



Rooted in trust.
Made for possibility.

The visual identity of Bluegrain Partners LLC.
A shared foundation for what comes next.

Great things grow from *common ground*.

Blue brings clarity, depth, and an open horizon. **Grain** is the beginning of something bigger: quiet potential, ready to take root. Together, they create an identity that is grounded, confident, and open to possibility.

The grain symbol brings individual forms together along a shared stem. It stands for the strength of connection. A simple, lowercase wordmark balances the organic symbol with a modern, approachable voice.

I.

Grounded.

Use thoughtful structure and generous space. Let clear information create confidence. Avoid decoration without purpose.

II.

Clear.

Choose plain language and specific ideas. Keep messages concise. Say what matters, with a calm and assured voice.

III.

Connected.

Pair warmth with precision. Emphasize shared purpose and considered progress. Keep the tone human and inclusive.

Clear thinking.
Lasting connections.

One name. *Three signatures.*



PRIMARY / EVERYDAY BRAND EXPRESSION



SHORT FORM / BLUEGRAIN LLC



FULL FORM / BLUEGRAIN PARTNERS LLC

½ SYMBOL WIDTH ON ALL SIDES



Clear space: at least half the symbol's width around the entire logo. Keep text, edges, and other marks outside this area.

Keep the signature consistent.

- Primary logo: at least 144 px wide digitally or 25 mm in print. Descriptor signatures: at least 240 px or 45 mm.
- Standalone symbol: at least 24 px high or 5 mm. Use the supplied favicon at smaller UI sizes.
- Use blue or ink on light surfaces; paper on blue or ink. Use black for one-color output.
- Preserve proportions. Do not stretch, rotate, outline, add effects, retype, or rearrange the logo.

Blue at heart. *Warm by nature.*

01 / PRIMARY	02 / PRIMARY	03 / FOUNDATION	04 / SUPPORT
Grain Blue #234DCA RGB 35 / 77 / 202	Deep Ink #142C40 RGB 20 / 44 / 64	Warm Paper #F7F5EF RGB 247 / 245 / 239	Morning Mist #DCE5E9 RGB 220 / 229 / 233

Give the color room.

Start with 50% Warm Paper, 30% Grain Blue, 15% Deep Ink, and 5% Morning Mist. This is a guide to visual balance, not a rigid rule. Lead with blue for distinctive brand moments; use paper for calm, information-led layouts.

Production

Digital values use sRGB. For print, ask the printer to convert these masters using the target press profile and approve a physical proof. The supplied HEX/RGB values are the color reference; no spot-color match is specified.

Readable combinations.

Use Deep Ink on Warm Paper for body copy. Grain Blue on Warm Paper works for text and links. Warm Paper on Grain Blue works for reversed text. Avoid Deep Ink on Grain Blue and light text on Morning Mist.

6.45:1	13.16:1
Blue / Paper	Ink / Paper

Use a minimum 4.5:1 contrast ratio for ordinary text and 3:1 for large text. State changes must remain clear without relying on color alone.

Precision meets *personality*.

PRIMARY / MANROPE

Aa

Manrope

Use for primary headlines, body copy, navigation, and labels.
Regular 400 · Medium 500 · Semibold 600

EXPRESSION / INSTRUMENT SERIF

Aa

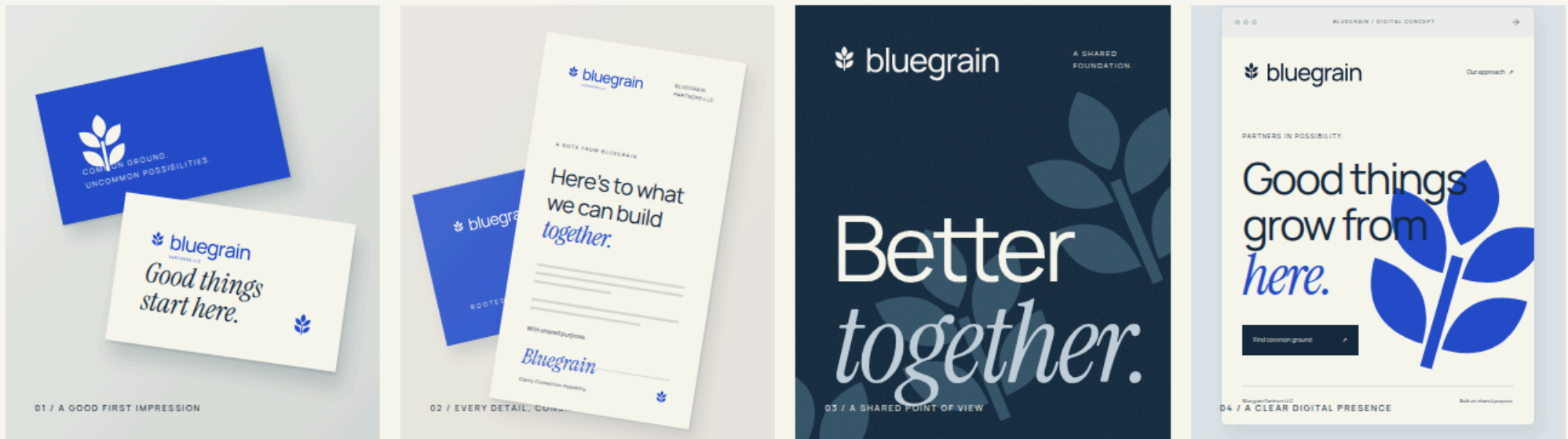
Instrument Serif

Use for expressive phrases, quotes, and editorial emphasis.
Regular 400 · Italic 400

ROLE	TYPEFACE / WEIGHT	DIGITAL STARTING POINT	TRACKING
Display	Manrope Regular + Instrument Serif Italic	64–88 px / 1.05–1.15 line height	–0.04 em / –0.02 em
Section heading	Manrope Regular + serif emphasis	40–56 px / 1.1 line height	–0.035 em
Body copy	Manrope Regular	16–18 px / 1.7 line height	0
Navigation / labels	Manrope Medium	12–14 px / 1.5 line height	0 / +0.12 em for uppercase

Scale type to its context. Use larger body text for reading-heavy pages. Limit body measure to roughly 55–75 characters. Use the serif sparingly for a human accent, and reserve all caps for short labels. Fonts and their SIL Open Font Licenses are included. The logo is supplied as outlined artwork; do not recreate it with live text.

Every detail. *Considered.*



Space with purpose.

Use a simple grid, generous margins, and clear alignment. Let the logo breathe. Fine rules and small labels add structure without clutter.

A recognizable rhythm.

Alternate warm paper with confident fields of blue or ink. Use enlarged grain symbols as occasional background elements, never as a competing logo.

Real-world care.

Choose uncoated paper where practical. Keep graphics flat and typography crisp. Proof print color and small type before production.

Everything starts *here.*

Use the supplied masters to keep the identity consistent across channels. File names describe the signature and color. All logo SVGs use outlined paths and work without installed fonts.

01 / Logos

Three signatures plus the standalone symbol.
Grain Blue, Deep Ink, Warm Paper, and black.
SVG masters + transparent PNG exports.

02 / Color

HEX and RGB specifications.
CSS variables, JSON, Adobe Swatch Exchange,
and GIMP palette files.

03 / Typography

Manrope: Regular, Medium, Semibold.
Instrument Serif: Regular, Italic.
Desktop TTF, web WOFF2, and font licenses.

04 / Applications

Business card front and back, letterhead,
brand pattern, favicon, and application previews.
Editable SVG artwork and production notes.

Business card artwork: 91 × 61 mm including 3 mm bleed; trim to 85 × 55 mm. Letterhead: A4, 210 × 297 mm. These are editable design templates, not press-certified output. Have the print vendor confirm color, trim, bleed, and finishing requirements.

Bluegrain Partners LLC is the full company name supplied for this identity. Bluegrain LLC and Bluegrain are short-form brand signatures. Use the appropriate registered entity wording on legal and contractual material.

This identity is an original design concept. Industry-specific wording, operational details, and contact information should be supplied before replacing the illustrative concepts with production materials.