

# brand guidelines



**bloom  
syndrome**  
association

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# Logo usage

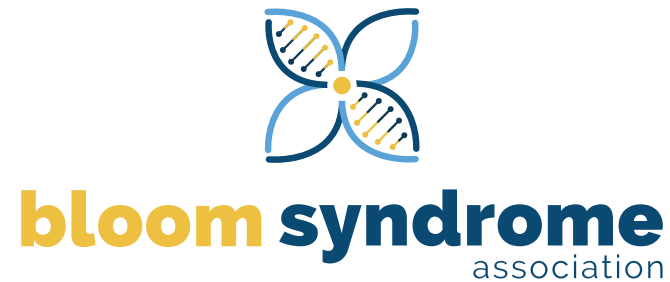
## Variations:

There are 3 versions of the Bloom Syndrome Association logo provided for use in multiple formats. This includes the primary logo, stacked logo, and logomark.

Primary:



Stacked:



Logomark:



## Color Alternates:

Alternate versions of the Bloom Syndrome Association logo have been created to accommodate limited printing and design specifications. The dark blue (#0F4A72) or yellow (#EDBF43) versions should be used for one-color printing. The black version should be used in black and white contexts only. The white version should be used on colored and/or dark background.



# color palette

## Primary

The Bloom Syndrome Association brand palette utilizes two primary colors. Dark blue (#0F4A72) and yellow (#EDBF43). These core BSA colors should be used in all BSA brand materials.



Hex: #EDBF43  
CMYK: 7, 25, 86, 0  
RGB: 237, 191, 67



Hex: #0F4A72  
CMYK: 98, 74, 32, 16  
RGB: 15, 74, 114

## Secondary

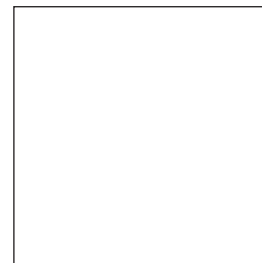
There are currently four secondary Bloom Syndrome Association colors. This palette exists to add more color in BSA brand materials and act as complimentary colors to the primary palette.



Hex: #59A3DA  
CMYK: 62, 23, 0, 0  
RGB: 89, 163, 218



Hex: #80A1B2  
CMYK: 53, 27, 23, 0  
RGB: 15, 74, 114



Hex: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255



Hex: #2D2D2D  
CMYK: 70, 64, 63, 64  
RGB: 45, 45, 45

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## Main Fonts:

The font family used to represent the Bloom Syndrome Association brand is Raleway. The fonts below should be used primarily:

- Header: Raleway-Black
- Subheader: Raleway-SemiBold
- Paragraph: Raleway-Light

Main Header Font:

### Raleway-Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVv WwXxYyZz0123456789!@#\$\$%^&\*()**

Main Subheader Font:

### Raleway-SemiBold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVv WwXxYyZz0123456789!@#\$\$%^&\*()**

Main Paragraph Font:

### Raleway-Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz0123456789!@#\$\$%^&\*()

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## Substitute Fonts:

The Raleway fonts listed below are acceptable substitutes:

- Header: Raleway-Heavy
- Subheader: Raleway-Bold
- Paragraph: Raleway-Regular

Substitute Header Font:

### Raleway-Heavy

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVv WwXxYyZz0123456789!@#\$\$%^&\*()**

Substitute Subheader Font:

### Raleway-Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVv WwXxYyZz0123456789!@#\$\$%^&\*()**

Substitute Paragraph Font:

### Raleway-Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz0123456789!@#\$\$%^&\*()