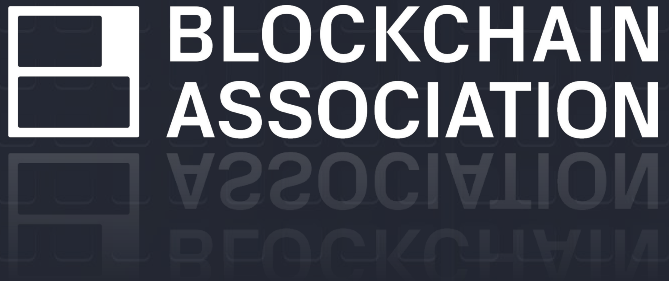

Brand Guidelines

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WELCOME

The Blockchain Association identity **claims and maintains our brand recognition.** It is composed of the logo, color palette, and typography, unique elements that work together and create one unified whole.

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CONTENTS

1. Brand Narrative
2. Brand Strategy
3. Logo
4. Color
5. Typography
6. Icons
7. Additional BA brands

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01

Brand Narrative

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BRAND NARRATIVE

Our Story

We are the crypto industry.

We started when blockchain technology was just developing.

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Now, crypto is a household term.

And its widespread use could transform the world as we know it.

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We think a technology with such great potential deserves our collective attention and imagination.

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Together, we advance policy that ensures the success of crypto networks.

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BRAND NARRATIVE

Our Story

With agency.
With consensus.
With vision.

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BRAND NARRATIVE

Our Story

This is the next generation of the digital world.

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02

Brand Strategy

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BRAND STRATEGY

What are we?
Why do we exist?
Whom do we serve?
What makes us great?
What's our vision?

What's our mission?
What are our core values?
What's our tone?
How do we act?
What's our essence?

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BRAND STRATEGY

WHAT ARE WE?

A membership organization shaping the trajectory of the crypto industry.

WHY DO WE EXIST?

Because a new digital world demands representation, guidance, and community.

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BRAND STRATEGY

WHOM DO WE SERVE?

The leaders of the industry advancing a more open and democratic digital future for all.

WHAT MAKES US GREAT?

Innovative members working on the most diverse projects in crypto.

Respected leadership with an engaging perspective.

A proactive and responsive approach.

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BRAND STRATEGY

WHAT'S OUR VISION?

A decentralized world.

WHAT'S OUR MISSION?

Advance the future of crypto in the United States.

Promoting the potential of blockchain technology and shaping policy that ensures its success.

BRAND STRATEGY

WHAT ARE OUR VALUES?

Agency
Growing the power of our members

Consensus
Driving progress as a collective

Impact
Earning wins and affecting change

WHAT IS OUR TONE? (voice)

Informed
Credible and measured

Optimistic
Positive and inspiring

Real
Direct and intuitive

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BRAND STRATEGY

HOW DO WE ACT?

We advance policy for the implementation and development of crypto networks.

We drive conversation and foster consensus. We educate policymakers and the public through clear facts and inspiring stories.

We recognize promising innovators and ideas.

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BRAND STRATEGY

WHAT IS OUR ESSENCE?

Our belief is that every brand has a central idea, or tension, that is a constant source of inspiration.

This brand tension is an internal tool for the creative team, serving as the bridge between strategy and design to prompt the sketching process and provide a unifying concept for all expressions.

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BRAND STRATEGY

WHAT IS OUR ESSENCE?

REAL

Intuitive
Humanistic
Down-to-earth
Familiar
Honest

POTENTIAL

Awe-inspiring
Technical
Authoritative
Elevated
Optimistic

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SUMMARY

The collective voice of the U.S. crypto industry. We advocate for peer-to-peer technology that puts power in the hands of creators and consumers.

This is the next generation of the internet, the digital world we deserve.

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03

Logos

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LOGOS

The Blockchain Association logo **acts as the hero** element in our brand recognition. It is composed of the symbol and the wordmark working cohesively together.

Although the symbol can stand on its own, the most widely used lockup should be the horizontal format followed by the vertical setting. As a emerging brand it is paramount that the logo is used consistently and correctly across all work.

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HORIZONTAL LOCKUP

The horizontal logo consists of the wordmark anchored to the right of the Blockchain Association symbol.

This is the preferred lockup and should be used in most instances except small applications like social icons and unique situations that are not conducive to its required clear space.

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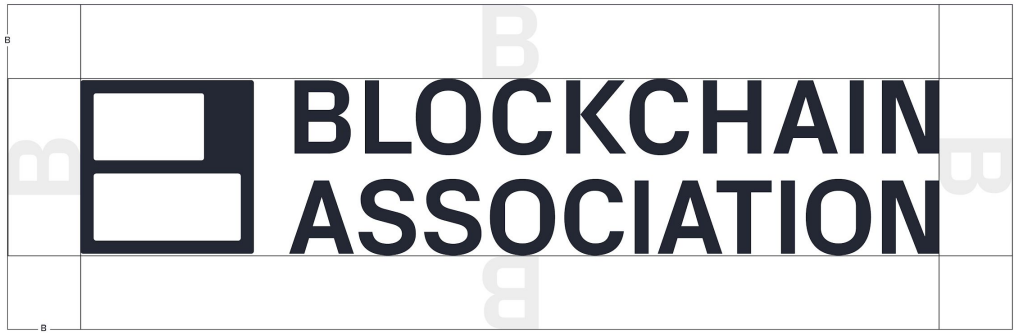
SPACE

Negative space within and around the logo elements is as important as the content of the logo. Avoid crowding the logo with images, text, or other graphics that compromise its impact and visibility.

The amount of clear space around the lockup should be equal to or greater than the height of the B in the wordmark.



Charcoal
HEX – 242834
CMYK – 80, 72, 54, 60

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LOGO GARDEN

When the logo appears adjacent to other logos, the distance between the other elements should be double the minimum clearance defined by the height of the ‘B’ in the wordmark.

When formating logos, always align to the center of the logo lockup in its entirety. Use the horizontal line in the symbol as reference.

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MINIMUM SIZE

The minimum width for screen application of the horizontal logo is 210 pixels. The minimum width for the vertical logo in print application is .75 inches.

Be sure that the logo is never smaller than what can be clearly executed.

DIGITAL
210 pixels wide
72 dpi

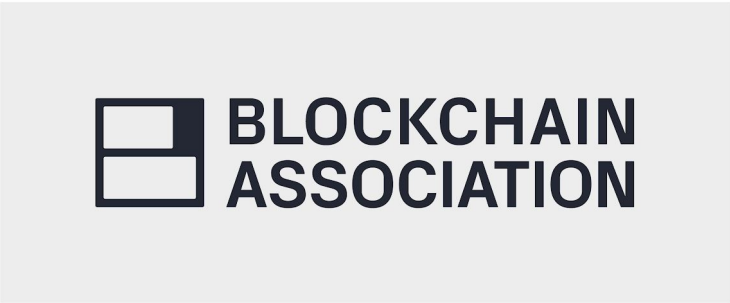
PRINT
.75 inches wide
150 dpi

Confidential and Proprietary - All rights reserved ©

COLOR LOCK-UPS

The logo should appear in charcoal or white and should not appear in any of the other brand colors.

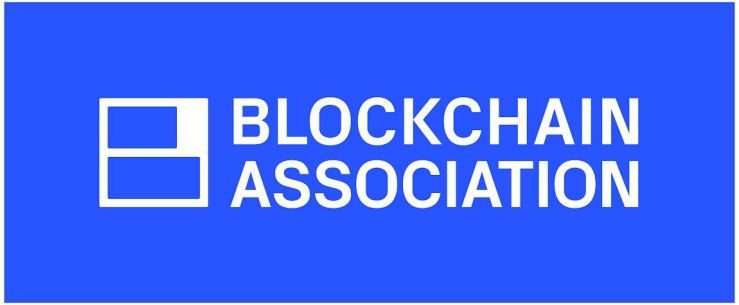
*Black is acceptable when limitations apply.



DO
The charcoal logo is the preferred, hero treatment.

Charcoal
HEX – 242834
CMYK – 80, 72, 54, 60

Space Grey
HEX – 242834
CMYK – 80, 72, 54, 60



DO
The white logo can be placed on other colored backgrounds with enough contrast, but cobalt is the recommended treatment.

Cobalt
HEX – 2855FF
CMYK – 81, 67, 0, 0

Pure White
HEX – FFFFFF
CMYK – 0, 0, 0, 0

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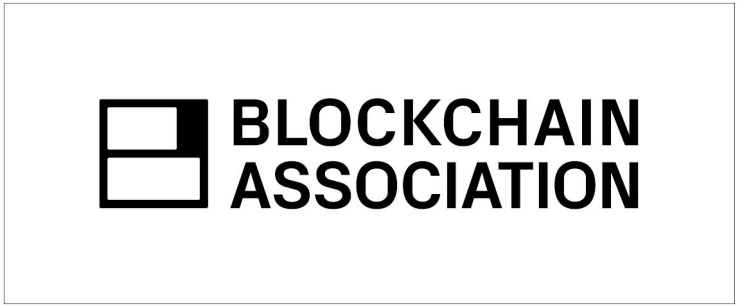
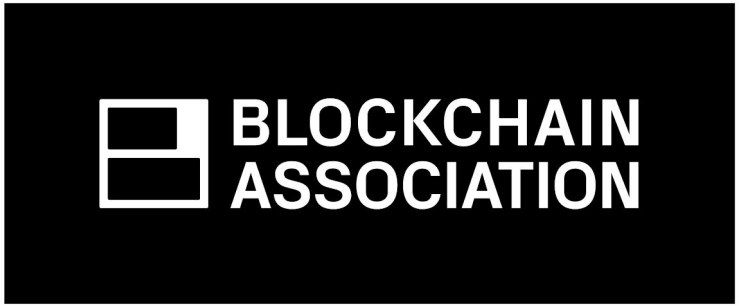
BLACK AND WHITE LOCKUPS

It is strongly preferred for the logo to appear in charcoal or white layered on our color palette. When technical or partner limitations arise, the black and white lockups can be used.



ACCEPTABLE
The black logo is acceptable only when charcoal is not an option.



ACCEPTABLE
The black background is acceptable only when charcoal is not an option.

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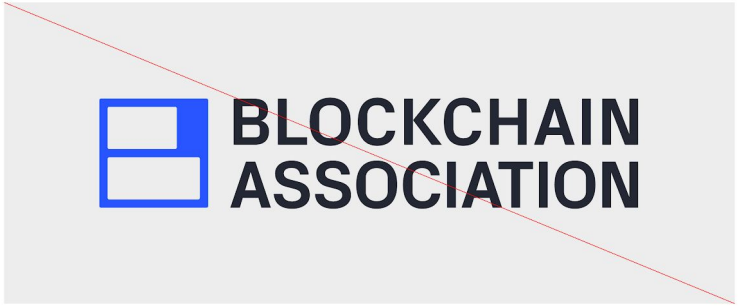
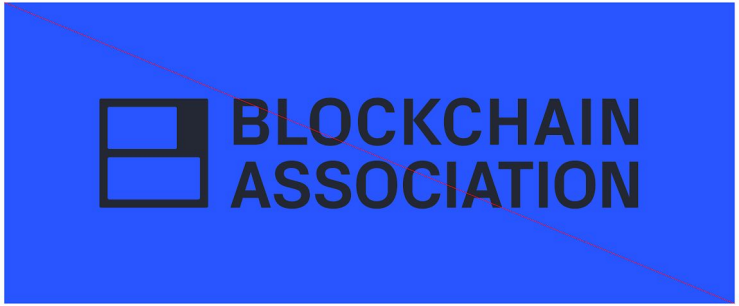
MISAPPLICATION FOR COLOR USAGE

To reinforce the visual identity, the logo must always appear in dark grey or white on contrasting backgrounds.



DON'T
Do not alter one color element of the logo. The symbol and wordmark must always be the same color. No part of the logo should ever appear in blue.



DON'T
Do not place the logo on backgrounds that do not have enough contrast. Always place the white logo on blue.

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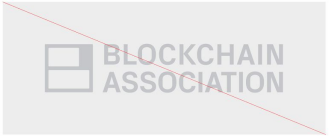
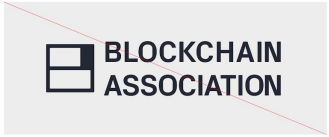
MISAPPLICATIONS FOR LOGO FORMATTING

Do not change, alter, or modify any part of the logo. Maintaining the integrity of the logo is necessary to ensure consistent recognition and build brand equity. The logo should be used properly in every application without exception.

Some of the more tempting mistakes are illustrated to the right. Avoid these to ensure clear and consistent brand communication.

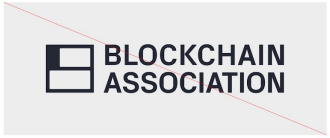


DON'T
Do not change the opacity or color of the logo.

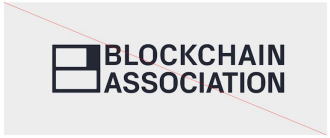


DON'T
Do not reconstruct the logo in any way, such as altering the letter or line spacing on the wordmark.

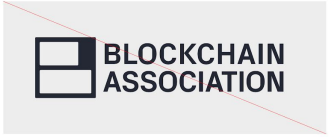
DON'T
Do not alter the typeface or font in any way.



DON'T
Do not flip the direction of the symbol.



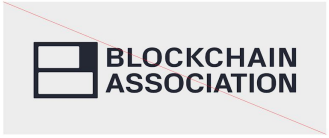
DON'T
Do not alter the spacing between the symbol and the wordmark.



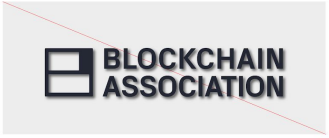
DON'T
Do not resize or change the scale of individual aspects of the logo.

DON'T
Do not skew or angle the logo.

DON'T
Do not alter the format of the logo.



DON'T
Do not crush or stretch the logo's proportions.



DON'T
Do not add textures, patterns, effects to the logo.

DON'T
Do not add any content or designed elements to the logo.

DON'T
Do not outline or change the stroke of the logo.

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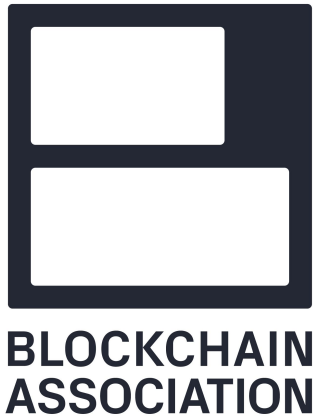
VERTICAL LOCK-UP

The vertical logo provides a condensed solution when there are space limitations for the horizontal logo.

Always refer to the designated clear space guidelines throughout this document when placing any elements of the identity.



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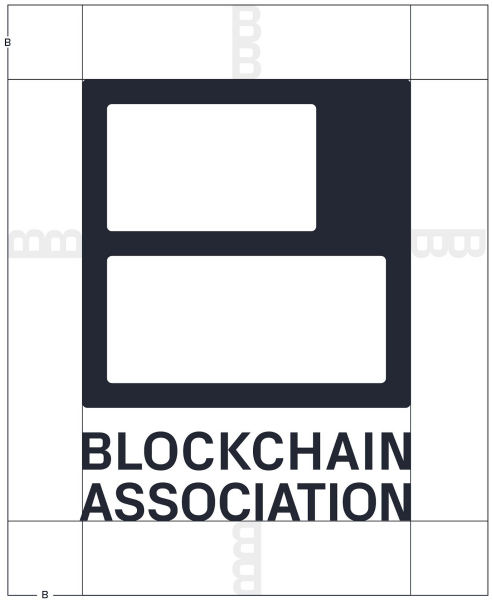
CONSTRUCTION AND MINIMUM CLEARANCE

Negative space within and around the logo is as important as the content with in the logo. Avoid crowding the logo with images, text, or other graphics that compromise its impact and visibility.

The amount of clear space around the lock-up should be equal to or greater than double the height of the B in the wordmark.



Charcoal
HEX – 242834
CMYK – 80, 72, 54, 60

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MINIMUM SIZE

The minimum width for screen application of the horizontal logo is 100 pixels. The minimum width for the vertical logo in print application is .75 inches.

Be sure that the logo is never smaller than what can be clearly executed.

DIGITAL
100 pixels wide
72 dpi

PRINT
.75 inches wide
150 dpi

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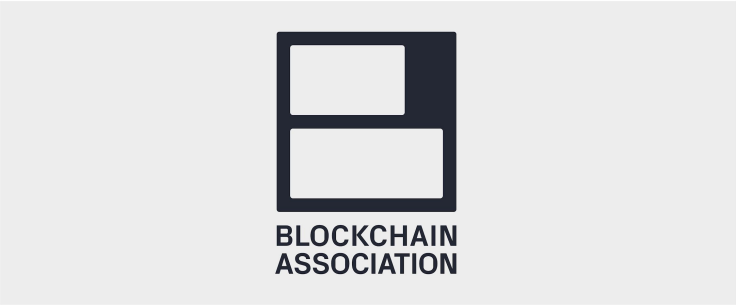
COLOR LOCK-UPS

The logo should appear in charcoal or white and should not appear in any of the other brand colors.

*Black is accepted when limitations apply

.

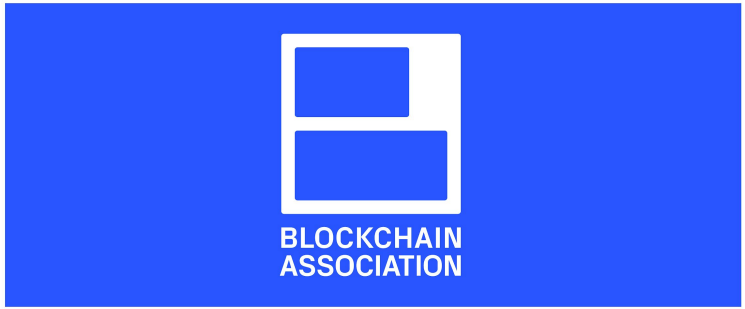


DO

The charcoal logo is the preferred, hero treatment. It should appear over a space grey or white most often, but colored backgrounds with enough contrast are also acceptable.

Charcoal
HEX – 242834
CMYK – 80, 72, 54, 60

Space Grey
HEX – 242834
CMYK – 80, 72, 54, 60



DO

The white logo can be placed on other colored backgrounds with enough contrast, but cobalt is the recommended treatment.

Cobalt
HEX – 2855FF
CMYK – 81, 67, 0, 0

Pure White
HEX – FFFFFF
CMYK – 0, 0, 0, 0

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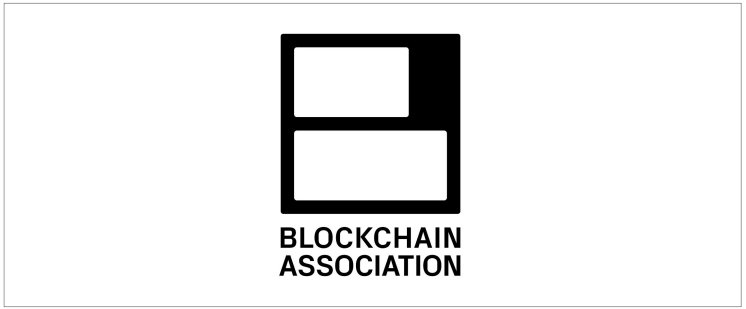
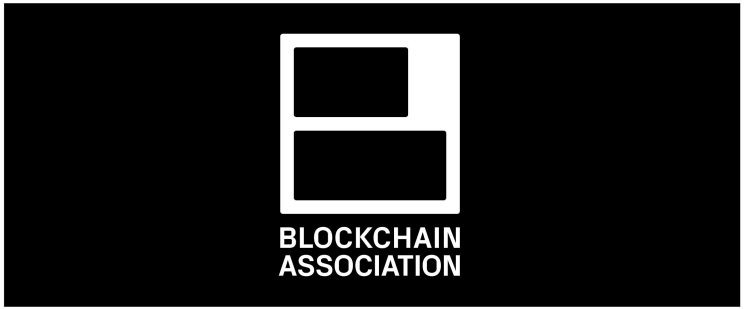
BLACK AND WHITE LOCKUPS

It is strongly preferred for the logo to appear in charcoal or white layered on our color palette. When technical or partner limitations arise, the black and white lockups can be used.



ACCEPTABLE
The black logo is acceptable only when charcoal is not an option.



ACCEPTABLE
The black background is acceptable only when charcoal is not an option.

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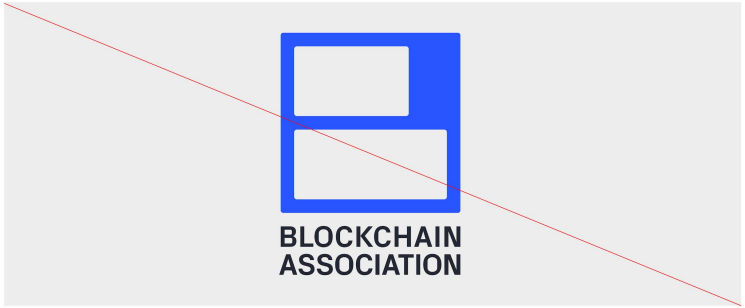
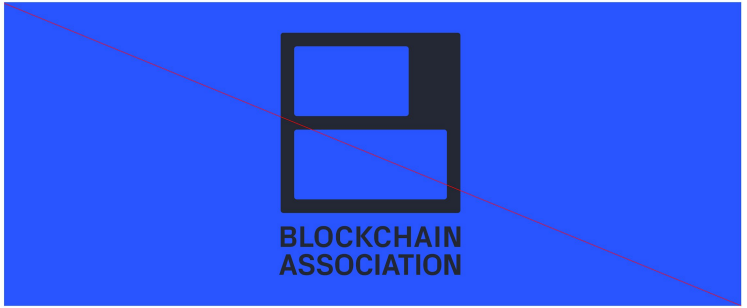
MISAPPLICATION FOR COLOR USAGE

To reinforce the visual identity, the logo must always appear in dark grey or white on contrasting backgrounds.



DON'T
Do not alter one color element of the logo. The symbol and wordmark must always be the same color. No part of the logo should ever appear in blue.



DON'T
Do not place the logo on backgrounds that do not have enough contrast. Always place the white logo on blue.

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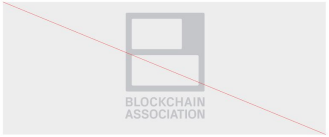
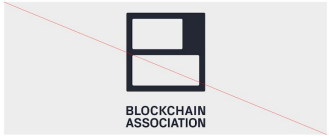
MISAPPLICATIONS FOR LOGO FORMATTING

Do not change, alter, or modify any part of the logo. Maintaining the integrity of the logo is necessary to ensure consistent recognition and build brand equity. The logo should be used properly in every application without exception.

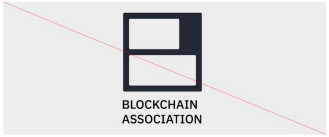
Some of the more tempting mistakes are illustrated to the right. Avoid these to ensure clear and consistent brand communication.



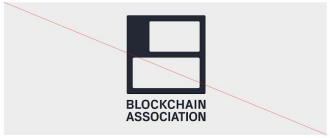
DON'T
Do not change the opacity or color of the logo.



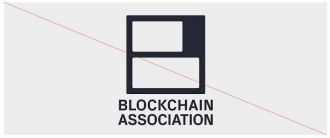
DON'T
Do not reconstruct the logo in any way, such as altering the letter or line spacing on the wordmark.



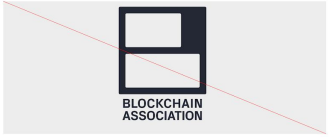
DON'T
Do not alter the typeface or font in any way.



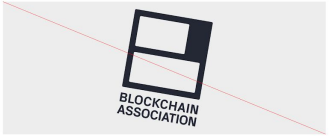
DON'T
Do not flip the direction of the symbol.



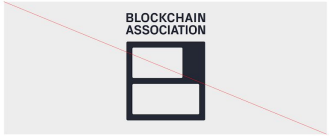
DON'T
Do not alter the spacing between the symbol and the wordmark.



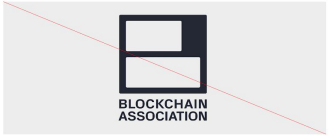
DON'T
Do not resize or change the scale of individual aspects of the logo.



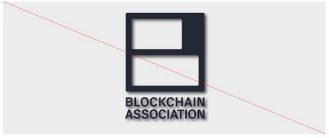
DON'T
Do not skew or angle the logo.



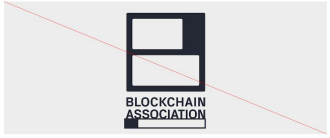
DON'T
Do not alter the format of the logo.



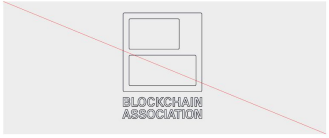
DON'T
Do not crush or stretch the logo's proportions.



DON'T
Do not add textures, patterns, effects to the logo.



DON'T
Do not add any content or designed elements to the logo.



DON'T
Do not outline or change the stroke of the logo.

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04

Colors

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THE PALETTE

Like everything that runs through the Blockchain Association, the color palette is designed to reflect optimism and carry a bold impact.

The most prominently used colors, cobalt and charcoal carry a elevated authoritative tone, while the neutrals of space grey and white help balance the colors in an intuitive and familiar way.

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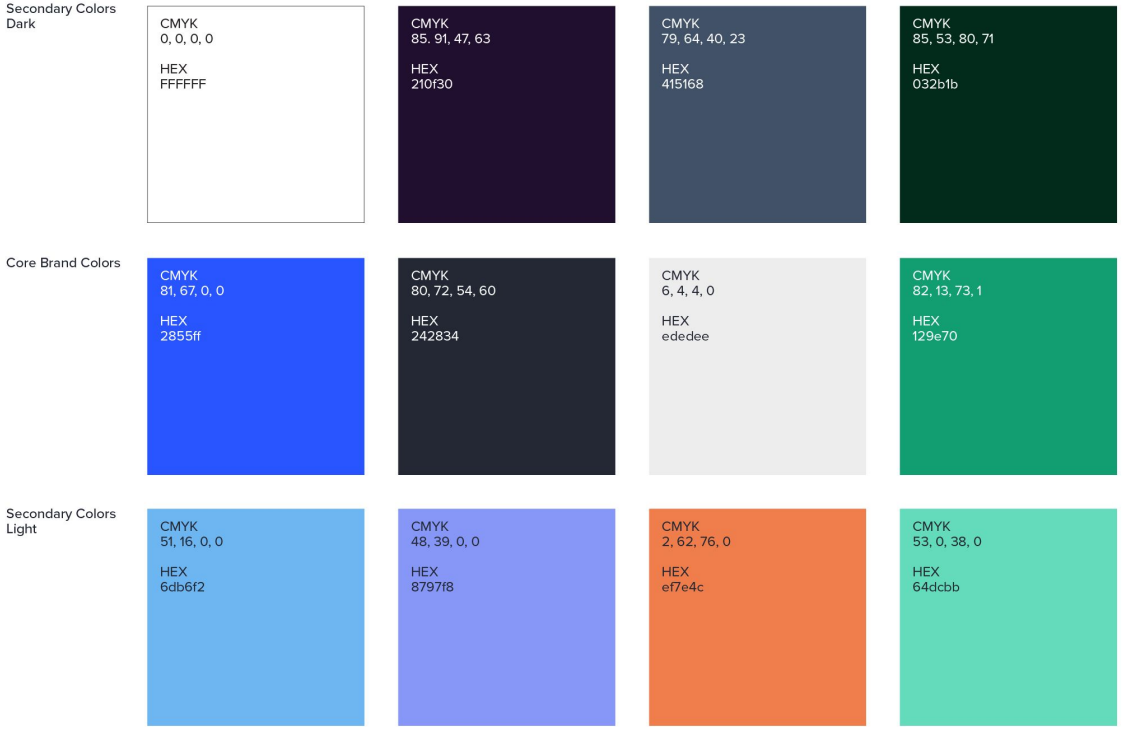
FULL PALETTE

Clarity starts with simplicity and we create instant brand recognition with our limited core colors of cobalt, charcoal, and space grey. The essence of all brand materials should feel bold and graphic, however, an expanded palette gives us more versatility for illustrations and hierarchy within designs.



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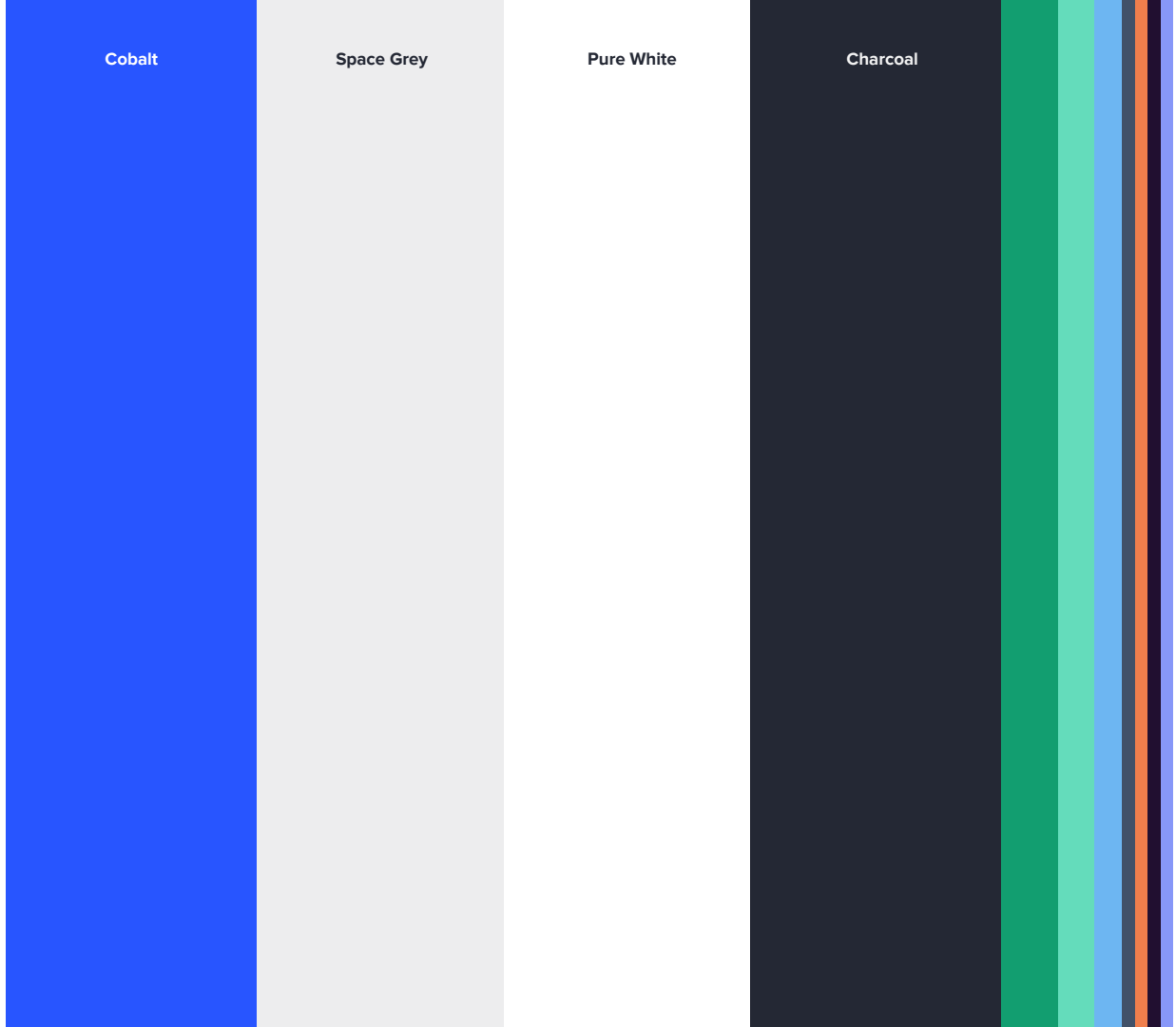
COLOR BALANCE

Always prioritize the core brand colors and check yourself if more than 2 colors are used on a page. Reserve the brighter, expanded colors for infographics, illustrations, text callouts.



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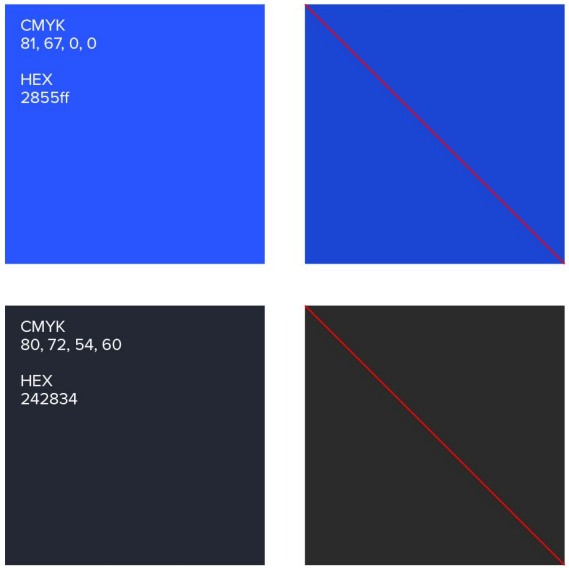
EXPORTING COLORS

Always ensure the correct color codes are plugged in when working in digital or print spaces.

Never use the eyedropper tool or try to match a color by eye.

When working in print always check you are exporting in CMYK and when working on digital check that you are using RGB and HEX codes.



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05

Typography

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CALL OUTS, TITLES, KEY NUMBERS, SUBHEADS

IBM Plex Sans is our familiar and intuitive typeface.

Normal
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

Extra Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

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HEADLINES, BODY COPY, DATA

Proxima Nova is our elevated and optimistic typeface.

Normal
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

Semibold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

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06

Icons

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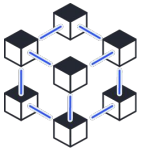
BRAND ICONS

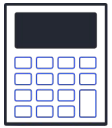
BANKING



DEFI

ENVIRONMENT

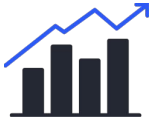
ANTI-MONEY LAUNDERING



TAXATION

SANCTIONS

NFTs



SPOT MARKETS

SECURITIES

STABLECOINS

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SIGNAL CHAT ICONS

EXTERNAL CHATS

INTERNAL CHATS

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07

Additional BA Brands

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LOGO

PAC

BLOCKCHAIN ASSOCIATION

COLORS

Core Brand Colors

CMYK
81, 67, 0, 0

HEX
2855ff

CMYK
80, 72, 54, 60

HEX
242834

CMYK
6, 4, 4, 0

HEX
ededee

Secondary Colors
Light

CMYK
51, 16, 0, 0

HEX
6db6f2

TYPOGRAPHY

Headlines: Proxima Nova Bold IBM Plex Sans Reg / Medium

H1 / Size 60 / Line Height 78 Proxima Nova Bold

PRAESENT ALIQUET QUAM

H2 / Size 46 / Line Height 58 Proxima Nova Bold

Praesent Aliquet Quam

H3 / Size 34 / Line Height 46 Proxima Nova Bold all caps

PRAESENT ALIQUET QUAM

H4 / Size 30 / Line Height 43 IBM Plex Sans Regular

Present Aliquent Quam

H5 / Size 20 / Line Height 30 IBM Plex Sans Medium

PRAESENT ALIQUET QUAM

Body copy: Proxima Nova / IBM plex sans

SMALL COPY / Size 14 / Line Height 26

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam maximus placerat felis, eu convallis risus facilisis in. Proin ante augue, rhoncus finibus ornare vitae, feugiat iaculis nunc.

p Body / Size 16 / Line Height 28 Proxima Nova Medium

Pellentesque mollis nisl neque, id elementum orci consequat sit amet. Morbi eu quam id enim feugiat scelerisque vel eleifend metus luctus purus ipsum.

LARGE COPY / Size 30 / Line Height 43 IBM Plex sans light

Suspendisse aliquam ut dolor vel aliquam. Etiam eget odio sed tortor congue varius quis malesuada risus lorem.

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LOGO

COLORS

Core Brand Colors

CMYK
81, 67, 0, 0

HEX
2855ff

CMYK
80, 72, 54, 60

HEX
242834

CMYK
6, 4, 4, 0

HEX
ededee

Secondary Colors
Light

CMYK
51, 16, 0, 0

HEX
6db6f2

TYPOGRAPHY

IBM Plex Sans — Subheads, Titles, Key Numbers

Proxima Nova — Headlines, Body Copy, Data

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LOGO

Blockchain Association ◆ November 15 | 16 2022 ◆ Washington, D.C.

COLORS

Core Brand Colors

CMYK 81, 67, 0, 0 HEX 2855ff	CMYK 80, 72, 54, 60 HEX 242834	CMYK 75, 68, 67, 90 HEX 000000

Secondary Colors Light

CMYK 51, 16, 0, 0 HEX 6db6f2	CMYK 0, 0, 0, 0 HEX FFFFFF

TYPOGRAPHY

Proxima Nova — Headlines, Body Copy, Data

LANDING PAGE

theblockchainassociation.org/policy-summit/

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