



Logo Identity Guidelines

Typography

Impact is BlueFish's corporate typeface and arial is emarketing.com's corporate typeface. There are several style and weigh options within arial font family. The correct styles and weights to use are listed below. These font are to be included in all print communications such as brochures, advertising and digital media.

Impact Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Bluefish Logo

The emarketing just below the bluefish should start from the letter B and end 3/4 on the letter H. The logo should be used for printing media exactly propotionate to the specification below



The Corporate Color Palette

Bluefish logo should always be reverse on the blue background with a gradient started dark blue from the top to light blue.

Different colour background can be used in exceptional cases but the background colour should be dark or contrasting enough to maintain clear identification.

The Blue colour used as background has gradient with different tones are listed below

CMYK



C: 58 M: 0 Y: 3.9 K: 0



C: 70 M: 4.7 Y: 7.4 K: 0



C: 87 M: 43 Y: 21 K: 0

RGB



R: 85 G: 201 B: 234



R: 18 G: 182 B: 220



R: 8 G: 125 B: 165

BlueFish presentation screen

When projecting logo BlueFish on screen, it should appear as below with email and online marketing and website as footer.

