

# BLINK BRAND STANDARDS



BLINDS + GLASS

— An  Brand —

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# MISSION & VALUES

## VISION

### INDUSTRY LEADERS IN INNOVATION

Since ODL began in 1945, we've been perfecting our process to build products that meet the needs of our customers without sacrificing quality and competitive pricing.

By leading the industry with technology, design and expertise – along with creating strong partnerships across the globe – ODL has built an innovative mindset that sets us apart from competitors.

## MISSION

### BUILDING VALUE INTO BUILDING PRODUCTS

At ODL we create products with both value and meaning. Value means using our innovative design mindset and best practices in both business and manufacturing to build products that work as well in 20 year as they do today.

Providing meaning in products includes having a service beyond the product that customers and our channel can rely on, as well as understanding the significance behind the products we make.

BLINK® Blinds + Glass core mission is to build value by introducing at least one Blink® window or door into every home.



# THE BLINK LOGO

Blink is a bright, friendly, and optimistic brand and the logo typemark should reflect this in a unique and easily recognizable way. This vertical blue logo is the primary Blink logo. If the primary logo is determined to be inappropriate, alternative logo designs may be employed based on considerations such as color, printing specifications, and maintaining balance and consistency in the images.

The primary logo in all approved colors includes the endorsement “An ODL Brand.” Use of the alternate logo without the endorsement is permitted only when the ODL logo or icon is present and within reasonable viewing area, and with approval from the Blink marketing team. For questions on appropriate usage of the Blink logo, please contact [marketing@odl.com](mailto:marketing@odl.com).



BLINK | BLINDS + GLASS



BLINDS + GLASS

— An  Brand —



# THE BASICS

The Blink logo uses three colors: Blink blue, gray, and white. The logo should primarily be used on a white background, which provides the most clarity. In cases where the blue logo is not appropriate, the gray or white logo can be used.

Blink Font Type: **Arial Rounded**  
Blinds + Glass Font Type: Oxygen



LOGO BASICS

BLINK BLUE



OR



REVERSED TO GRAY



OR



LOGO REVERSED TO WHITE.  
BACKGROUND COLOR IS NOT PART OF THE LOGO.



OR



# THE BASICS



LOGO BASICS

**blink**<sup>®</sup> | BLINDS + GLASS  
An **ODL** Brand

**blink**<sup>®</sup>  
BLINDS + GLASS  
An **ODL** Brand

This is an alternative logo without a box containing the typemark. This alternate version is not to be used as the primary logo. Use of the Blink alternative logo must be approved by the Blink Marketing team.

# THE BASICS



LOGO BASICS



BLINDS + GLASS

Use of the alternate logo without the endorsement is permitted only when the ODL logo or icon is present and within reasonable viewing area, and with approval from the Blink marketing team.



# THE BLINK LOGO + LOCKUP

In instances where Blink wants to be a part of a logo lock-up with another brand, certain standards must be maintained.

The two logos should:

- Always be separated with a dividing line
- Spaced appropriately
- Other logo in lock-up should be a similar size to the Blink logo
- In a vertical lock-up, Blink should be on top of the partner logo. In a horizontal lock-up, Blink should be to the left of the partner logo.
- Logo placement should be agreed upon by both brands



BLINK | BLINDS + GLASS



YOUR  
LOGO  
HERE



YOUR  
LOGO  
HERE



YOUR  
LOGO  
HERE

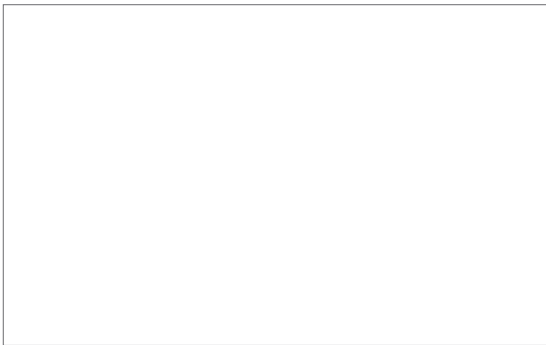


YOUR  
LOGO  
HERE

# PRIMARY COLORS

## WHEN TO USE PRIMARY COLORS

The Blink primary color palette reinforces the brand identity and should be used in any and all materials that represent Blink.



HEX: ffff  
CMYK: C0, M0, Y0, K0  
RGB: 255, 255, 255



HEX: 456caa  
CMYK: C80, M59 Y7, K0  
RGB: R69, G108, B70  
Pantone: 7683 C



HEX: 53565A  
CMYK: C63, M52, Y44, K33  
RGB: R83, G86, B90  
Pantone: Cool Gray 11 C

# PRIMARY COLORS



COLOR BASICS

BLINK BLUE



BLINDS + GLASS



HEX: 456caa  
CMYK: C80, M59 Y7, K0  
RGB: R69, G108, B70  
Pantone: 7683 C

REVERSED TO GRAY



BLINDS + GLASS



HEX: 53565A  
CMYK: C63, M52, Y44, K33  
RGB: R83, G86, B90  
Pantone: Cool Gray 11 C

LOGO REVERSED TO WHITE.  
BACKGROUND COLOR IS NOT PART OF THE LOGO.



BLINDS + GLASS



HEX: ffffff  
CMYK: C0, M0, Y0, K0  
RGB: 255, 255, 255



# CLEARANCE AND SIZING

White space should be maximized whenever possible.

The minimum clearance around the logo is represented by the height and width of the first 'b' in Blink.

The Blink logo may only be reduced to a certain size. Legibility should always be the priority and enforcing this minimum will ensure this standard.



MINIMUM SIZE - 40 PX HEIGHT ON SCREEN | .5 INCHES HEIGHT IN PRINT



## SIZING & SPACE



\*Unique circumstances should request permission from the Blink marketing manager.

# ALTERNATIVE BACKGROUNDS

The logo should typically be used on a white background. This ensures legibility and clarity. In circumstances where the white background does not fit, use a background or photo that provides the best contrast with the logo and refer to the following guidelines:

1. Use the reversed white logo on dark photos or backgrounds
2. Use the dark gray or blue logo on lighter backgrounds or photos



## BACKGROUND COLORS & PHOTOS

BLINK BLUE



REVERSED TO GRAY



LOGO REVERSED TO WHITE.  
BACKGROUND COLOR IS NOT  
PART OF THE LOGO.



# IMPROPER USAGE



# BEST PRACTICES

DON'T: Change the Color from other than the approved colors



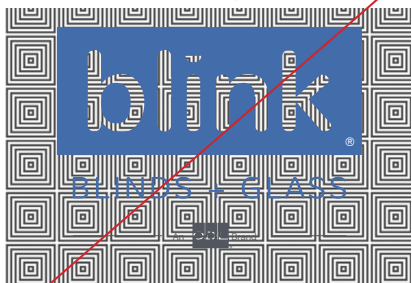
DON'T: Change the ratio, stretch, modify or alter the proportions



DON'T: Change, replace or alter marks in any way



DON'T: Surround or overlay the mark with a pattern or busy design



DON'T: Rotate the mark



DON'T: Add graphics





# PHOTOGRAPHY

## BEAUTY IMAGES

### INDUSTRY LEADERS IN INNOVATION

Photos used for Blink need to be clear and high-resolution showcasing quality and craftsmanship while inspiring lifestyle and authenticity. Images should look natural and not staged.

Beauty images (Images of interior or exterior of home) must have a cohesive look and style that compliments Blink product. Images must be aspirational and inspirational while communicating form and function.

Props and decorative elements should be in a current style with colors that are clean, fresh and light. An excess of decorative elements should be avoided, and an uncluttered, open aesthetic is optimal.



# PHOTOGRAPHY

## PRODUCT IMAGES

Photos taken as Blink product images (also called silo images) must be clear and high-resolution accurately representing product details, colors and function.

All silo images need to be taken on a white background. Silo images can be taken straight on, angled or at a side view and must represent proper detail of the product.

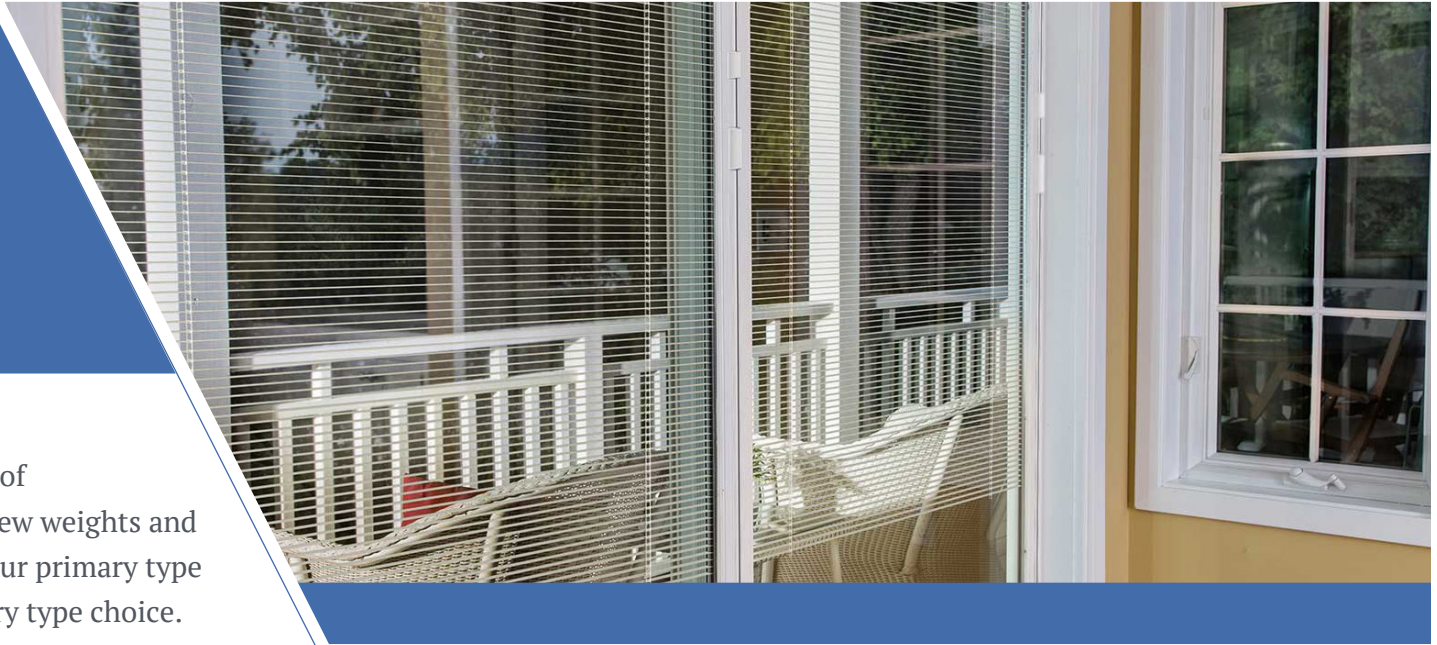




# TYPOGRAPHY

## TYPEFACE FAMILIES

Typographic elements help convey a range of personalities and emotions through just a few weights and styles. For our purposes, “Oxygen” will be our primary type choice while “PT Serif” will be our secondary type choice. “Arial” should be used for PowerPoint presentations, emails, press releases, memos and Word documents.



### PRIMARY TYPEFACE

Oxygen

### SECONDARY TYPEFACE

PT Serif

### DIGITAL APPLICATIONS TYPEFACE

Arial



# TYPOGRAPHY

## PRIMARY TYPEFACE

### Oxygen

Preferred Weights

Oxygen Light

Oxygen Regular

**Oxygen Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789\$&.,;:#!?

# TYPOGRAPHY

## SECONDARY TYPEFACE

### PT Serif

Preferred Weights  
PT Serif Book  
PT Serif Regular  
**PT Serif Bold**

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 \$ & . , ; : # ! ?

# TYPOGRAPHY

## DIGITAL APPLICATION TYPEFACE

### Arial

Preferred Weights

Arial Regular

*Arial Italic*

**Arial Regular**

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 \$ & . , ; : # ! ?



# APPLICATIONS



CORPORATE APPAREL



Logo must fall within listed dimensions.  
"An OD L Brand" is slightly larger for apparel application only.



# APPLICATIONS



CORPORATE APPAREL



Logo must fall within listed dimensions.



When using the Blink Logo without 'An ODL Brand,' the ODL logo should be placed in an alternate location.

\*Alternative Blink Logo



# APPLICATIONS



CORPORATE APPAREL



Logo must fall within listed dimensions.  
"An ODL Brand" is slightly larger for apparel application only.





# APPLICATIONS



CORPORATE APPAREL





For questions regarding alternate Blink logo usage,  
please contact the Blink Marketing Team.

Contact us at [blinkodl.com](https://blinkodl.com) or 1.866.472.0042