



BLUEFISH444 BRAND GUIDELINES





BLUEFISH444 LOGO

This is the main version of the logo to be used on all communication materials.

Bluefish444 is to be written with an uppercase B and the rest of the word with lowercase. There should be no space between Bluefish and 444.



C 100
M 80
Y 25
K 5

R 21
G 74
B 129

#154A81

PMS288

C 80
M 35
Y 5
K 0

R 28
G 138
B 194

#1C8AC2

PMS285

C 75
M 70
Y 65
K 90

R 1
G 0
B 1

#010010

PMSBlack

BLUEFISH444 TYPOGRAPHY

These are the primary
typefaces to be used for
Bluefish444.

These typefaces are to be used
whenever possible. If they are
not available, a typeface as
close as possible to these is
preferable.

Primary text heading
typeface for marketing
materials for Bluefish444.

Secondary text heading
typeface for marketing
materials for Bluefish444.
Also used for white body
text reversed from dark
backgrounds.

Primary body text typeface
for marketing materials for
Bluefish444.

Secondary body text
typeface for marketing
materials for less
emphasis.

Used when emphasis is
needed in body text.

PROXIMA NOVA BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*()\|!;',./**

PROXIMA NOVA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*()\|!;',./**

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*()\|!;',./

PROXIMA NOVA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*()\|!;',./

PROXIMA NOVA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%&*()\|!;',./*



CLEAR SPACE

There should be (at a minimum)
the size of the Bluefish444
text of clear space all the way
around the logo.

No text, images or graphic
elements should be within this
clear space area.

Standard colour on white background.



Reverse logo colouration for a coloured background.

Ensure that the black can be seen on the background colour. If not, use the below logo.



Reverse logo colouration for a black background.

Only to be used when the black outline is not visible on the background.



COLOUR VARIATIONS

Whenever possible, the standard logo should be used.

If the background needs to be a dark colour, or over a background image, the alternative logo colour variations should be used.

Please reference the above on when each should be used.



**BLUEFISH444
LONG TAIL LOGO**

This is an older version of the Bluefish444 logo.

It is still able to be used at the user's discretion. The new revised shorter tail logo is preferred and is more compact, but if the long tail version would look more appropriate, it can be used.

**BLUEFISH444
SECONDARY LOGO**

This is the secondary version of the Bluefish444 logo.

It is to only be used with the express permission of Bluefish444 on a case-by-case basis, when the standard logo cannot be used due to space restrictions, or to keep the logo condensed vertically.



DO NOT use the standard colour logo on a clashing colour background.

The reverse (white) colour logo should be used.



DO NOT use the standard colour logo on a dark background.

The reverse (white) colour logo should be used.



DO NOT use the reverse (outlined) logo unless on a black background.

The reverse (white) colour logo should be used here.



DO NOT use the reverse (white) logo on a light coloured background.

The standard full colour logo should be used.



DO NOT change the colour of the logo.



DO NOT remove elements of the logo. All of the type and icon should be shown together unless specifically authorised by Bluefish444.

WHAT NOT TO DO

Ensure to follow the specifications laid out in this guide, and do not use the logo inappropriately in any way as outlined above.

QUESTIONS?

If you have any questions about this style guide, or if anything isn't covered in this document, please get in touch with our marketing department via email.

marketing@bluefish444.com