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Brand Guidelines

January 2026

The Bluelight Brand Toolkit

This document outlines how our brand should be presented across all platforms, including our website, social media and other communication or marketing materials.

By following these guidelines, we can ensure that every interaction with our brand is aligned with our values, mission, and overall vision. Whether you are a designer, marketer or content creator, these guidelines will provide you with the tools and resources you need to create a unified and memorable brand experience.

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Brand Strategy

Our Brand
Mission

Our mission is to give teams the digital foundations they need from websites and portals to CRM and data so they can understand their audiences, communicate clearly and build relationships that last.

We help membership and charity organisations strengthen how they serve their communities by improving the systems that sit behind their work.

Every organisation we work with has its own pressures, ambitions, and constraints. We take the time to understand these, then shape each project around practical goals, clear reasoning, and open communication. Our approach is steady, collaborative, and grounded in real outcomes rather than assumptions.

We see digital progress not as a one-off upgrade but as an ongoing shift in how organisations work. Modern websites, connected CRM, and reliable data can lift confidence, improve decisions, and support the people who keep the sector moving.

Our aim is simple: help organisations make measurable progress with tools that save time, reduce effort and improve the experience for members, supporters, and staff.

When teams have systems they trust, they can focus on what matters most: delivering meaningful, long-term impact for the communities they serve.

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Logo

The Bluelight
Logo

Our logo is central to our brand and is the most recognisable element of our visual identity.

Description (Preferred)

Full colour version

Partial White 1

Partial White 2

White Version

Sans Description

Full colour version

White Version

⬇ **Download Bluelight's logo**

Exclusion Zones

The logo should have enough space around it to keep it's legibility.
The exclusion zone is defined by the size of the 'Brand mark'.

Minimum Size

Our logos have been created for use at a minimum size of 30mm and 40mm for the strapline version. Online, the minimum size is 80 pixels.
There are no maximum size rules.

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30mm / 80px

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40mm / 110px

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Logo

Never alter our logotype. It weakens our visual identity and appearance, and it confuses our overall message.

Only use original artwork files from the logo library.

Never stretch the logo

Never change the colour of the logo

Never remove the brand mark from the logo

Never add a drop shadow to the logo

Never change or replace the font

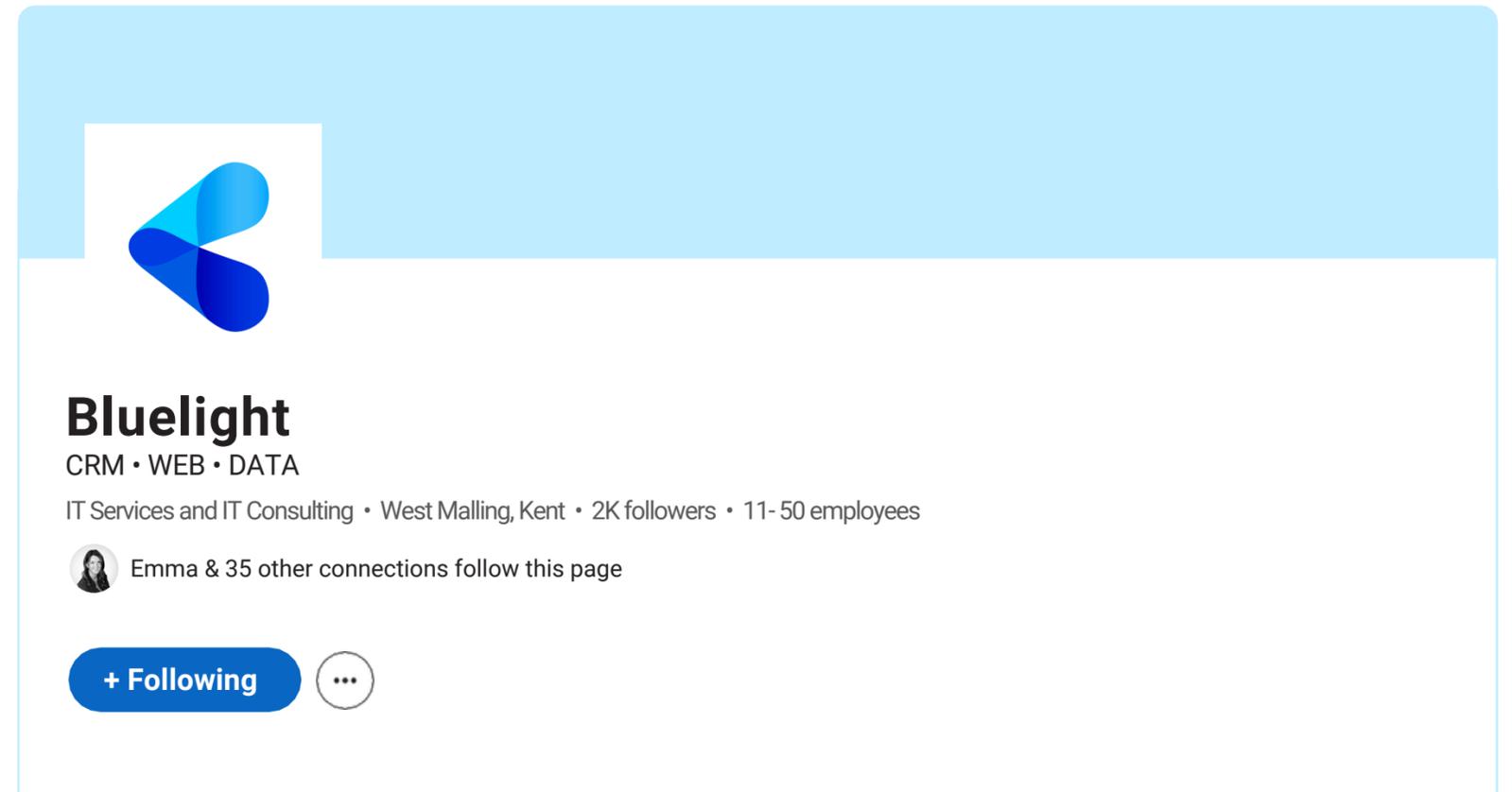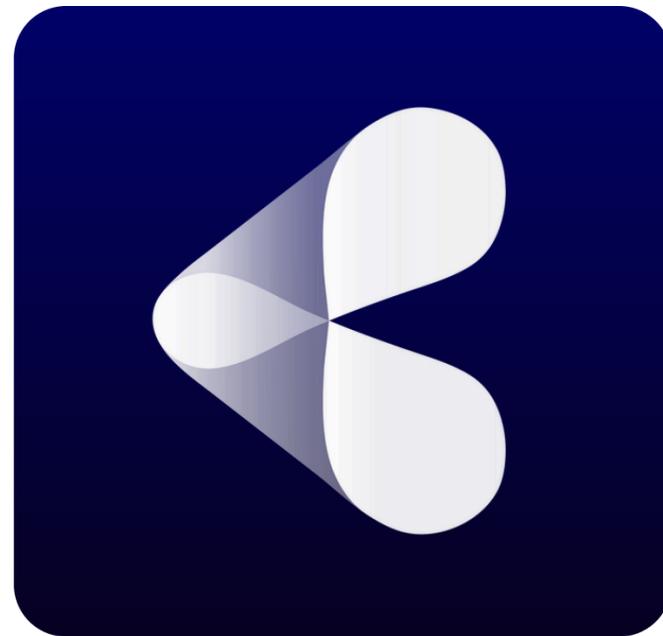
Never resize any individual elements of the logo

Brand Mark

The Brand
Mark

The brand mark is the distinctive visual symbol that represents the company and helps create brand recognition. It makes optimal use of limited space for maximum impact.

The brand mark be used as an icon, favicon and a profile photo for social media channels.

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IT Services and IT Consulting • West Malling, Kent • 2K followers • 11- 50 employees

Emma & 35 other connections follow this page

+ Following   ⋯

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Colour Palette

Colour Palette

The Bluelight colour palette consists of four colours. Three shades of blue – Navy, Azure and Sky, which are all used in the logotype and brand mark.

The Vivid Turquoise has been added as a dynamic accent colour to create visual hierarchy and contrast.

Dark Navy Blue
#000066

RGB: 0, 0, 102
CMYK: 100, 100, 0, 60
PANTONE:
2748 C – Coated (BEST)
662 U – Uncoated

Azure Blue
#00B4FF

RGB: 0, 180, 255
CMYK: 100, 29, 0, 0
PANTONE:
2202 U – Uncoated (BEST)
2995 C – Coated

Sky Blue
#015ADD

RGB: 1, 90, 221
CMYK: 100, 59, 0, 13
PANTONE:
2387 C – Coated (BEST)
3005 U – Uncoated

Dark Navy Gradient
#000066

#060121

White
#FFFFFF

RGB: (255, 255, 255)
CMYK: (0%, 0%, 0%, 0%)

Vivid Turquoise
#03FFB9

RGB: 3, 255, 185
CMYK: 99, 0, 27, 0
PANTONE:
333 U – Uncoated (BEST)
2239 C – Coated

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