



Bluenose

★ CONSULTING GROUP ★

Navigating Compliance. Building Confidence.

Brand Guidelines

Logo, color, and typography standards

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Who is Bluenose Consulting Group?

The name pays tribute to the Bluenose, the celebrated racing and fishing schooner built in Lunenburg, Nova Scotia. Like its namesake, the brand stands for skill, steadiness, and a sure hand in difficult waters.

BRAND ATTRIBUTES

Knowledgeable

Deep expertise, explained clearly.
We give clients confidence that they are in experienced hands.

Collaborative

We work alongside our clients as partners, listening first and solving problems together.

Resourceful

Practical, creative solutions that make the most of every client's time and budget.

TAGLINE

Navigating Compliance. Building Confidence.

The primary logo



- 1 Ship mark**
A two-sail schooner in motion: partners moving forward together.
- 2 Wordmark**
"Bluenose" set in the primary title typeface. A chevron appears above the "n" as a nod to Bluenose schooner's Nova Scotia heritage.
- 3 Secondary title**
"Consulting Group" in the secondary typeface, bookended by stylized compass stars
- 4 Tagline**
Used only in the tagline lockup.

The primary logo is the horizontal lockup in full color. Use it whenever space allows. The ship mark and wordmark are a fixed unit: never resize, move, or recolor one part on its own.

Choosing the right lockup



Horizontal with tagline

Full brand introduction:
website home page, proposal
covers, title slides, trade
show banners.



Horizontal

Everyday use: website
header, email signature,
letterhead, invoices,
LinkedIn banner.



Icon

Small spaces: favicon,
social profile pictures,
email avatars, slide
footers, watermarks.



Stacked

Square and tall spaces:
business card backs,
signage, apparel and
merchandise, social posts.

Logo color variations



Full color, positive

Default on white and light backgrounds.



Full color, reversed

Default on Charcoal Blue and dark backgrounds.



One color, positive

Charcoal Blue only. For single-color printing and embossing.



One color, reversed

White only. For dark photos and single-color dark materials.

Use the full-color logo whenever possible. Choose one-color versions only when printing methods or backgrounds make full color impractical.

Give the logo room



Blu | x

Keep a margin of at least y on the top and bottom sides, where y equals the ascender above the x-height. In other words, the difference between the top of the “l” and the top of the “u”.

Keep a margin of at least x on the left and right side where x is the x-height, or the height of letters like “u”.

No text, images, or edges should enter this space.

MINIMUM WIDTH

Lockup	Print	Screen
Horizontal with tagline	2.5 in	250 px
Horizontal	2 in	200 px
Stacked	1.25 in	125 px
Icon	0.25 in	64 px
Simplified icon	N/A	16 px

Below these sizes, switch to the next smaller lockup or the simplified icon.

What to avoid



Don't stretch or squash the logo



Don't change the logo colors



Don't rotate or tilt the logo



Don't add shadows, glows, or outlines



Don't place on busy photos or patterns



Don't rearrange or resize parts

Our colors



Charcoal Blue

PRIMARY

HEX #153947
RGB 21, 57, 71
CMYK 91%, 67%, 52%, 45%
PMS Pantone 546 C

Backgrounds, text, logo

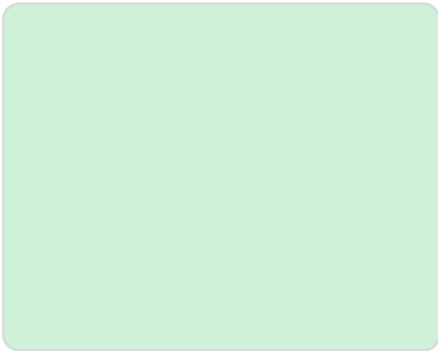


Turquoise Surf

SECONDARY

HEX #3CAFCF
RGB 60, 175, 205
CMYK 65%, 14%, 0%, 20%
PMS Pantone 3115 C

Hull, highlights, graphics



Frosted Mint

LIGHT NEUTRAL

HEX #D0E9D4
RGB 208, 233, 212
CMYK 15%, 0%, 11%, 5%
PMS Pantone 7485 C

Sails, panels, light text on dark



Atomic Tangerine

ACCENT

HEX #F37642
RGB 243, 118, 66
CMYK 0%, 53%, 76%, 0%
PMS Pantone 1645 C

Pennant, rules, small details

COLOR PROPORTIONS



Readable color pairings

Aa 12.3:1 White on Charcoal Blue Pass: all text	Aa 9.5:1 Frosted Mint on Charcoal Blue Pass: all text	Aa 4.8:1 Turquoise Surf on Charcoal Blue Pass: all text
Aa 4.4:1 Atomic Tangerine on Charcoal Blue Large text only (18pt+)	Aa 12.3:1 Charcoal Blue on White Pass: all text	Aa 9.5:1 Charcoal Blue on Frosted Mint Pass: all text
Aa 4.8:1 Charcoal Blue on Turquoise Surf Pass: all text	Aa 2.6:1 Turquoise Surf on White Decorative only	Aa 2.8:1 Atomic Tangerine on White Decorative only

Ratios are measured against WCAG 2.1 guidelines: 4.5:1 for regular text, 3:1 for large text (18pt and up, or 14pt bold). Pairings marked "Decorative only" are fine for graphics and accents, not for words. The logo artwork is exempt from these contrast rules.

Our typefaces

PRIMARY TITLE

Zilla Slab Bold

Bluenose

SECONDARY TITLE

Cinzel Bold, wide tracking

CONSULTING GROUP

TAGLINE

Bitter Italic

Navigating Compliance. Building Confidence.

BODY TEXT

Work Sans Regular

Clear, readable text for documents, proposals, and the web.

All typefaces are free to download from Google Fonts (fonts.google.com) and may be used in print, on the web, and in everyday documents. If a typeface is unavailable, use Georgia for titles and Arial for body text.

The icon



App icon and profile picture
64 pt and up



32 pt



16 pt
favicon



Circle crop
Social platforms crop profile pictures to a circle. Keep the ship inside the dashed line.

Use the icon when space is tight or when the Bluenose name already appears nearby. Below 64 pt, use the simplified icon, which drops fine details so the ship stays clear at small sizes.

Which file do I use?

I need the logo for...	Use	Folder
Website, email, Word, PowerPoint	General Use (Transparent BG)	/PNG
Website, email, Word, PowerPoint	General Use (Solid BG)	/JPG
Website favicon	ICO favicon	/ICO
Printer, sign maker, embroiderer	Vector files (SVG, EPS, PDF)	/SVG, /EPS, or /PDF
Brand fonts	Font files (install these)	/Fonts

Questions about the brand?

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