



BlueStep

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- 4.1 Tagline Use



BlueStep is a software company offering flexible web-based solutions to businesses and individuals who care for others. Our visual identity supports the concept of powerful solutions customized around the unique people who provide needed care.

The BlueStep logo represents some of the amazing nurses, therapists, family members and others working together to care for our loved ones with the support BlueStep's powerful technology.



Primary BlueStep Logo

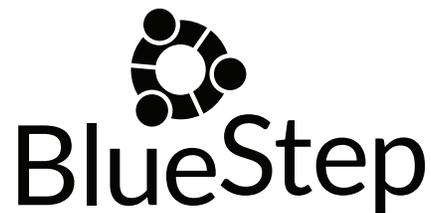
The primary BlueStep logo is in a vertical format. It should be used in most situations and colored as shown on the following page.



Primary vertical logo on white background where full color is available.



Primary vertical logo on blue or dark background where full color is available.



Primary vertical logo on white background where full color is not available. Using the BlueStep blue instead of black is also acceptable.



Primary vertical logo on dark background where full color is not available. Using the BlueStep blue instead of black is also acceptable.



Secondary BlueStep Logo

The secondary BlueStep logo is in a horizontal format. It may be used in situations where vertical space is limited and colored as shown on the following page.



Secondary horizontal logo on white background where full color is available.



Secondary horizontal logo on blue or dark background where full color is available.



Secondary horizontal logo on white background where full color is not available. Using the BlueStep blue instead of black is also acceptable.



Secondary horizontal logo on dark background where full color is not available. Using the BlueStep blue instead of black is also acceptable.



Always keep a minimum clear space around the logo. The minimum clear space is defined by the small circle of the icon.

1.5
Logo Use

The smallest the logo should be represented is .5" or 36px high.



The mark can be used by itself for design purposes. The mark should be colored as shown in color variation sections.





Don't rotate.



Don't squash or stretch.



Don't outline.



Don't resize any element of the logo.



Don't rearrange any element of the logo. Only use primary and secondary logo variations.



Don't change the color of any elements of the logo. Only use primary and secondary color variations.



Don't add dropshadows or other text styles (bevel, emboss, gradient, etc).



The ManageMAR logo.
The round icon may also be used separately when showing benefits and features of the ManageMAR product.
PANTONE 123



The ManageCARE logo.
The round icon may also be used separately when showing benefits and features of the ManageCARE product.
PANTONE 1797

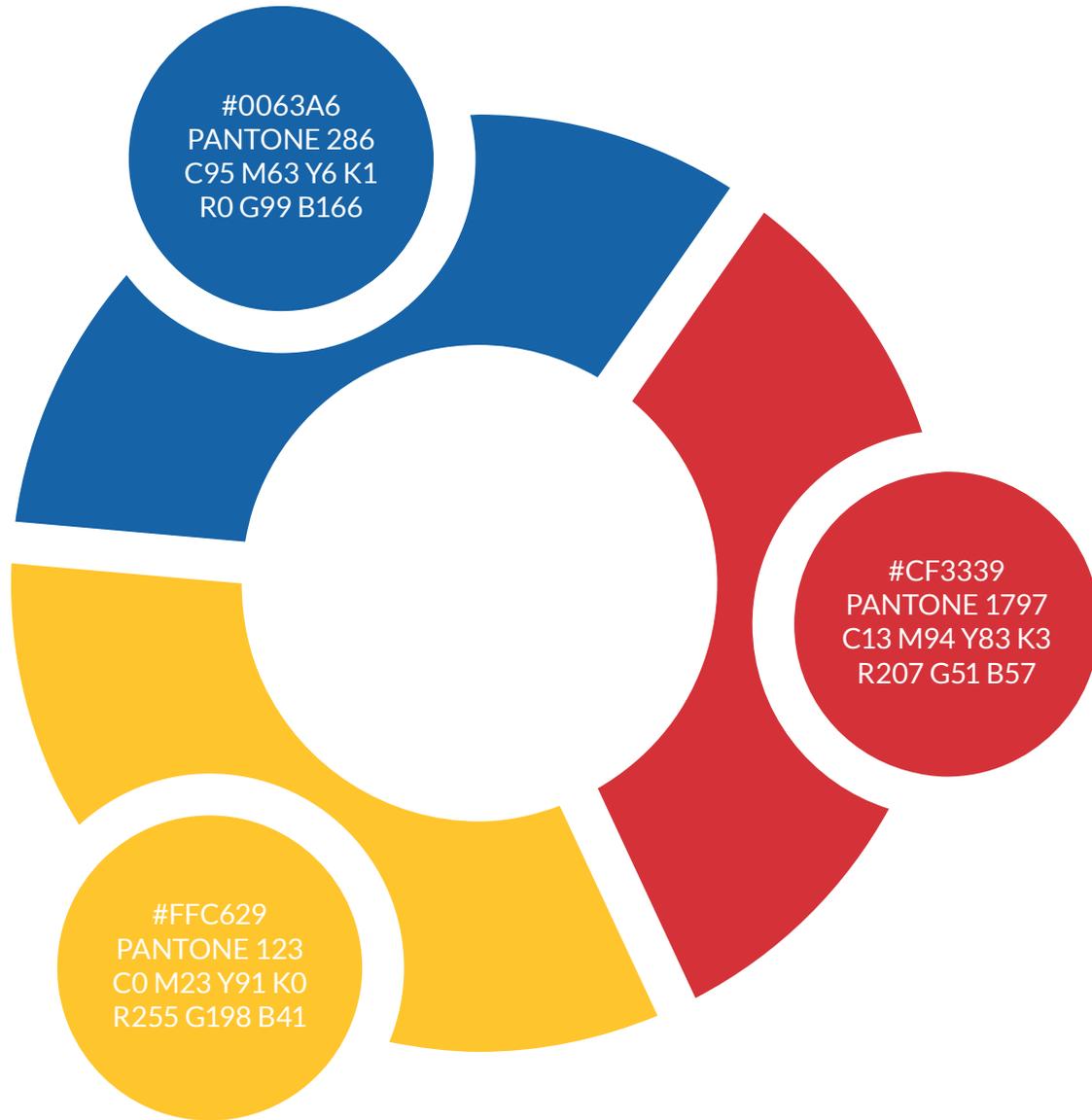


The ManagePRO logo.
The round icon may also be used separately when showing benefits and features of the ManagePRO product.
PANTONE 286



TheBlueStep Platform logo.
The stack icon may also be used separately when showing benefits and features of the Platform product.
PANTONE 286, PANTONE 1797, and PANTONE 123

The acceptable colors for BlueStep branding are shown here.



Lato Regular

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890
 !@#\$%^&*()

Use for titles and headings. Use in blue, black, or white.

Title - 48pt font

Heading - 24pt font

Lato Light Italic

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890
 !@#\$%^&*()

Use for sub-headings. Use in grey.

18pt font

Merriweather Light

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890
 !@#\$%^&*()

Use for body copy. Use in black or white.

11pt font



The BlueStep tagline is “Brilliant solutions powered by you.” The tagline is set in Lato Light Italic as shown with the primary and secondary logos here.

