

Brand Guidelines

BLEU SWALLOW FARMS

VERSION 2.0 | DECEMBER 1ST, 2023



01/02

WELCOME

Welcome to the first draft of Bleu Swallow Farms' Brand Identity!!

Here you will find your brand assets shown alone and in use! I can't wait to hear what you think.

Also, keep in mind that the imagery you will see is just place holder imagery so you can picture your brand in action. :)

So excited! – Maggie



02/02

VISUAL IDENTITY

Bleu Swallow Farms' visual identity is made up of family-inspired, classy graphics. It's style is clean and delicate all while tying in french detail. The star of the show is, of course, the Blue Swallow.

LEARN MORE





BRAND FEEL

Keywords

APPROACHABLE

ELEGANT

LUXURY

CALM

SOPHISTICATED

Visual identity

PRIMARY LOGOTYPE



Bleu Swallow Farms

01

DESCRIPTION

Bleu Swallow Farm’s Primary Logo is modern yet detailed – making this logo scream luxury and timelessness. The bird sit’s on a brand that splits in three. This represents the owner family’s three children.

Visual identity

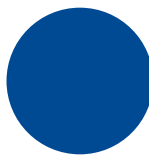


LOGO VARIATIONS

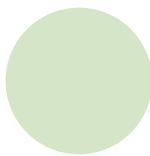
	01	02	03
	STAMP / CONDENSED	SECONDARY CONDENSED	MASCOT
LOGO TYPE:	The stamp can be used across several different avenues including stickers, packaging, and more!	The condensed primary logo can be used to supplement when in need of a smaller/more compact logotype.	For those moments when the Swallow needs to stand alone!
WHEN TO USE:	This is still considered a “main” logo because it contains both the name AND the signature visual: the blue swallow!	This logo is best used in “information only” elements/documents where illustrations are less appropriate.	When “Bleu Swallow Farms” is already listed, the mascot can be added without extra wording. This avoids redundancy.

COLOR


Color Palette



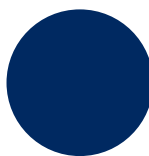
Swallow Blue
C95 M80 Y23 K8
#28477E



French Green
C19 M0 Y28 K0
D4E6C7



Stem
C0 M4 Y81 K2
F0DB98



?
C95 M80 Y23 K8
#28477E

Color use

01 LIGHT to MEDIUM HUES

Use the logos in full color or black on light backgrounds

02 DEEP HUES

Use the logos in white white on dark backgrounds



Bleu Swallow Farms



Bleu Swallow Farms



Bleu Swallow Farms

TYPOGRAPHY IN ASSETS

01

Gimlet Micro Medium

BSF's logo uses Gimlet Micro Medium.

→

Aa

02

Gimlet Micro Bold

Secondary Elements that are smaller in size as well as all other logos other than the primary use Gimlet Micro Bold in order to be better seen.

→

Bb

03

Gimlet Micro Light

All copy and small text is in Gimlet Micro Light.

→

Cc

TYPE STYLING

01

HEADINGS

Gimlet Micro Bold

→

Header

02

SUBHEADINGS

Gimlet Micro Medium

→

Subhead Example

03

BODY

Gimlet Micro Light

→

Fic testo qui blatempost, ut venditatum quam fuga. Git ape re commolu ptiatum aut magnat fugit et iundae expligenis illaborerum lamus eliquas moluptam, con rera pero velit

TYPOGRAPHY + COLOR USE

- 01

SUBHEADINGS

Gimlet Micro Medium

– Swallow Blue or ?? Navy
- 02

HEADINGS

Gimlet Micro Bold

– Swallow Blue or ?? Navy
- 03

BODY

Gimlet Micro Light

– Stem
- 04

SECONDARY SUBHEADINGS

Gimlet Micro Medium

– Stem
- 05

SECONDARY HEADINGS

Gimlet Micro Bold

– Black

Subhead Example

Header

Header

Subhead Example

Body Copy uptatem destio volupta simus, ommosaes alibus et ea et et aut ressi dolutem.



Flowers & Care Packages at
Bleu Swallow Farms



Magnolias
\$6 / Bundle

Nihit hic to cus um
ea dolut voloressim re
si apiscitius eum nis et
liquatquas nonsent atus

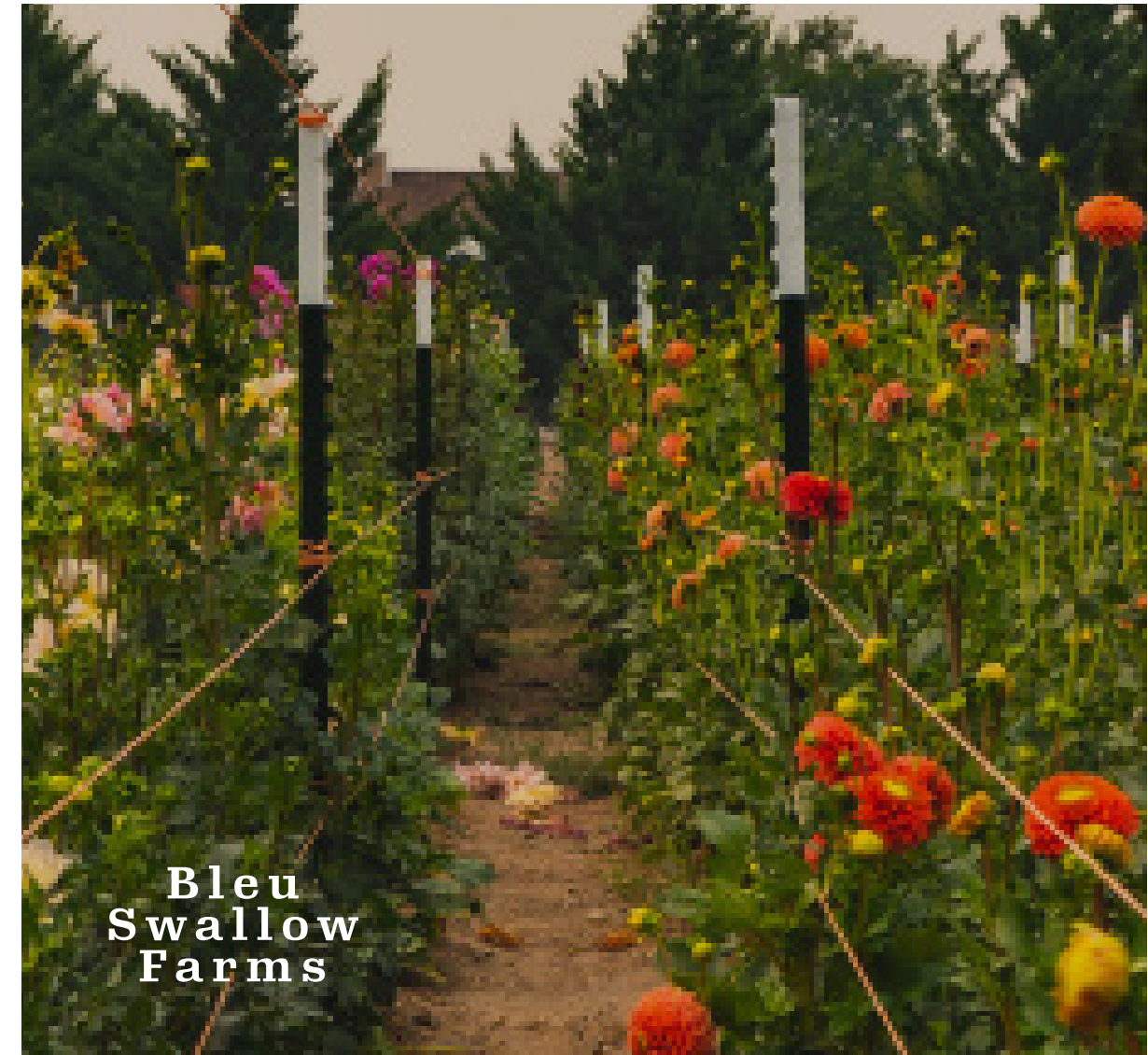


Roses
\$5 / Bundle

moluptatur simi, es ium
laborat ecaecta tincit
dusaection etTas es aut
as iminti conserum volo



Bleu Swallow Farms



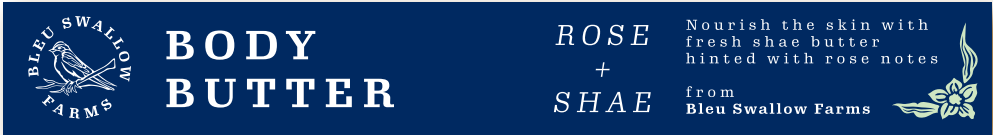
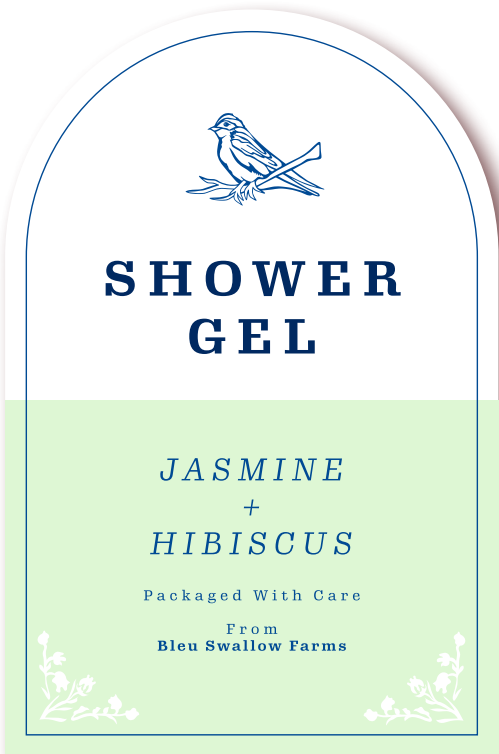
This logo could be ideal
for social media!

Logo In Use Examples | Care Packages

01

LABEL TYPES

Labels are inspired by “old-timey” french market products. Labels are simple and visually relaxing with added floral detail.





Please reach out
with ANY questions!



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