

Blerd®

2026/2027 BRAND GUIDE

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® Brand Foundation

Blerd® is a streetwear brand and agency by Blerd, LLC. that creates apparel, events, and marketing for Black fandom.

What Blerd® offers: apparel and accessories, events and experiences, and agency services.

Blerd® is for Black nerds, creators, and Black fandom and brands that want to tap into this market.

Blerd® marks include Blerd®, the Blerd® logo, The Blerd ® Face Logo, Blerd Gaming®, Blerd Sports®.

Blerd Camo™ is an original pattern created by Blerd, LLC. The artwork is protected by copyright, © 2020 and its distinctive pattern are trademarks and trade dress of Blerd, LLC. Use requires a license.

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Color System

The Blerd® color system is meant to look iconic and invoke bold feelings of Black joy and sci-fi afrofuturism. The color system also works to provide a 3D effect at live events.



Positivity Pink
#DD137B
CMYK 00.100.00.00
PMS Magenta 807 C



Blerd® Blue
#0093DD
CMYK 100.00.00.000
PMS Cyan 306 C



Blerd® Black
#131110
CMYK 60.60.60.100
PMS Black 6 C



Accent White
#FFFFFF
CMYK 0.0.0.0
PMS 7436 C

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Logo System

APPROVED FONTS:

BARNED

PALOSECO

Blerd® as a brand should always be used with the registered mark ®.
The logos below are registered trademarks of Blerd. LLC.
Portrait and dark/light background uses are available.

Primary Lockup

Wordmark

Blerd® Face Logo

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Subbrands

Blerd Gaming® and Blerd Sports® are registered subbrands of Blerd, LLC. Event subbrands should use the Blerd® text logo or Blerd® Face as brand identifiers subject to written approval.

Blerd GAMING ®

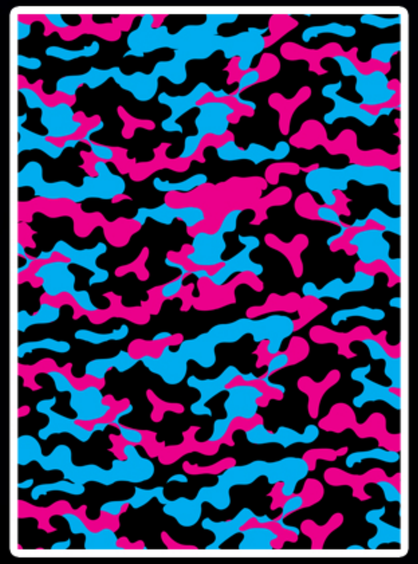
Blerd SPORTS ®

Blerd®
ANIME
RAVE

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Blerd Camo™

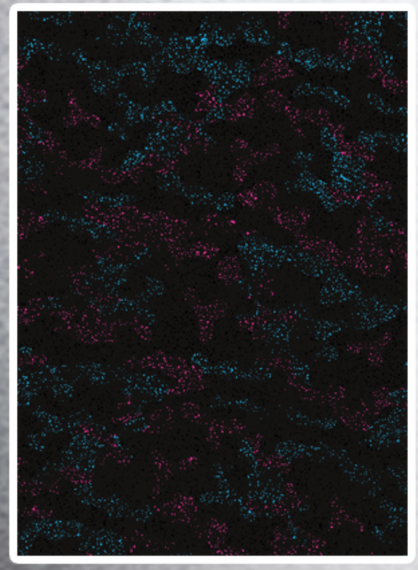
Blerd Camo™ is our primary pattern and is a staple of the Blerd® brand. Blerd Camo represents us being loud and proud about our Blerd® Community and our streetwear and retail roots.



Blerd Camo™



Blerd Camo V2™



Blerd Digital Camo™

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Misuse

Do not stretch or distort the mark in any direction.

Do not run Blerd® branding, wordmarks, or artwork through AI

Do not apply drop shadows, glows, or outer effects of any kind.

Do not swap colors outside the Blerd® color palette.

Do not place the mark on busy photographic backgrounds without a treatment.

Do not add outlines or strokes to the wordmark.

Do not reproduce the mark below 100px (digital) or 1 inch (print).

Do not alter the spacing between the icon and wordmark.

Do not substitute the wordmark text for non-approved fonts

Do not recreate the mark in a different typeface.

Lorem Ipsum

Any alterations or deviations from the misuse rules must be approved in writing.

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Blerd® Characters

Bianca, Brittany, Brianna, and Blerd® Man are the 4 characters that represent the PIQ (Positivity, Inclusion, Quality) culture of Blerd®. They often cosplay as their favorite fandom characters and are displayed prominently in Blerd® merch and marketing.



Blerd® Man

Bianca

Brianna

Brittany



Blerd®
Brand Voice

Blerd® talks like the friend at the con you can't wait to catch up with. Confident, playful, warm, and delightful. We sound like a real person while adhering to our PIQ standards. Blerd® is dedicated to creating Black joy.

P

Positive. The goal of Blerd® is to leave our customers and clients walking away feeling happy. Even in conflict, keep a calm and cheerful demeanor while keeping things factual.

I

Inclusion. Blerd® is accepting of all types of people. Everyone should feel welcome regardless of status, gender, race, or ability.

Q

Quality. The cornerstone of the Blerd® brand. All products should be created to a level of excellence. All services should be completed to the best of our ability.



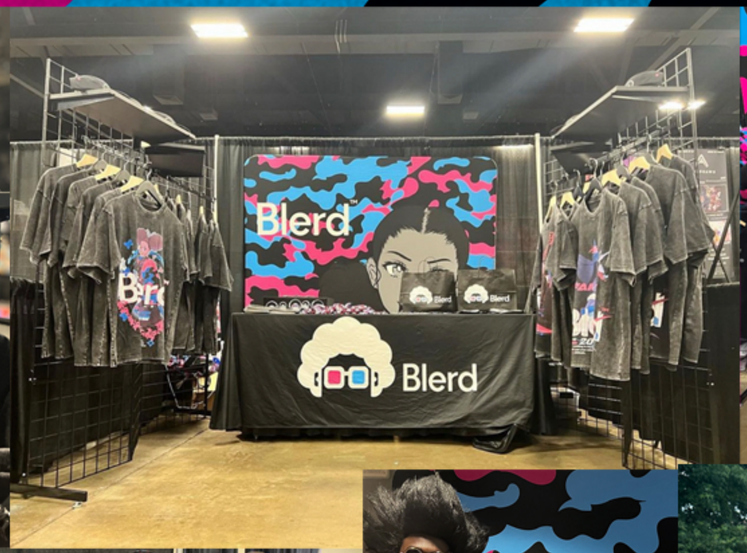
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Blerd®
Systems In Use

























Blerd®

inquiries? info@blerd.com

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