

/ final form



Wordmark

The modern logo sign we've designed for Blazeclan requires sharp wordmark.
Blazeclan needed a SansSerif wordmark, however,
we found the perfect fit for it with the right font weight, balanced spacing, and unique branded elements.

/ final form



/ clear space



/ sizes



minimum print size 2.0 cm



minimum print size 3.0 cm

/ products and services

 **blazeclan** / nas

 **blazeclan** / cloudstream

 **blazeclan** / cloudlytics

/ typography

The recommended typeface for addresses and names in stationery items, advertising headlines and any other piece of communication is the Montserrat font family.

The family has been displayed below; you may use the others too, depending upon the nature of the usage.

For example, use Montserrat Bold to highlight text.

Montserrat Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

For example, use Sarala Regular to write body text.

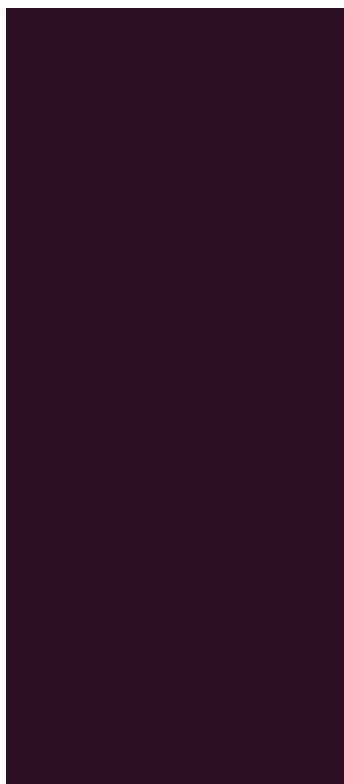
Sarala

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

/ color palette



HEX	#190B20
RGB	25 11 32
HSV	280 66 13
CMYK	22 66 0 87



HEX	#FF0000
RGB	255 0 0
HSV	0 100 100
CMYK	0 100 100 0



HEX	#FF7500
RGB	255 117 0
HSV	28 100 10 0
CMYK	0 54 100 0



HEX	#F54100
RGB	245 65 0
HSV	16 100 96
CMYK	0 73 100 4



HEX	#1C8F5E
RGB	28 143 94
HSV	154 80 56
CMYK	80 0 34 44







Greyscale identity on white background



Greyscale identity on black background



logo from identity in pure black



logo from identity in pure white

/incorrect usage



blaze clan

space between blaze and clan



blazeclan

too much space between card and wordmark



blazeclan

size of wordmark being bigger than the card



blazeclan

no space between card and wordmark



blazeclan

stretched and distorted



blazeclan

stretched and distorted



Correct usage



Correct usage



Wrong usage



Wrong usage



Correct usage, visible logo with a highlight strip to improve readability and contrast over complex graphics.



Correct usage, visible high contrast between background and foreground text.



Wrong usage, use of complex graphics in the background of the logo making it difficult to read.



Wrong usage, unreadable font text.



Correct usage



Correct usage



Correct usage



Wrong usage

/ writing guide

Blazeclan as a single word

Correct usage

Blazeclan

Blazeclan

blazeclan (in logo form)

Incorrect usage

BlazeClan

Blaze clan

Blaze Clan

blaze clan

blazeClan

/ writing guide

Our communication guidelines are a fine balance between our commitment to clarity on the desired communication style and our focus on creativity and autonomy. The intention is to issue guidance and yet not be prescriptive or restrictive when it comes to creativity. Thus, these are guiding principles or thumb rules and not strict rules or syntax.

These principles of communication are applicable to all forms of communication viz. written and verbal as well as all media like print, digital, mass media et al.

Our leading communication principle is

'Customer at the centre of every communication'.

This is a direct reflection of our core value of customer obsession and our brand personality archetypes. Since our every action, every solution and every decision is always aimed at the customer, our communication will also be always crafted with the customer at the centre of it.

Please note, that the term 'customer' here is a broader one and actually covers every stakeholder or target audience. Depending on the objective of the communication it could mean employees, partners, investors, shareholders, service providers/suppliers or other target audiences like communities we operate in, governments or regulators.

This leading communication principle is augmented by the following **3 guiding principles**.

/ principles

Express dynamism, with focus

Our new brand identity underlines 'dynamism' as our key attribute, an integral part of our brand personality. The underlying idea of 'As dynamic as cloud' should manifest itself in every communication. The key attributes of dynamism are agility and motion. So, it is advisable to stress on agility, flexibility, proactiveness and such related qualities in our communication.

At the same time, our focus is our strength. Dynamism must be complemented with focus and clarity in communication.

Some tips:

Bold & direct writing style – avoid ambiguity, subjectivity and indirect references

Use action verbs (inspire, do, accelerate, lead etc.) liberally

Avoid procrastination and exhibit proactiveness in communication

/ principles

Communicate excellence, with collaboration

It underlines our no-compromise focus on excellence in our chosen area. It is also a clear manifestation of our brand personality archetype of 'The Hero'. This has to reflect in our communication clearly.

At the same time, our excellence is a product of our teamwork, collaboration and empathy. We are excellent as a team and as a strategic partner to all our stakeholders. Hence, our communication has to underline excellence while giving due weightage to collaboration that makes the magic happen.

Some tips:

Prefer use of superlative degree (like 'best in class provider') or positive degree with 'the' (like 'the partner of choice', 'the strategic partner') over comparative degree (like 'we are better than the others')

Basic rule of writing but even more important for us - Avoid I, use We

/ principles

Demonstrate leadership, with humility

We are not just the best or just excellent. We are not just about customer satisfaction or centricity. We are not just technology enablers.

We are leaders. We are obsessed with customer delight. We are technology transformation partners.

In line with our new brand identity's main tag line 'Ignite Transformation On Cloud', we must underscore our leadership credentials in all communication. Leadership has to be communicated in every aspect of our business, technology and people. At the same time, we are leaders with empathy, with humility. Our humility makes us stronger, smarter and more receptive to learning which in turn makes us better leaders. So, our communication has to be bold, confident and yet never be boastful or disrespectful of others.

Some tips:

Always prefer to use active voice over passive voice

Focus on big benefits vs tactical features, large scale impact vs small optimisations etc