

Bloom

# Brand Guidelines

# Table of Contents

<b>Defining our Brand</b>	<hr/>	<b>3</b>
Who we are		4
Brand values		5
<b>Visual System</b>	<hr/>	<b>6</b>
Logomark		7
Our logo		8
Logo color options		9
Logo misuse		10
Core colors		11
Secondary colors		12
Accessible color combinations		13
Typography		14
Type specimen		15
Iconography		16
Illustrations		17



# Defining our Brand

The building blocks of Bloom brand put into words clarifies and delinates what we stand for and why we choose the words that we do.

Who we are at  
the core of our  
identity is...

## Our mission

We aim to empower our clients to take control of their mental health journey by offering a safe space to share their experiences, practical tools and resources to help them manage their symptoms, and a community of support to help them feel connected and understood.

## Our vision

We envision a future where people can openly talk about their mental health without fear of stigma or discrimination, and where mental health services are integrated into everyday life, making it easier for everyone to take care of their mental wellbeing.

# Brand Values

## Trustworthy

Voice & Tone: Reassuring

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We strive to be a trusted partner in mental health support for our clients. We believe in building trust through transparency, honesty, and integrity in all our interactions.

## Hopeful

Voice & Tone: Empowering

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We focus on strengths-based approaches, offering a sense of optimism and possibility that inspires our clients to take action and make positive changes in their lives.

## Empathy

Voice & Tone: Encouraging

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We provide a safe space for them to share their experiences, and we offer personalized support that helps them feel heard and validated.

## Unified

Voice & Tone: Open

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We recognize that mental health challenges can affect anyone, regardless of background or status, and we work to create an inclusive and welcoming environment.



# Visual System

A visual identity system outlines best practices for the use of Bloom brand assets.

# Logomark

The logomark is composed of organic shapes forming seeds and the letter 'b' using our primary color.

The three seeds that make up the 'b' can be extracted and used as graphic elements.



# Our logo

The Bloom logo is comprised of a logomark and logotype which is set in Lexend Medium.

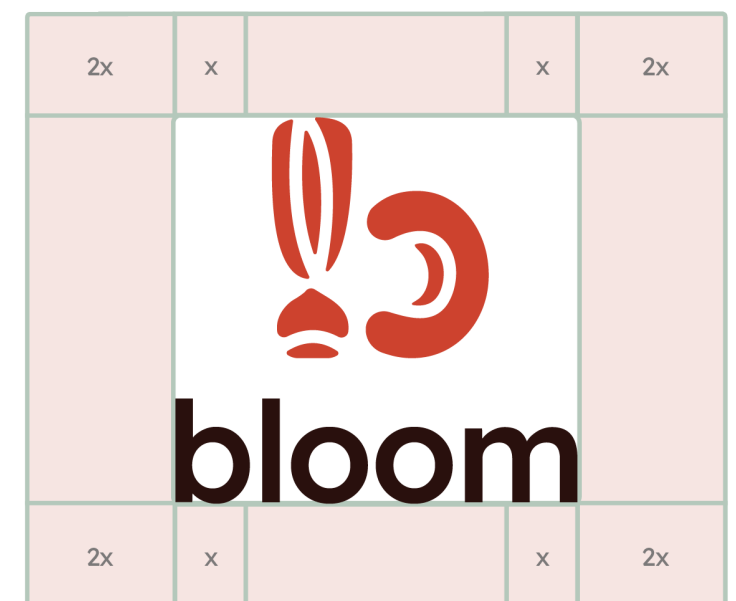
The horizontal logo is the primary logo and should be used in most cases.

Always use logo files provided.  
Do not re-create.

Primary Logo



Secondary Logo





# Logo color options

Full color logos should only be used on neutral, brown, vivid scarlet, and salmon colored backgrounds.

Avoid using full color on photographs unless the logo sits on a black or white area of the image.

Full-color logo



One-color use



# Logo misuse

Do not crop the logo



Do not distort the logo



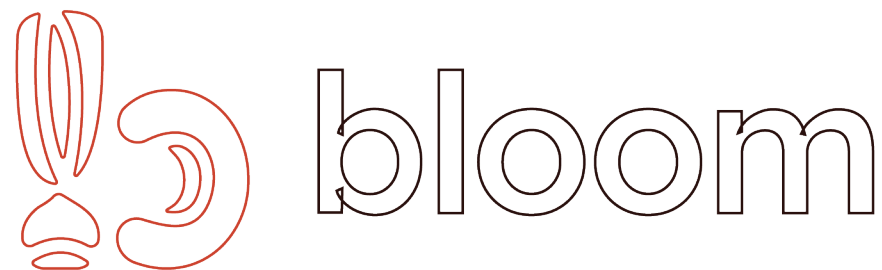
Do not add a drop shadow or any other effects



Do not rotate any part of the logo



Do not outline the logo



Do not recolor the logo



Do not resize or change the shape of the logomark



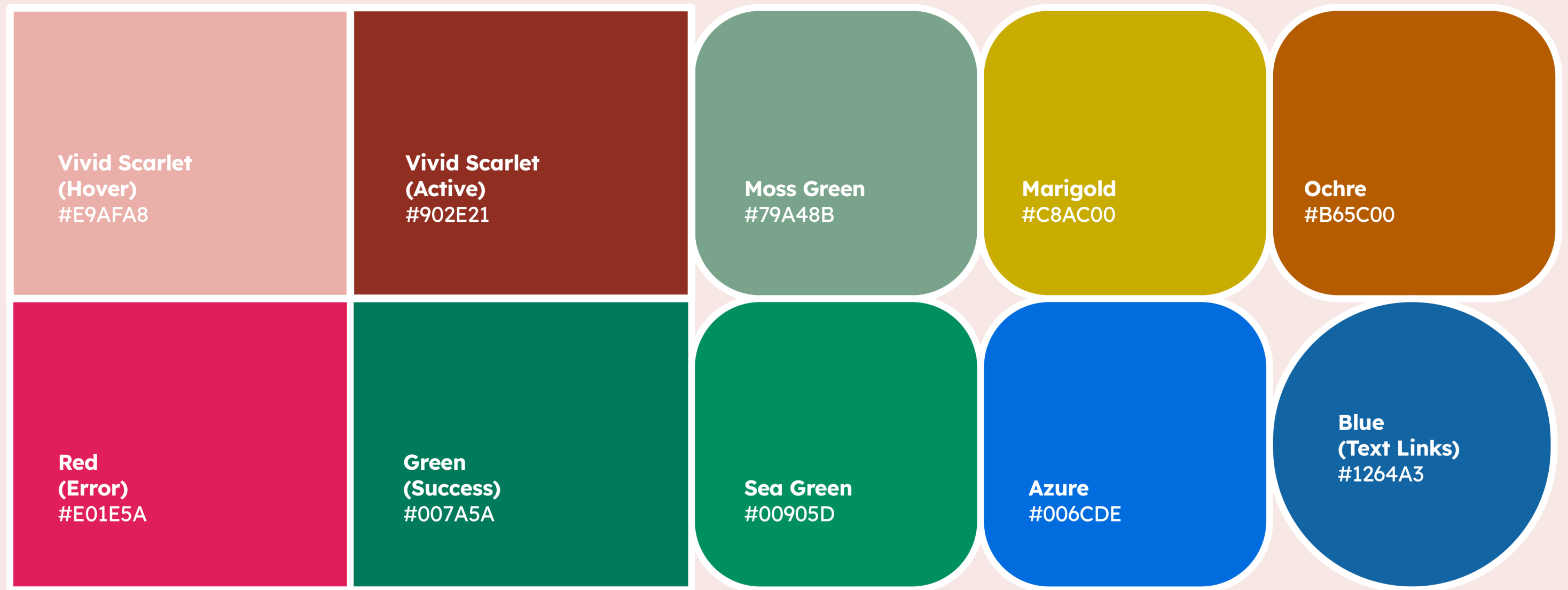
Do not change the transparency of the logo





# Core colors

Primary colors should take precedence whenever possible. Text should always be set in black, white, or brown



# Secondary colors

Do not use secondary colors for text except for the colors for accessible alternatives. Use the previous page as a guide for text pairings.

# Accessible color options

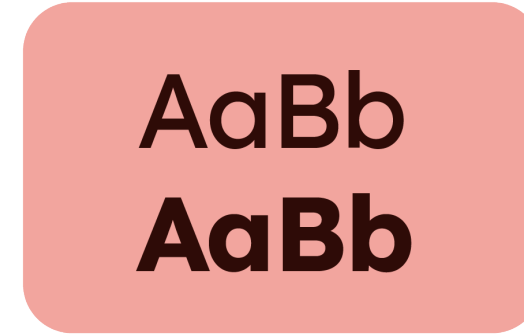
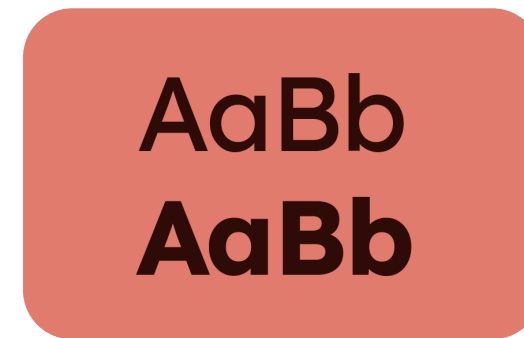
Vivid Scarlet



Neutral



Salmon



Azure



All examples shown pass contrast standards.

# Typography

Typeset all copy in Lexend. Do not set in all-caps or all-lowercase.

Lexend fonts are intended to reduce visual stress and so improve reading performance. Initially they were designed with dyslexia and struggling readers in mind, but Bonnie Shaver-Troup, creator of the Lexend project, soon found out that these fonts are also great for everyone else.

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Font

Lexend

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Weights

Extralight Thin Light Regular Medium **SemiBold**  
**Bold Extrabold Black**

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Characters

AaBb123

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Type Specimen

Labels L1

Font size: 12pt | Line Height: 18 | Tracking: 0.2px

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Labels  
L1

Labels  
L1

Labels  
L1

Labels L2

Font size: 11pt | Line Height: 16 | Tracking: 0.2px

---

Labels  
L2

Labels  
L2

Labels  
L2

Display Large

Font size: 48pt | Line Height: 56 | Tracking: 0px

---

Display  
Large

Display  
Large

Display  
Large

Display Small

Font size: 40pt | Line Height: 48 | Tracking: 0px

---

Display  
Small

Display  
Small

Display  
Small

Heading H1

Font size: 32pt | Line Height: 40 | Tracking: 0px

---

Heading  
H1

Heading  
H1

Heading  
H1

Body

Font size: 16pt | Line Height: 24 | Tracking: 0px

---

Body  
B1

Body  
B1

Body  
B1

# Iconography

These specific icons provided are used for mobile, and web applications.

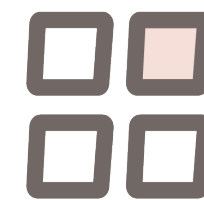
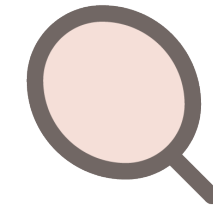
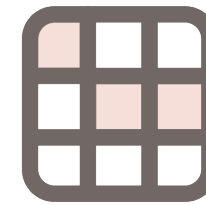
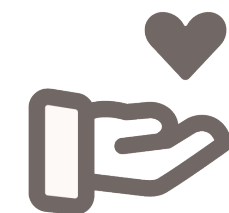
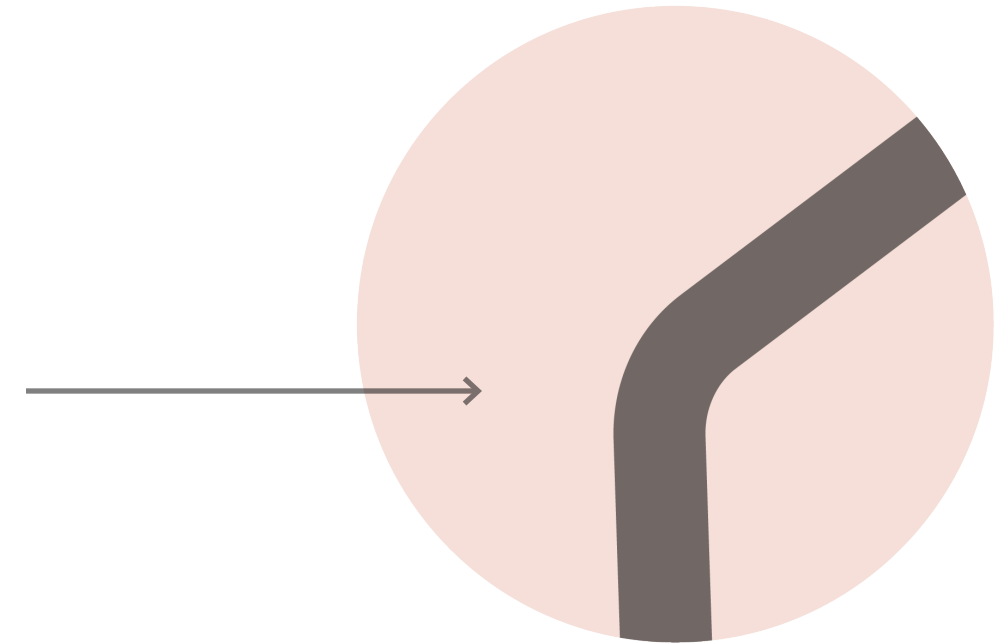
Icons are symbolic, clarifies concepts, and provides visual interest in shapes and forms.

Rounded: 8px

Cap: Round Cap

Corner: Round Corner

Align stroke to center





# Illustrations

Our illustrations should always reflect Bloom's personality of growth, hope, human, and simplicity.

Monochromatic illustrations should only be used to break up long copy while full color illustrations should take precedence in depicting a concept.

Monochromatic



Full Color

