



About *Blings*

Press information, company boilerplate, and brand essentials for journalists and media partners.

Boilerplate

Short version

Blings is the Universal Personalization Platform for video. Marketing teams build one Dynamic Master, and Blings generates a personalized, interactive video for every customer at the moment they open it, using live CRM data. Blings never sees or stores customer PII. The company was founded in 2020.

Long version

Blings is the Universal Personalization Platform for video. Brands design a single Dynamic Master, and Blings turns it into a personalized, interactive Live Asset for each viewer through On-Demand Generation: every video is generated at the moment it is opened, from live data, so the content is accurate every time.

Each video is delivered through a Live URL. Because Blings runs on a Client-Side Architecture, it never sees or stores customer PII. Blings integrates directly with leading CRM and marketing platforms, including Braze, Salesforce, and HubSpot. Founded in 2020, Blings is building toward a future where Smart Video sits alongside HTML as a foundational layer of digital communication.

At a glance

Category

Universal Personalization Platform

Founded

2020

Technology

Client-Side Architecture and On-Demand Generation

Distribution

The Live URL

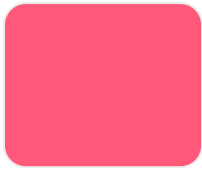
Integrations

Braze, Salesforce, HubSpot, and more

Website

blings.io

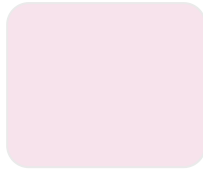
Brand *colors*



Coral
#FF5879
R 255 G 88 B 121



Pink soft
#FDB1D7
R 253 G 177 B 215



Pink light
#F7E3EC
R 247 G 227 B 236



Lavender
#D7C3F3
R 215 G 195 B 243



Lime
#F2FFC9
R 242 G 255 B 201



Ink
#111111
R 17 G 17 B 17

Typography: Instrument Sans for headlines and text, with Instrument Serif italic for a single accent word.

Logo *usage*

- Use the gradient logo on white or light backgrounds, and the white logo on dark or photographic backgrounds.
 - Keep a clear space around the logo, as defined in the brand guidelines.
 - Use the logo mark on its own only where the full logo cannot be displayed clearly, such as avatars and app icons.
 - Do not stretch, rotate, recolor, outline, or add effects to the logo.
 - Write the company name as "Blings," with a capital B.
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What's in *this kit*

01 Logos: full logo and logo mark in SVG and PNG, in gradient, black, and white versions.

02 Brand guidelines: the full Blings brand guidelines.

03 Brand visuals: high-resolution brand and product images.

About-Blings.pdf: this document.

Press *contact*

For interviews, comments, or additional assets, contact marketing@blings.io or submit a request at blings.io/press-inquiries. Our team replies within 3 business days.