



Brand Guidelines

08/19/2026

Introduction

These guidelines establish the rules and standards for implementing the look and feel of the BlueAlly brand in all visual materials.

The consistent use of the company logo and brand elements is critical for building strong brand recognition and awareness.

The guidance outlined in this document must be adhered to in order to ensure accurate portrayal of the corporate brand identity.

Logo

The BlueAlly logo serves as the cornerstone of our identity and is a unifying element across the brand. The primary logo is composed of a custom icon and word mark.

The “BlueAlly” word mark is using a custom font. The BlueAlly icon was formed by taking the stylized element from the letter A of the word mark and repeating it in a circular pattern to create a forward-facing arrow within the negative space at the center of the icon. The icon should always appear to the right of the word mark. The icon can be used on its own, but should be used sparingly compared to the full name logo.

Color should be applied to the logo only in the ways shown on the right and should maximize contrast against the logo’s background. On white or light backgrounds, the full-color logo should be used. When placed on a darker background, either the two-tone white logo or the full-white logo may be used. The two-toned logos are preferred over the single color logos and should be used whenever possible.

Full Color



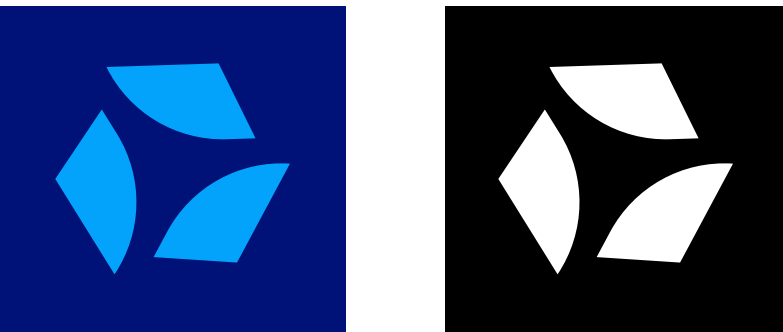
Logo Use on Backgrounds



Icon



Icon Use on Backgr ounds



Clear Space & Minimum Size

Clear Space

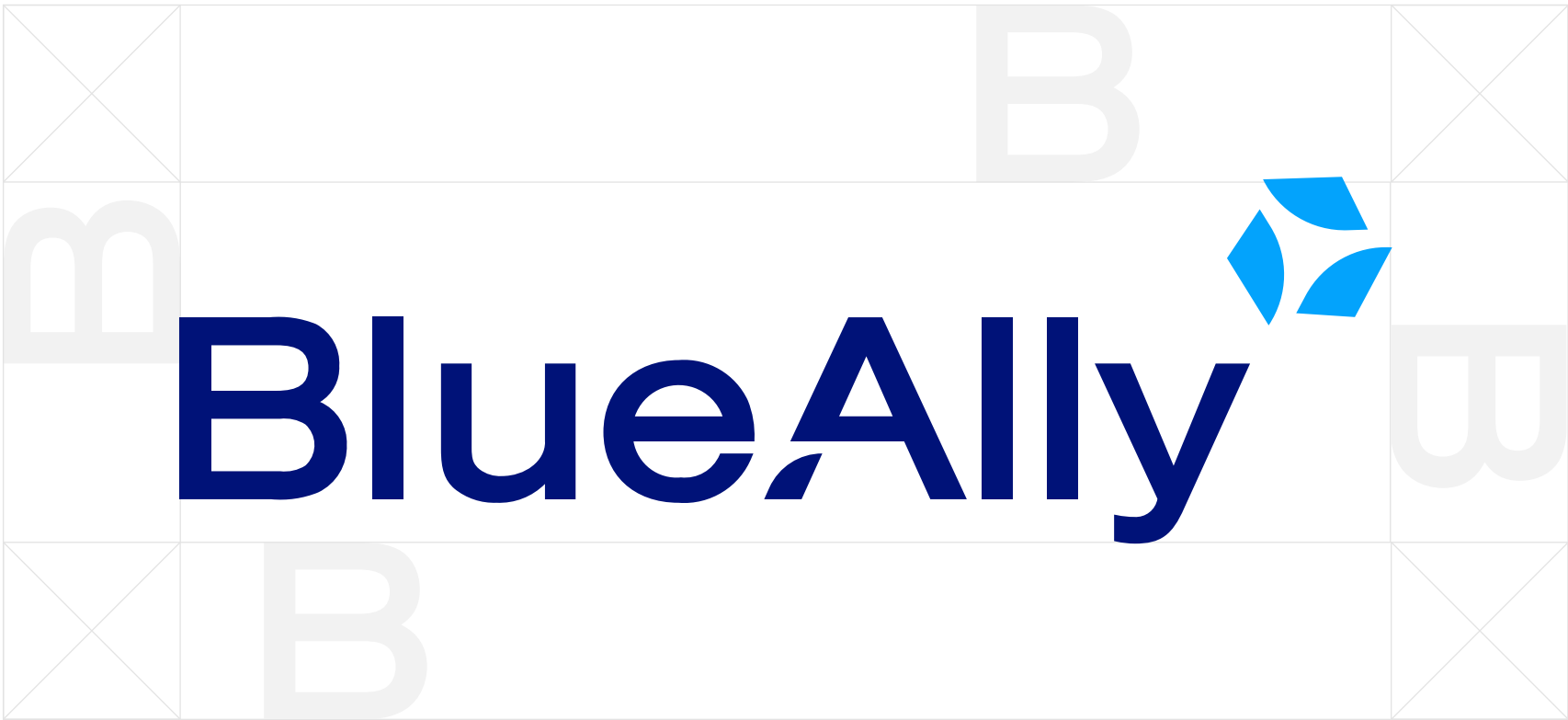
Staging refers to placing the BlueAlly logo in a manner that establishes a clear and unobstructed area around the logo so that it is always presented in the best possible way.

Ensure there is adequate space between the logo and surrounding elements. For the full logo and the icon, the clear space around it should always be measured by the “B” from the logo.

Maintaining a clean, free and uncluttered space around the BlueAlly logo maximizes the visual impact and clarity of this key brand element.

Minimum Size

To preserve legibility, the logo should never be smaller than the minimum sizes displayed to the right. For digital or on-screen assets, the minimum size of the logo is 145px wide. For print, the minimum size of the logo is 2in wide.



Print



Screen



Icon



Logo Misuse

As a key visual element of our brand, the BlueAlly logo requires proper use wherever it is applied.

To the right are examples of incorrect logo usage. To ensure the visual integrity of the BlueAlly brand, please adhere to the logo configuration standards presented on the previous pages.



DO NOT change proportions of the logo



DO NOT cut the logo



DO NOT tilt, rotate or flip the logo



DO NOT change the color of the logo



DO NOT add effects to the logo



DO NOT scale or rotate the components of the logo



DO NOT re-create using any other typeface



DO NOT reposition the elements of the logo



DO NOT use full color logo on busy images

Colors

The brand colors were chosen to reflect the attributes of the BlueAlly brand. The dark blue and neutral secondary colors are indicative of BlueAlly’s trustworthiness and reliability as a partner, while the brighter light blue and secondary green colors contribute to the energized appearance of the brand. Primary colors create the dominant color palette for all print and web communication. The main logo is to be used in the primary colors of this palette, as indicated on the previous pages.

Hex: #001278
RGB: 0, 18, 120
CMYK: 100, 92, 29, 17
Pantone: 662 C

Hex: #02a2fd
RGB: 2, 162, 250
CMYK: 68, 27, 0, 0
Pantone: 2925 C

Hex: #040822
RGB: 4, 8, 34
CMYK: 86, 79, 56, 74
Pantone: 7547 C

Hex: #36bf78
RGB: 54, 191, 120
CMYK: 71, 0, 72, 0
Pantone: 7479 C

Hex: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Hex: #cde5f1
RGB: 0, 146, 200
CMYK: 18, 3, 2, 0
Pantone: 642 C

Colors

The Americans with Disabilities Act (ADA) text requires a high visual contrast between typography and backgrounds. To help ensure text legibility, only use the approved text and background color combinations detailed here. This applies to text in graphics, tables and charts as well as presentation slides body text. High visual contrast assists users with varying visual needs, for example, individuals with color blindness, better described as color vision deficiency. Refer to the Data Visualization Colors section for details.

For more documentation on web application, please see the [Web Style Guide](#)

Acceptable Color Contrast Combinations

Black Background (#040822)	White text (#FFFFFF)	Light text (#CDE5F1)	Green text (#36BF78)	Bright Blue text (#02A2FD)
Navy Background (#001177)	White text (#FFFFFF)	Light text (#CDE5F1)	Green text (#36BF78)	Bright Blue text (#02A2FD)
Bright Blue Background (#001177)	Navy text (#001177)	Black text (#040822)		
Green Background (#001177)	Navy text (#001177)	Black text (#040822)		
Light Background (#001177)	Navy text (#001177)	Black text (#040822)		
White Background (#001177)	Navy text (#001177)	Black text (#040822)		

Typography

For the Primary typography, the font 'DM Sans' is to be used exclusively. This font family is simple and lightweight, so the styling should appear more approachable than authoritative. Headings should predominantly use mixed-case lettering rather than all capitalized.

Primary Typeface – DM Sans

Aa

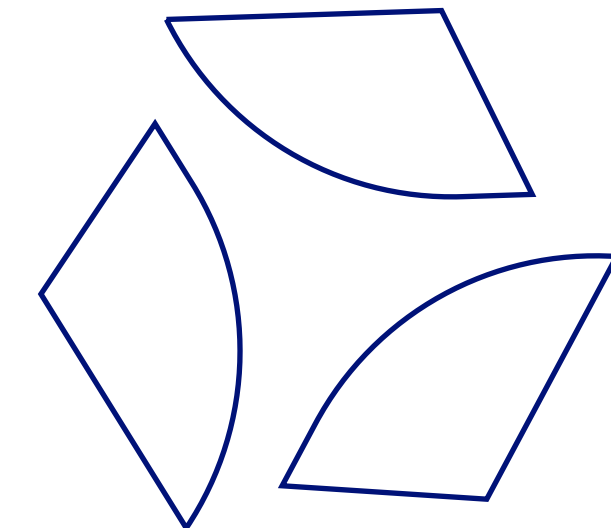
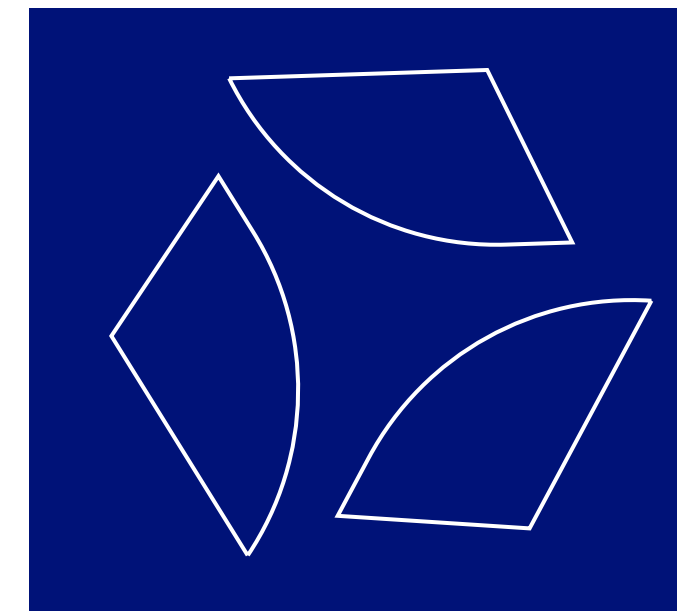
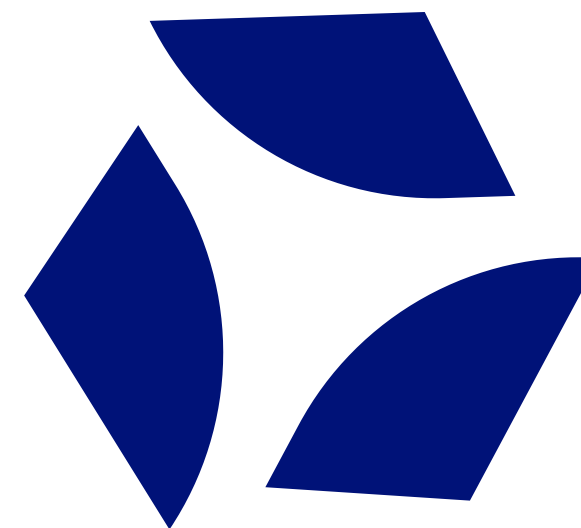
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
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DM Sans Light
DM Sans Regular
DM Sans Medium
DM Sans Bold

Brand Elements

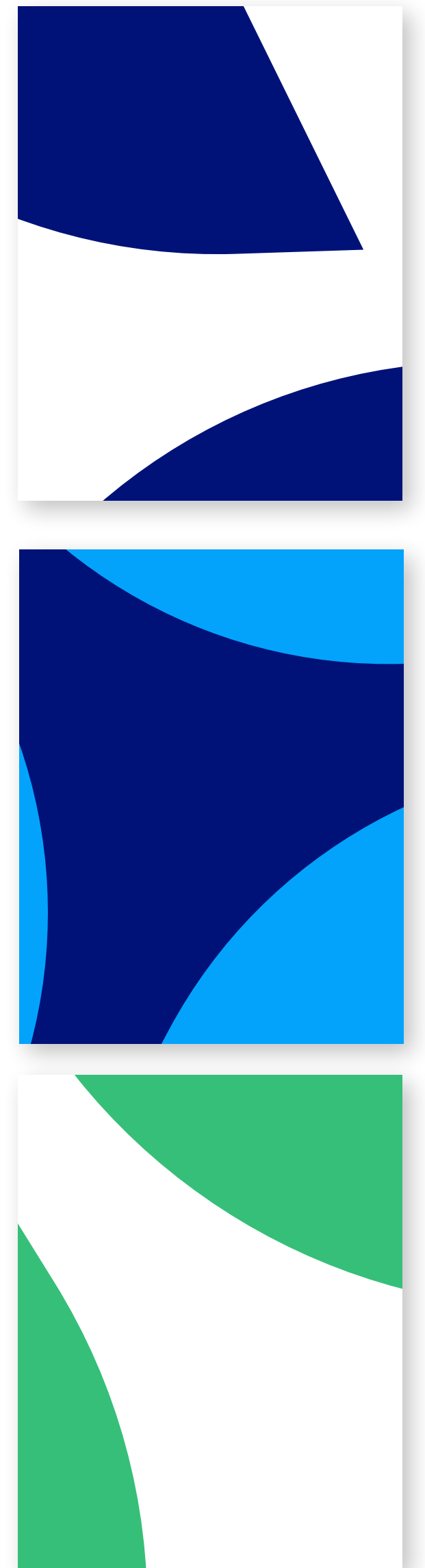
The primary brand element is the logo mark, which can be used with different colors or transparent fills and troked within the BlueAlly Color palette. The spacing and proportion of the logo mark must remain consistent when scaling the element up or down.



Brand Element Masking

A primary use-case for the brand element is to scale the logo mark and mask it within the borders of the component.

This method allows the negative space created by the logo mark itself to become a brand element and is often applied in headers or cover pages with large visual impact.



Photography

Images used in BlueAlly collateral and web communications should reference the many services BlueAlly provides across different industries. It is important to also portray people using and benefiting from these services to allow the images to tell a more personal and relatable story.



Image Overlay

A color overlay can be applied to images to allow text to be placed over the image, such as in a website hero image, or to simply add more visual interest to the image.

The primary color overlays recommended are the Light Blue and Deep Navy at 80% opacity. Text should only be placed over the Deep Navy overlay and must be colored white.

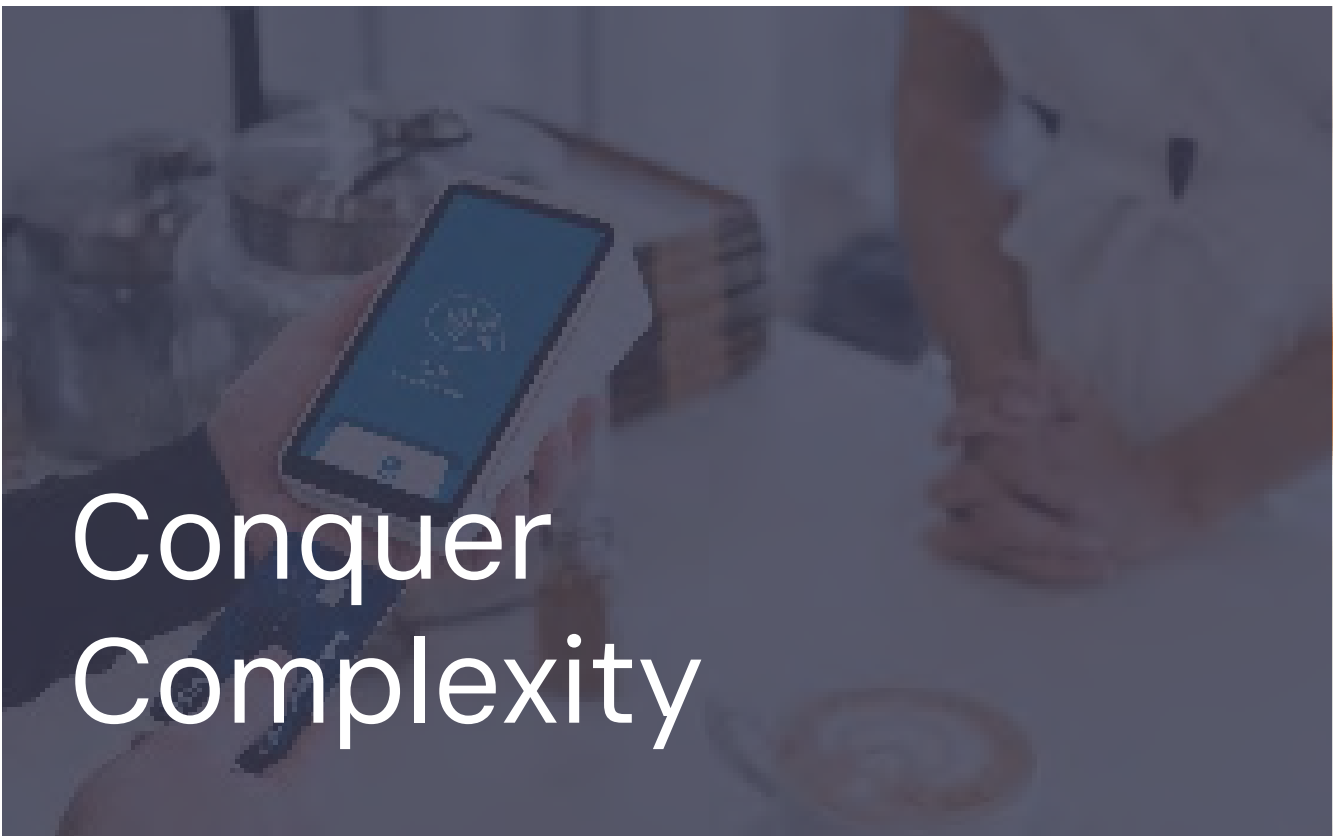


Image Masking

The individual shapes that make up the logo mark can be separated and used as image masks to add more variation in the use of the brand element. When masking an image please make sure that the subject of the photo is clearly visible within one of the shapes.



Image Masking



Sample title is in this section over here

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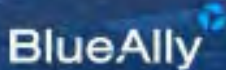


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“The value of an idea lies in the using of it.”

Thomas Edison (1847 – 1931),
Inventor



Sample title is in this section over here



01

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02

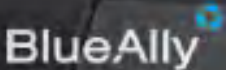
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Sample title is in this section over here

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam.
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