, we prioritize using the b symbol. Having a distinct letter as our emblem offers universal recognition and serves as an easily identifiable representation of our brand.



Wordmark

The Wordmark is a crucial element of our brand identity. Although we aim to primarily use the small b symbol, we rely on the Wordmark to guarantee brand recognition in markets with low awareness.

BLINC
TECHNOLOGIES

Full Logo

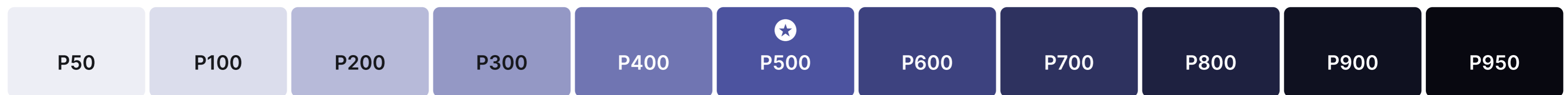
The b symbol and Wordmark together are the cornerstone of our brand identity. While the b symbol leads in high-awareness markets for its instant recognition, the Wordmark is essential in low-awareness areas or when color use is restricted, ensuring consistent brand recognition.



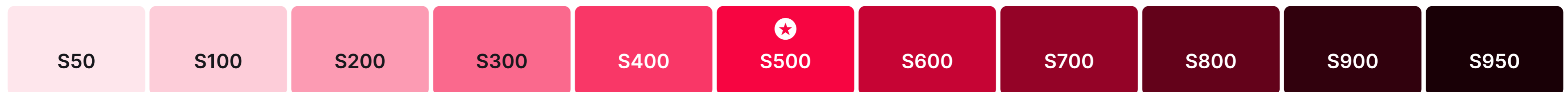
Color Palette

Our brand's color palette blends the reliability of primary blue (#4C539F) with the energy of secondary red (#F70541), while accent light blue (#4588BC) adds a touch of serenity, reflecting our commitment to technological excellence and user-centric design.

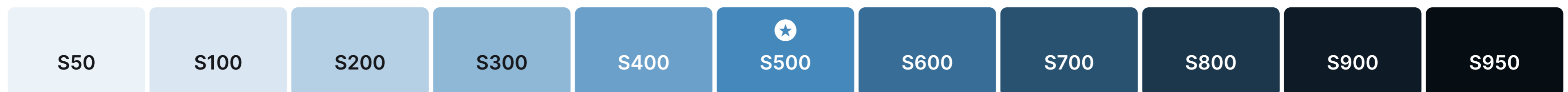
Primary



Secondary



Blue Accent



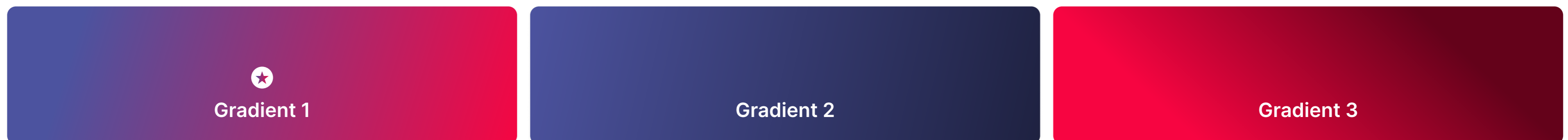
Neutral



Gradient

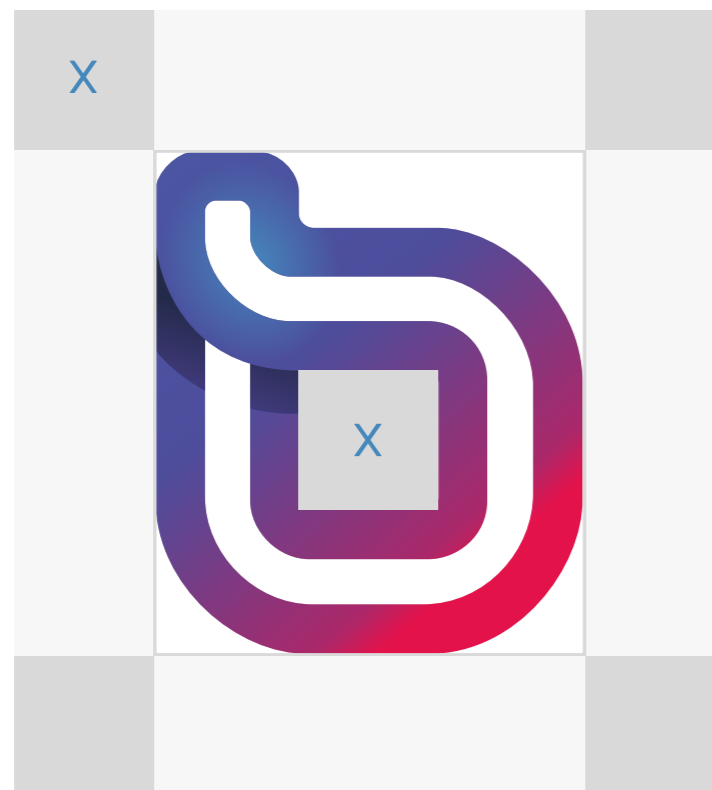
This gradient symbolizes the blend of trust and reliability in our primary blue merging into the passion and energy of our secondary red, representing the seamless integration of stability and innovation, and creating a dynamic, cohesive look that embodies our core values.

Brand



Clearspace

We ensure our logos have ample space to breathe and stand out, never crowding them. The clear space surrounding the b symbol and the full logo equals the area of the square within the symbol.



In Context

Our logos typically appear on solid colors, minimal textures, and content. Ensuring proper contrast is essential for logo readability.



Readability

When placing a logo on a background, ensure a contrast ratio for readability. If the contrast is insufficient, adjust or select a different background.



✓ 0% Black



✓ 10% Black



✓ 20% Black



✗ 30% Black



✗ 40% Black



✗ 50% Black



✗ 60% Black



✗ 70% Black



✗ 80% Black



✓ 90% Black



✓ 100% Black

Vertical Logo Variant

The vertical variant of our logo is designed for use in spaces where height is prioritized over width. It maintains the integrity of our brand while ensuring optimal visibility and aesthetics in tall, narrow layouts.



Special-Use Logo

BLINC is a short way to say our company's name, but this type of logo is used for special styling with medium brand recognition without the need to add technologies inc.



B Symbol-Cut

This symbol variant with a cut is used for special purposes and styling. DO NOT USE IF NOT APPROVED BY THE BRAND TEAM.



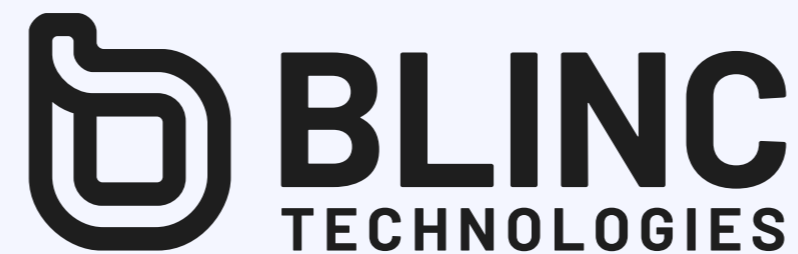
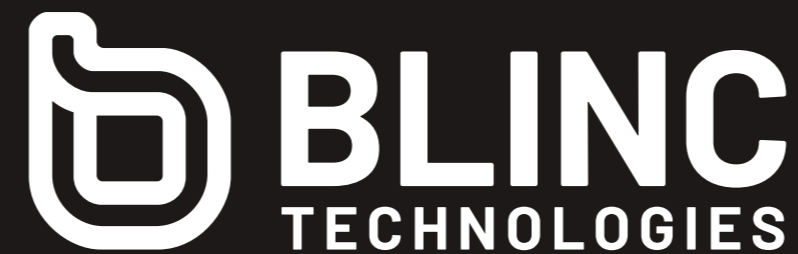
Document-Use Logo

This logo is designed for use in documents and special cases, ensuring clarity and professionalism in formal contexts. Optimized for both print and digital formats, it maintains our brand's integrity.



Black and White- Use Logo

Blue-red is our brand's signature color, but our Wordmark does appear in black or white when necessary.



Co-branding Principles

Certain partnerships may be approved for creating a BLINC-partner logo lock-up. If approved, maintain equal size, placement, and prominence in partner materials, with appropriate spacing according to BLINC's clear space guidelines.

The design element separating the two marks can vary in form and color depending on the partnership context. Considering regional awareness levels; the full logo is preferred to recognize the company name.



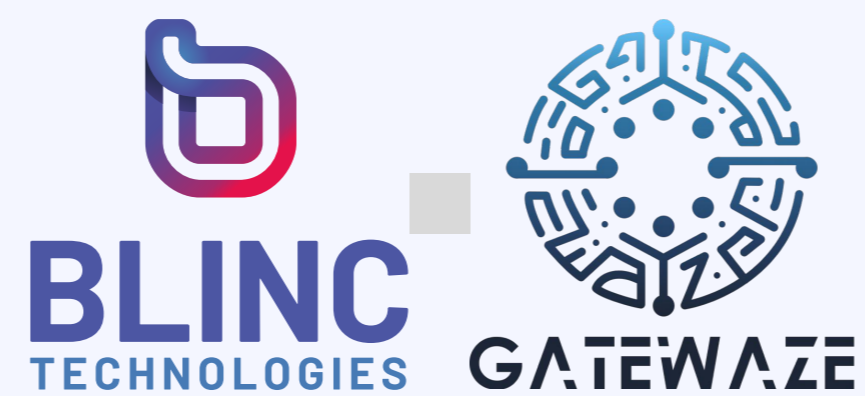
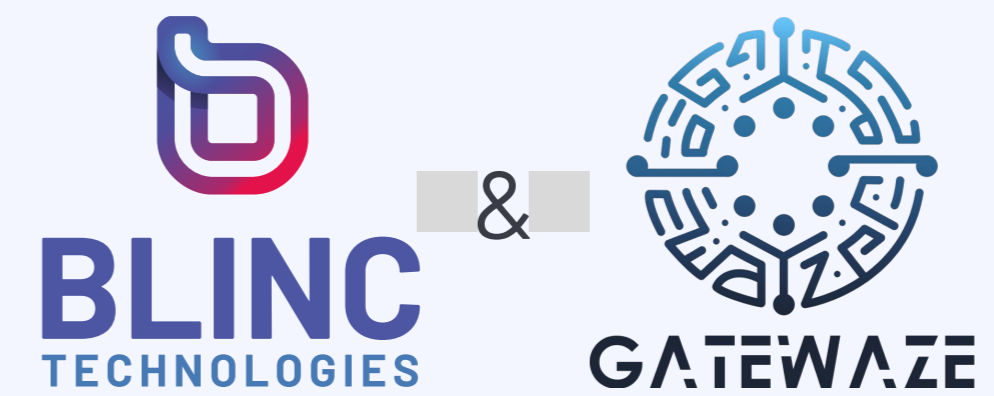
Full + Partner Logo

If the partner uses their logo horizontally, opt for the default full BLINC logo.



Vertical + Partner Logo

If the partner uses their logo vertically, opt for the vertical full BLINC logo.



Improper Usages

Consistent use of our logos not only fosters brand recognition but also provides flexibility for creativity in other areas. It's important to avoid inconsistent or improper usage to maintain brand integrity and clarity. This also applies to all logo variations.



✘ Don't change the gradient and color



✘ Don't stretch



✘ Don't add shadow



✘ Don't rotate or flip



✘ Don't add stroke



✘ Don't use the b symbol as part of a word.



✘ Don't add blur



✘ Don't place in a border