



Logo Guide

January 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.

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

The logo features the word "blocknative" in a bold, lowercase sans-serif font. To its right is a stylized "bug" icon composed of three overlapping geometric shapes in a blue-to-white gradient.

HEX: #5AAEF6 > #2FC4FF
CMYK: 69, 34, 0, 0 > #5E93EF
PANTONE: 279C
PANTONE: 298C

The logo is displayed on a solid dark blue rectangular background. The word "blocknative" is white, and the bug icon is white with a blue-to-white gradient.

Full Color - Solid

The logo is displayed on a solid white rectangular background. The word "blocknative" is dark blue, and the bug icon is dark blue with a blue-to-white gradient.

HEX: #5AAEF6
CMYK: 69, 34, 0, 0
PANTONE: 279C

The logo is displayed on a solid dark blue rectangular background. The word "blocknative" is white, and the bug icon is white with a blue-to-white gradient.

Logo Versions

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

One Color - Grayscale

blocknative 

blocknative 

One Color - Solid

blocknative 

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

blocknative 

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



Breathing Room

Ensure the logo has adequate breathing room on all sides.



Reverse

Use the reversed version on dark colored backgrounds.

Don't



Use the Flat Version

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



Legibility

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



Skew

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



Revert

Do not use the old Blocknative logo.

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 Poppins for Google applications.

Header Font

Sofia Pro Bold

Body Font

Sofia Pro Regular

Sofia Pro Regular lorem ipsum dolor sit amet, consectetur 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 dui 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: #5AAEF6 CMYK: 69, 34, 0, 0 PANTONE: 279C	HEX: #6370E5 CMYK: 83, 66, 0, 0 PANTONE: 2726C	HEX: #2FC4FF CMYK: 65, 3, 0, 0 PANTONE: 298C
HEX: #7949EC CMYK: 71, 88, 0, 0 PANTONE: 266C	HEX: #1F264A CMYK: 92, 92, 0, 58 PANTONE: 3524C	HEX: #8D96B3 CMYK: 43, 32, 4, 2 PANTONE: 2107C
HEX: #00E580 CMYK: 64, 0, 71, 0 PANTONE: 7479C	HEX: #F7167A CMYK: 0, 95, 0, 0 PANTONE: 219C	HEX: #8D96B3 CMYK: 43, 32, 4, 2 PANTONE: 2107C
HEX: #8EE2E3 CMYK: 48, 0, 17, 0 PANTONE: 318C	HEX: #F0D948 CMYK: 6, 9, 100, 0 PANTONE: 106C	HEX: #48509B CMYK: 85, 80, 0, 0 PANTONE: 2117C
HEX: #EC8CB2 CMYK: 0, 61, 2, 0 PANTONE: 189C	HEX: #F7167A CMYK: 3, 39, 55, 0 PANTONE: 713C	HEX: #F7167A CMYK: 94, 89, 28, 15 PANTONE: 2119C

Gradients

HEX: #EC8CB2 > #F7167A CMYK: 0, 61, 2, 0 > 3, 39, 55, 0 PANTONE: 189C PANTONE: 713C	HEX: #55CCFE > 00E580 CMYK: 69, 34, 0, 0 > 64, 0, 71, 0 PANTONE: 279C PANTONE: 7479C
HEX: #55CCFE > #6370E5 CMYK: 69, 34, 0, 0 > 83, 66, 0, 0 PANTONE: 279C PANTONE: 2726C	HEX: #F7167A > #1F264A CMYK: 94, 89, 28, 15 > 92, 92, 0, 58 PANTONE: 2119C PANTONE: 3524C

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

blocknative 

Example

New Message

To |

Subject

Lorem ipsum dolor sit amet, consectetur 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!

-Matt








Matt Cutler



Founder and CEO

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blocknative    

Send



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