



Blue Cat Reports

logo guide

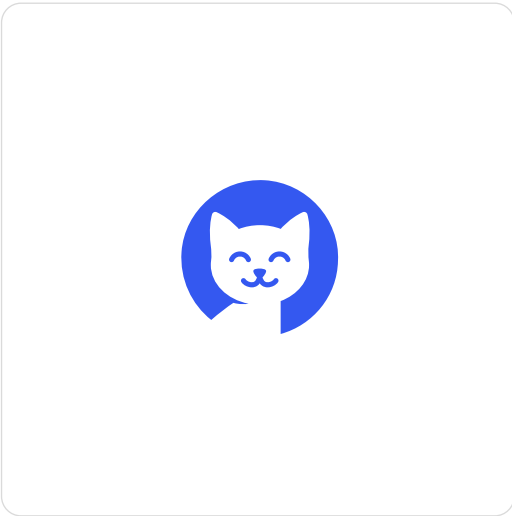
logo guide / logo variations



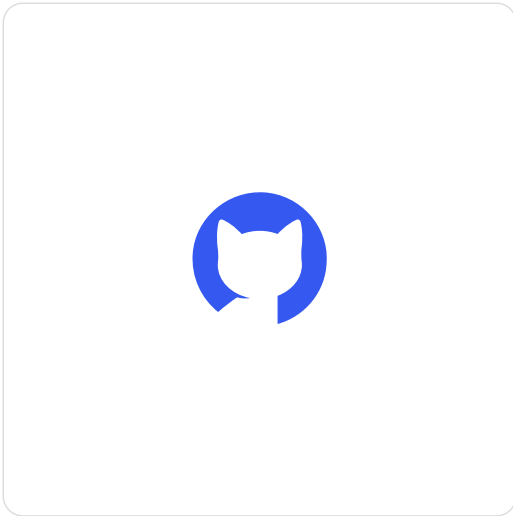
/ BlueCatReports_logo_v1_blue



/ BlueCatReports_logo_v2_blue



/ BlueCatReports_logomark_blue



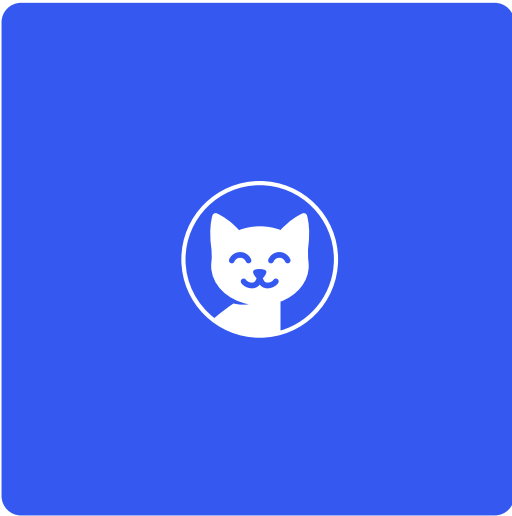
/ BlueCatReports...simplified_blue



/ BlueCatReports_logo_v1_white



/ BlueCatReports_logo_v2_white

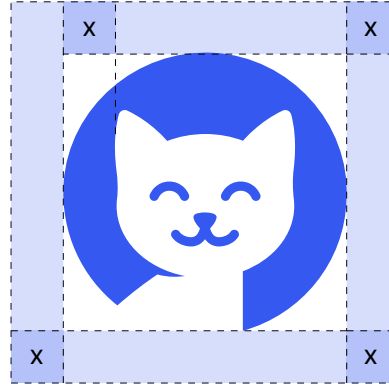


/ BlueCatReports_logomark_white



/ BlueCatReports...simplified_white

logo guide / clear space



Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. Blue frame indicates clear space, must be kept free of other elements wherever possible.

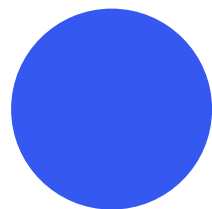


If possible the space should be increased.

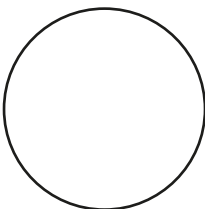
logo guide / colors and fonts

Colors

Colors and their consistent use are essential for a strong visual identity. Our colors are specified as CMYK, RGB and HEX colors. All colors should match the value for these codes as far as possible to ensure identical color in all media.



CMYK 84 / 66 / 0 / 0
RGB 52 / 88 / 240
HEX #3458F0



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

Font

Font the logotype is based on.

Roihu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

logo guide / incorrect usage

Correct and consistent use of the Blue Cat Reports logo will establish and maintain the strength of the brand. The logo should never be changed. The following examples show how not use the logo.



Incorrect color specifications.



Incorrect proportions.



Do not manipulate the logo.



Never add any effects to the logo.



Never outline the logo.



Do not use logo on busy photographic background.



2019