



Brand Guidelines

Introduction

Welcome to the BLAZE Visual Identity Guidelines. This document serves as a comprehensive resource for understanding and implementing our brand's visual language.

This guide outlines the core elements of our identity, including our logo, color palette, and typography. Applying these standards consistently ensures a strong, recognizable, and trusted brand presence.

Brand Overview 1.0

Brand Positioning

Brand Overview

Purpose

Blaze provides a respectful digital space for adults, offering a social platform exclusively for users 21 and over that prioritizes authentic connection, conversation, and community.

Vision

To become the most trusted social network for adults seeking genuine relationships and thoughtful interaction. Blaze envisions a platform where diverse voices connect confidently in a secure and inclusive environment designed for real life.

Mission

Our mission is to create a trusted social platform for adults that fosters meaningful relationships, encourages authentic conversation, and builds strong communities across diverse backgrounds. We are committed to providing a secure, inclusive environment where users can connect confidently and engage in thoughtful dialogue.

Core Values

Brand Overview

Authentic

Encourage honest expression and meaningful conversation by creating a space where adults can connect without pretense or distraction.

Respectful

Promote open dialogue rooted in civility, understanding, and mutual respect across diverse backgrounds and perspectives.

Trusted

Prioritize privacy, security, and transparency to build confidence and long-term loyalty within our community.

Community-Driven

Foster genuine relationships by designing experiences that bring people together through shared interests and real-life connections.

Intentional

Design and communicate with purpose, championing simplicity to ensure accessibility, readability, and ease of use for every user.

Tone of Voice

Brand Overview

Approachable

Speak in a natural, relaxed voice that feels human and welcoming without being overly casual.

Confident

Communicate with clarity and assurance while remaining respectful and thoughtful.

Inclusive

Encourage open dialogue and diverse perspectives through language that is considerate and inclusive.

Clear and Direct

Keep messaging straightforward and easy to understand, avoiding jargon or unnecessary complexity.

Logo

2.0

Logomark

Logo

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.



Logotype

Logo

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

BLAZE

Primary Logo

Logo

The Blaze logo combines the brandmark and wordmark into a unified lockup. This is the primary and most commonly used version, designed to ensure strong and consistent brand recognition.



Logo on White

The primary logo in black ensures maximum contrast and legibility on light backgrounds. This version should be used when color reproduction is limited or when a simplified application is required.



Logo on Primary

Logo

The reversed logo is used on the Blaze primary color to ensure strong contrast and optimal legibility. This version maintains visual clarity when the logo appears on solid brand backgrounds, high-impact graphics, or full-color applications where the standard logo would not provide sufficient contrast.



Logo on Secondary

Logo

The reversed logo is used on the Blaze secondary color to maintain contrast and legibility. This version ensures consistent brand visibility when the logo appears on solid secondary backgrounds or supporting brand materials.



Minimum Size

Logo

To maintain clarity and legibility, the Blaze logo should not be reproduced below the minimum sizes specified. Adhering to these standards ensures consistency across print and digital applications.



Logomark

Print: 10mm
Digital: 50px

BLAZE

Logotype

Print: 50mm
Digital: 150px



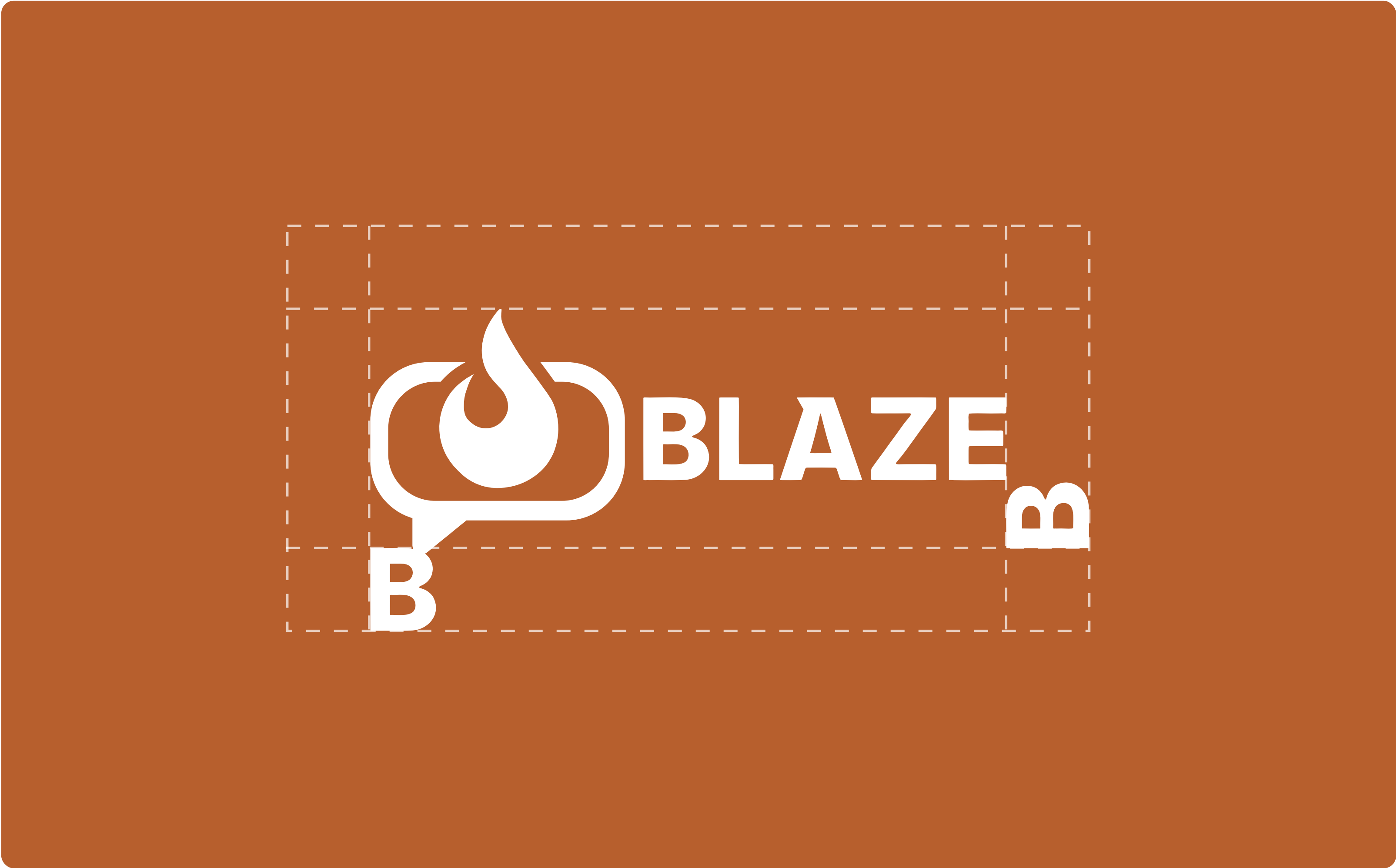
Full Logo

Print: 50mm
Digital: 150px

Clearspace

Minimum clear space around the Blaze logo must equal 1× the height of the letter “B” in BLAZE. This area must remain free of text, graphics, or other visual elements to preserve clarity, legibility, and visual impact.

Logo



Logo Backgrounds

The Blaze logo is designed for flexible use across a variety of backgrounds. Always ensure sufficient contrast between the logo and its background to maintain visibility, clarity, and brand integrity.

Logo



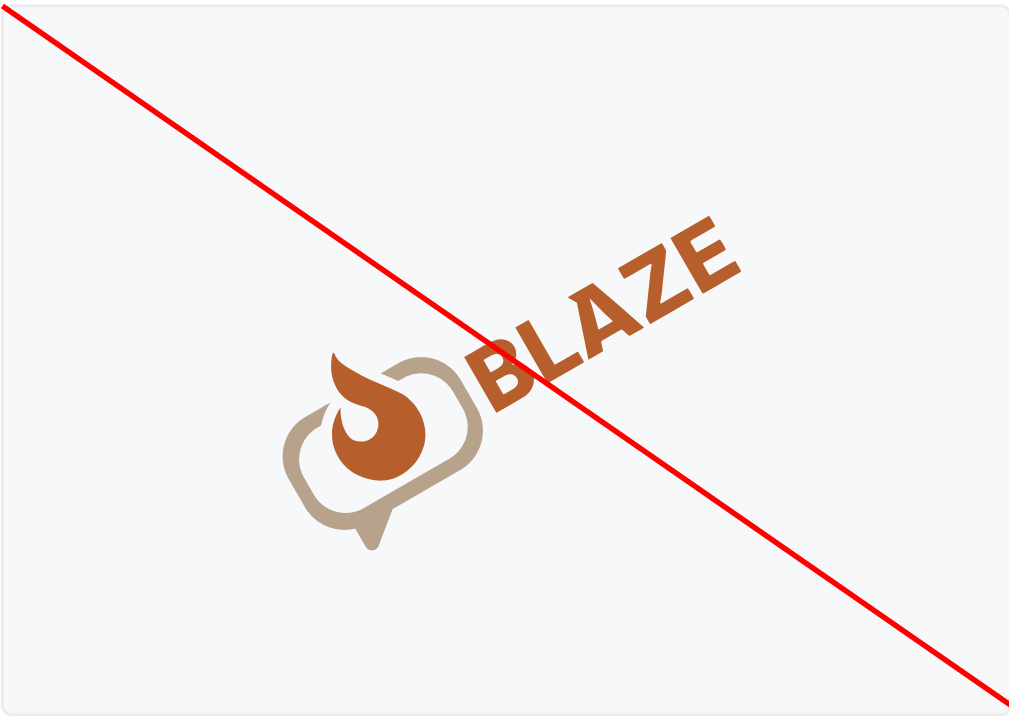
Logo Misuse

The Blaze logo must never be modified. Avoid distortion, rotation, recoloring, added effects, or any alteration that compromises its integrity. Proper and consistent use is required at all times.

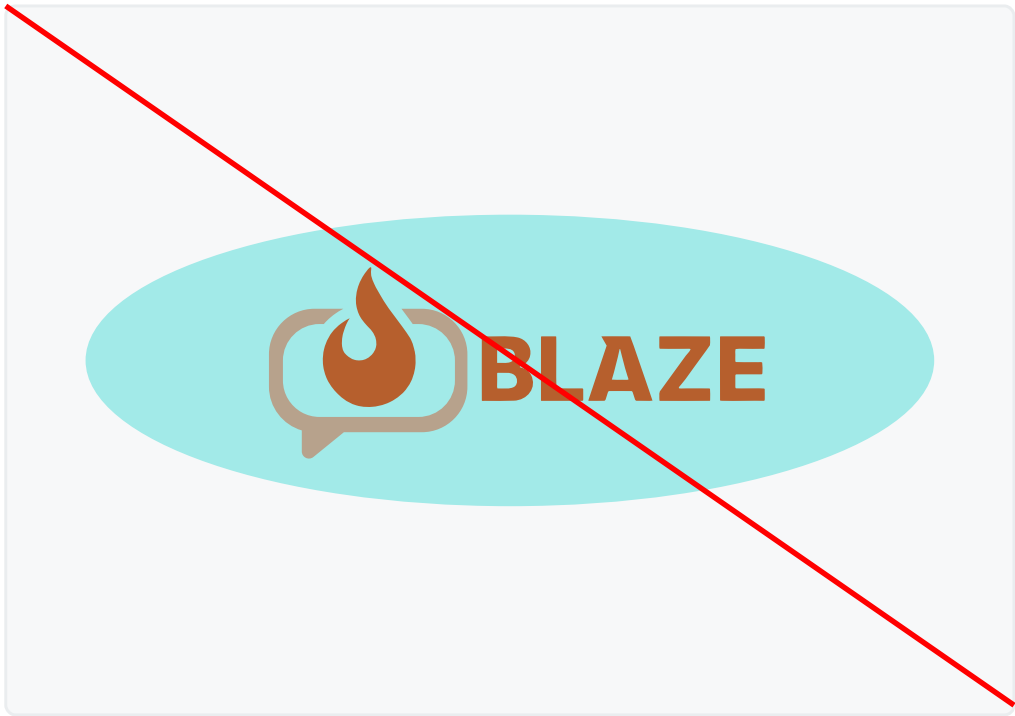
Logo



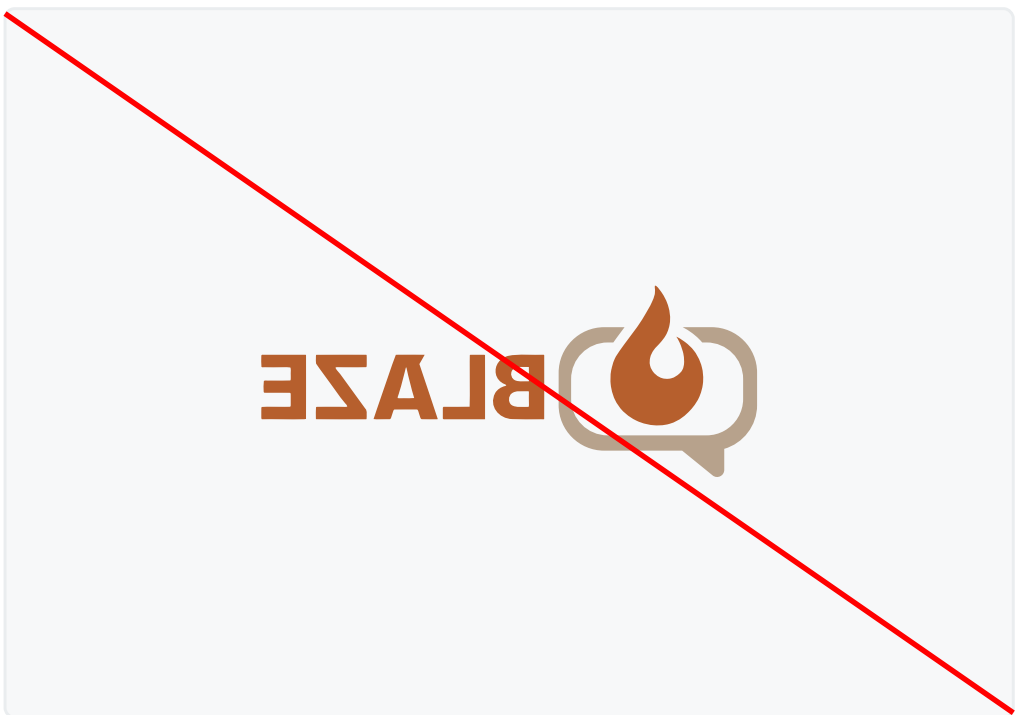
DO NOT STRETCH THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD CONTAINERS



DO NOT FLIP HORIZONTALLY



DO NOT FLIP VERTICALLY



DO NOT SHEAR THE LOGO

Background Usage

The Blaze logo must remain clear and legible across all applications. The example images on this page illustrate acceptable and unacceptable logo placement on photographic backgrounds.

Use the logo on backgrounds that provide strong contrast and visual simplicity. Avoid placing the logo over busy imagery, detailed textures, or competing colors, as this reduces readability and impact. When using photography, position the logo in visually calm areas to maintain clarity and consistent brand presentation.

Logo



Colors

3.0

Color Palette

Color is central to the Blaze visual identity. Earth-inspired tones form the foundation of our visual identity, creating a balanced and mature aesthetic that resonates with our audience. Built on warm, grounded hues that reflect connection, stability, and energy, the palette reinforces trust and approachability.

The primary, secondary, and tertiary colors work together to create a cohesive visual system. Each color plays a distinct role in maintaining clarity, contrast, and strong brand recognition across digital and print applications.

Color

Primary Color HEX #B75F2D RGB 183, 95, 45 CMYK 0, 48, 75, 28	Secondary Color HEX #B8A48D RGB 184, 164, 141 CMYK 0, 11, 23, 28	Tertiary Color HEX #473A33 RGB 71, 58, 51 CMYK 0, 18, 28, 72	Black HEX #000000 RGB 0, 0, 0 CMYK 0, 0, 0, 0
			Custom 1 HEX #5b5b5b RGB 91, 91, 91 CMYK 0, 0, 0, 64
			Custom 2 HEX #a0a0a0 RGB 160, 160, 160 CMYK 0, 0, 0, 37
			Custom 3 HEX #dbdbdb RGB 219, 219, 219 CMYK 0, 0, 0, 14
			White HEX #ffffff RGB 250, 250, 250 CMYK 0, 0, 0, 0

Typography

4.0

Typeface

Typography

Blaze uses Inter as its primary typeface, chosen for its clarity, modern structure, and exceptional legibility. Its clean, confident letterforms reflect our brand personality while supporting a clear and approachable visual voice.

As a sans serif typeface, Inter aligns with our audience’s preference for simple, modern typography. Its balanced design ensures readability and consistency across all brand communications, from digital platforms to print materials.

Inter - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+ = ; ' < > , . / ?

Type Hierarchy

Our typographic hierarchy uses the Inter typeface in defined weights and sizes to create clear, structured, and scannable content. Inter ExtraBold is reserved for primary headlines, SemiBold supports subheadings and calls to action, and Regular is used for body text. Consistent application of these styles maintains visual balance, readability, and a unified brand voice across all communications.

Typography

Header: Inter - ExtraBold

Clean and Brand-Aligned

Sub-Header: Inter - SemiBold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Body Text: Inter - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Annotations: Inter - SemiBold

Visit the website to learn more

Body Text: Inter - SemiBold

Learn more

Corporate Assets 5.0

Letterhead & Cover

Corporate Assets

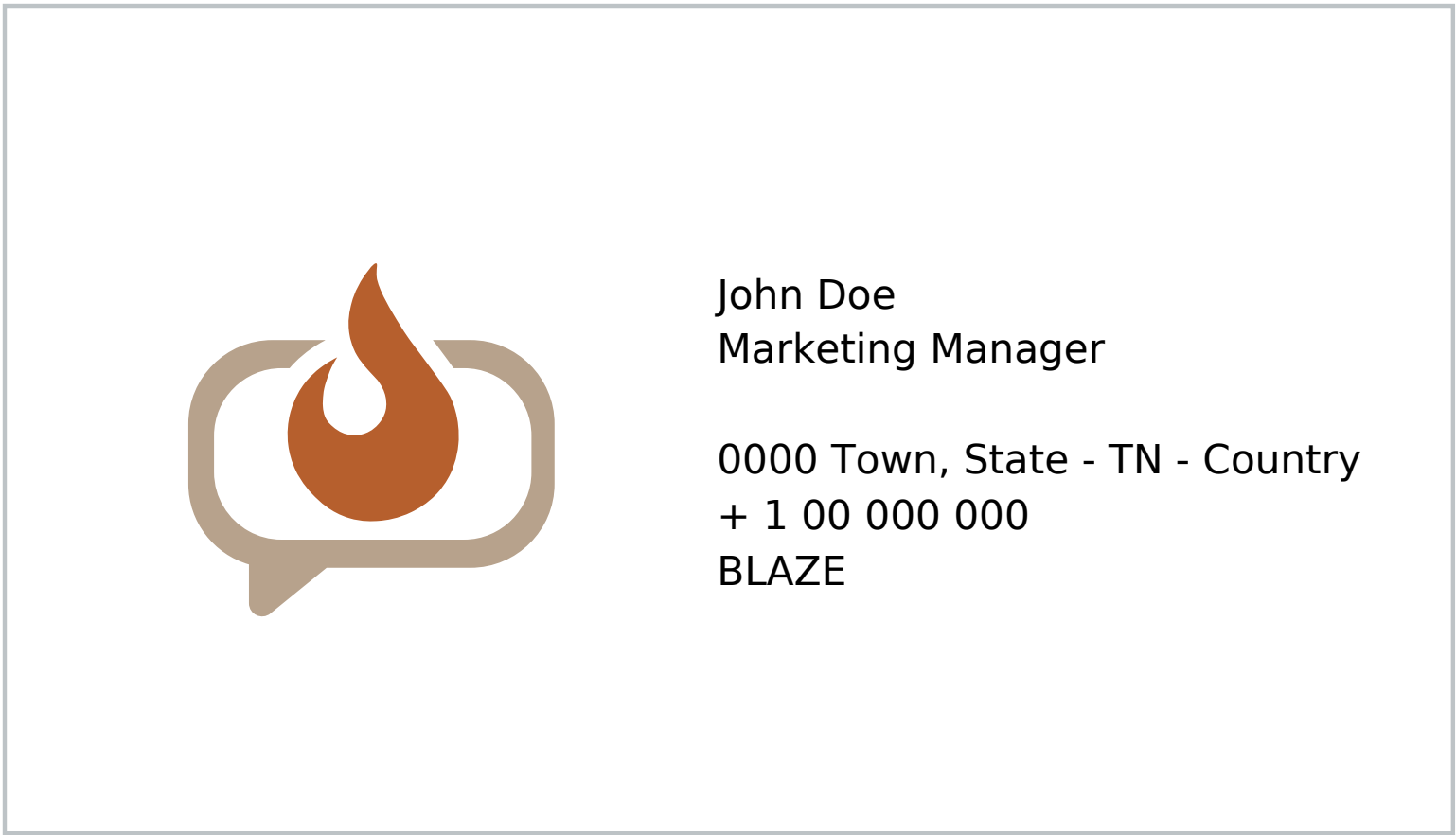
Use approved Blaze templates for all letterheads and document covers. Consistent application reinforces brand integrity and ensures a unified, professional appearance across all communications.



Business Card

Corporate Assets

As a primary point of contact, the Blaze business card reflects our visual identity through a clean, minimal layout and consistent use of brand colors and typography. The design reinforces professionalism while maintaining a memorable presence.



Applications

6.0

Brand in Use

This mockup demonstrates how the Blaze identity translates into real-world applications. The business card design highlights our clean typography, warm color palette, and balanced layout to create a confident and polished first impression.

Applications



Brand in Use

Applications

This application highlights the flexibility of the Blaze identity beyond digital platforms. The logo translates seamlessly to merchandise, maintaining visual strength, clarity, and brand consistency across environments.



Brand in Use

Applications

This environmental application highlights the strength and simplicity of the Blaze mark. Its clean structure and balanced proportions ensure impact and readability across exterior signage.





Thank You

7.0