

Blueprint Branding

Resources with all Blueprint branding related artifacts

- [Design System](#)

Design System

Blueprint is implementing a design system to establish visual consistency across all digital and physical media. We aim to standardize the visual language by establishing the fonts, colors and logo guidelines.

Fonts

Our [website](#) introduced a new typography standard by adopting the font [Shentox W04](#). This font shall be used as our primary typeface for digital content.

[Inter](#) shall be used for body text and related elements that require optimal readability.

blueprint

Inter

blueprint

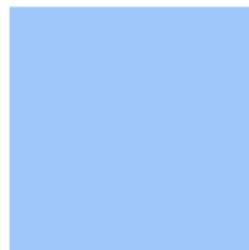
Shentox W04 Regular

Colors

Our brand consists of two tones of blue: **#0078E8** and **#95C9FF**. These colors shall be used to maintain branding throughout all of our work, including marketing material, social media presence and websites we develop.



#0078E8



#95C9FF

Logo Guidelines

We have compiled a logo package with different variations for diverse use cases. The logo shall preserve the designated brand colors and remain unmodified. All variations are provided in the zip file as PNG files.

[Download ZIP](#)

Component Library (shadcn)

For internal projects, we have created a [Figma Design System](#) based on the UI library shadcn. This design system uses all approved colors and fonts in the existing shadcn components.

This design system and branding guidelines will be regularly refined to align with Blueprint's needs.