BRAND GUIDELINES

Brand Names

The brand name **BluVein** is spelled with **capital letters B** and **V**. *Bluvein* with a small caps V has been discontinued. If any of our materials is seen using this name, please send through the material for correction by our marketing team at marketing@olitek.com.au.

Brand Logo



- The full BluVein logo is composed of the BluVein Hammer Icon and the BluVein name underneath. Choose to use the full logo for all official communications and media.
- The BluVein hammer logo icon is to be used sparingly. This is usually when minimal branding is required (i.e. watermarks, etc.)
- The BluVein logos come in Black and White colour varieties only. For dark backgrounds, use the BluVein White logo, and vice versa. Do not attempt to recolour the BluVein logo to other brand colours.
- To download these resources, please visit **www.bluvein.com/brand-resources**

Brand Colours

- The primary brand colours are Black and White.
- The primary accent colour is BluVein Blue, which is a vibrant light blue colour with the following colour codes:
  - HEX: #38B6FF
  - RGB: 56 182 255
  - CMYK: 78 29 0 0

Other Branding Enquiries

If your intended application of the BluVein brand is not covered by the above or you require other branding materials, please contact the BluVein/Olitek marketing team at marketing@olitek.com.au.