



# Bloom

GROW THROUGH EVERY STAGE

Brand Identity Guidelines · Light 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



**Forest**  
Primary text / darkest bg  
#1B4332  
rgb(27, 67, 50)



**Emerald**  
Primary brand colour  
#2D6A4F  
rgb(45, 106, 79)



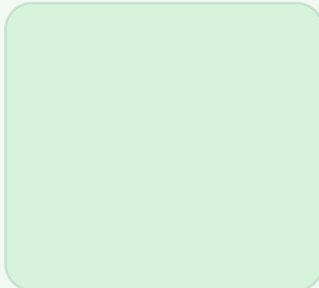
**Jade**  
Secondary / button fill  
#40916C  
rgb(64, 145, 108)



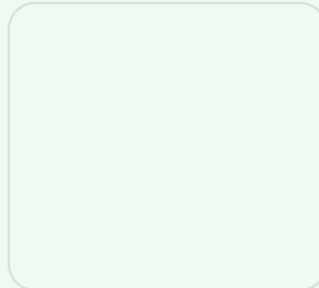
**Sage**  
Accent / icon fills  
#52B788  
rgb(82, 183, 136)



**Mint**  
Light accent / chip border  
#74C69D  
rgb(116, 198, 157)



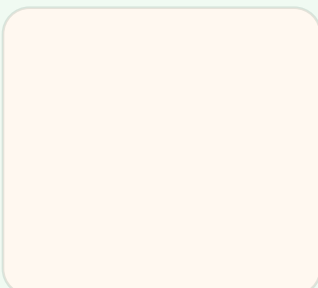
**Mist**  
Card background  
#D8F3DC  
rgb(216, 243, 220)



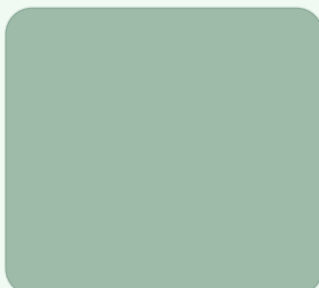
**Dew**  
Page / surface  
#F0FAF2  
rgb(240, 250, 242)



**Petal**  
Warm accent — alerts, tags  
#F4A261  
rgb(244, 162, 97)



**Cream**  
Warm surface  
#FFF8F0  
rgb(255, 248, 240)



**Haze**  
Muted text / placeholders  
#9DBBA8  
rgb(157, 187, 168)

# Typography

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

DISPLAY — FRAUNCES SERIF · LIGHT 300

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

Body Large	Regular 400	Lead text, card descriptions
Body	Regular 400	Default UI text, form labels
Body Small	Regular 400	Secondary info, timestamps
Caption	Medium 500	Tags, chips, meta labels
MICRO LABEL	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

<b>SVG</b>	Web, app, UI	Scales infinitely — preferred for all digital contexts
<b>PNG (α)</b>	UI components, email	Export at 2x and 3x for retina; transparent background
<b>PNG (solid)</b>	Favicon, OGP, social	Use brand bg colour; 22% corner radius for app icon
<b>ICO</b>	Browser favicon	Embed 16, 32, 48 px frames in one .ico file
<b>PDF</b>	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 x 16	Browser tab, bookmarks	PNG (solid bg) + ICO frame
32 x 32	Taskbar, hi-DPI browser tab	PNG (solid bg) + ICO frame
48 x 48	Windows shortcut overlay	PNG + ICO frame
64 x 64	Retina tab	PNG, transparent
96 x 96	Android Chrome shortcut	PNG, transparent
128 x 128	Chrome Web Store	PNG, transparent
180 x 180	Apple Touch Icon	PNG, rounded bg
192 x 192	Android Home Screen / PWA	PNG, maskable
256 x 256	Windows Store tile	PNG, transparent
512 x 512	PWA splash screen	PNG, maskable

# Voice & Tone

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

## BRAND PERSONALITY

<b>Nurturing</b>	We speak like a trusted friend, not a medical textbook. Warm, close, present.
<b>Clear</b>	One idea at a time. No jargon, no information overload, no corporate speak.
<b>Empowering</b>	We remind mothers they are capable. We never create fear or dependency.
<b>Expert</b>	Calm, confident tone. We earned trust — we don't need to perform authority.
<b>Personal</b>	We use first names. We remember context. Every message feels individual.

## COPY EXAMPLES — DO & DON'T

✓ Ciao Giulia, come ti senti oggi?	✗ Inserisci il check-in giornaliero.
✓ Il bambino sta crescendo molto bene.	✗ Il feto mostra parametri nella norma.
✓ Hai domande? Sara è qui per te.	✗ Contatta il professionista assegnato.
✓ Prenditi un momento solo per te.	✗ Completare il modulo è obbligatorio.
✓ Sei pronta — ce la fai.	✗ Seguire queste istruzioni è essenziale.



Grow through every stage.

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