



Brand Guidelines



WELCOME

The Blockchain Association identity **claims and maintains our brand recognition**. It is comprised of our narrative and tone plus our logo, color palette, and typography. Unique elements that work together and create one unified whole.



CONTENTS

1. Logo Variations
2. Color Palette
3. Typography
4. Icons
5. Additional BA brands



04

Logo Variations



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.



HORIZONTAL LOCKUP

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

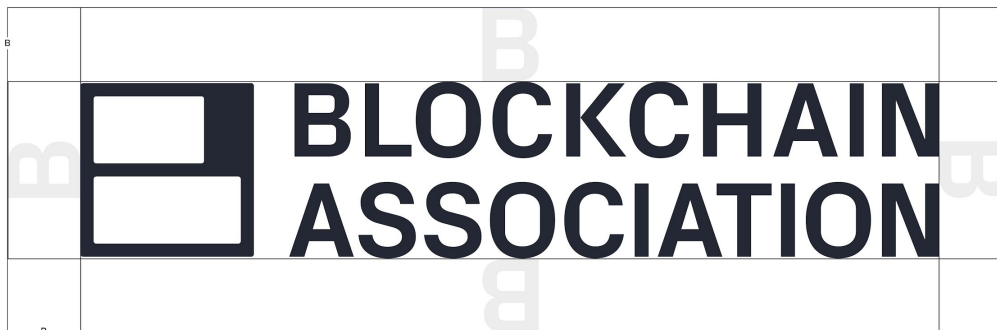
This is the preferred lockup and should be used in most instances except small applications like social icons and unique situations that are not conducive to its required clear space.



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.



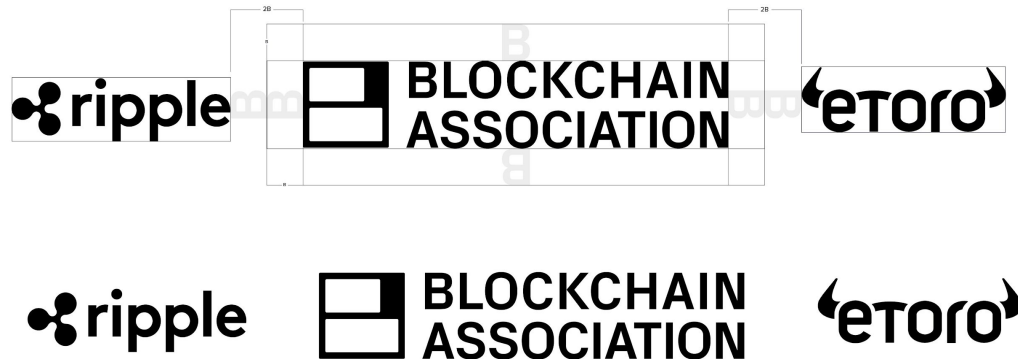
Charcoal
HEX – 242834
CMYK – 80, 72, 54, 60



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





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





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

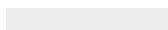
The charcoal logo is the preferred, hero treatment.



Charcoal

HEX – 242834

CMYK – 80, 72, 54, 60



Space Grey

HEX – 242834

CMYK – 80, 72, 54, 60



DO

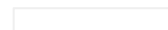
The white logo can be placed on other colored backgrounds with enough contrast, but cobalt is the recommended treatment.



Cobalt

HEX – 2855FF

CMYK – 81, 67, 0, 0



Pure White

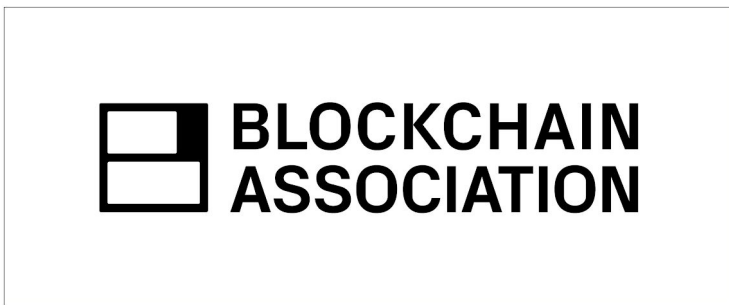
HEX – FFFFFFFF

CMYK – 0, 0, 0, 0



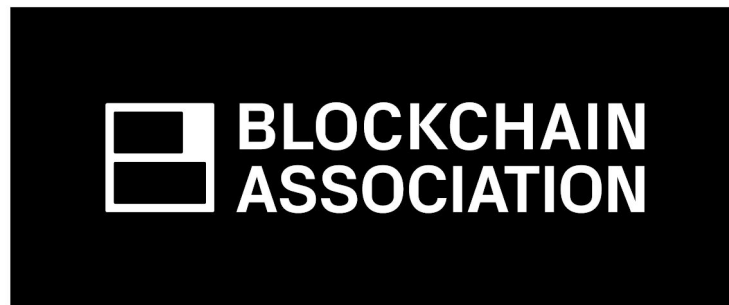
BLACK AND WHITE LOCKUPS

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.



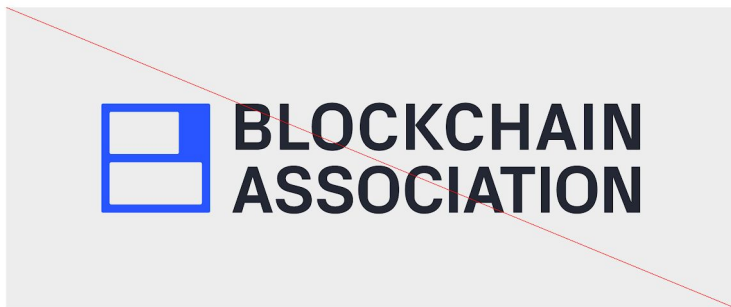
ACCEPTABLE

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



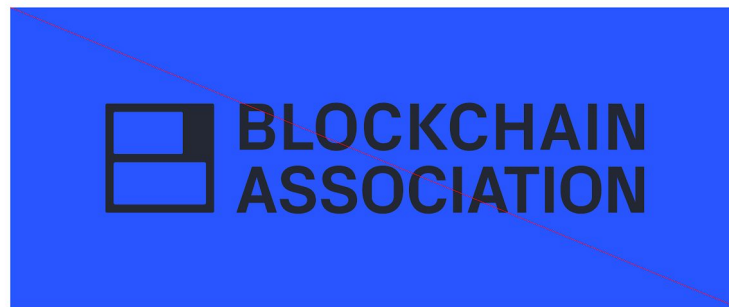
MISAPPLICATION FOR COLOR USAGE

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.



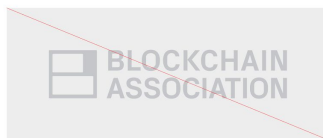
DON'T

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

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.



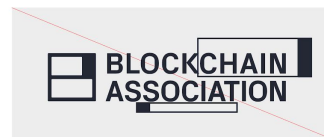
DON'T
Do not alter the format of the logo.



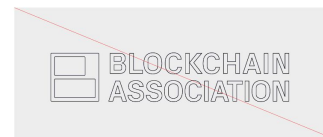
DON'T
Do not crush or stretch the logo's proportions.



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.



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.



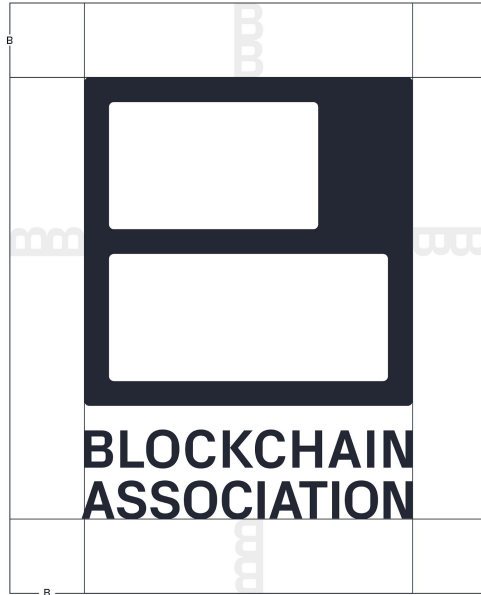
**BLOCKCHAIN
ASSOCIATION**

CONSTRUCTION AND MINIMUM CLEARANCE

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

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

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.





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



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

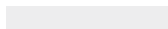
The charcoal logo is the preferred, hero treatment. It should appear over a space grey or white most often, but colored backgrounds with enough contrast are also acceptable.



Charcoal

HEX – 242834

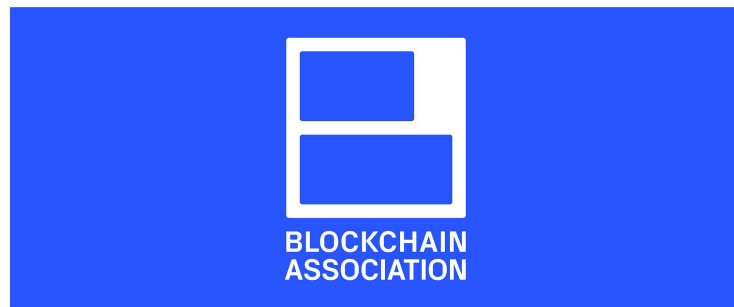
CMYK – 80, 72, 54, 60



Space Grey

HEX – ededee

CMYK – 80, 72, 54, 60



DO

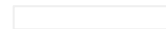
The white logo can be placed on other colored backgrounds with enough contrast, but cobalt is the recommended treatment.



Cobalt

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Pure White

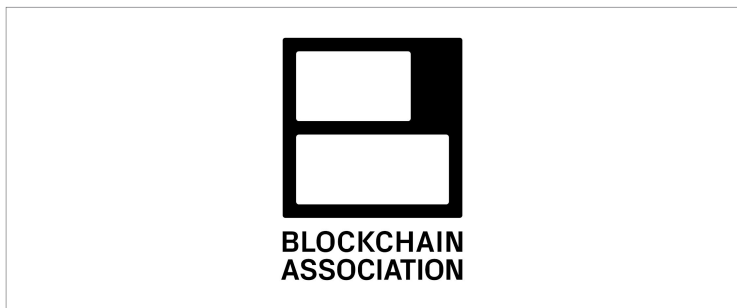
HEX – FFFFFFFF

CMYK – 0, 0, 0, 0



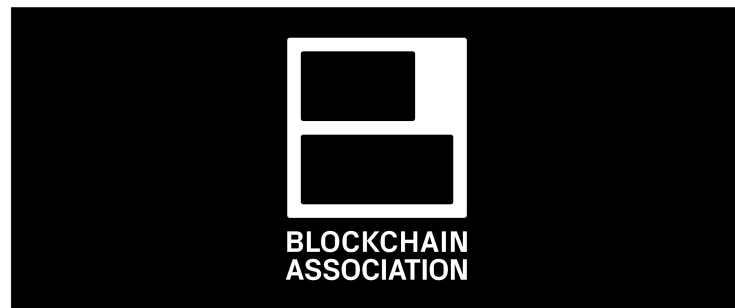
BLACK AND WHITE LOCKUPS

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

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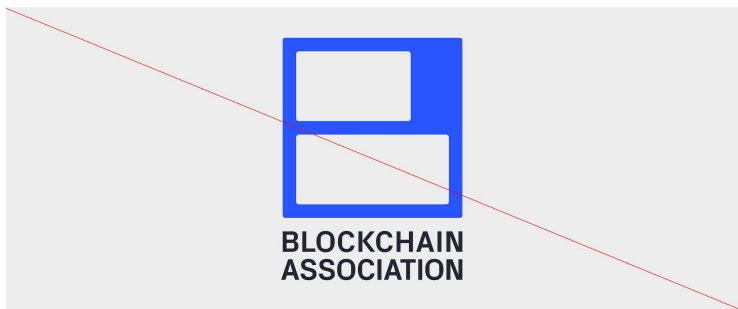
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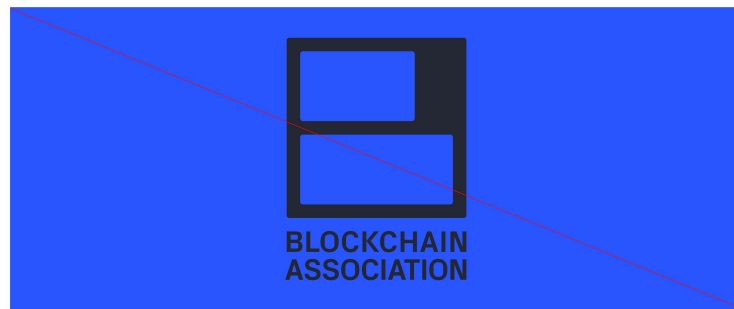
MISAPPLICATION FOR COLOR USAGE

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.



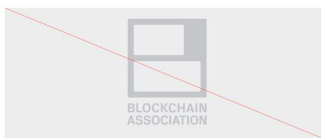
DON'T

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

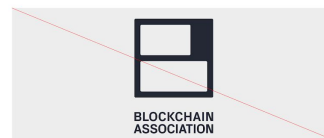
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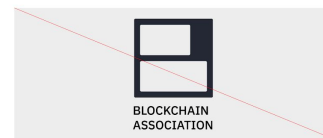
Some of the more tempting mistakes are illustrated to the right. Avoid these to ensure clear and consistent brand communication.



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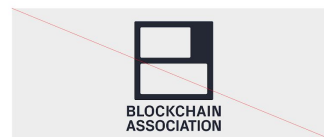
DON'T
Do not reconstruct the logo in any way, such as altering the letter or line spacing on the wordmark.



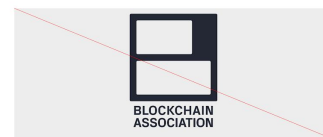
DON'T
Do not alter the typeface or font in any way.



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



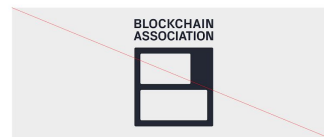
DON'T
Do not alter the spacing between the symbol and the wordmark.



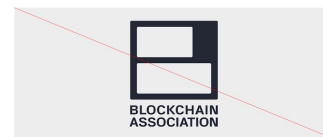
DON'T
Do not resize or change the scale of individual aspects of the logo.



DON'T
Do not skew or angle the logo.



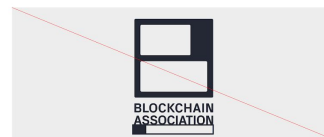
DON'T
Do not alter the format of the logo.



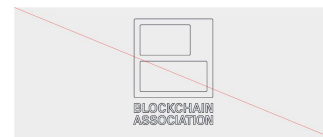
DON'T
Do not crush or stretch the logo's proportions.



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.



05

Color Palette



THE PALETTE

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

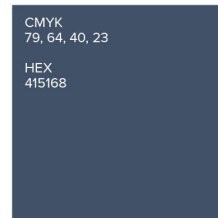
The most prominently used colors, cobalt and charcoal carry a elevated authoritative tone, while the neutrals of space grey and white help balance the colors in an intuitive and familiar way.



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.

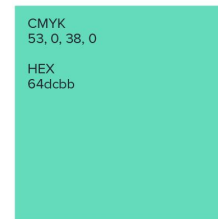
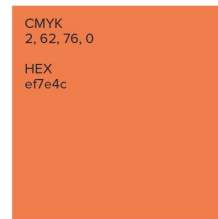
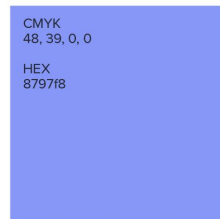
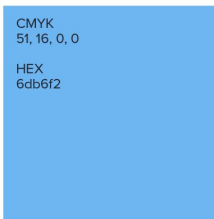
Secondary Colors Dark



Core Brand Colors



Secondary Colors Light





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.

Cobalt

Space Grey

Pure White

Charcoal

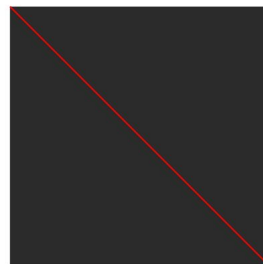
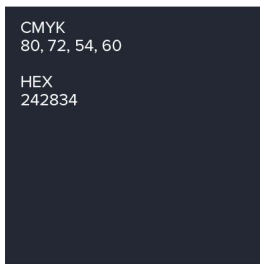
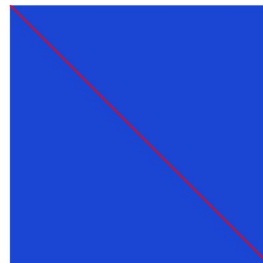


EXPORTING COLORS

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.





06

Typography



CALL OUTS, TITLES, KEY NUMBERS, SUBHEADS

IBM Plex Sans is our familiar and intuitive typeface.

(when a serif font is needed IBM Plex Serif also works)

Normal

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

Extra Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz !&#@
1234567890

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



07

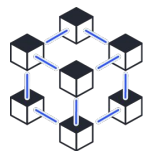
Icons



BRAND ICONS



BANKING



DEFI



ENVIRONMENT



ANTI-MONEY
LAUNDERING



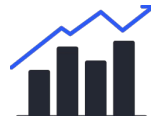
TAXATION



SANCTIONS



NFTs



SPOT MARKETS



SECURITIES



STABLECOINS



SIGNAL CHAT ICONS



EXTERNAL CHATS



INTERNAL CHATS



08

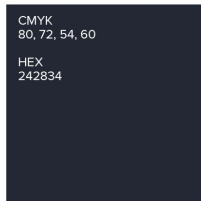
Additional BA Brands

LOGO

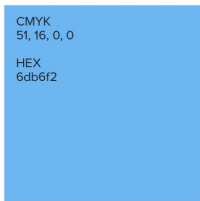


COLORS

Core Brand Colors



Secondary Colors Light



TYPOGRAPHY

Headlines: Proxima Nova Bold IBM Plex Sans Reg / Medium

H1 / Size 60 / Line Height 78 Proxima Nova Bold

PRAESNT 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

PRAESNT ALIQUET QUAM

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

Present Aliquet Quam

H5 / Size 28 / Line Height 38 IBM Plex Sans Medium

PRAESNT 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 fimbis ornare vitae, feugiat taculis nunc.

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

Pellentesque mollis nisi 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.



LOGO



COLORS

Core Brand Colors



Secondary Colors Light



TYPOGRAPHY

IBM Plex Sans

Subheads, Titles, Key Numbers

Proxima Nova

Headlines, Body Copy, Data

LOGO



POLICY SUMMIT

BLOCKCHAIN ASSOCIATION • NOV. 29-30 2023
WASHINGTON, D.C.

TYPOGRAPHY

Proxima Nova

Headlines, Body Copy, Data

LANDING PAGE

theblockchainassociation.org/policy-summit-2023

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