blocknative

Logo Guide

August 2022

Welcome to the Blocknative Logo Guide.

This document provides a simple set of guidelines that can be easily applied to collateral to ensure a consistent look and feel.

The following pages will guide you through some of the basic rules for the Blocknative brand.

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Logo

The new Blocknative logo includes a new logo bug and customized typography that give the modern mark a strong and forward momentum.

Be sure to use the appropriate file type for the intended use. RGB files are best for electronic uses, while CMYK vector and spot Pantone files should be used for print. Vector files (SVG, EPS) should be used for print, swag, or in web uses where the logo will be scaled.

Full Color - Gradient

HEX: #262A3D
CMYK: 87, 73, 15, 57
PANTONE: 4145 C

HEX: #55CCFE > #5E93EF
CMYK: 65, 3, 0, 0 > 69, 34, 0, 0
PANTONE: 298 C
PANTONE: 279 C

Full Color - Solid

HEX: #262A3D
CMYK: 87, 73, 15, 57
PANTONE: 4145 C

HEX: #5AAEF6
CMYK: 65, 3, 0, 0
PANTONE: 298 C

Stacked Logo

The stacked Blocknative logo is to be used when space doesn't allow for the horixontal logo.

Be sure to use the appropriate file type for the intended use. RGB files are best for electronic uses, while CMYK vector and spot Pantone files should be used for print. Vector files (SVG, EPS) should be used for print, swag, or in web uses where the logo will be scaled.

Full Color - Gradient Stacked

HEX: #262A3D
CMYK: 87, 73, 15, 57
PANTONE: 4145 C

HEX: #55CCFE > #5E93EF
CMYK: 65, 3, 0, 0 > 69, 34, 0, 0
PANTONE: 298 C
PANTONE: 279 C

Full Color - Solid Stacked

HEX: #262A3D
CMYK: 87, 73, 15, 57
PANTONE: 4145 C

HEX: #5AAEF6
CMYK: 65, 3, 0, 0
PANTONE: 298 C

Support Logos

The following support logos to be used when necessary.

Full Color - Logo on Shape

Full Color - Gradient Powered By

HEX: #262A3D
CMYK: 87, 73, 15, 57
PANTONE: 4145 C

HEX: #55CCFE > #5E93EF
CMYK: 65, 3, 0, 0 > 69, 34, 0, 0
PANTONE: 298 C
PANTONE: 279 C

Full Color - Solid Powered By

HEX: #262A3D
CMYK: 87, 73, 15, 57
PANTONE: 4145 C

HEX: #5AAEF6
CMYK: 65, 3, 0, 0
PANTONE: 298 C

Grayscale Logos

For one color applications, use the grayscale version whenever possible to maintain the logo's visual effect.

One Color - Grayscale

One Color - Grayscale Stacked

One Color - Solid

The one color, solid version of the identity should only be used in extreme cases when a grayscale logo cannot be used. I.E. when the logo needs to be very small, under 1" wide.

Logo Usage

Take care not to alter or distort the Blocknative logo. Below are a few guidelines to ensure that the logo stays clean, legible, and consistent.

Do

blocknative ✓

Breathing Room
Ensure the logo has adequate breathing room on all sides.

blocknative ✓

Reverse
Use the reversed version on dark colored backgrounds.

Don't

blocknative ✕

Use the Flat Version
Do not use the one color version except for when it is absolutely necessary.

blocknative ✕

Legibility
Do not place the logo on busy backgrounds or backgrounds that do not provide enough contrast.

blocknative ✕

Skew
Do not rotate, stretch, or scale the logo disproportionately.

blocknative ✕

Revert
Do not use the old Blocknative logo.

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Typography

The Blocknative corporate font is Sofia Pro which is sophisticated and modern. All corporate collateral should use Sofia Pro whenever possible to maintain brand consistency. In cases of a default font please use Avenir Next for PPT and Microsoft applications, and IBM Plex Sans for Google applications.

Header Font

IBM Plex Sans Bold

Body Font

IBM Plex Sans Regular

IBM Plex Sans
Regular lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Color

Blocknative's color palette contains bright, punchy colors often used on a dark background. Gradients can be used inside of shapes or typography to give extra energy or emphasis.

Solids

HEX: #060D20 CMYK: 100, 46, 0, 89 PANTONE: 296 C	HEX: #262A3D CMYK: 87, 73, 15, 57 PANTONE: 4145 C	HEX: #32396B CMYK: 100, 86, 0, 35 PANTONE: 2748 C
HEX: #48509B CMYK: 86, 79, 0, 0 PANTONE: 2117 C	HEX: #6370E5 CMYK: 75, 45, 0, 0 PANTONE: 2727 C	HEX: #8D96B3 CMYK: 43, 32, 4, 2 PANTONE: 2107 C
HEX: #55CCFE CMYK: 65, 3, 0, 0 PANTONE: 298 C	HEX: #5E93EF CMYK: 69, 34, 0, 0 PANTONE: 279 C	HEX: #8EE2E3 CMYK: 35, 0, 2, 0 PANTONE: 304 C
HEX: #5AEC99 CMYK: 55, 0, 45, 0 PANTONE: 3385 C	HEX: #F0D948 CMYK: 4, 0, 78, 0 PANTONE: 603 C	HEX: #E5AB80 CMYK: 2, 26, 43, 0 PANTONE: 720 C
HEX: #FF84B4 CMYK: 0, 47, 2, 0 PANTONE: 1905 C	HEX: #F7167A CMYK: 0, 95, 9, 0 PANTONE: 213 C	

Gradients

HEX: #55CCFE > #5E93EF CMYK: 65, 3, 0, 0 > 69, 34, 0, 0 PANTONE: 298 C PANTONE: 279 C	HEX: #32396B > #060D20 CMYK: 100, 86, 0, 35 > 100, 46, 0, 89 PANTONE: 2748 C PANTONE: 296 C
HEX: #55CCFE > #5AEC99 CMYK: 65, 3, 0, 0 > 55, 0, 45, 0 PANTONE: 298 C PANTONE: 3385 C	HEX: #FF84B4 > #E5AB80 CMYK: 0, 47, 2, 0 > 2, 26, 43, 0 PANTONE: 1905 C PANTONE: 720 C

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Elements

Patterns and illustrations are used to set the tone, communicated new ideas, and add energy to design spaces. Patterns can be used as subtle background elements where illustrations (often isometric) should use bright colors and gradients to draw attention and convey concepts.

Existing Pattern

Alt Pattern

Illustration Style

Email
Signature

When sending emails please use either the full or condensed of the email signature layout.

Full

Matt Cutler
Founder and CEO
+1 555 555 5555 | mcutler@blocknative.com | blocknative.com

blocknative

Condensed

Matt Cutler
Founder and CEO

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Example

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