Colors

Palette
Primary

Light gray
R234 G238 B241
C7 M3 Y3 K0
#EAEEF1

BluOr Bank Blue
R0 G112 B243
C85 M34 Y0 K0
PANTONE 2727
#0070F3

Dark Blue
R5 G10 B54
C100 M89 Y36 K29
PANTONE 2758
#050A36

BluOr Bank's refreshed colour palette is built around a brighter, more vibrant BluOr Blue — a distinctive tone that stands out in the financial sector and enhances digital presence.
This is complemented by a deep Dark Blue for contrast and professionalism, and a clean Off White for balance and clarity. Together, these colours form the foundation of the brand's visual identity.

Colors

Secondary Palette

The secondary palette supports and complements the primary colours. It includes White for clean backgrounds in print and layout designs, two additional Gray shades and Navy blue for depth and flexibility.

White
R255 G255 B255
C0 M0 Y0 K0
#ffffff

Gray
R219 G223 B225
C13 M8 Y8 K0
PANTONE Cool Gray 1
#DBDFE1

Dark Gray
R114 G118 B137
C59 M50 Y33 K6
PANTONE Cool Gray 9
#727689

Navy blue
R10 G38 B117
C100 M94 Y24 K14
PANTONE Reflex Blue
#0A2675

Colors

Typography Pairings

To ensure readability and visual harmony, these pairings demonstrate effective combinations of text and background colours.
Each example is carefully selected for clarity, contrast, and accessibility, helping maintain a consistent and professional look across both digital and printed materials.



Colors

Color Hierarchy



BluOr Bank’s visual identity is built around a clear and modern palette. Bright Blue, Light Gray, and Dark Blue form the core of the brand’s presence, used most prominently across applications. White serves mainly as a background and text colour, ensuring clarity and readability. Additional shades of blue and grey provide flexibility, supporting diverse design needs while keeping a consistent and professional look.

Things to avoid

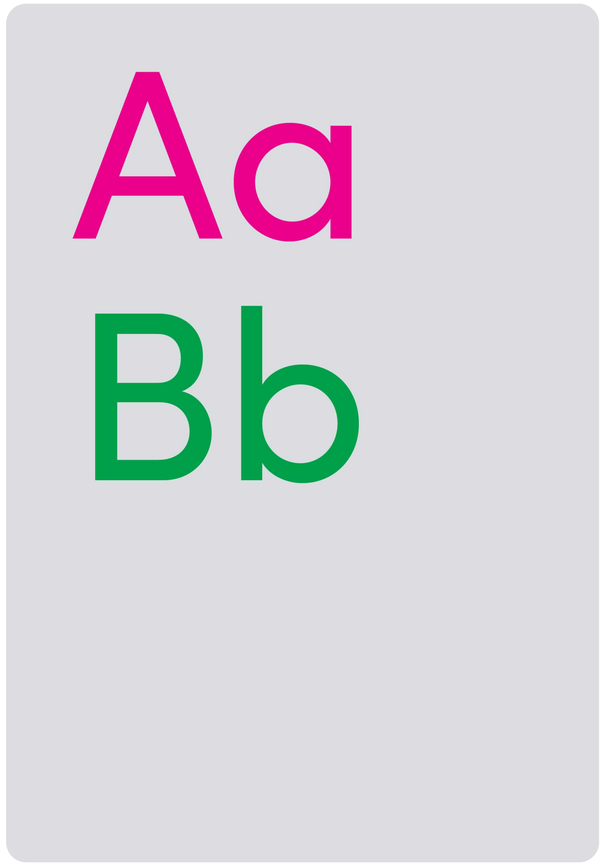
Don’t use more than 3 colours in text



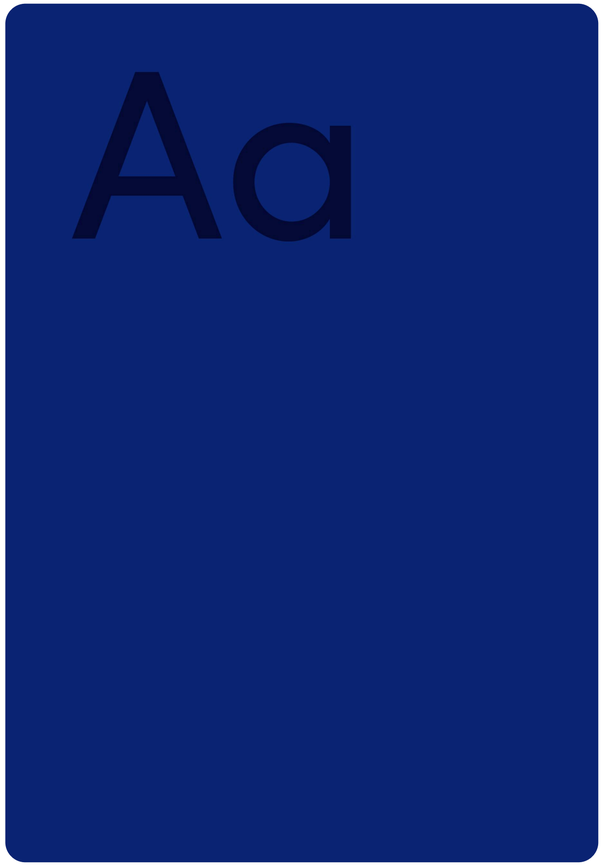
Maintain logo visibility and top priority



Don’t use external colours



Don’t use colours that are hard to read



Typography

Typography plays a key role in shaping the brand’s voice and visual clarity. The chosen typeface, Sofia Pro, combines modern geometry with a human touch — supporting both professionalism and approachability.

Consistent use of font styles, sizes, and hierarchy ensures clear communication across all brand materials, from digital interfaces to printed publications.

Primary typeface

Sofia Pro
Medium
Regular

Sofia Pro is the main typeface of BluOr Bank’s identity. It combines modern geometric shapes with a friendly and professional tone, supporting clear and accessible communication.

Sofia Pro Medium is the headline weight and Sofia Pro Regular is used for longer texts, such as printed materials, documents, and paragraphs, ensuring optimal readability in extended formats.

abcdefghklmnopqrstuvwxyz
ABCDEFGHKLMNOPQRSTUVWXYZ

abcdefghklmnopqrstuvwxyz
ABCDEFGHKLMNOPQRSTUVWXYZ

Type hierarchy

H1 Headline

150 px

H2 Headline

100 px

H3 Headline

67 px

H4 Headline

45 px

Paragraphs & Running Text

24 px

Captions

20 px

BluOr Bank’s typography follows a golden ratio-based scale to create a clear, balanced, and professional visual rhythm. By starting with a well-defined body text size and increasing it by a factor of x1.5, we achieve natural harmony between headings, subheadings, and body copy — making content easier to read and visually more structured.

Type example

Headline in Sofia Pro Medium
Size 100, line height 103

Headline in Sofia Pro Medium

Body text in Sofia Pro Regular
Size 24, line height 29

Body text copy in Sofia Pro Regular Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book

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Type and logo

Headline in Sofia Pro Medium
Size 100, line height 103

Headline in Sofia Pro Medium

BluOr Bank

Logo letters is the same size or
1.5x smaller than headline text size

Highlighting

Experience banking with clarity and care

Text can be emphasized using contrast — either through color or tint variations. This helps guide the reader's attention and improves clarity, especially in key messages or important statements.