



# Bloom

GROW THROUGH EVERY STAGE

Brand Identity Guidelines · Dark Theme · 2025

# Logo System

Primary mark, icon mark, wordmark — variants and clearspace

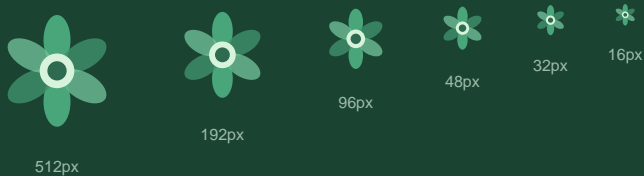
## PRIMARY LOCKUP — LIGHT ON DARK



## PRIMARY LOCKUP — DARK ON LIGHT



## ICON MARK — SIZES 512 → 16 PX







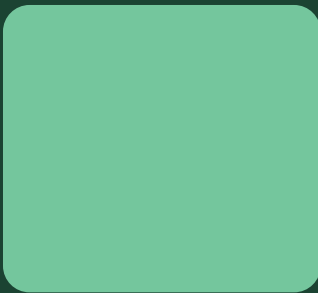

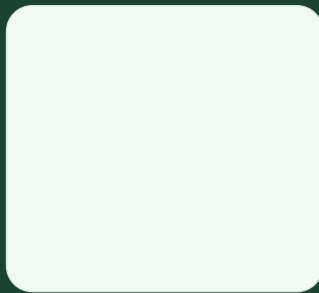
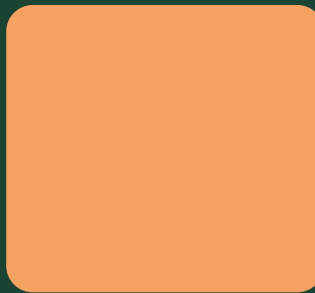
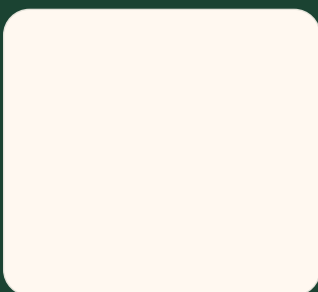

## CLEARSPACE & MINIMUM SIZE

Maintain clearspace equal to the cap-height of the 'B' in Bloom on all sides.

Minimum digital: 24 pt icon / 120 px full lockup. Minimum print: 8 mm icon / 32 mm lockup.

# Colour Palette

10 brand colours — HEX, RGB, role and usage

			
<b>Forest</b> Primary text / darkest bg #1B4332 rgb(27, 67, 50)	<b>Emerald</b> Primary brand colour #2D6A4F rgb(45, 106, 79)	<b>Jade</b> Secondary / button fill #40916C rgb(64, 145, 108)	<b>Sage</b> Accent / icon fills #52B788 rgb(82, 183, 136)
			
<b>Mint</b> Light accent / chip border #74C69D rgb(116, 198, 157)	<b>Mist</b> Card background #D8F3DC rgb(216, 243, 220)	<b>Dew</b> Page / surface #F0FAF2 rgb(240, 250, 242)	<b>Petal</b> Warm accent — alerts, tags #F4A261 rgb(244, 162, 97)
			
<b>Cream</b> Warm surface #FFF8F0 rgb(255, 248, 240)	<b>Haze</b> Muted text / placeholders #9DBBA8 rgb(157, 187, 168)		

# Typography

Fraunces (display serif) + DM Sans (UI) — scale, weights, usage

DISPLAY — FRAUNCES SERIF · LIGHT 30

La cura inizia da te.  
*Grow through every stage.*

Used for app name, hero headings, pull-quotes, emotional copy. Oblique for warmth.

HEADING SCALE · DM SANS MEDIUM 500

**Prenota il tuo consulto**  
**Prenota il tuo consulto**  
**Prenota il tuo consulto**  
**Prenota il tuo consulto**

H1 · 28 pt — Page & screen titles

H2 · 22 pt — Section headings

H3 · 17 pt — Card headings, modal titles

H4 · 14 pt — Sub-headings, sidebar titles

BODY & UI · DM SANS REGULAR / MEDIUM

<b>Body Large</b>	Regular 400	Lead text, card descriptions
<b>Body</b>	Regular 400	Default UI text, form labels
<b>Body Small</b>	Regular 400	Secondary info, timestamps
<b>Caption</b>	Medium 500	Tags, chips, meta labels
<b>MICRO LABEL</b>	Medium 500 · UPPERCASE · +0.1em	Section headers, status badges

# Logo Usage

Approved placements, forbidden uses, file formats

## APPROVED USAGE

- ✓ Always use the full lockup (mark + wordmark) when space allows.
- ✓ Use the icon mark alone only when the wordmark is present elsewhere on the page.
- ✓ On dark backgrounds use the light-petal variant (white wordmark, bright petals).
- ✓ On light backgrounds use the forest-green wordmark with standard petals.
- ✓ The tagline 'Grow through every stage' may be omitted below 160 px lockup width.
- ✓ Maintain the approved aspect ratio — never stretch or compress the logo.

## FORBIDDEN USAGE

- ✗ Do not rotate, skew, or distort the mark or wordmark.
- ✗ Do not change the petal colours or substitute with off-brand colours.
- ✗ Do not apply drop shadows, outlines, or glows to any part of the logo.
- ✗ Do not place the logo directly on a photograph without a solid panel behind it.
- ✗ Do not use the mark and wordmark as separate, unrelated graphic elements.
- ✗ Do not reproduce the logo below the minimum size (24 pt icon / 120 px lockup).

## FILE FORMATS

SVG	Web, app, UI	Scales infinitely — preferred for all digital contexts
PNG (α)	UI components, email	Export at 2x and 3x for retina; transparent background
PNG (solid)	Favicon, OGP, social	Use brand bg colour; 22% corner radius for app icon
ICO	Browser favicon	Embed 16, 32, 48 px frames in one .ico file
PDF	Print, presentations	Vector; embed fonts; CMYK for offset print

# Digital Specifications

CSS design tokens, <head> tags, favicon sizes — ready to ship

## CSS DESIGN TOKENS — :ROOT VARIABLES

```
:root {
  --color-primary: #2D6A4F; /* Emerald */
  --color-primary-deep: #1B4332; /* Forest */
  --color-accent: #52B788; /* Sage */
  --color-accent-light: #74C69D; /* Mint */
  --color-surface: #F0F8F2; /* Dew */
  --color-warm: #F4A261; /* Petal */
  --color-text-dark: #1B2E22;
  --color-text-mid: #3D5A47;
  --color-text-muted: #6B8C75;
  --font-display: 'Fraunces', Georgia, serif;
  --font-ui: 'DM Sans', system-ui, sans-serif;
  --radius-card: 24px;
  --radius-pill: 999px;
}
```

## HTML <HEAD> — FAVICON & OGP TAGS

```
<link rel="icon" type="image/x-icon" href="/favicon.ico">
<link rel="icon" type="image/png" sizes="32x32" href="/favicon_32x32.png">
<link rel="icon" type="image/png" sizes="16x16" href="/favicon_16x16.png">
<link rel="apple-touch-icon" sizes="180x180" href="/favicon_180x180.png">
<link rel="manifest" href="/manifest.json">
<meta name="theme-color" content="#2D6A4F">
<meta property="og:image" content="/bloom_ogp_light.png">
<meta property="og:image:width" content="1200">
<meta property="og:image:height" content="630">
```

## FAVICON PNG SIZES REQUIRED

16 × 16	Browser tab, bookmarks	PNG (solid bg) + ICO frame
32 × 32	Taskbar, hi-DPI browser tab	PNG (solid bg) + ICO frame
48 × 48	Windows shortcut overlay	PNG + ICO frame
64 × 64	Retina tab	PNG, transparent
96 × 96	Android Chrome shortcut	PNG, transparent
128 × 128	Chrome Web Store	PNG, transparent
180 × 180	Apple Touch Icon	PNG, rounded bg
192 × 192	Android Home Screen / PWA	PNG, maskable
256 × 256	Windows Store tile	PNG, transparent
512 × 512	PWA splash screen	PNG, maskable

# Voice & Tone

Brand personality, copy principles, do & don't examples

## BRAND PERSONALITY

### Nurturing

We speak like a trusted friend, not a medical textbook. Warm, close, present.

### Clear

One idea at a time. No jargon, no information overload, no corporate speak.

### Empowering

We remind mothers they are capable. We never create fear or dependency.

### Expert

Calm, confident tone. We earned trust — we don't need to perform authority.

### Personal

We use first names. We remember context. Every message feels individual.

## COPY EXAMPLES — DO & DON'T

✓ Ciao Giulia, come ti senti oggi?

✓ Il bambino sta crescendo molto bene.

✓ Hai domande? Sara è qui per te.

✓ Prenditi un momento solo per te.

✓ Sei pronta — ce la fai.

✗ Inserisci il check-in giornaliero.

✗ Il feto mostra parametri nella norma.

✗ Contatta il professionista assegnato.

✗ Completare il modulo è obbligatorio.

✗ Seguire queste istruzioni è essenziale.



Grow through every stage.

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