

2026

Blings' Brand Guidelines

Last update: 15/01/2026

Brand Guidelines

Blings is built to make personalized video simple and scalable. This guideline defines the visual standards of the Blings brand, ensuring consistency across layouts, interfaces, and marketing materials. It provides a clear reference for applying the brand consistently across different use cases and touchpoints.

The primary logo is the core visual identifier of the Blings brand. It represents the brand across all key touchpoints and serves as the foundation for all other logo variations.

To maintain clarity and impact, a minimum amount of clear space must be preserved around the logo

at all times. The primary logo should be used in environments where it can stand out clearly and communicate the brand with confidence and consistency.

The Logo

Color Palette

Typography

Graphic Elements

Photography

Brand in Action



The logo symbol is a simplified mark derived from the Blings primary logo. It is designed for flexible use in small-scale or space-limited applications. The symbol is primarily used on packaging, labels, digital icons, and favicons where the full logo cannot be displayed clearly. It should always be

used in a way that maintains visual consistency and recognizability of the BLINGS brand.

The Logo

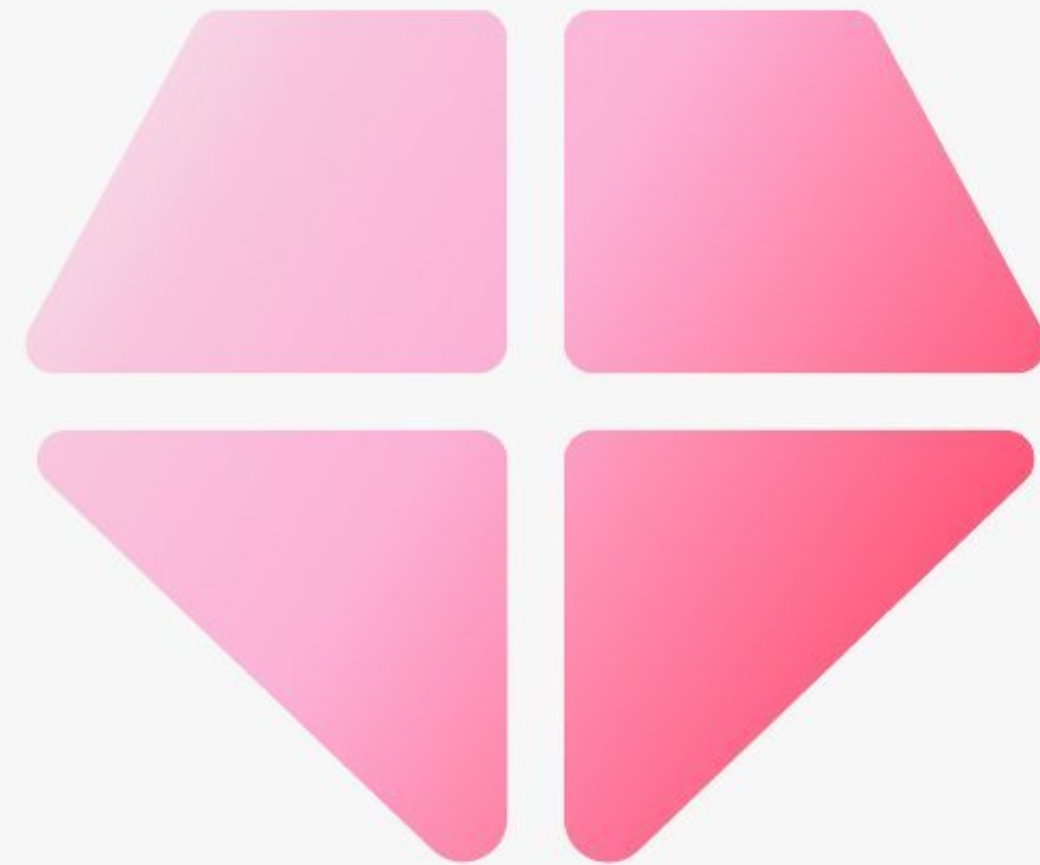
Color Palette

Typography

Graphic Elements

Photography

Brand in Action



9:41



Blings

02

Colors

The Blings color system is designed to enhance visibility and focus on customer content. Rather than overpowering visuals, the colors work as a supporting layer that highlights key information and interactions.

Used consistently, the color palette helps guide attention, improve clarity, and reinforce the Blings brand across digital and physical touchpoints.

- The Logo
- Color Palette
- Typography
- Graphic Elements
- Photography
- Brand in Action

#FF5879 R 255 G 88 B 121 Primary Brand Color	#FDB1D7 R 253 G 177 B 215 Primary Brand Color	#F7E3EC R 247 G 227 B 236 Secondary Brand Color	#D7C3F3 R 215 G 195 B 243 Secondary Brand Color	#F2FFC9 R 242 G 255 B 201 Secondary Brand Color
				#111111 R 17 G 17 B 17 Dark Shades Color

02

Gradients

To create a soft and approachable visual tone, Blings recommends the use of gradients rather than flat, single colors.

When applying gradients, transitions between colors should remain smooth and subtle. Avoid hard edges or visible color boundaries to ensure a seamless and refined visual experience.

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To create a soft and approachable visual tone, Blings recommends the use of gradients rather than flat, single colors.

When applying gradients, transitions between colors should remain smooth and subtle. Avoid hard edges or visible color boundaries to ensure a seamless and refined visual experience.

The Logo

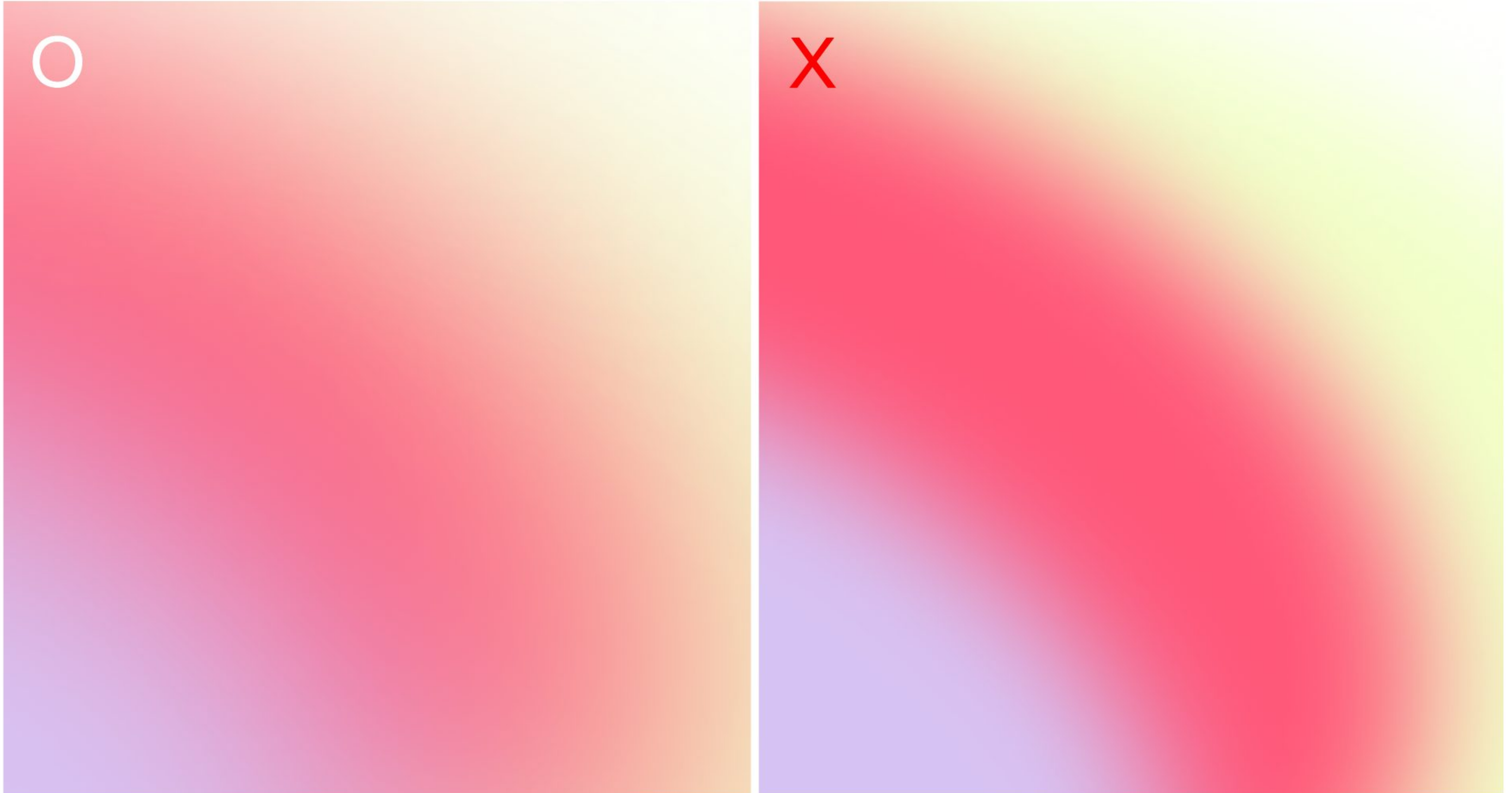
Color Palette

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Blings typography is designed to balance clarity with approachability. Clean letterforms and well-defined structures ensure high readability across digital and physical applications.

Italic styles should be used sparingly and limited to one instance per line to maintain clarity and visual balance in headlines and text.

The Logo

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Headline

instrument serif
instrument sans

Enhance Boring Emails With *Smart* Videos

Subtitle

instrument sans

One video adapts to every viewer utilizing CRM data.
No Credit Card. Free Forever.

Body Text

instrument sans

Machine learning continuously improves your campaigns by testing and optimizing performance metrics. Seamlessly convert text into interactive, personalized video content.

03

Typography Hierarchy Example

- The Logo
- Color Palette
- Typography
- Graphic Elements
- Photography
- Brand in Action



Enhance Boring Emails

instrument serif 85pt instrument sans 85pt



Enhance Boring Emails

instrument serif 96pt instrument sans 85pt

	Size	Weight	Tracking
Headline (Sans/Serif italic)	110 / 125	Medium / Regular	-3 / -4
Subtitle	43	Regular	-3
Body Text	26	Regular	-2

Gradient Backgrounds

The Logo

Color Palette

Typography

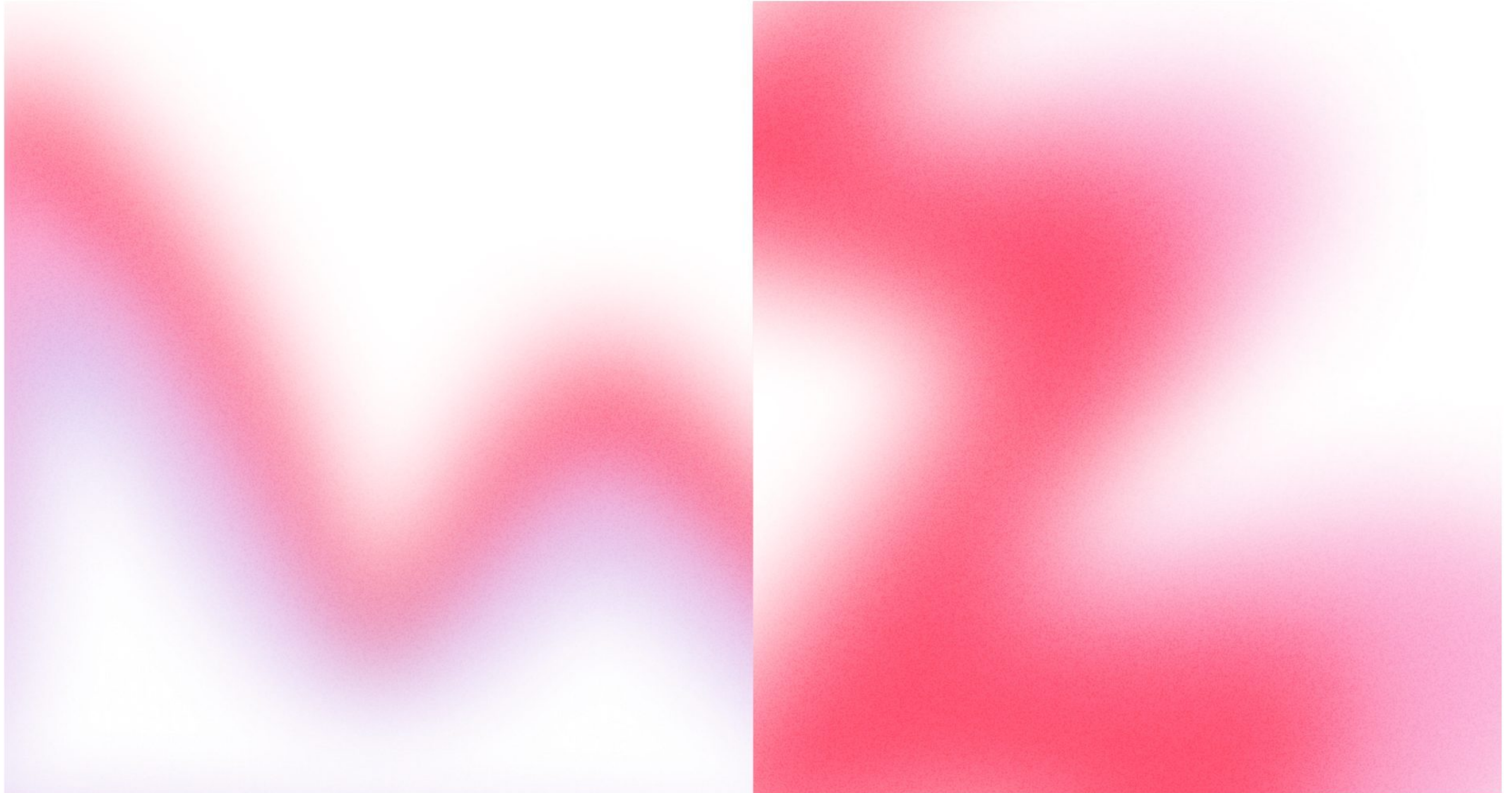
Graphic Elements

Photography

Brand in Action

The concepts of Wave and Shift are derived from Blings' core brand values. They represent continuous change, flexibility, and the natural flow of content and interaction within the platform.

Gradient backgrounds should be used as a supporting layer, allowing customer content to remain clear and prominent. Subtle shifts in color and gentle wave-like transitions help guide attention while maintaining a soft and cohesive visual atmosphere.



Gradient Backgrounds

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Icons are simple, functional, and intentionally understated to avoid competing with customer content.

By using filled forms, icons remain legible and supportive without competing with customer content.

The Logo

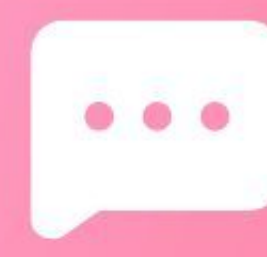
Color Palette

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Use of Graphic Elements

- The Logo
- Color Palette
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Exploration

Built to turn performance data into better campaigns.

Private and Secure

Built to turn performance data into better campaigns.



Forms For 2-Way Communications

Built to turn performance data into better campaigns.



Call-to-Action Button

Built to turn performance data into better campaigns.



Unlimited Scale

Built to turn performance data into better campaigns.



Adobe After Effects

Built to turn performance data into better campaigns.





Personalization

Built to turn performance data into better campaigns.

04

Use of Graphic Elements

The Logo

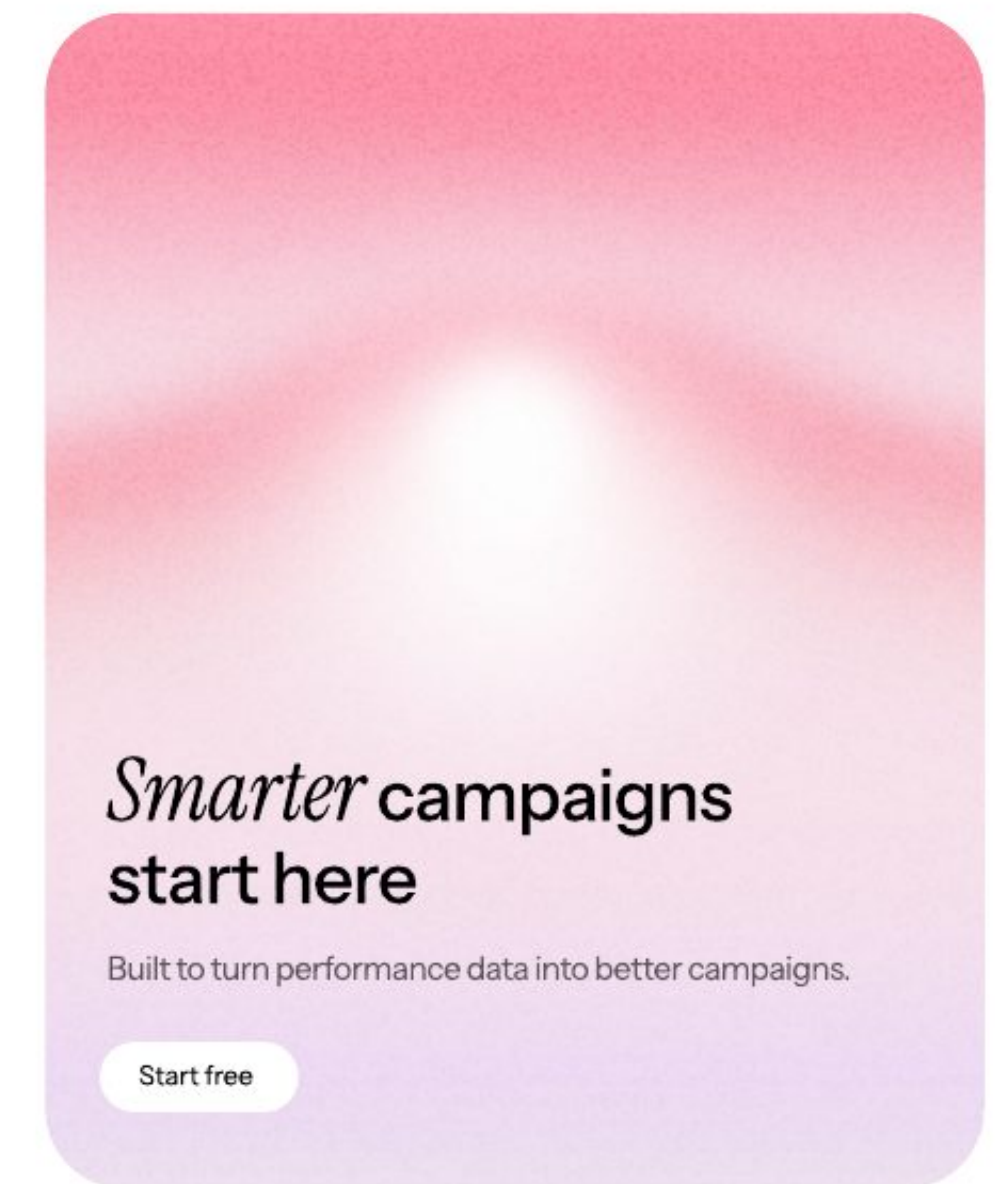
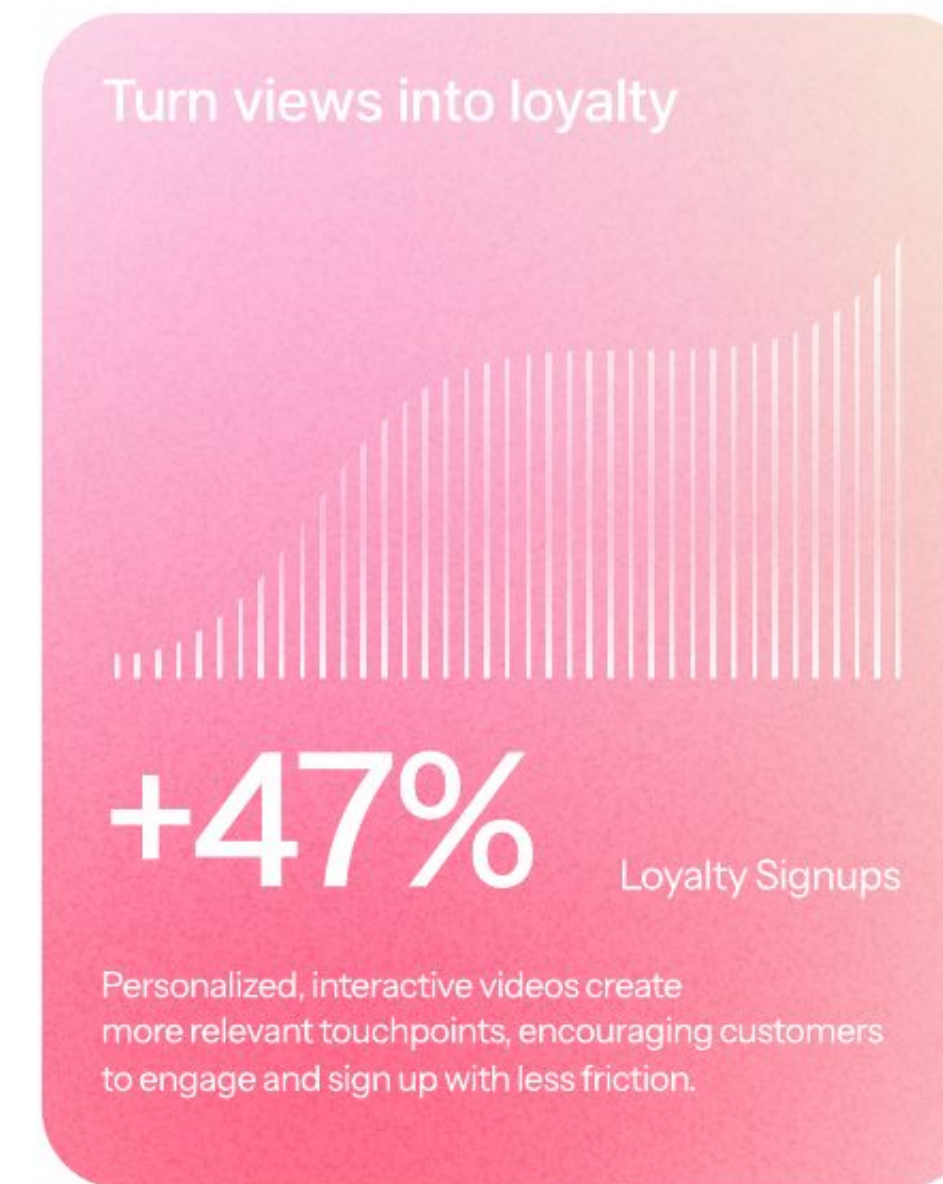
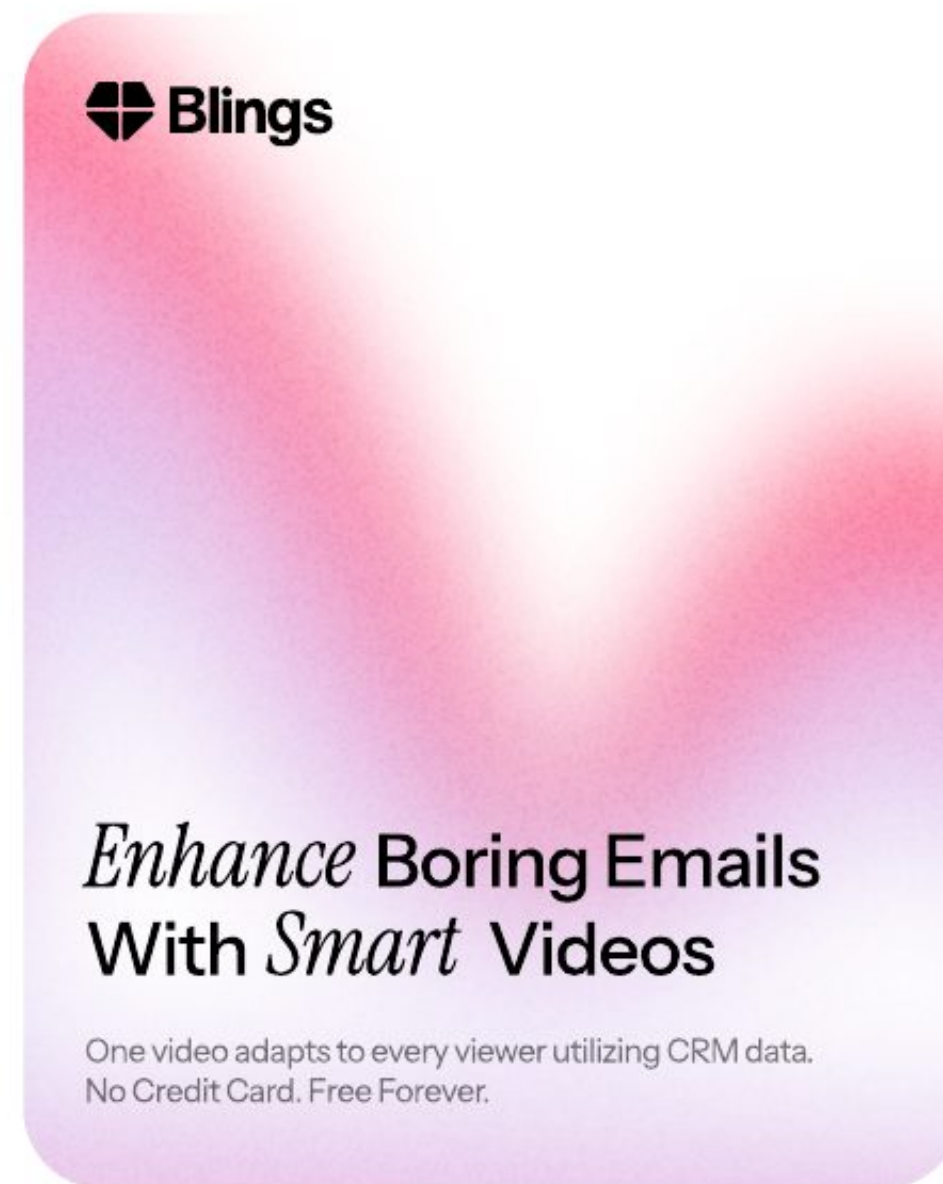
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04

Use of Graphic Elements

The Logo

Color Palette

Typography

Graphic Elements

Photography

Brand in Action



One Video.
Endless
Variations.

Create a single video that
personalizes itself at scale.
No code. No production bottlenecks.
Live in minutes.

Start free

Blings



AI-powered optimization
continuously tests and
improves campaigns,
turning engagement data
into measurable results.

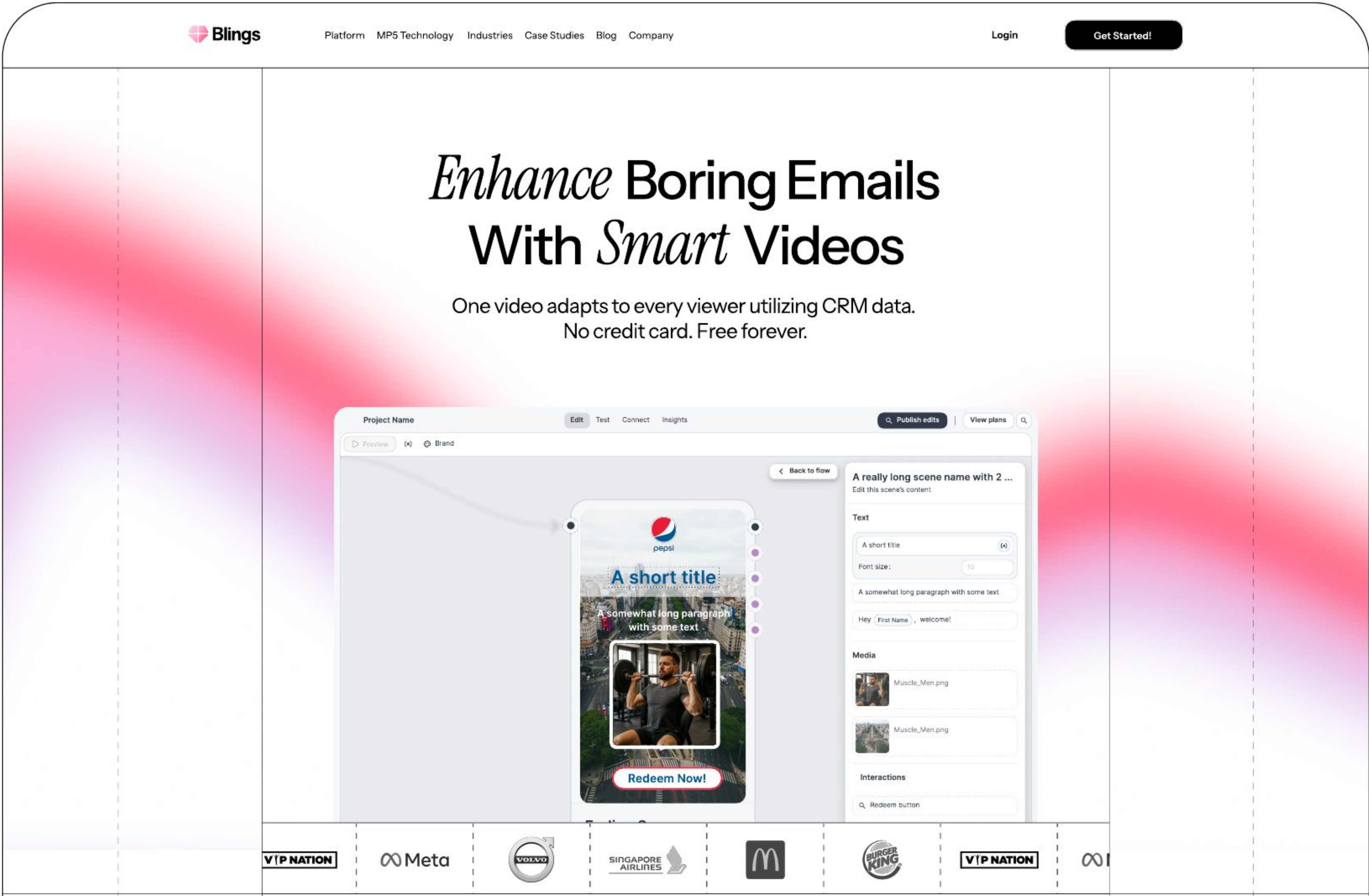
Blings



04

Use of
Graphic Elements

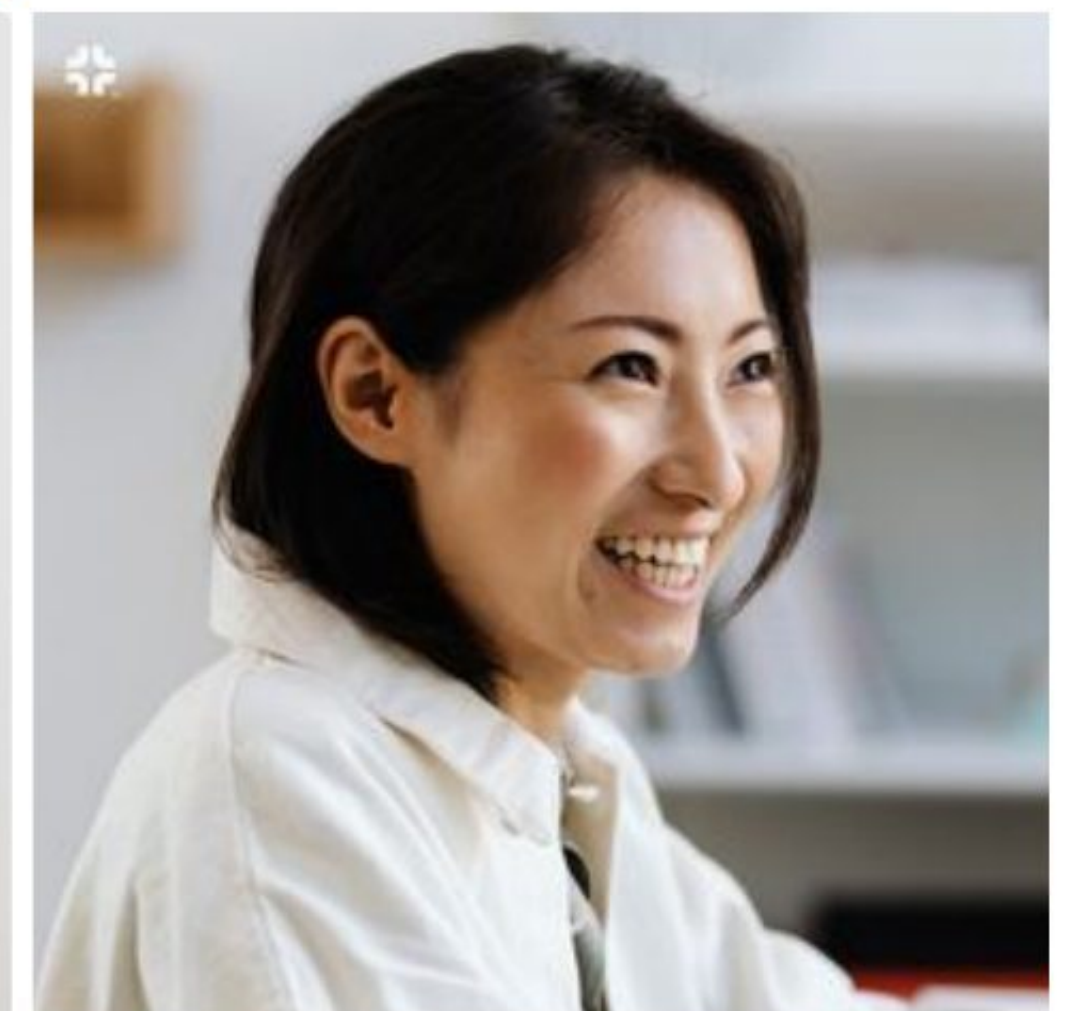
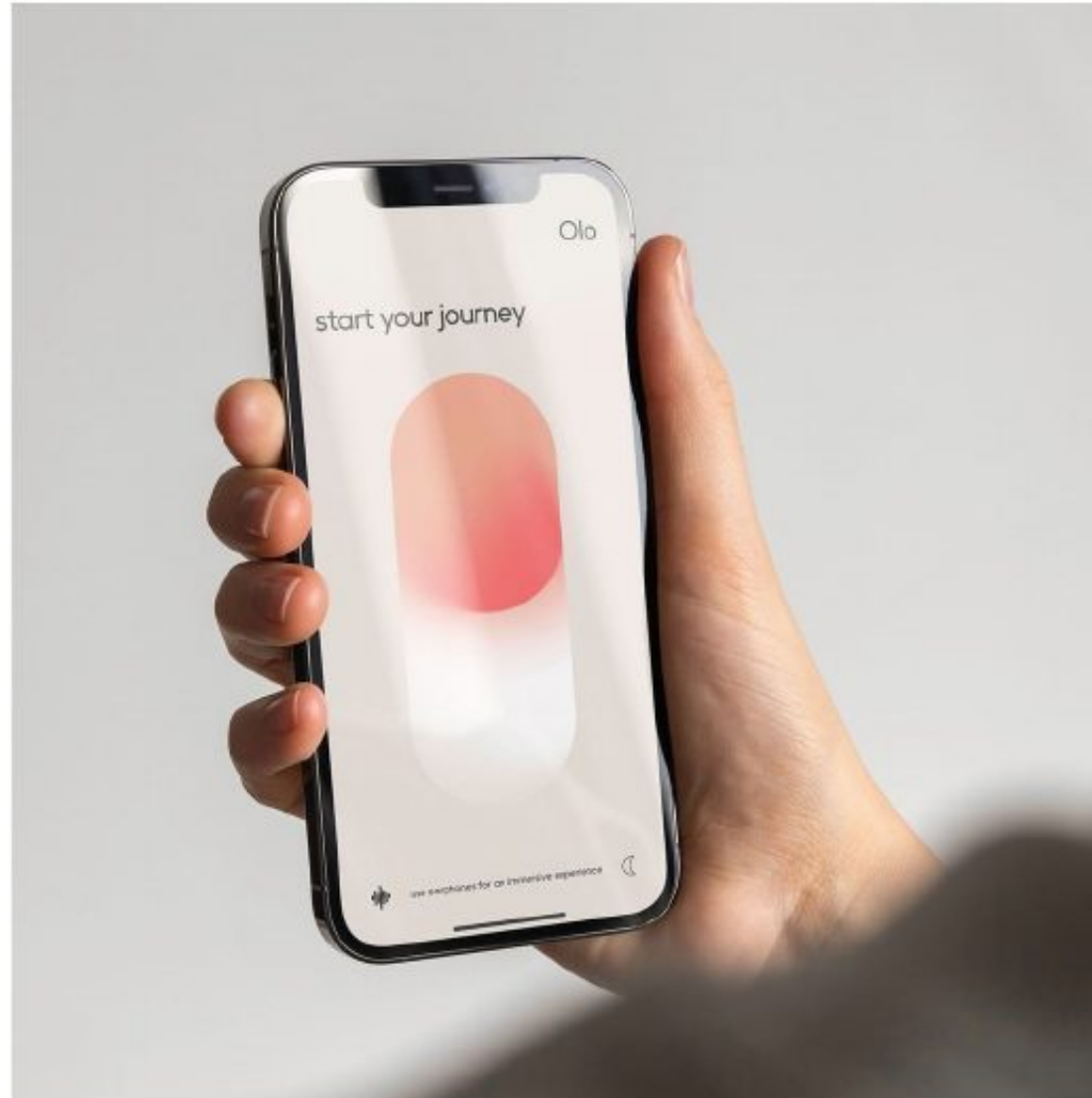
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Blings photography focuses on a modern and clean visual approach. Images should feel open and uncluttered, with generous use of negative space to keep the composition calm and focused.

Natural light is preferred to create an authentic and approachable mood. Photography should feel effortless and honest, allowing people and content to appear clear, natural, and relatable.

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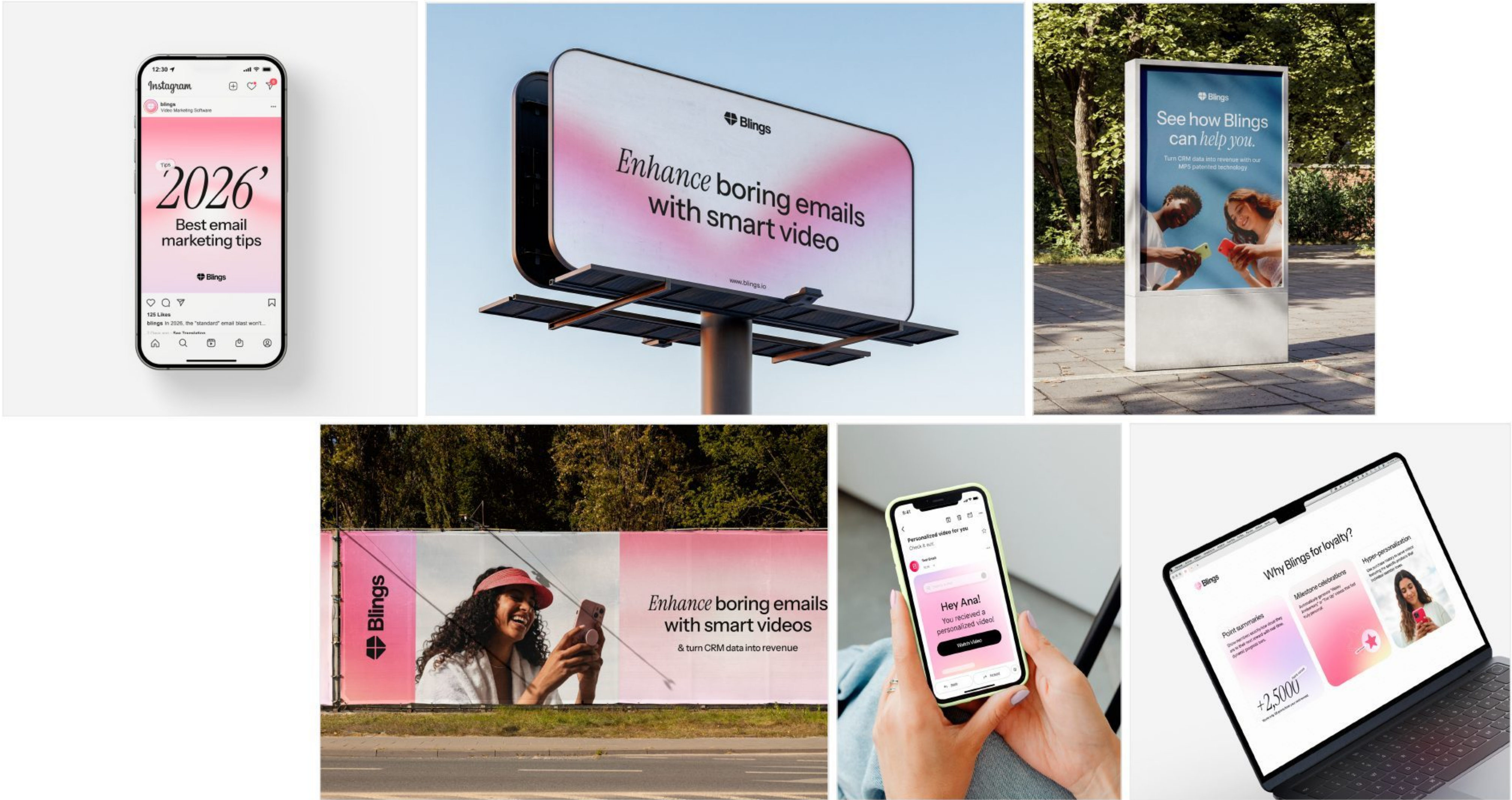
06

Brand in Action

Brand in Action explores how the Blings identity translates across real-world applications. Mockups should feel clean, modern, and intentional, with a strong focus on clarity and restraint.

Layouts prioritize balance, spacing, and scale, allowing the brand to feel present without becoming visually overwhelming.

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