

BLOSSOM

brand guidelines
february 2026





BLOSSOM



logo
main



BLOSSOM

harness loss for light



**harness loss
for light**



logo
with tagline

For the **bLOSSom project** we've aligned the brand presentation with the modern trends of deep tech, specially **neo-minimalism**, a trend defining the last 5 years of the tech landscape where **clarity and technical narrative converge**.

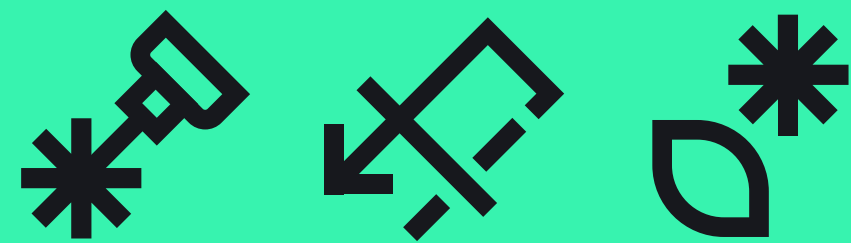
The minimalist, monolinear stroked icon serves as a **functional diagram**, merging the organic shape implied by its name with the cold precision of the geometric mark.

In union with the truncated sans-serif wordmark, it echoes **timeless trends that set the brand not as a transient solution, but as a fundamental infrastructure play in optics space**. When placed alongside established modern tech ventures, bLOSSom feels **instantly cohesive, sharing a diagrammatic base, and yet, standing out with its own identity**.

bLOSSom successfully mirrors the shift toward logos that aren't just brand marks, but visual proofs of efficiency and innovation.



BLOSSOM



The icons shape has three core references.

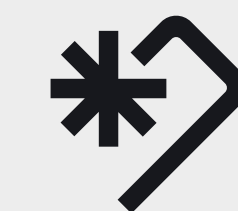
The **laser shape** with its asterisk scattering point. The **retro reflective trajectory**, representing energy being harnessed and returned to the origin. And the **flower**, a direct reference to the project name and its play on words.

All presented on a tilted 45° grid, **invoquing a dynamic growth, a parallel to the project**

Feeling heavy and grounded, the extended, wide-kerning **typeface communicates stability**. There's a variance on the letters height just so the term 'loss' is slightly highlighted, without breaking the flow when reading the whole name.

The electric mint green against the dark background is a hallmark of tech engineering mimicking the glow of a laser in a dark laboratory, **creating an active and energized high contrast**.






note
there is no colored logo version in white background
(the green is not perceptible in certain small sizes)



logo
b&w

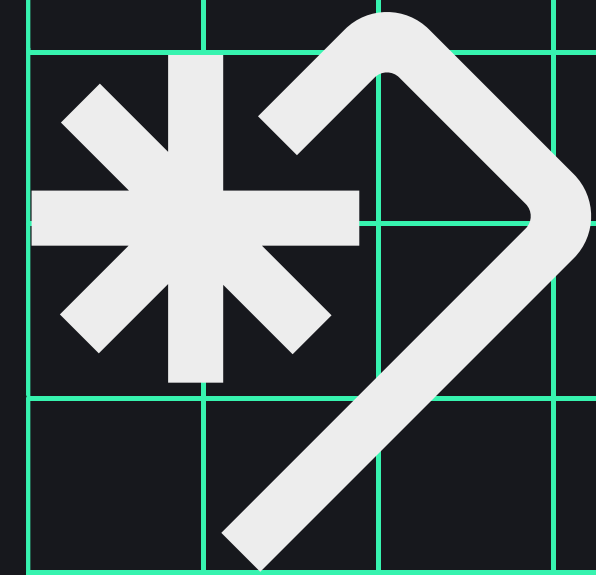


#17181d
r 23 g 24 b 29
c 76 m 70 y 62 k 77

#ededed
r 237 g 237 b 237
c 6 m 4 y 4 k 0

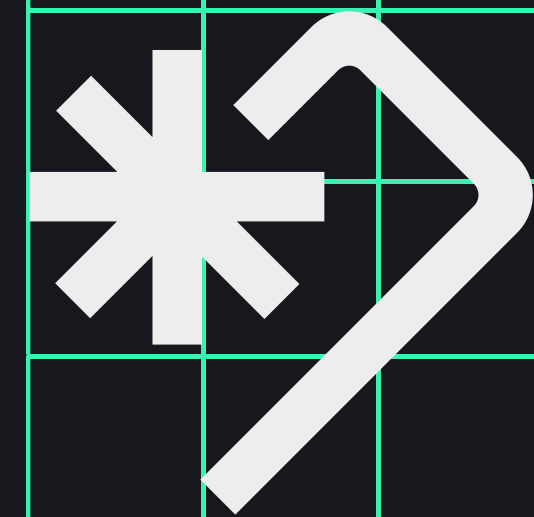
#37f3af
r 55 g 243 b 175
c 56 m 0 y 49 k 0





BLOSSOM

harness loss for light



5 mm

5 mm



minimum space



don't
apply other colours
in any element of the logo



don't
distort any
element of the logo



don't
switch order
of elements of the logo



don't
rotate any
element of the logo



don't
change the font



don't
add effects
or shadows

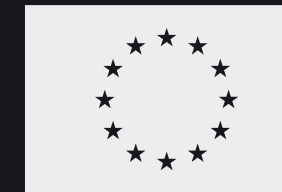


DM Sans
for printed and digital
visual materials

Available for free
www.fonts.google.com

Arial
for deliverables

Available for free
apps.microsoft.com



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text

disclaimer

