



blaze

# Brand Guidelines

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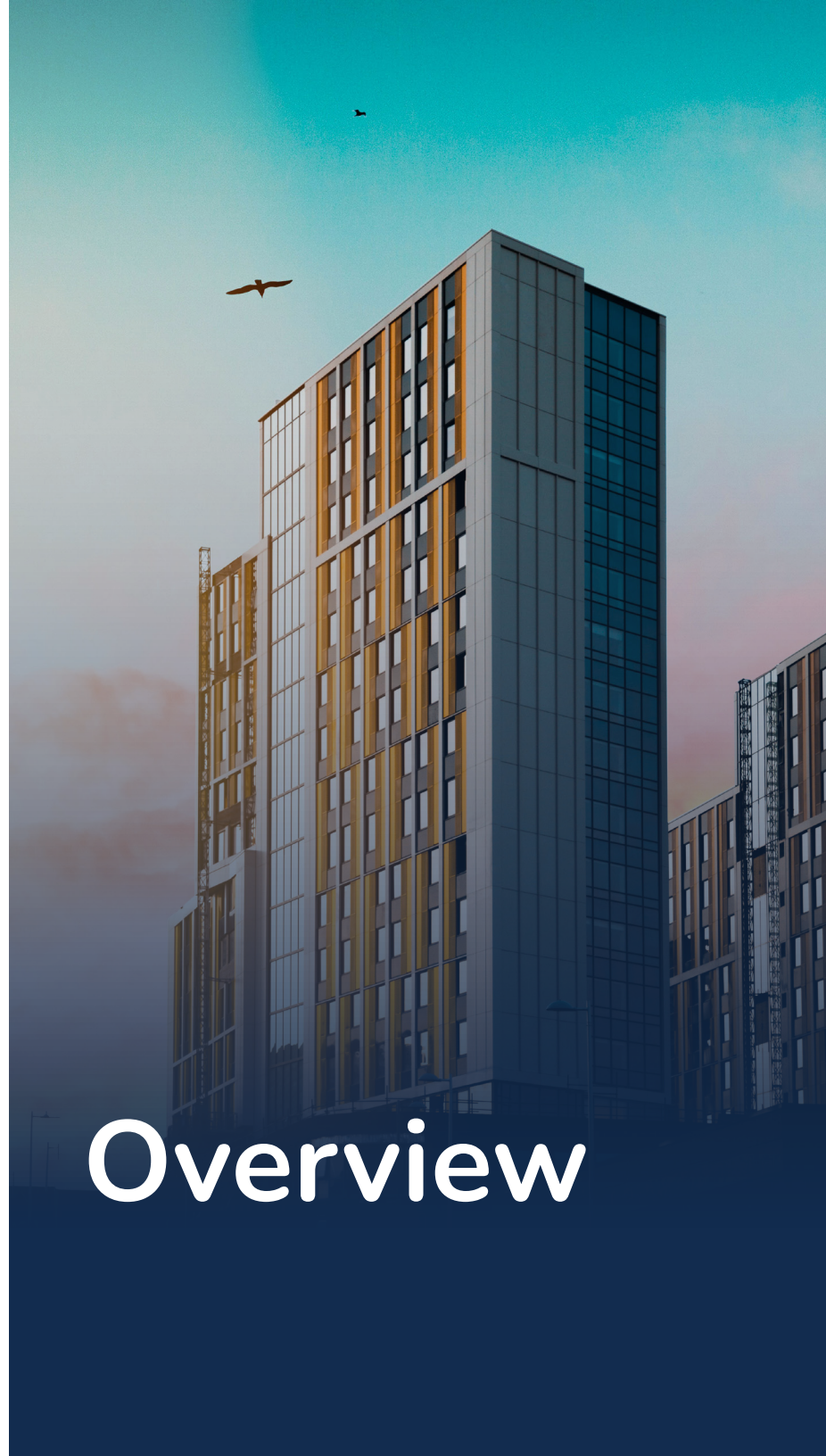
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01.

Overview



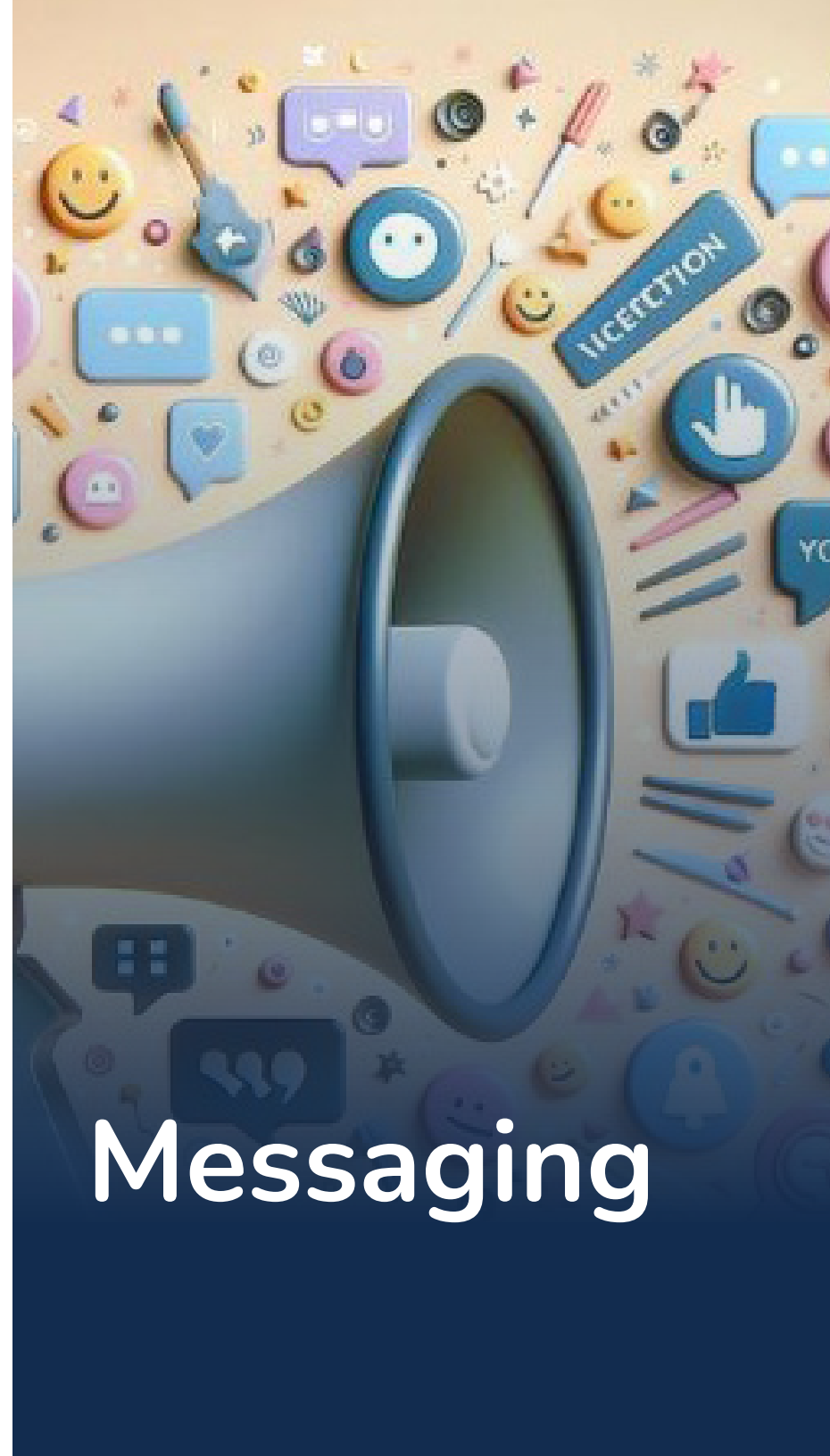
# Overview

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Blaze is a social media platform designed for adults to connect, share ideas, and engage in meaningful conversations. The platform focuses on creating a space that encourages thoughtful interaction and authentic community.

This guide outlines the visual standards that shape the Blaze identity. It provides direction on how to use the brand's logo, colors, typography, and visual elements to maintain consistency across all communications.

02.



Messaging

# Messaging

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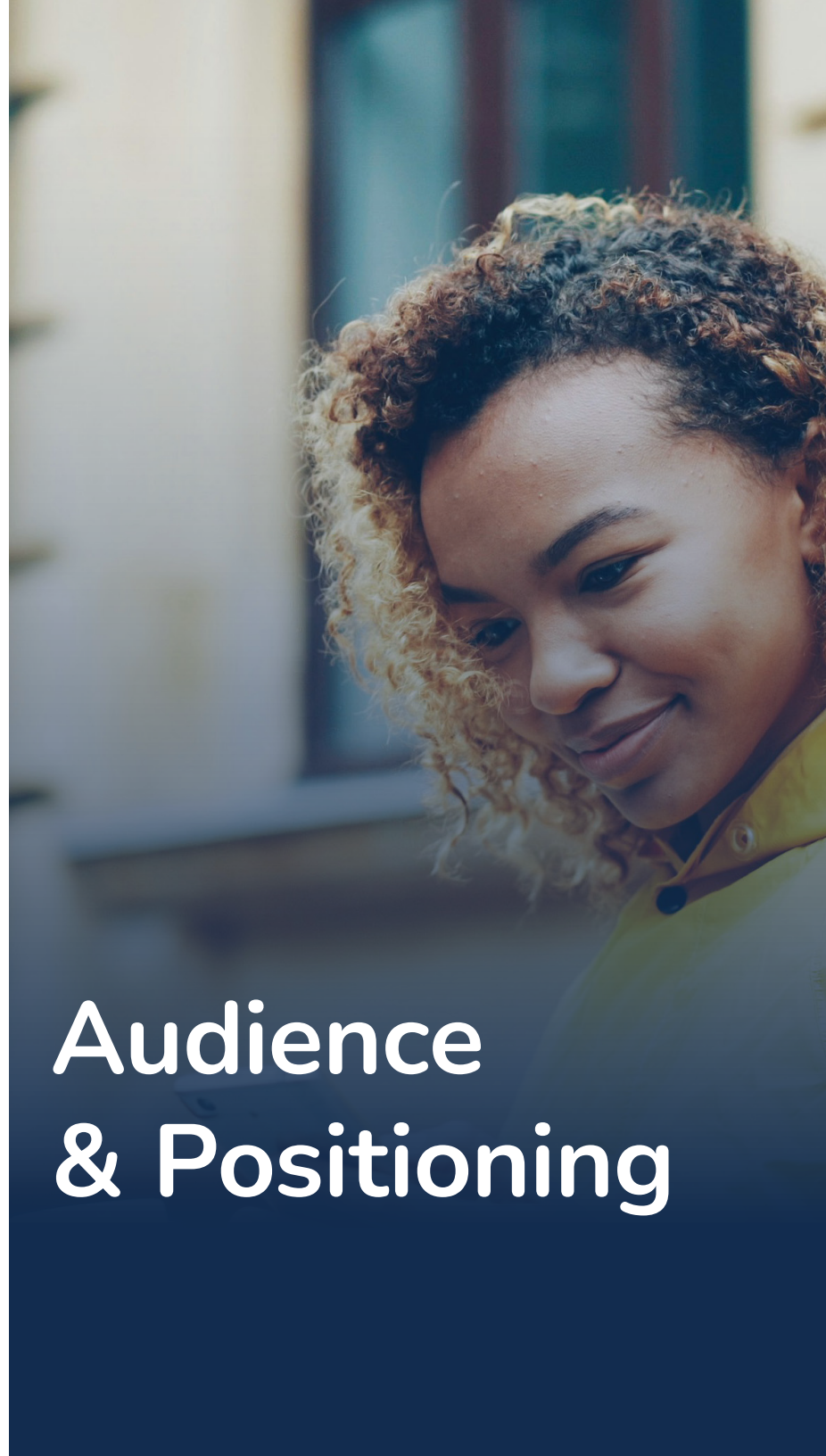
Blaze communicates in a way that feels approachable, human, and engaging. The brand encourages open conversation and positive interaction, creating an environment where people feel comfortable sharing ideas and connecting with others.

The brand personality is fun, light, and slightly quirky while still remaining clear and professional. This balance helps Blaze feel welcoming and energetic without losing clarity across different platforms and materials.

Blaze's tone of voice is informal and conversational. Messaging should feel friendly and natural, speaking to users like peers rather than as a corporate institution, while encouraging thoughtful interaction and genuine community engagement.

03.

Audience  
& Positioning



# Audience

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Blaze's primary audience is Generation X adults between 42 and 57 years old, most of whom are professionally established, highly educated, and technologically capable.

This group values clear, simple, and familiar design, preferring sans serif typography, clean layouts, and muted, warm color palettes.

# Positioning

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Visual competitor research shows that platforms like Facebook, LinkedIn, and Reddit use restrained colors, simple and readable sans serif fonts, and clean layouts with a professional but approachable tone.

These design choices align closely with Blaze's audience, supporting clarity, trust, and ease of use, while Blaze differentiates itself with a more playful and community-focused personality.

# 04.

## Logo Guidelines



# Logo Mark

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The Blaze logo mark is a simplified symbol representing a lowercase "b" formed by connected circular nodes. It reflects the platform's focus on connection and community and can be used independently in small or compact spaces.

## Primary Logo

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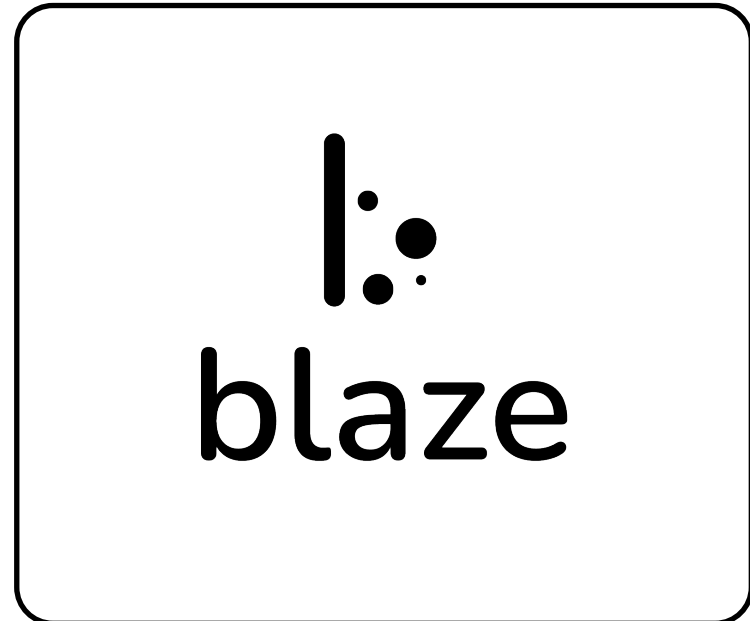


The primary logo combines the symbol and wordmark to create the main brand identifier. This version should be used whenever possible to maintain strong recognition and consistency.

## Monochrome Version

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The monochrome logo should be used when color printing is not possible or when a simplified design is required. It is available in black or white to ensure maximum legibility and consistency across various backgrounds.



# Clear Space

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To maintain clarity and visibility, the Blaze logo must always be surrounded by sufficient clear space. This protected area prevents other elements from interfering with the logo.

The minimum clear space is defined by  $2x$ , where  $x$  equals the diameter of the largest circular node in the symbol.

# Minimum Size

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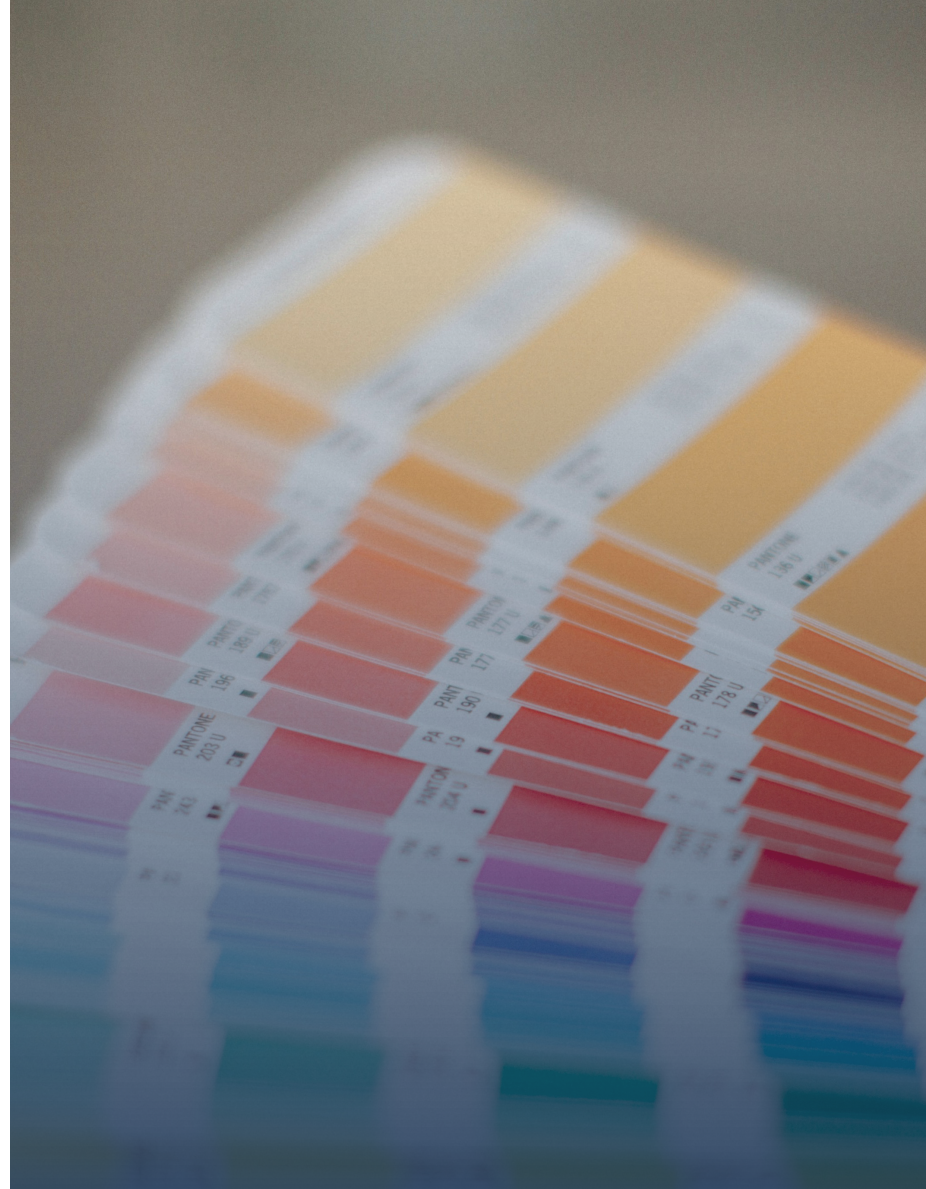


To maintain clarity and readability, the Blaze logo should not be used below the recommended minimum size.

The primary logo should not appear smaller than 120px in width, while the logo mark may be used at smaller sizes when space is limited.

05.

Color



# Color Palette

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Blaze color palette combines bold primary colors with balanced supporting tones to create a clear and recognizable visual identity. The palette is designed to maintain strong contrast, readability, and consistency across digital and print applications.

## Primary Colors

### Blaze Orange

C: 0	R: 242
M: 60	G: 98
Y: 81	B: 46
K: 5	#F2622E



### Deep Navy

C: 77	R: 18
M: 44	G: 44
Y: 0	B: 79
K: 69	#122C4F



Blaze's primary colors, orange and navy form the foundation of the brand's visual identity. The orange should be used as an accent to highlight key elements such as buttons, links, icons, and important actions. The navy serves as the primary base color for text, backgrounds, and structural elements, helping maintain clarity and readability across interfaces.

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## Supporting Colors

### Harbor Blue

C: 44     R: 79  
M: 22     G: 109  
Y: 0       B: 140  
K: 45     #4F6D8C



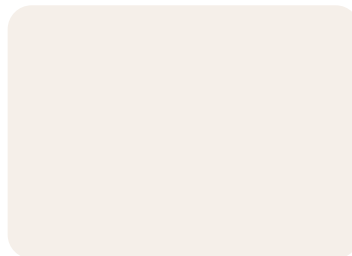
### Cool Gray

C: 19     R: 122  
M: 11     G: 134  
Y: 0       B: 150  
K: 41     #7A8696



### Base

C: 0       R: 245  
M: 3       G: 239  
Y: 5       B: 233  
K: 4       #F5EFE9



Supporting colors complement the primary palette and provide visual balance. They can be used for backgrounds, dividers, and secondary interface elements while ensuring the primary orange and navy remain the most prominent colors in the system.

06.

Typography



# Typography

Blaze typography system focuses on clarity, readability, and a modern digital feel. A friendly headline typeface and a highly legible body typeface work together to maintain visual hierarchy and support clear communication.

## Primary Typeface

# Nunito

Nunito Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Nunito is used for headings, titles, and interface elements. Its rounded forms create a friendly and approachable tone while maintaining clarity and consistency across different applications.

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## Secondary Typeface

# Inter

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Inter is used for body text and longer content. Designed for screen readability, it ensures comfortable reading and strong clarity across different devices and layouts.

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## H1 Headline Example

# Nunito Bold

## Subheading Example

# Nunito SemiBold

## Body Copy Example

Ficaborem latia volorum et, etusciis volupti aliqua es doles minvel inciam, unt fuga. Nempel maios volum quam

## Accessibility Notes

- Small divider line.
- Body text must maintain 4.5:1 contrast ratio.
- Use Deep Navy for paragraphs.
- Avoid Blaze Orange for long-form text.
- Maintain consistent line spacing (1.4–1.6).
- Avoid using light weights for body paragraphs.

07.

Visual Style  
& Applications



## Visual Style

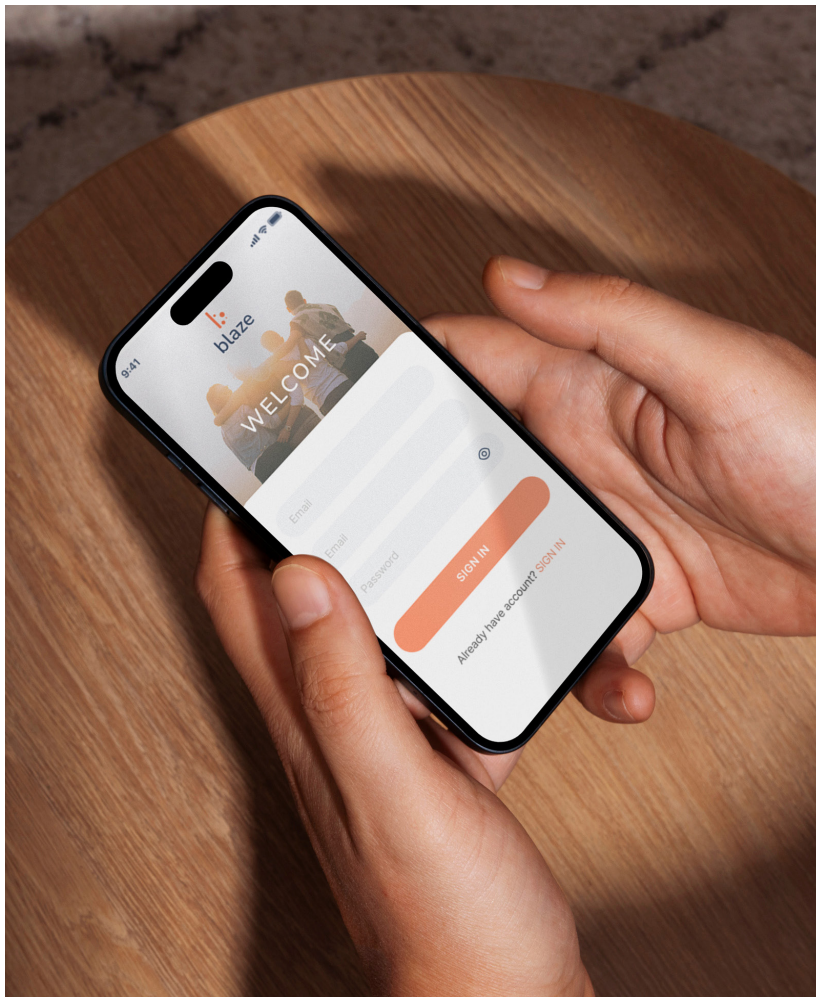
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Blaze uses imagery that feels authentic, approachable, and community-focused. Photos should capture real interactions and natural moments that reflect connection and conversation.

# Application

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Blaze's logo, colors, typography, and imagery should work together consistently across different platforms to maintain a clear and recognizable brand experience.

# Contact

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For questions regarding the Blaze brand guidelines or usage.



Woodly Compere  
UX / UI Designer

[contact@woodlycompere.com](mailto:contact@woodlycompere.com)  
[woodlycompere.com](http://woodlycompere.com)