bluecrew

brand guidelines

01 the bluecrew brand identity

The BlueCrew brand identity is essential to maintaining proper company marketing. A cohesive brand identity can help build your reputation, make us stand out from the competition and project our values to attract the ideal client. Maintain the guidelines within this document.

designed by: Selena Zhen
2018

02 typography

typeface

Maintain proper usage of typography and fonts. The main body font is to use Avenir Next Regular, with headings and subheadings to use Avenr Next Bold. DIN Condensed is used mainly for text relating directly to the brandmark and logo. Use DIN Condensed rarely for headers.

Avenir Next

Regular

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
0 1 2 3 4 5 6 7 8 9

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Bold

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
0 1 2 3 4 5 6 7 8 9

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DIN Condensed

Bold

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
0 1 2 3 4 5 6 7 8 9

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02 typography

hierarchy and structure

Maintain the hierarchy and structure of the typography and fonts.

DIN Condensed	Wordbrand only	Bold, varying font sizes
Avenir Next	Huge Title	Bold, 30px
Avenir Next	Title	Bold, 20px
Avenir Next	Subtitle	Bold, 13px
Avenir Next	Paragraph	Regular, 13px
Avenir Next	Paragraph Italic	Italic, 13px
Avenir Next	Description Title	Bold, 10px
Avenir Next	Description	Regular, 10px

Logo

bluecrew

Title

Avenir Next

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Subtitle

Avenir Next

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. **Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.**

Bold

Block Quote

> *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

List

- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet.

Description Title

Avenir Next

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

03 colour palette

RGB

RGB values should only be used for situations where the main sensing, representation, and display of images is by electronic system: web, mobile, or TV. Do not use the HEX/RGB values for printing purposes, as they do not convert perfectly.

#DCE9EF	#FBECDE
#BAD3DF	#F8D9BE
#98BDCF	#F5C69D
#76A7BF	#F2B37D
#5492AF	#EFA15D
#43748C	#BF804A
#325769	#8F6037
#213A46	#77502E
#101D23	#47301B

WHITE

HEX: #FFFFFF
RGB: (255,255,255)
Web Safe Color: #FFFFFF

BC BLUE

HEX: #5492AF
RGB: (84,146,175)
Web Safe Color: #3399CC

BC ORANGE

HEX: #EFA15D
RGB: (239,161,93)
Web Safe Color: #FF9966

DARK GREY

HEX: #58595B
RGB: (88,89,91)
Web Safe Color: #666666

03 colour palette

CMYK

CMYK values should only be used for situations where the main sensing, representation, and display of images is by print. Do not use the HEX/RGB values for printing purposes, as they do not convert perfectly.

WHITE

CMYK: (0.00, 0.00, 0.00, 0.00)

BC BLUE

CMYK: (0.69, 0.32, 0.21, 0.00)

BC ORANGE

CMYK: (0.04, 0.42, 0.71, 0.00)

DARK GREY

CMYK: (0.64, 0.55, 0.53, 0.27)

03 colour palette

status indications - mobile ui

These colors relate directly to the BlueCrew mobile application. They are used to represent the status of a shift within the schedule, and are also used in the shift details page about that specific shift.

#5492AF #DCE9EF

"Future"

"Future" status is used to indicate the future confirmed jobs/interviews a user has in their schedule.

#EFA15D #FBECDE

"Current"

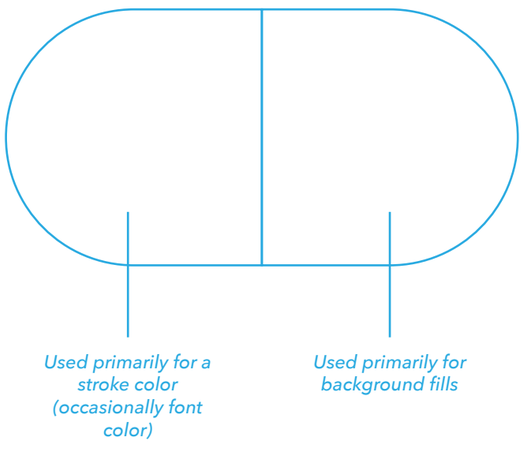
"Current" status is used for jobs/interviews that are confirmed for the current day.

#58595B #E9E9E9

"Standby"

"Standby" status is used to indicate jobs a user is on standby for, or for any unconfirmed jobs in the future schedule.

Status Indications Diagram Breakdown



#EC3C31 #FDE1DF

"Error"

"Error" status is used to indicate jobs that have an issue with clock in or clock out.

#90C479 #DDEDD6

"Completed"

"Completed" status is used to indicate jobs that a user has successfully completed.

Stroke: #58595B
dash: 6pt gap: 3 pt

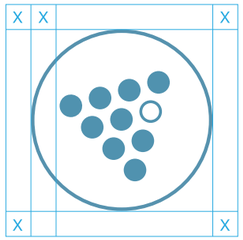
"Find Jobs"

"Find Jobs" style is used to direct users to look for more jobs. It is not used exactly like a job/interview block within the schedule page, but gives the impression of a placeholder for a job in one's schedule.

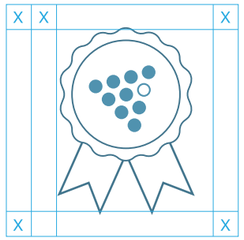
04 iconography

mobile ui iconography

Lorem ipsum dolor sit amet, consectetuer 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 ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulput

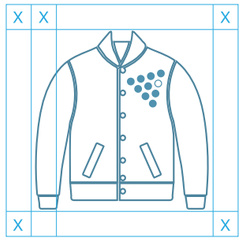


Level 1
Recruit

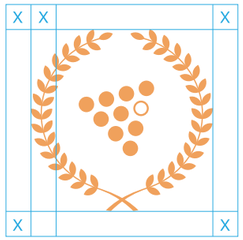


Level 2
Certified

Level 3
Elite



Level 4
Champion



Level 5
Hall of Fame

Mobile UI Navigation Icons

Forklift Certification

Bartending
Certification

Certification
(General)

04 iconography

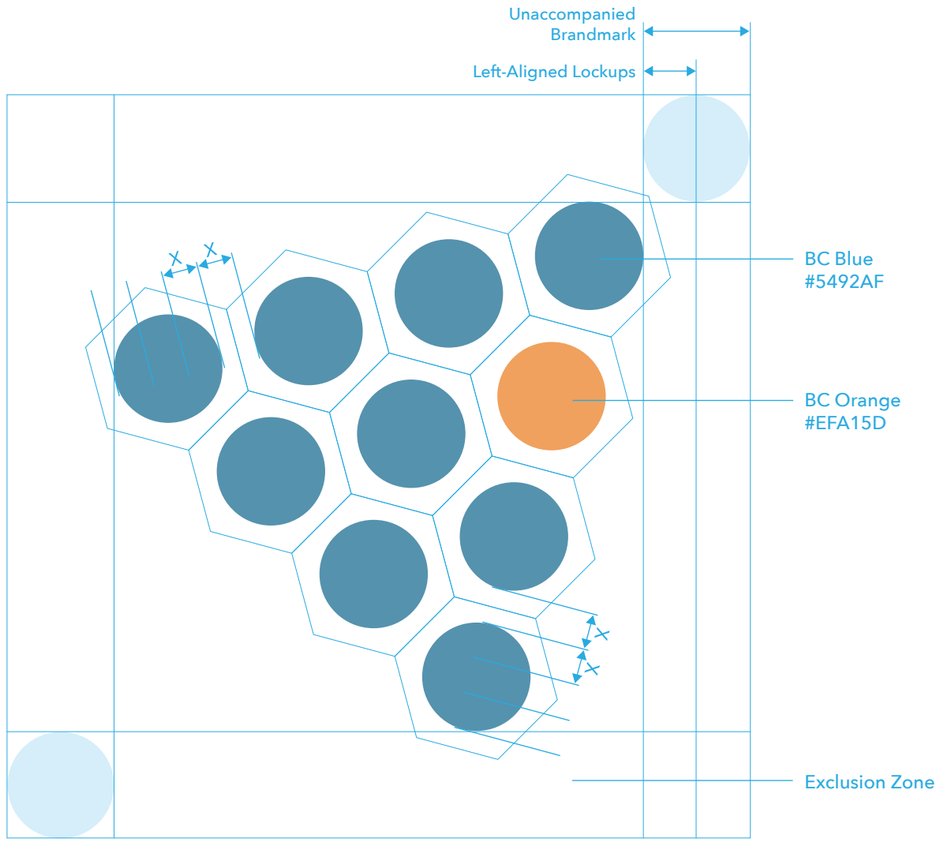
05 logo + marks

our logo

Our logo is our most valuable and important brand asset. Learn how to best represent the BlueCrew in any and all experiences. Do not use any combinations of colors or shades not stated here to represent BlueCrew.

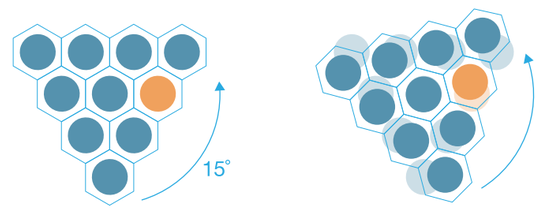
brandmark anatomy

The BlueCrew brandmark is made up of 10 circles, laid triangularly within a hexagonal grid. The spacing between the circles is 1/3 of the diameter of a circle. The accent circle (orange) is placed as the third/last circle in the second row. The width of the exclusion zone must be at least the diameter of a circle.



angle of rotation

The logo is rotated at a 15˚ angle.

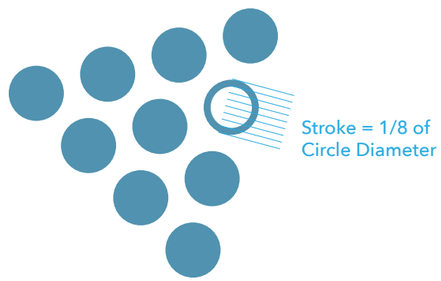


primary brandmark

The primary mark is to be used with the standard mark anatomy and colors.

secondary brandmark

Used in monochrome and whiteout situations, the secondary mark is similar to the primary mark, but the accent circle is replaced with an outlined circle.



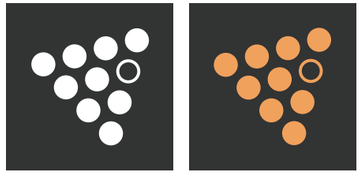
05 logo + marks

monochrome brandmarks

For situations in which monochrome marks are necessary, use the secondary mark style. On a white or light background, only use BC Blue, BC Orange, or Dark Grey monochrome marks.

whiteout brandmarks

For situations in which a dark background is necessary, use the secondary mark in White. (If White is not the best choice for the background/environment, use BC Orange.)

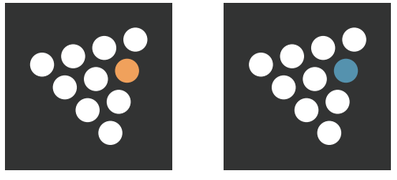


1st Preference

2nd Preference

alternative brandmarks

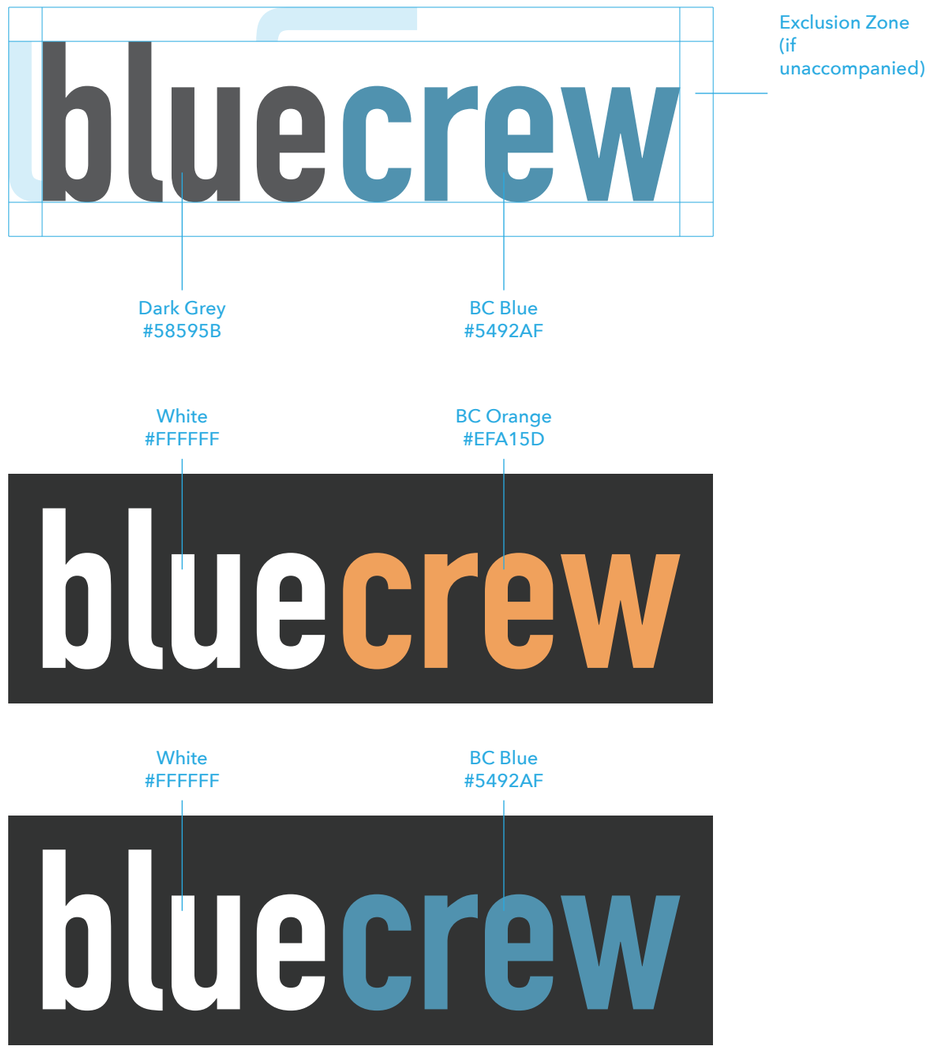
For situations in which a dark background is necessary and a monochrome mark is not desired, use the primary mark style with White and the accent color, BC Orange.



wordmark

The word-only 'bluecrew' wordmark is used rarely on its own, but is used in both left-aligned and center-aligned lockups. The words 'blue' and 'crew' should always be differentiated, unless in a monochrome situation with a monochrome brandmark (see lockups).

Font: DIN Condensed Bold (lowercase)



05 logo + marks

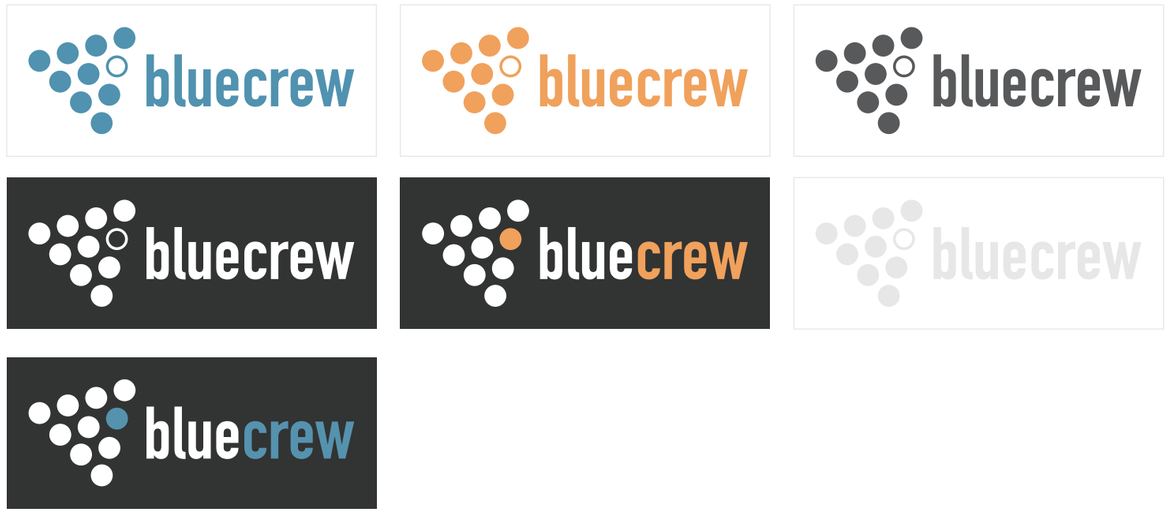
website wordmark

The word-only 'bluecrewjobs.com' website wordmark can be used on its own, but in some instances also be used in a left-aligned lockup, similar to the primary lockup (next page).

left-aligned lockup (primary logo)

The left-aligned lockup is the recommended and most common layout for BlueCrew branding. It can be used anywhere where a more rectangular lockup is desired.

monochrome, whiteout, + alternative lockups



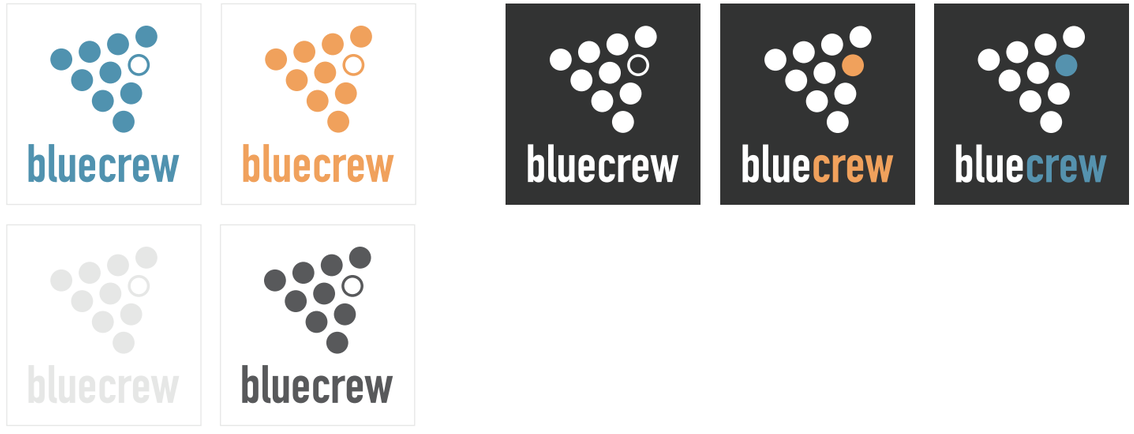
05 logo + marks

center-aligned lockup (secondary logo)

Used in situations where a more vertical lockup is desired. It can also be used in situations where the mark is the most prominent.

left-aligned website lockup (used rarely)

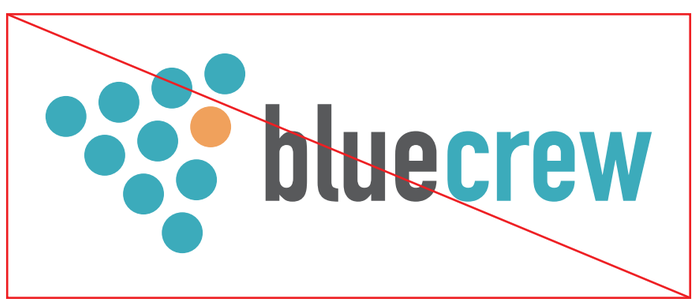
monochrome, whiteout, + alternative lockups



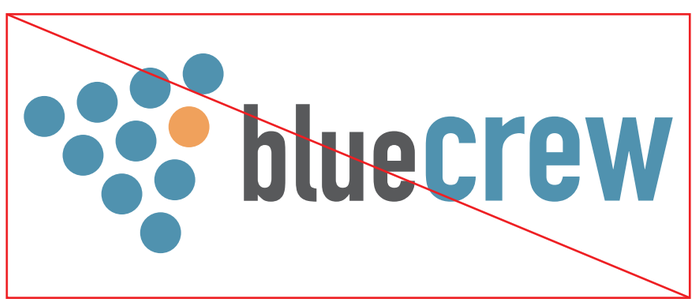
05 logo + marks

incorrect logo use

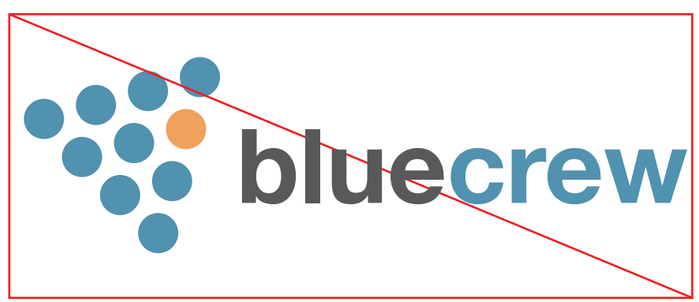
Do not use any of the following logo and marks to represent BlueCrew.



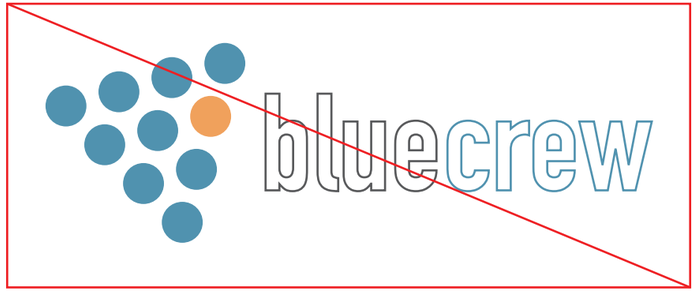
DO NOT use incorrect/old colors



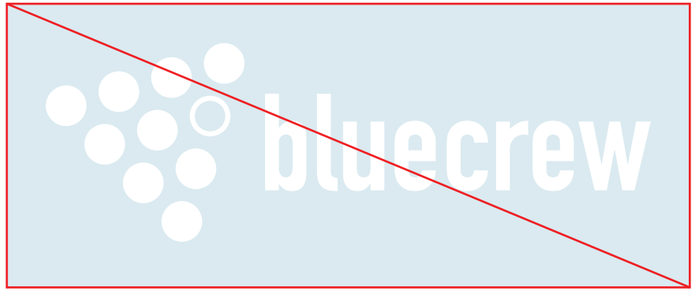
DO NOT change the scale of 'BlueCrew'



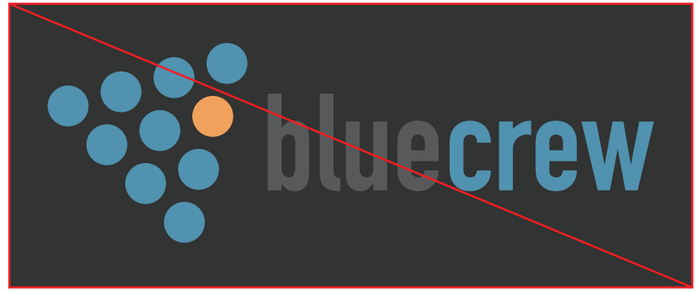
DO NOT use the incorrect font



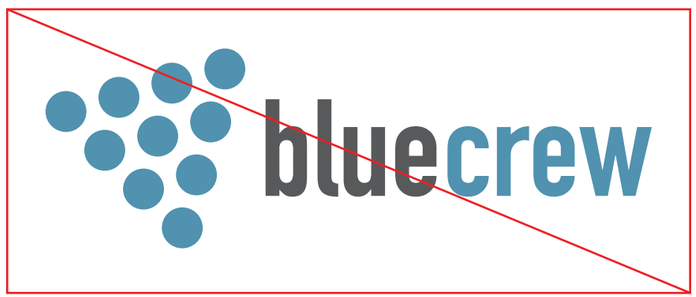
DO NOT outline 'BlueCrew'



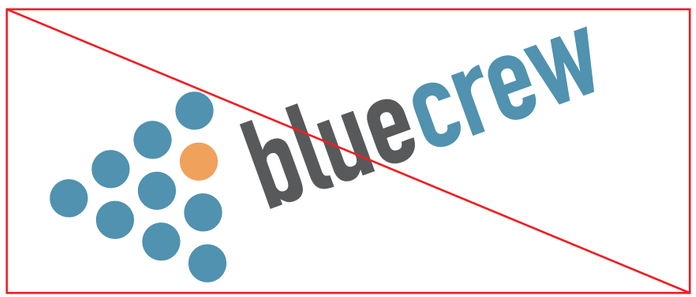
DO NOT use a white color on a light background



DO NOT use a dark background with the primary lockup



DO NOT remove the accent indication in the brandmark



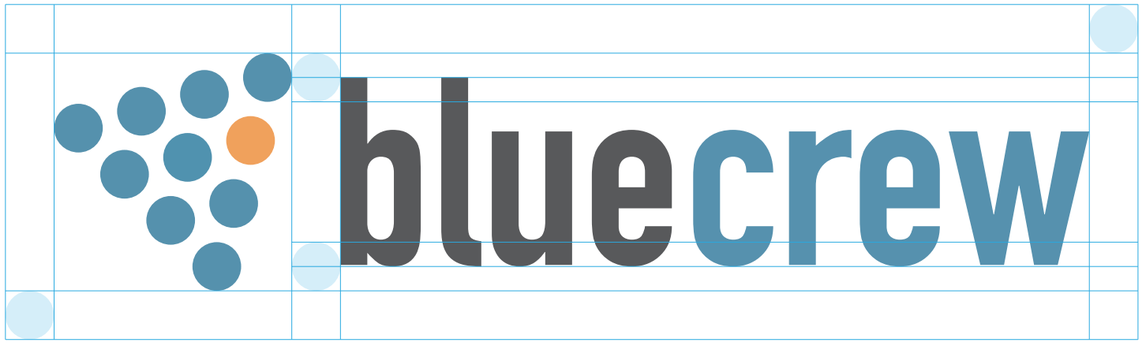
DO NOT place logo on an angle

DO NOT add a subtitle in a lockup

06 exterior branding

Signage

Use for the main sign of a location.



Slogans

Slogans to be used for the exterior branding of a location.

bluecrewjobs.com

1 interview. 100s of jobs.

Find work that fits you.

Jobs on your own schedule!

Jobs right to your phone!

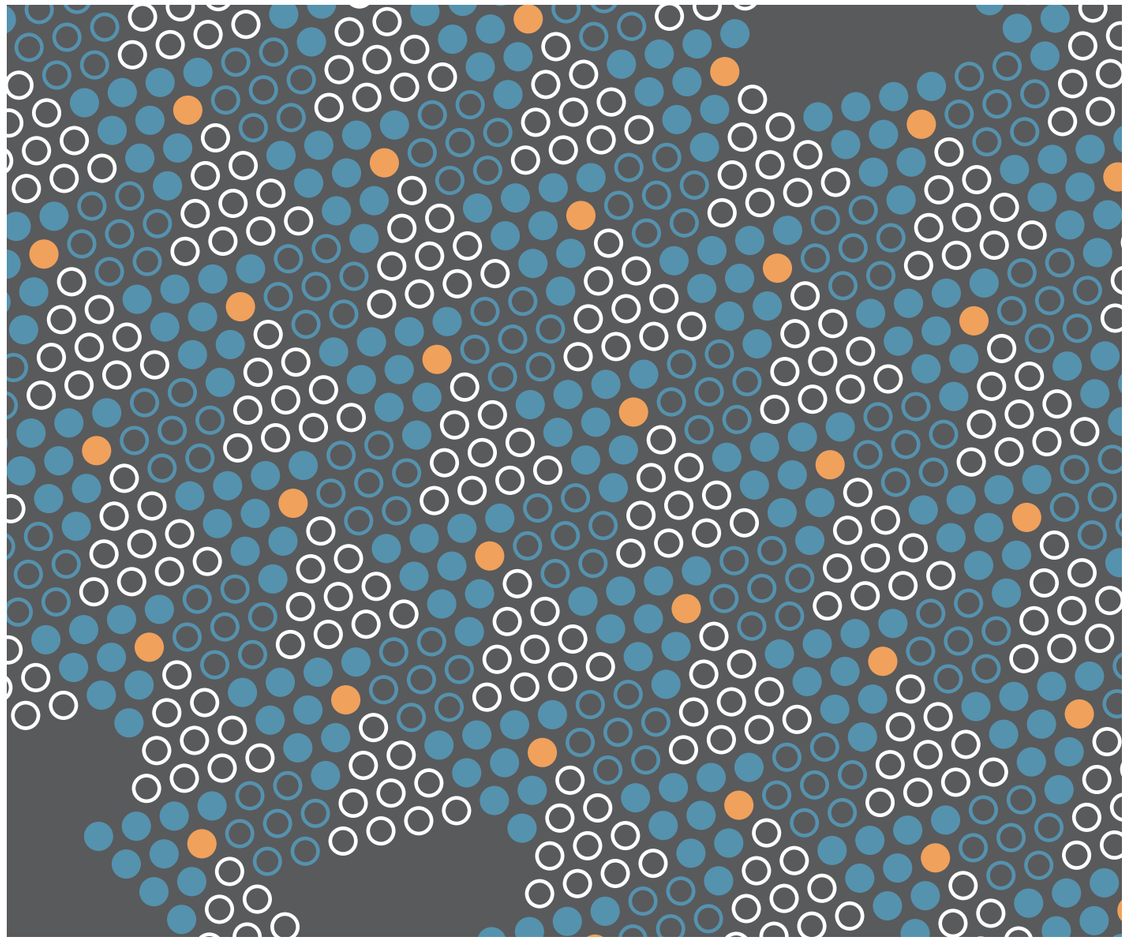
Behind on bills? We've got a job for that.

Warehouse – Moving – Event Staff

Full Time – Part Time – Your Time

Build a flexible career with BlueCrew.

Window Decals

The window decals of a location can be chosen at will by each location's preference, but ***must stay within the same package****. Two scales of a pattern (large and small) are available in the following sizes, with the 9 various slogans:*

24"x36"
36"x24"
48"x36"
36"x48"