



# Brand guide

Logos, colors, type, and how to say the name.

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# The brand.

Logos, colors, type, and how to say the name. If you're putting Blowers Creative on something, this is how it goes.

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# Say it right.

*Blowers* /'blaʊ.ərz/

Rhymes with flowers. With a B. Not like the leaf blower.

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# The logos.

The mark is an aperture. It is also a flower. Blowers, flowers — you see it. Don't stretch it, don't recolor it, give it some room.



 **Blowers** *Creative*

The lockup

For dark backgrounds.



 **Blowers** *Creative*

The lockup, for daylight

For light backgrounds.



## The mark

Amber, transparent. Works small.



## The icon

Square. Avatars, favicons, app tiles.

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## The colors.

Four of them. That's the palette. Amber is the light — one per layout is plenty.



### Ink

#0B0C0A

The darkroom. Near-black, slightly warm.



### Bone

#F3EFE4

The paper. Type lives in this.



### Amber

#F2A93C

The light. Use it like it costs money.



### Moss

#6F8B58

The nature work. Supporting, not starring.

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## The type.

Three faces, all on [Google Fonts](#). They don't need help.

## **FRAUNCES**

Display. Headlines, and anything that should feel printed.

We take *pictures.*

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## **HANKEN GROTESK**

Body. Light weights, plain talk.

A photography studio in Springfield, Missouri.

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## **IBM PLEX MONO**

Labels, captions, frame numbers.

FR. 01A – THE SELECT

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# The voice.

Dry. Confident without being loud. Human. The humor sneaks in — it doesn't perform. No exclamation points.

## WORDS WE DON'T USE

~~Passionate~~

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~~Storytelling~~

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~~Innovative~~

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~~World-class~~

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~~Seamless~~

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~~Bespoke~~

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## WRONG

"We're passionate about capturing your vision!"

## RIGHT

"We take pictures. Good ones." ✓

There's also a rabbit. It's the mascot. Don't ask.