

# SendinBlue

## Brand Assets & Guidelines

### Logos

The SendinBlue mark is available in 2 variations - Full version and symbol - including a blue version for full-color usage as well as white and a black version for single-color usage.



### Colors

The SendinBlue palette includes 2 primary colors (blue and green), an accent color (red), and shades of grey. SendinBlue Blue creates the strongest association to the SendinBlue brand, while accent colors provide additional depth to branded materials.



**#3499DB**

RVB : 52, 153, 219

*Primary color*



**#59CEA8**

RVB : 89, 206, 168

*Secondary color*



**#E23059**

RVB : 226, 48, 89

*Accent color*



**#3A4850**

RVB : 58, 72, 80

*Title color*



**#657D8C**

RVB : 101, 125, 140

*Text color*



**#91A4B0**

RVB : 145, 164, 176

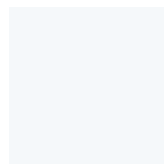
*Subtext*



**#BFCAD1**

RVB : 191, 202, 209

*Border*



**#F5F8FA**

RVB : 245, 248, 250

*Background*

### Typography

The SendinBlue brand pairs the boldness of Montserrat for titles, with the friendliness of Open Sans for texts, for an elegant and approachable combination.

**Open Sans** for texts

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789

**Montserrat** for titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0123456789