

**bulb** 

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**2.17.2025**  

# The Logo

## Primary Logo

The primary logo is the main visual representation for Bulb. It should be used consistently across all official materials.

The logo was designed to cater to younger audiences, embodying a youthful, smooth, and simple design. The star is a subtle nod to AI and can be used as a branding element. Together, the typography, colors, and design elements would be well-suited for a subtle extraterrestrial or outer space-related theme in branding, creating a futuristic vibe and increasing the brand's appeal to younger audiences.

## Brandmark

The brandmark is a standalone visual element derived from the primary logo. It can be used in instances where a full logo may not be required, but brand recognition must be maintained, such as an app icon or social media profile image.



# Color Palette

The different sizes of the colors represent the rough amount each color should be used in branding.

Use only these colors.

ELEMENTARY  
FUN  
CREATIVE  
CURIOUS  
FUTURE-READY

## Creative Cosmic

RBG: 3,19, 115  
CMYK: 100, 97, 21, 20  
HEX: #031373

## Dream Dust

RBG: 241, 241, 241  
CMYK: 4, 3, 3, 0  
HEX: #f1f1f1

## Growth Green

RBG: 31, 191, 55  
CMYK: 75, 0, 100, 0  
HEX: #1FBF37

## Spark

RBG: 242, 39, 56  
CMYK: 0, 97, 81, 0  
HEX: #F22738

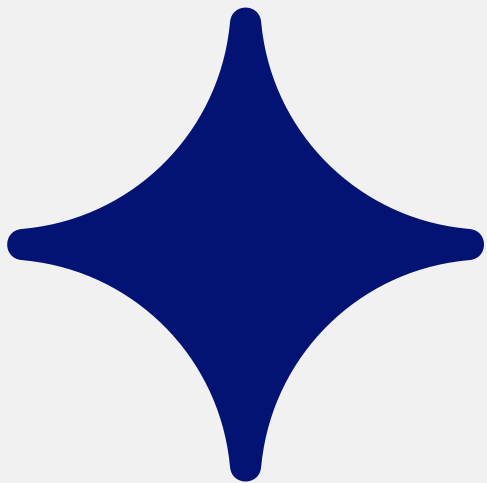
## Bright Idea

RBG: 242, 305, 5  
CMYK: 6, 17, 100, 0  
HEX: #F2CB05

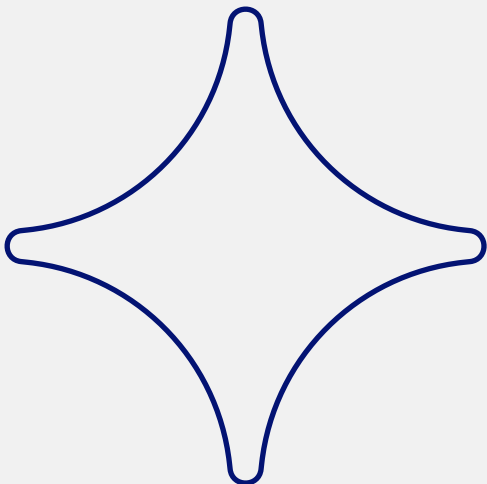
## Supernova Blue

RBG: 0, 158, 223  
CMYK: 75, 23, 0, 0  
HEX: #009EDF

# Correct Color Usage



- ✓ Background
- ✓ Text on Dream Dust or Bright Idea Background



- ✓ Background
- ✓ Text on Creative Cosmic Background
- ✗ Text on Bright Idea Background



- ✓ Background
- ✓ Text on Creative Cosmic Background
- ✗ Text on Dream Dust Background
- ✓ Accent

Bulb Brand Identity



- ✗ Background
- ✗ Paragraph Text
- ✓ Display Text
- ✓ Accent



- ✗ Background
- ✗ Paragraph Text
- ✓ Display Text
- ✓ Accent



- ✗ Background
- ✗ Paragraph Text
- ✓ Display Text
- ✓ Accent

# Typography Guide

## Adobe Fonts

Headline

Elza Round  
Variable Black

Secondary Figtree Regular

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### Learning Reimagined

Bulb is an in-person tutoring service that integrates STEM education with hands-on AI learning for K-12 students. Through personalized, project-based sessions, Bulb helps students develop critical thinking, problem-solving, and creativity while mastering STEM concepts and AI tools.

## System Fonts

Gill Sans  
Bold

Geneva

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