BlueStacks X

Identity and Brand Guidelines

2021 v.1.1

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Introduction

This visual identity manual aims to standardize all uses of the X by BlueStacks brand, aiming at building a strong identity.



Consistency

All design communication across the world, should speak the same language visually.

Inconsistent design can be highly confusing for a loyal audience.



Brand Recall

Our audience should be able to instantly recognize our brand even before spotting the logo.

Building a recognizable brand can take time, but adhering to guidelines act like a catalyst.



Avoid Faux-Pas

It is essential for the brand to maintain its over-arching brand language at all costs to avoid jarring errors.

This helps avoid inconsistencies and sends across a clear message.



Community

Successful brands recognise their users and thrive on the support of the community.

By reiterating core brand values, the brand can have two-way communication and reap benefits from this support.

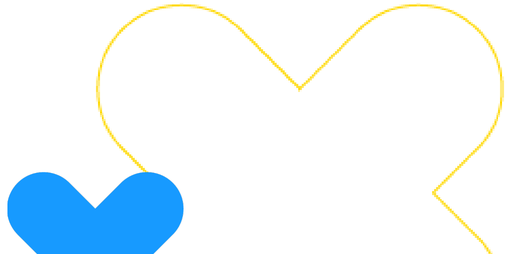
Brand Colours

Primary Colours

All four primary colours come with a set of shade cards to include lighter and darker shades of the base hue.

These can be used for the following:

1. To create **gradients.**
2. To create image **overlays.**
3. To create **patterns and elements.**



Lime Green

#7FCC66

Base

Used as the primary color.

- **Lime Green Darkest** #01460a
- **Lime Green Darker** #22ac2f
- **Lime Green Base** #7FCC66
- **Lime Green Lighter** #48f059
- **Lime Green Lightest** #edffef

Azure Blue

#1A9FFF

Base

Used as the primary color.

- **Azure Blue Darkest** #013d6b
- **Azure Blue Darker** #0082e5
- **Azure Blue Base** #1A9FFF
- **Azure Blue Lighter** #3eacff
- **Azure Blue Lightest** #e6f5ff

Crimson Red

#FF3333

Base

Used as the primary color.

- **Crimson Red Darkest** #5f0103
- **Crimson Red Darker** #c5131a
- **Crimson Red Base** #FF3333
- **Crimson Red Lighter** #ff363d
- **Crimson Red Lightest** #ffebeb

Canary Yellow

#FFD500

Base

Used as the primary color.

- **Canary Yellow Darkest** #5c4e01
- **Canary Yellow Darker** #d6b700
- **Canary Yellow Base** #FFD500
- **Canary Yellow Lighter** #ffdf2d
- **Canary Yellow Lightest** #fefbe5

Secondary Colours

This palette can be used for backgrounds or for gradient overlays.

This palette can be used for titles and copy on light background.

This palette can be used for titles and copy on dark background.

Ink Blue

#181B34

Secondary

- **Ink Blue Darkest** #28304c
- **Ink Blue Darker** #6a76a4
- **Ink Blue Base** #8594c0
- **Ink Blue Lighter** #a3b0de
- **Ink Blue Lightest** #f9faff

#28304C

Title-Active

Used for titles.

#394566

Body

Used for body copy text.

#556789

Label

Used for the label text.

#E8EDFF

Title-Active

Used for titles.

#D7E0FF

Body

Used for body copy text.

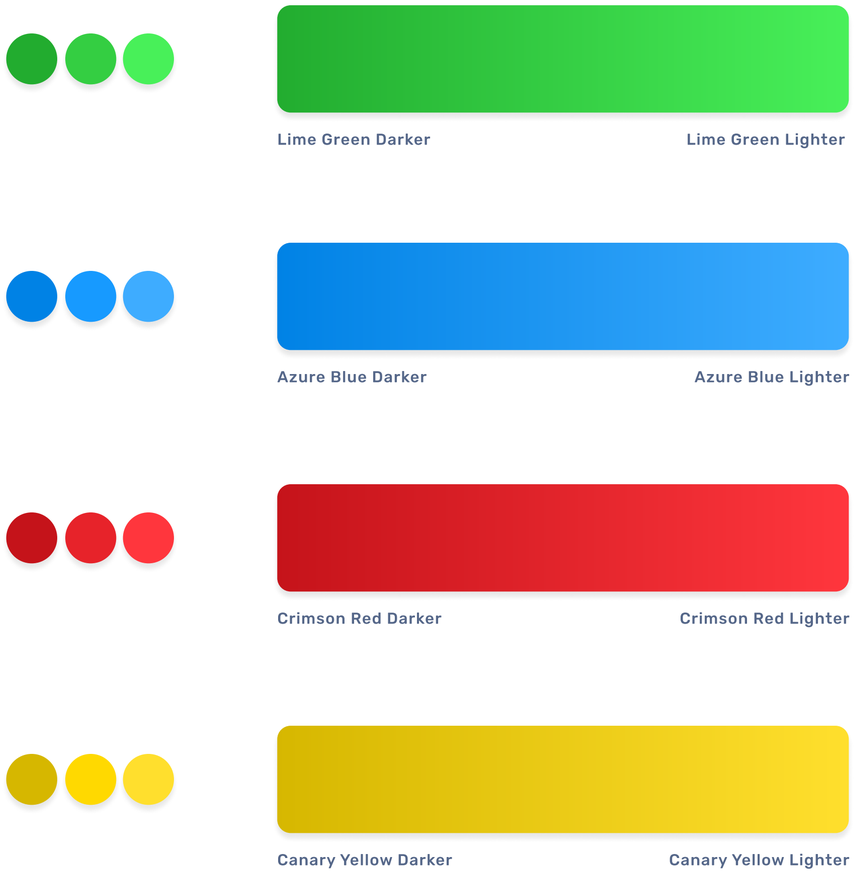
#C3CFFB

Label

Used for the label text.

Colour Gradients

Gradients can be formed by using a combination of the colours from the defined palette. These help to provide even more variation in terms of colour, along with depth and dynamism to backgrounds in creatives.



The Logo

Logo Introduction

The logo forms a character from the letter X. It seamlessly combines the four primary colours and retains a minimal, clean shape through the use of eyes.

The full logo comprises of the text along with the logomark. However, it is acceptable to use just the logomark in some cases.



Logo Orientations

The full logo comes in two orientations, depending on where it is to be used.

Both horizontal and vertical orientations and acceptable and can be used accordingly.



This is a representation of the full **horizontal logo.**

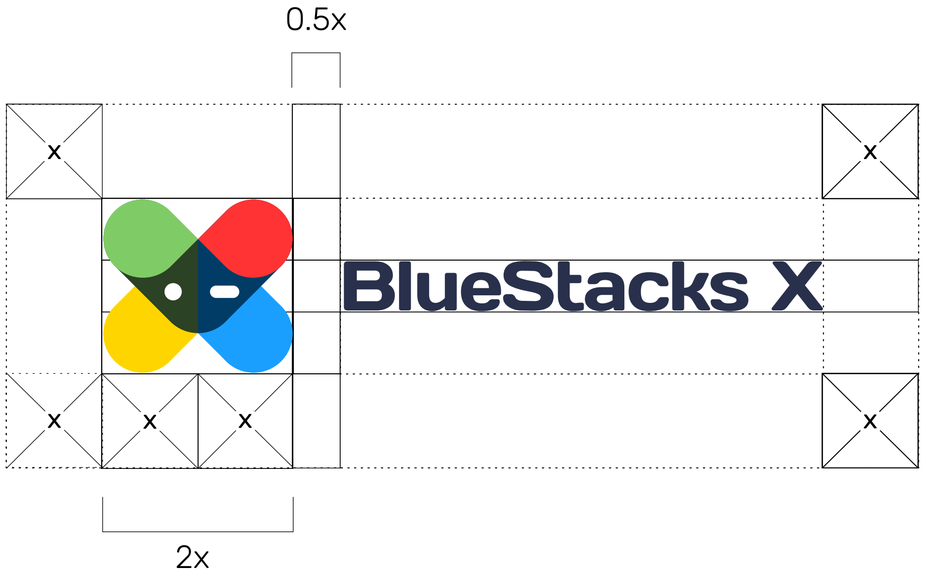


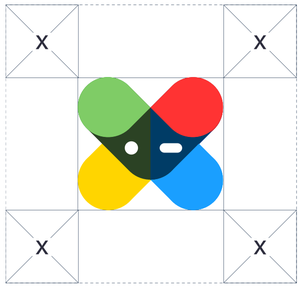
This is a representation of the full **vertical logo.**

Clear Space and Usage

An exclusion zone has been designed to create a clear space around the logo. To ensure clarity, it is important that other elements do not enter the exclusion zone.

The exclusion zone for both the logo and the logo mark is based on the exact half of the width of the logo mark. To maintain a strong brand image, it is important that the logos are always applied consistently and never manipulated or distorted.





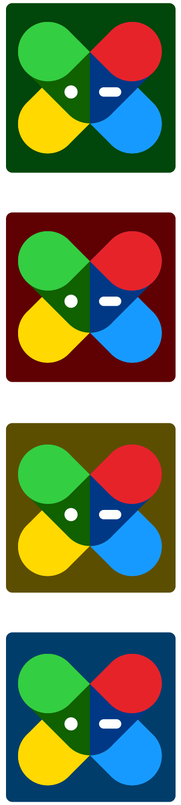
Logo on Colour

The full logo or just the logo mark can be used in the following ways on colour:

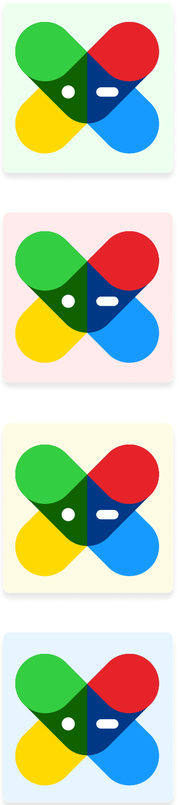
1. The logo can be used in full colour, as is, on either the darkest or lightest hues from the shades provided.

2. When used on any of the primary colours, the logo must always be used on a white patch, so as to maintain high contrast with the background at all times.

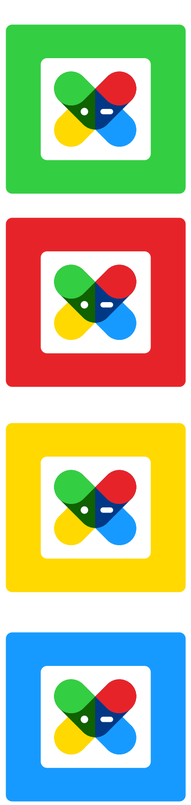
***Do not use the logo directly on any of the solid primary colours.**



Logo on darkest colour hue.



Logo on lightest colour hue.



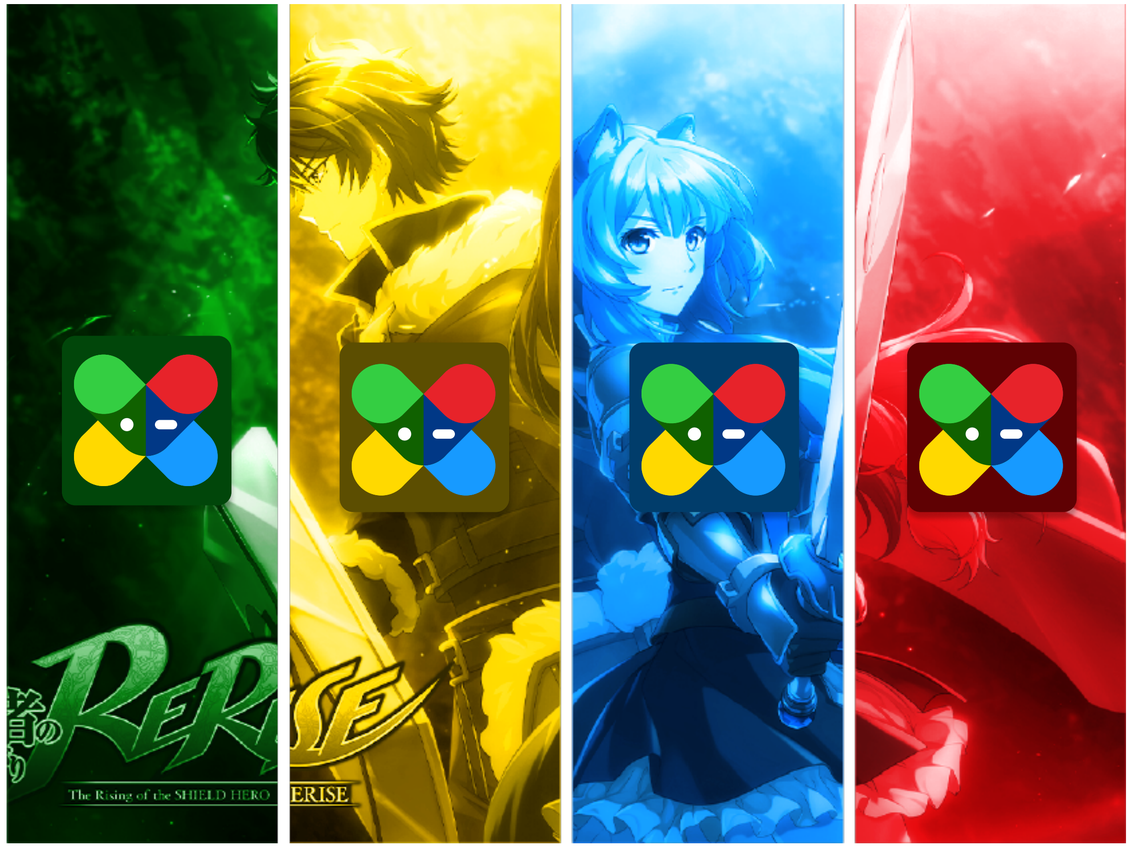
Logo on solid primary colours.

Logo on Image Blends

It is mandatory so as to ensure that the logo is visible with enough contrast at all times and so that elements from the background do not merge or overlap with the logo.

1. The logo can be used on a patch of the darkest shade of any of the primary hues, along with a dropshadow.

2. The logo can be used on a patch of the darkest shade of any of the primary hues, along with a dropshadow.



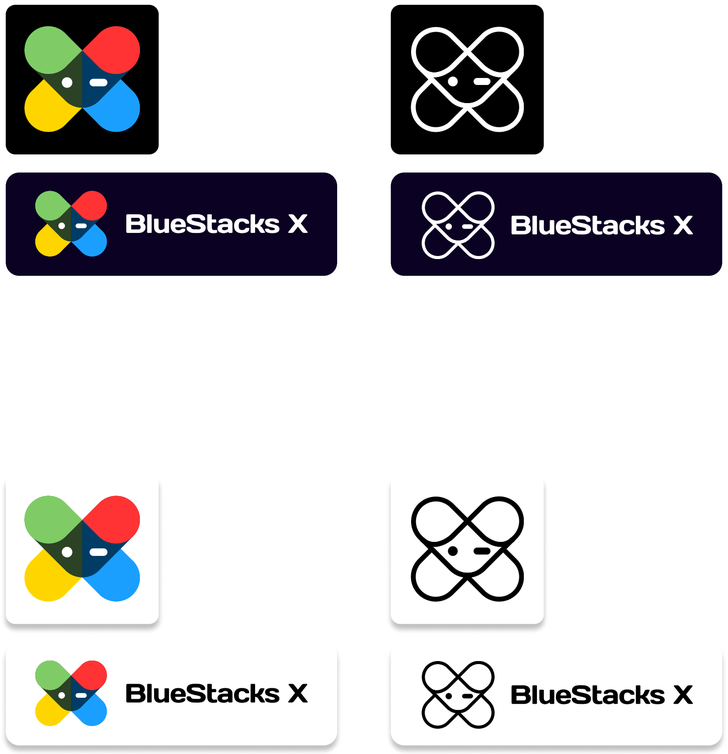
Logo Versions

The full logo or just the logo mark can be used in the following ways on black and white:

1. The logo mark can be used in full colour on black or white.

2. A white stroke version of the logo mark can be used on black. Inversely, a black stroke version can be used on white.

3. The text must always be white when used on black. Inversely, the text must always be in black on white backgrounds.



Logo Do’s and Don’ts

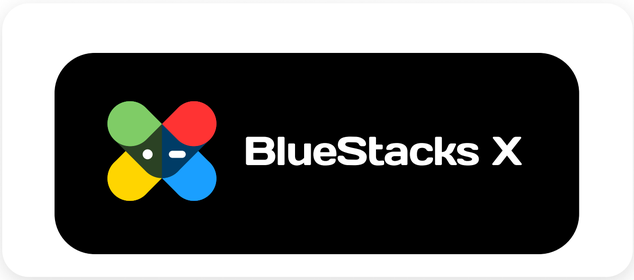
Don’t use the logo with low contrast background color.



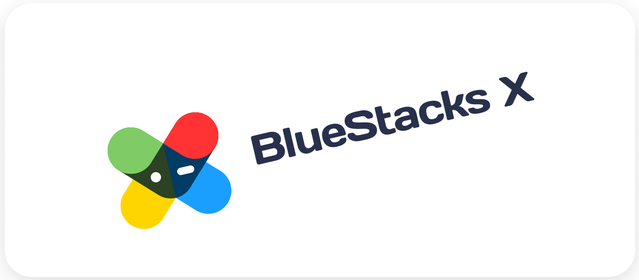
Don’t add effects to the logo text like drop shadow, gradient, glow etc.



Don’t compress of stretch the logo.



Don’t place the logo inside a container along with a background.



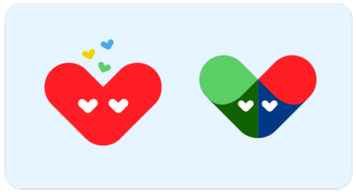
Don’t rotate the logo at any angle.



Try not to use the logo on very busy backgrounds.

Logo Mascot and Expressions

Various expressios have been derived from the logo so as to be used for animations or special cases.



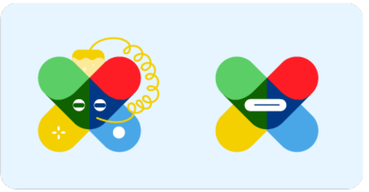
In-love



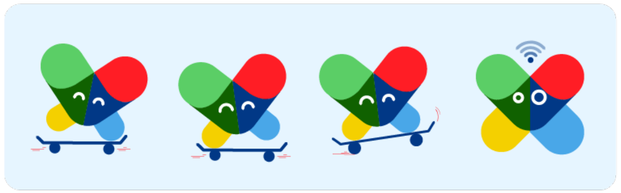
Sad



Grinning



Weekend



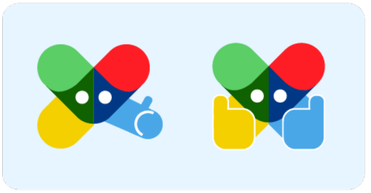
Idle/Chilling



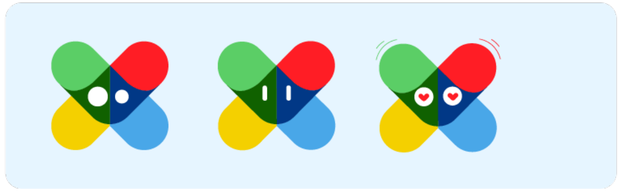
Celebration



Hugging



Thumbs-up



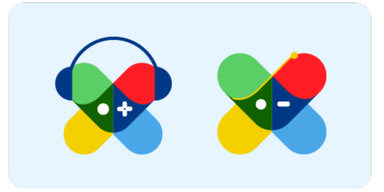
Surprised/Astonished



Investigating



Surfing



Gaming-mode

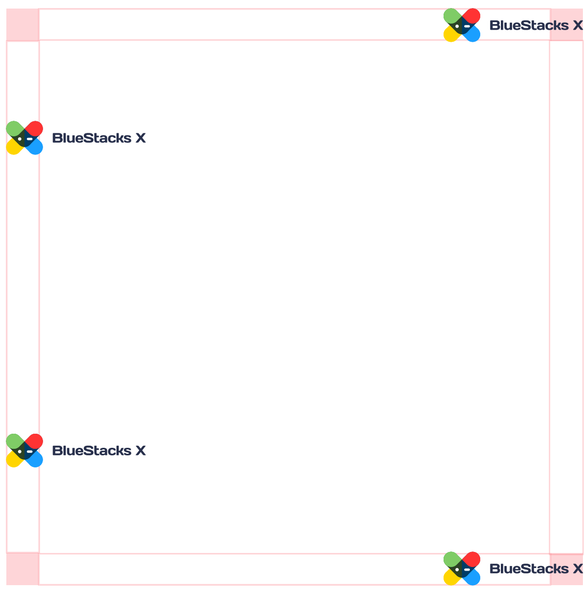
Social Media

Minimum Padding = 24px

Do



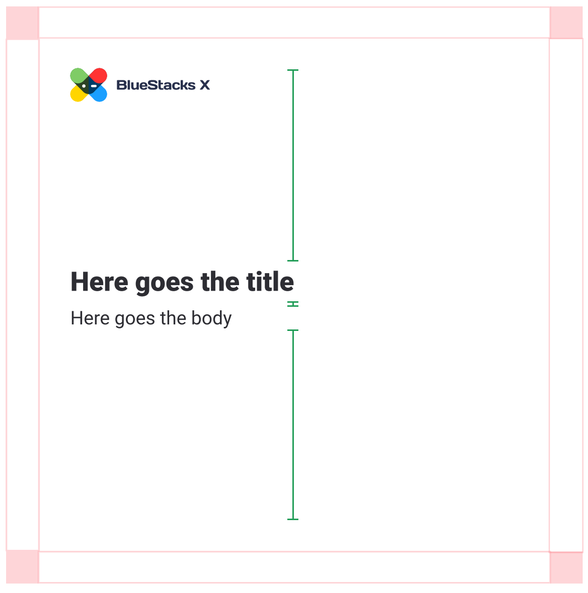
Don’t



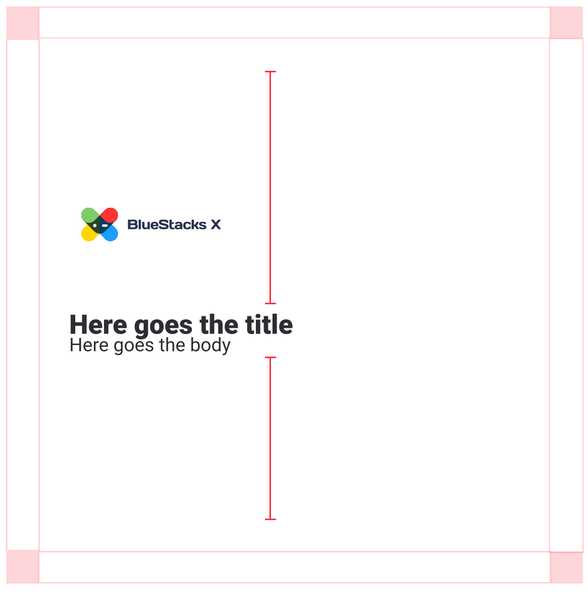
Maintain equal padding/spacing whenever placing the logo on any corner of the creative.

Do not place logo without equal padding.

Do



Don’t



Align content properly and give enough spacing proportionally for better readability.

Do not align content randomly & without any proper spacing.

Do



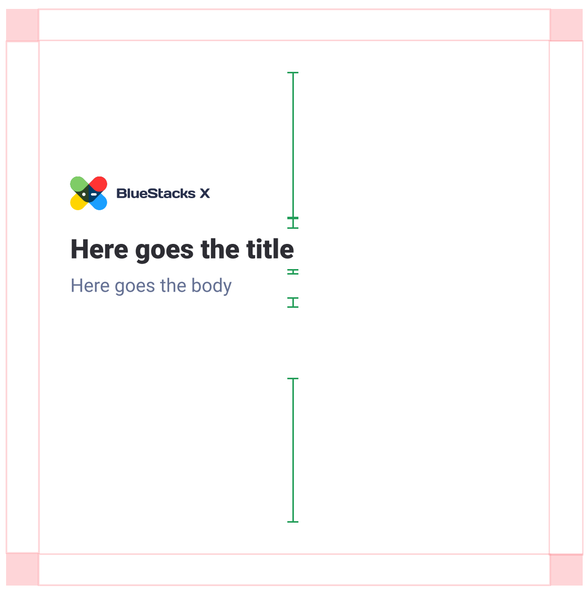
Don’t



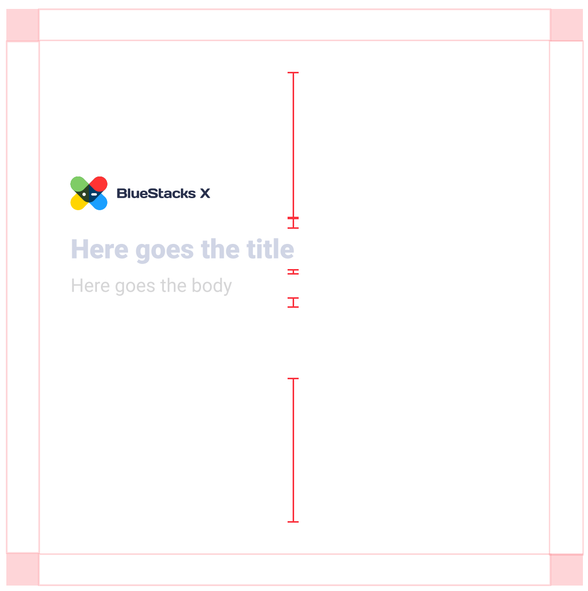
Always maintain hierarchy in terms of font weight, font size and spacing between the elements.

Do not disturb the balance and hierarchy between the elements.

Do



Don’t

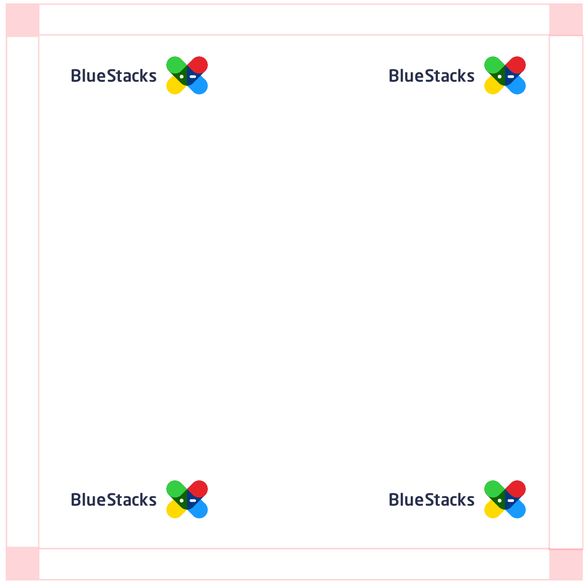


Maintain enough contrast in the text colors with respect to the background to enhance readability.

Do not use color combinations with poor contrast.

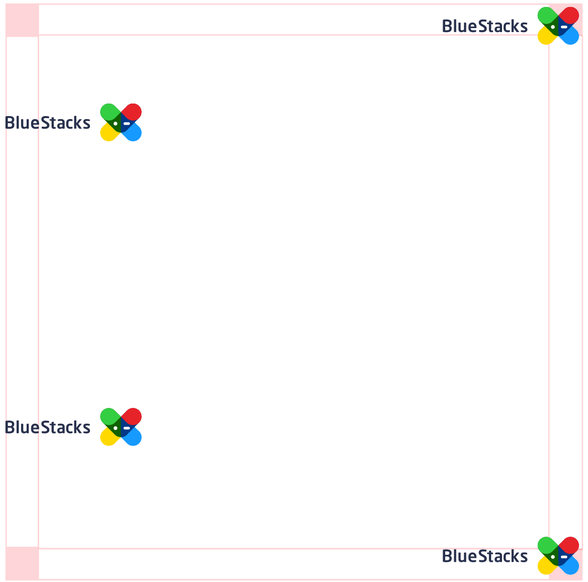


Do



Maintain equal padding/ spacing whenever placing the logo on any corner of the creative.

Don’t

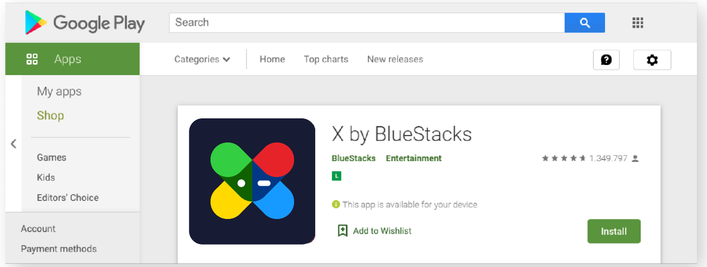


Do not place logo without equal padding.

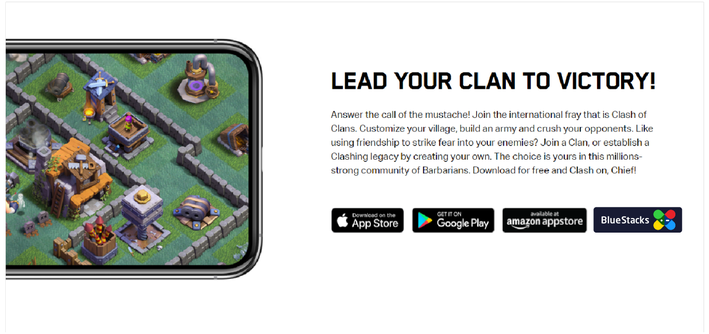
Icon and Badge Applications

These need to be used without any modifications.









***Do not create your own icons and badges.**

Brand Fonts

Fonts

Primary Font: **Rubik**

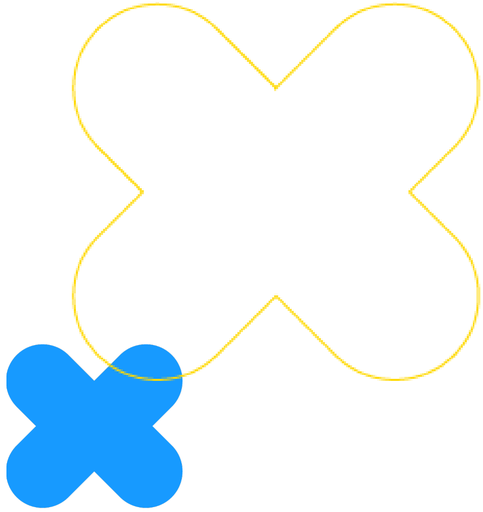
This font is to be used for headers and sub-headers.

Medium **Bold** **Black**

This font is to be used for body copy.

Thin Regular **Semi Bold**

***When pairig fonts for the Headers and Body copy, make sure to always skip a weight, to ensure that there is sufficient difference between the title and body.**



Logo Patterns

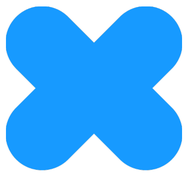
Patterns on light theme



Patterns on dark theme



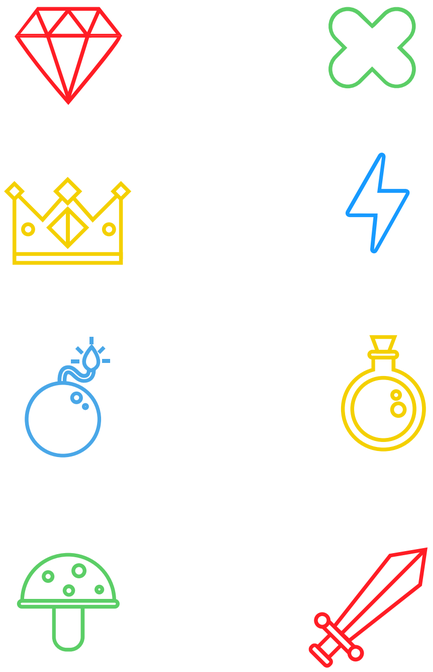
Icons





Icon style and colours

Icons can be used in outline style so as to maintain consistency across assets. Either of the colours from the primary colour palette can be used to create these.



Thank You

