Brand guide

2025 | Blocksize

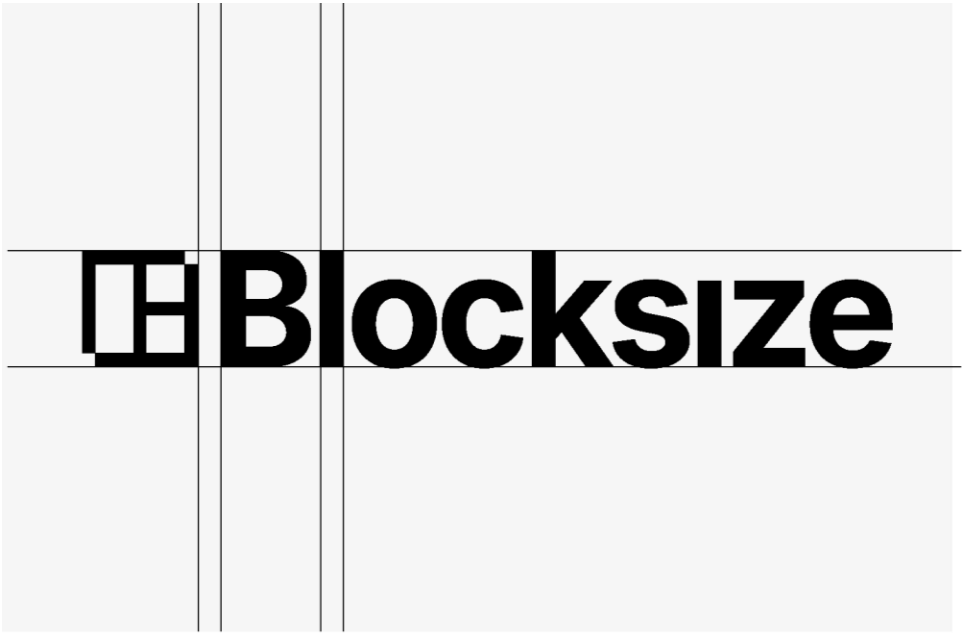


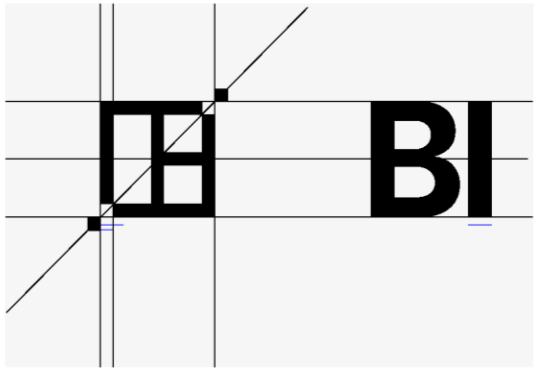
Blocksize

An overall guide how the Blocksize brand should be applied.

Logo

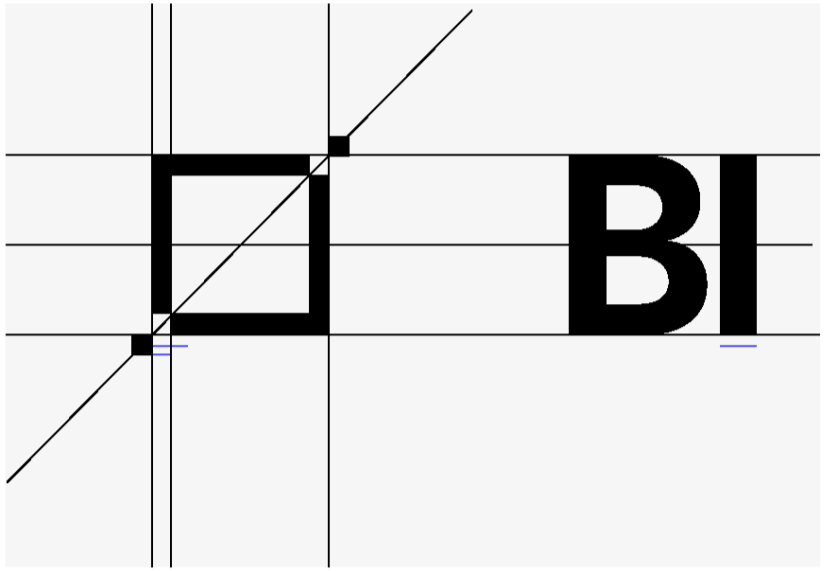
The Blocksize logo features a block-shaped signet with cut-out edges, creating a subtle "B" through intersecting horizontal and vertical lines—representing Blocksize. The cut-out edges symbolize scale, transparency, and security, encapsulating the brand's core values. This simple yet powerful design makes the signet central to Blocksize’s identity.



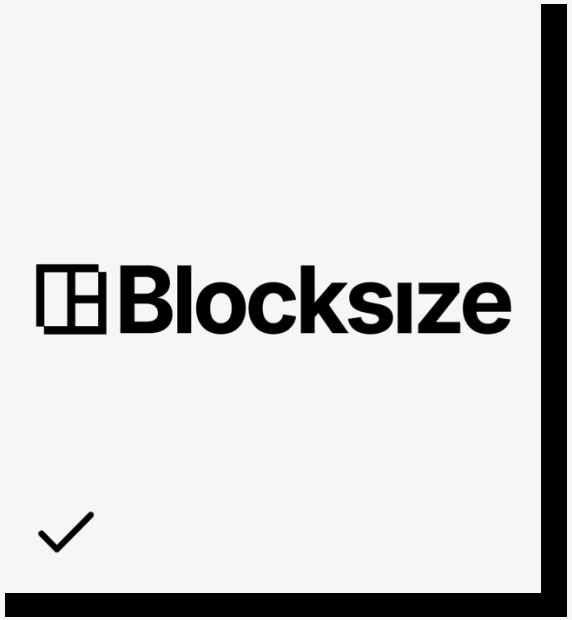


Signet

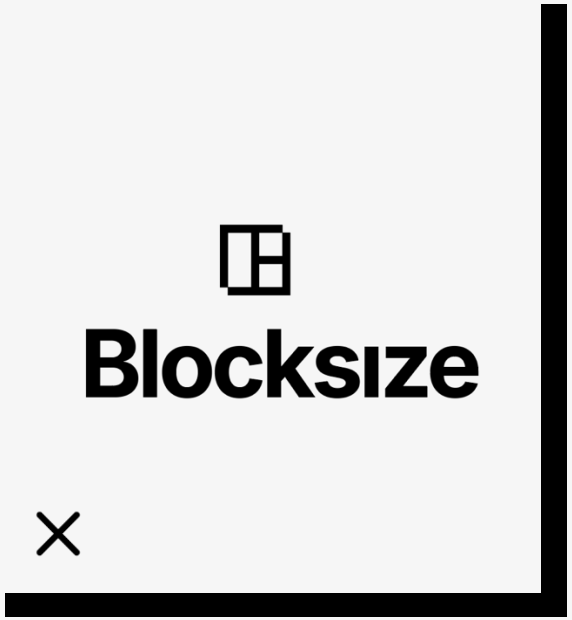
The signet is the core brand asset, used throughout all materials. It symbolizes protection, transparency through its opening, and scalability with its cut-out edges. The lines in the signet are precisely half the width of the "I" in the Blocksize wordmark.



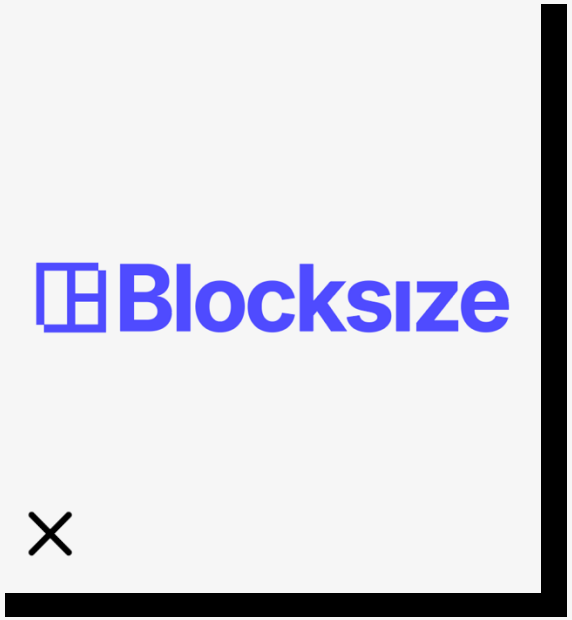
Do’s and Dont’s



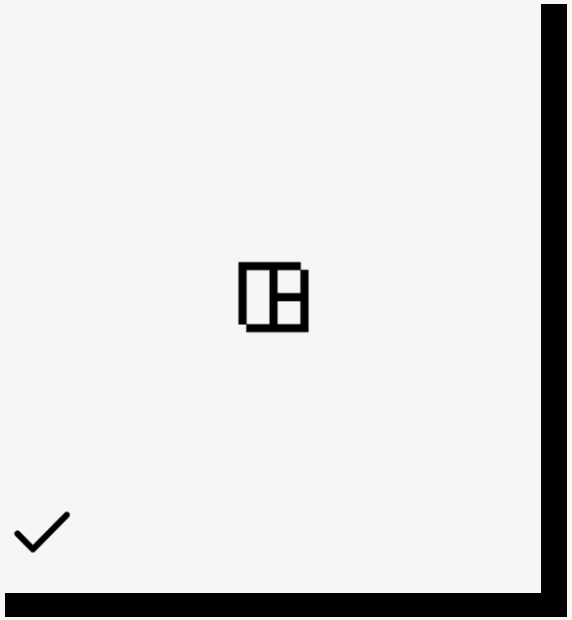
Do: Always display the logo horizontally.



Don’t: Position the logo vertically or space it out.



Don’t: Alter the logo's color. It should only appear in black, white, or light grey.



Do: The logo can be used independently from the wordmark. However, when used outside of logo display contexts, prefer using the signet.

Color Palette

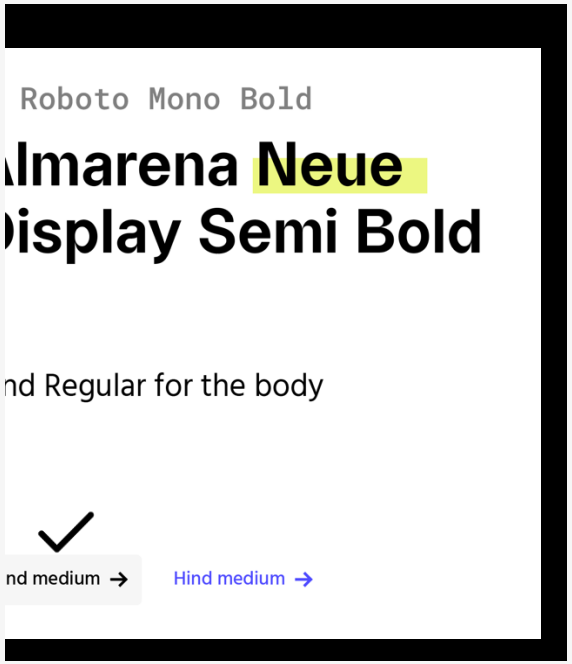
The Blocksize color palette is thoughtfully designed to represent professionalism, security, and innovation.

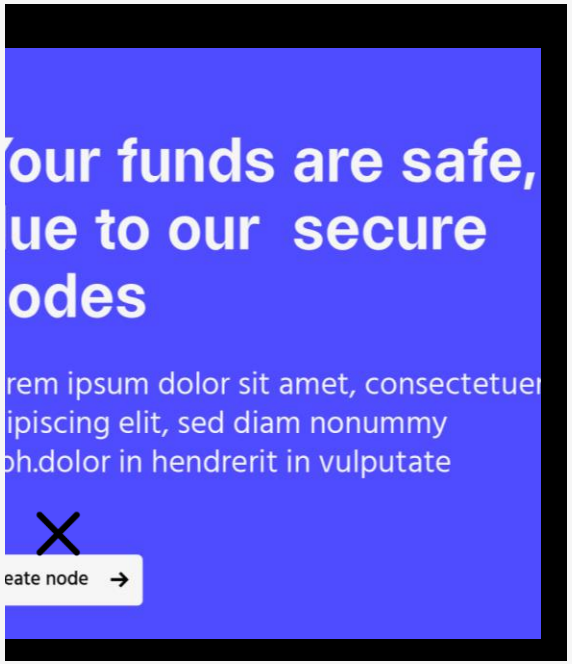
- Core Black (#000000) & Pure Light (#F6F6F6) (80%): Primarily used for backgrounds, typography, and clean layouts.
- Digital Blue (#4F4BFF) (15%): Highlights buttons, links, and key elements.
- Bright Beam (#ECF781) (5%): Accents call-to-action buttons, notifications, and key data points.

Designer Note: Digital Blue and Bright Beam are complementary colors. These colors can be used together with transparency properties like "Difference" or "Exclusion." This approach is suitable for use on images, cards, or any other applicable elements.

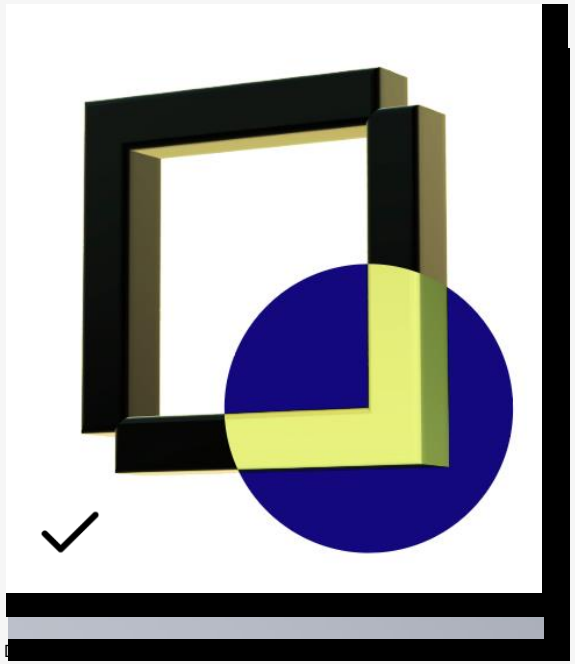


Do’s and Dont’s









strictly to the provided color palette.

Imagery

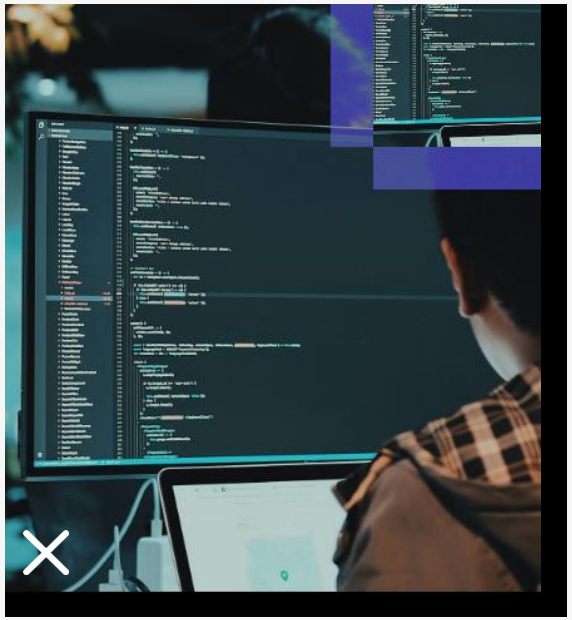
Computer working: Depict productivity and focus.



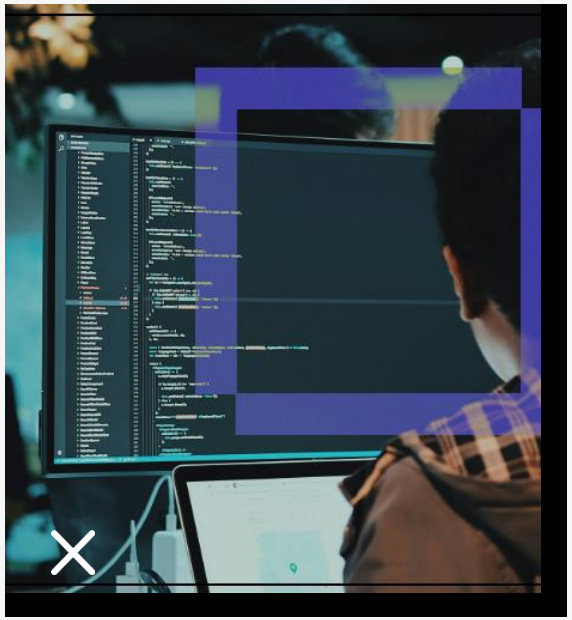




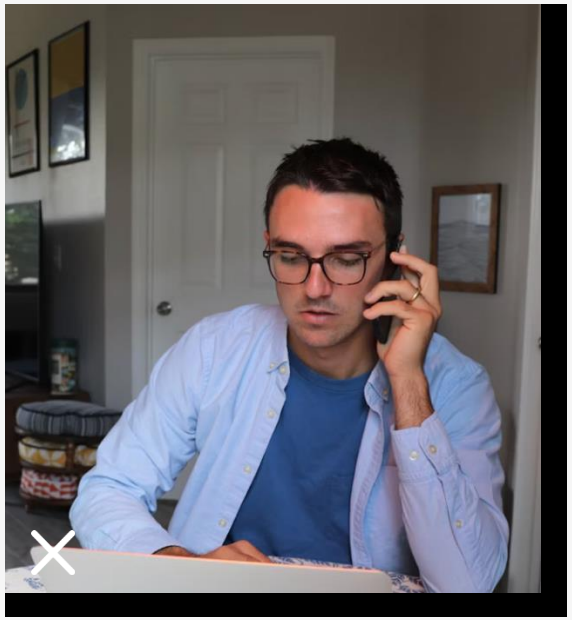
Do’s and Dont’s



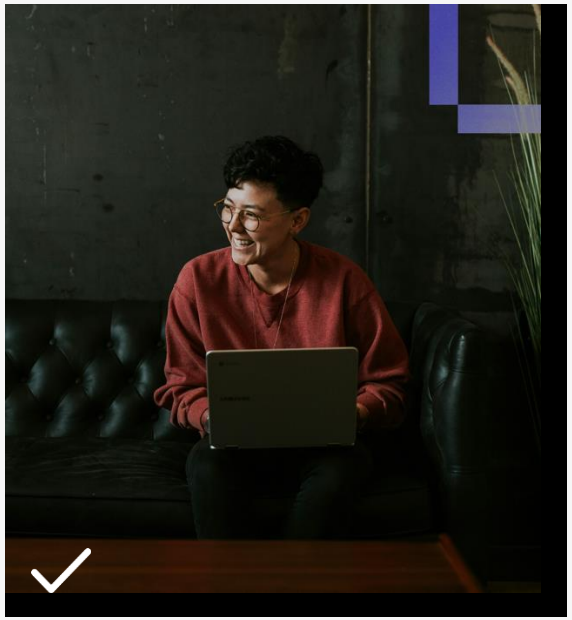
Don’t apply the zoom-in effect anywhere other than the center.



Don’t position the signet incorrectly. The full signet should be visible in the center, or only the "cut-out" corner should appear at the top right or bottom left.



Don’t use overly generic or overly simplified stock images. Avoid overcomplicated or unnatural photos.



Do use purposeful imagery, apply the signet (center, top right, bottom left, or not at all), and ensure it has transparency with Digital Blue to create visual contrast.