



REDBLOOM PRODUCTIONS BRAND GUIDELINES



Mission

Redbloom Publishing is a media company based in Bloomington, IN. The creators of Redbloom chose its name because of their love for the Indiana Hoosiers, the town of their headquarters, Bloomington, and finally for their goal to grow. Redbloom's mission is to be daring with in their productions, creating content never seen before. There is always space to improve and be the first to try something. People of all ages as well as creators of all types can find inspiration with Redbloom.

Primary Logos



Logo Marks



Circular shape emerging from leaf,
suggests a flower in bloom

Negative space to resemble the bloom of a camera



Leaf- in reference to the "bloom"

REDBLOOM

Horizontal Logo works great for
website headers

Brand Colors

Crimson

HEX: BE1E2D

RGB: 190, 30, 45

CMYK: 0.0 / 0.84 / 0.76 0.25

Cream

HEX: E7E7E0

RGB: 230, 231, 224

CMYK: 0.0 / 0.0 / 0.03 0.09

Typography

Typeface One:

Avenir Medium

Avenir Medium Oblique

Avenir Light

Avenir Light Oblique

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz

TYPEFACE TWO:

BEBAS NEUE REGULAR

AABBCCDDEEFF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

