BLAZE

Brand Style Guide
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Brand Overview

Welcome to BLAZE: A Social Media Company. Included you will find our Brand Vision, who are target audience is, and the parameters for using Blaze's logo and visual identity elements.

Blaze was founded in 2017 by Hamid Munteneau, a recent Penn State graduate looking for a way to connect with classmates and family members in an adult forum that does not promote or allow members under the age of 21. Blaze has become one of the largest social networks in the United States, with nearly one billion users as of 2021, with about half that number using Blaze every day. The company's headquarters are in Menlo Park, California.

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Brand Vision

Mission Statement:

Blaze is a social media company focused on building communities and fostering meaningful relationships by bringing together adults from diverse backgrounds.

Personality:

Fun, light, informal, irreverent, quirky

Tone of Voice:

Informal, casual

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Target Audience

Target Audience Needs

Recent market research shows that 65% of users on Blaze are 35 or older. The average age of users is just over 45, with the largest group aged between 43 and 48.

Demographic segmentation
- Generation X, individuals ages 42 to 57, married with older children
- Extremely diverse group
- Middle- to upper-middle class
- College educated, many with advanced degrees
- At the pinnacle of their professional life and earning potential
- Outspends all other generations; likely live in debt but own their house
- Trusts traditional media more than digital but depends on digital media for news
- Technologically advanced, but not in a social sense

Target Audience Visual Preferences

The audience prefers simplicity above all.
Font: An overwhelming majority of the audience prefers sans serif fonts.
Color: The audience prefers colors with subtle vibes. The color palette preferences are based on earth tones mixed with warm hues. They do not like fully saturated and overly vibrant colors. They also do not like artificial colors.

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Logo Usage

Rules for Using the Logo

Rotation:
• Do not rotate Logo.

Clear space:
• Maintain adequate clear space around logo at all times.

Scale:
• When resizing loge, ensure that aspect ratio is maintained and logo does not become distorted in any way.

Transparency:
• Color logo must be used at 100% transparency.
• Black and White logo may be used at a minimum of 60% when used in the background are as a watermark.

Contrast:
• Ensure that logo is not placed on top of images that don't offer enough contrast between the logo and the image.

Color variations for placement:
• Color logo should be used whenever possible.
• Black and white logo should only be used when contrast from background is needed and in times when the logo is being used as decoration or purposely in the background.

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Logo Usage

Things to Avoid When Placing Logo in Documents:

• Logo should remain large enough to be legible within the document.

• Ensure clear space remains around logo at all times.

• Logo should be prominent within the document.

• Avoid overlap with any images and text within document.

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Visual Identity Elements

Typography

Logo
Obviously Super

Headlines
Obviously Compressed Medium, Text Size: 72pt, VA: 50

Subheads
Obviously Compressed Medium, Text Size: 30pt, VA: 50

Body copy
Obviously Compressed Medium, Text Size: 18pt, VA: 50

Caption
Obviously Compressed Medium, Text Size: 12pt, VA: 50

Color

Type:	Color		Type:	Color
Color Type:	Process		Color Type:	Process
HEX	#DF9D00		HEX	#B43D00
RGB	R=223 G=157 B=0		RGB	R=180 G=61 B=0

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Visual Identity Elements

Things to Avoid When Placing Logo on Images:

• Logo should be placed on images that provide adequate contrast.
• Logo should always be scaled large enough to remain prominent.
• Color Logo should be used whenever possible.
• Black and white logo should only be used in the background or as a watermark.

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