





White Space



In order to keep the logo uncluttered, it needs to be placed in a clean environment.  
A clearance area that measures the width of the "arrow" should be maintained on all sides of the logo.



Color



# Blueberry Markets

## CMYK



C:71 M:22 Y:21 K:3



C:58 M:0 Y:31 K:0



C:35 M:0 Y:34 K:50



C:15 M:0 Y:36 K:0

## RGB



4099b6



6ac1bb



b2d8ba



e2ebb8

## Pantone



7459 C



563 C



344 C



7499 C



Thin version



Blueberry  
Markets

#### CMYK



C:71 M:22 Y:21 K:3



C:58 M:0 Y:31 K:0



C:35 M:0 Y:34 K:50



C:15 M:0 Y:36 K:0

#### RGB



4099b6



6ac1bb



b2d8ba



e2ebb8

#### Pantone



7459 C



563 C



344 C



7499 C



Horizontal version



In this case I'll use the same light version from the same type family that the main logo

Is suggested to use it in screen versions or wherever the logo has to appear in a reduced format



## Some Rules

Lets set some ground rules

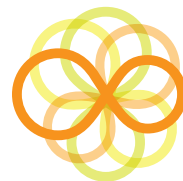
- Don't squash the design
- Don't change the font
- Don't change the colour
- Don't change the illustration or design



Blueberry  
Markets



Blueberry  
Markets



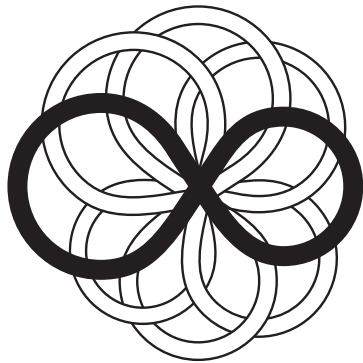
Blueberry  
Markets



Blueberry  
Markets



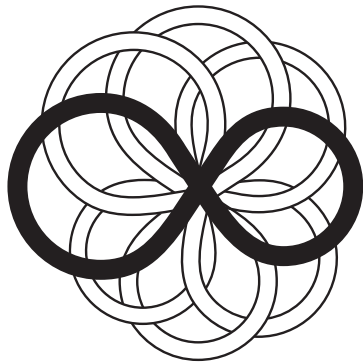
Black & White



# Blueberry Markets



Black & White

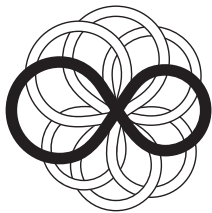


Blueberry  
Markets





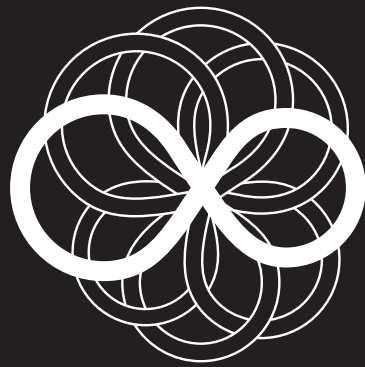
Black & White



Blueberry  
Markets



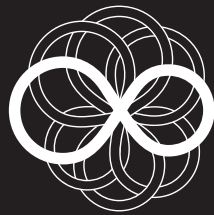
Negative



Blueberry  
Markets



Negative



Blueberry  
Markets



Negative



Blueberry  
Markets

## Como Medium

---

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

## Como Light (horizontal version)

---

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz



# CREATIVE COMMON PEOPLE

[Creativecommonpeople.tumblr.com](http://Creativecommonpeople.tumblr.com)  
[CREATIVECOMMONPEOPLE@GMAIL.COM](mailto:CREATIVECOMMONPEOPLE@GMAIL.COM)