Blue Fairy

Branding Guide

Blue Fairy

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BLUE FAIRY DESIGN SOLUTIONS
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COLOURS

Primary 1 - Dark Blue
#2b2b3e
R=44, G=43, B=62
C=81%, M=77%, Y=49%, K=52%

Primary 2 - Light Blue
#25a0db
R=38, G=160, B=219
C=72%, M=21%, Y=0%, K=0%

Primary 3 - Medium Blue
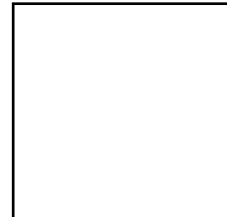#2682c2
R=38, G=130, B=194
C=80%, M=41%, Y=2%, K=0%

Primary 4 - Medium/Dark Blue
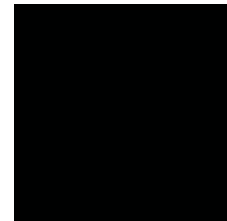#2a62a7
R=42, G=98, B=167
C=89%, M=65%, Y=4%, K=0%

Secondary 1- White
#ffffff
R = 255, G = 255, B = 255
C = 0 %, M = 0%, Y = 0%, K = 0%

Seconday 2 - Black
#000000
R = 0, G = 0, B = 0
C = 75%, M = 68%, Y = 67%, K = 90%

Gradient
Sky

FONTS

Logo Font - Bodoni 72

Bodoni 72

Heading 1 - Bodoni XT for all major Headings

Bodoni XT

Heading 2 - Futura Bold

Futura Bold

Subheading 1 - Futura Bold

Futura Bold

Paragraph 1 - Futura Medium

Futura Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y
a b c d e f g h i j k l m n o p q r s t u v w x y z
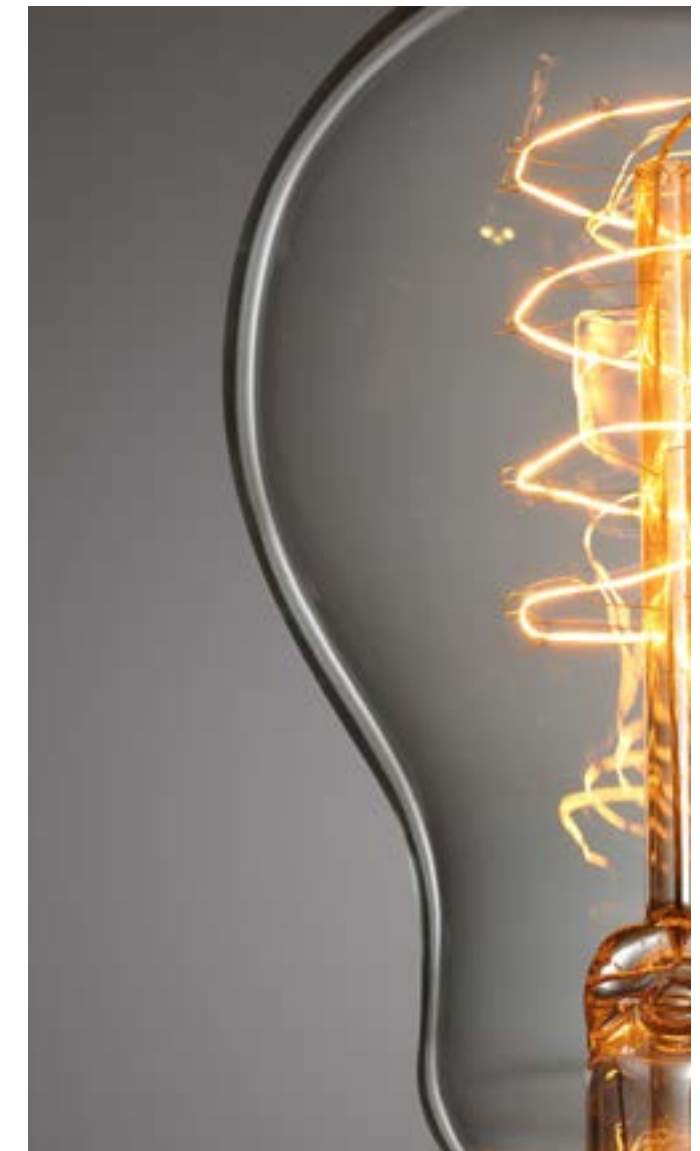1 2 3 4 5 6 7 8 9 0

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