



# BlueMic Voice Actors **Brand Guidelines**

August 30, 2025



**BLUEeMIC**  
**VOICE ACTORS**  
For The Water Sector





## Header Typeface

Poppins Medium  
*Poppins Medium Italic*

**Poppins Bold**  
***Poppins Bold Italic***

## Body Typeface

Poppins Light  
*Poppins Light Italic*

**Poppins SemiBold**  
***Poppins SemiBold Italic***

Fonts are both Canva and Adobe compatible.



Hex: 04354b  
R 4 G 53 B 75



Hex: 3696bb  
R 54 G 150 B 187



Hex: 82b64c  
R 130 G 182 B 76



Hex: a2d4d3  
R 162 G 212 B 211



## Header Poppins Bold

**Subheaders Poppins Medium**

Body copy Poppins Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**Rounded corners**  
should be used on  
photos when able to  
enforce the organic  
feel of the logo.



The main decorative element is a minimalist wave pattern consisting of repeating wave lines in separate groupings, though the waves can be used with more lines as needed.

Wave should always be in the bright blue and seafoam green.

Elements should always bleed from either the left or right sides, or all the way cross.

