Brand
Guide

BLOCKPASS

v1.1 August 2019

Primary Logo:

LANDSCAPE

BLOCKPASS

BLOCKPASS

PORTRAIT

BLOCKPASS

BLOCKPASS

ICON SMALL / SMALL

TEXT / SMALL

BLOCKPASS

BLOCKPASS

Our logo

Our logo must be used correctly. Our brand is smart, clean, and clear, so our comms and logo use must reflect this.

The landscape logo should be the one used for the majority of cases. The portrait version can be used when necessary, for instance if space is premium or if a design dictates it.
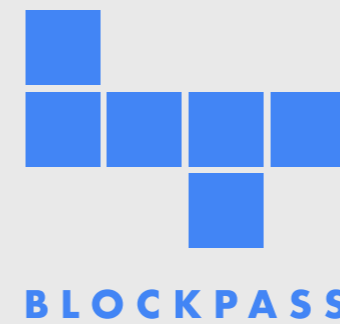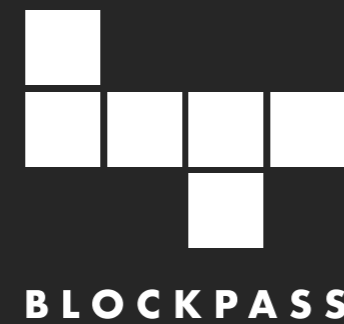
The icon may be used away from the text, but the text must be present elsewhere on the graphic.
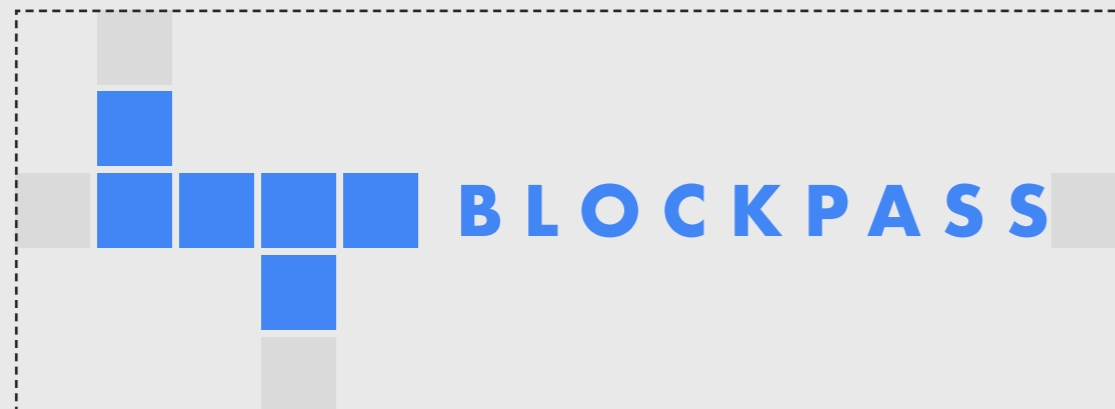
Exclusion zone

Care must be taken in order to keep our brand clear and confident. The minimum clearance around the logo is one block on each side.

To make sure the logo is always clear and legible, there is a minimum size requirement.
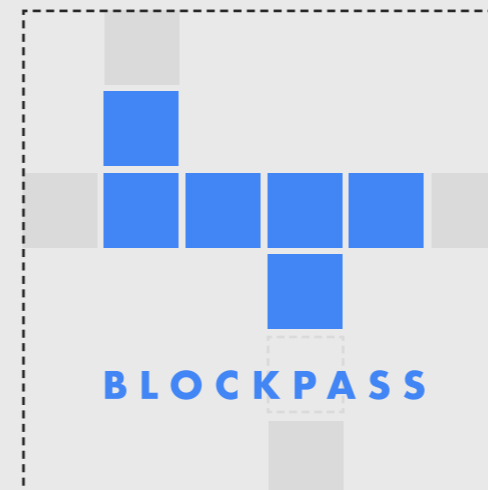
The minimum size requirement based on the width of the landscape logo, should be no smaller than 20mm. The minimum size requirement based on the width of the portrait logo, should be no smaller than 15mm.

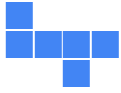If the placement area is smaller than 20mm in width, replace the landscape logo with the portrait logo.

Landscape logo minimum size
20mm wide

Portrait logo minimum size
15mm wide

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Preferred Logo

BLOCKPASS

Secondary Logo

BLOCKPASS

Colors

The Blockpass color palette has been designed to ensure we use them consistently across all materials.

BLOCKPASS BLUE

CMYK 88 / 50 / 0 / 0

RGB 66 / 133 / 244)

HEX #4285f4

PANTONE 660 C

75%

50%

25%

BLOCKPASS DARK BLUE

CMYK 100 / 73 / 0 / 2

RGB 0 / 74 / 153

HEX #004a99

PANTONE 287 C

75%

50%

25%

BLOCKPASS GREY

CMYK 67 / 60 / 59 / 46

RGB 65 / 65 / 65

HEX #414141

PANTONE Black 7 C

75%

50%

25%

BLOCKPASS BLACK

CMYK 71 / 65 / 64 / 69

RGB 38 / 38 / 38

HEX #262626

PANTONE Neutral Black C

75%

50%

25%

Image styles

Our photography is creative, modern, assured, and dynamic, evoking a sense of scale and structure. A blue hue also represents our brand.

Image Use

Our imagery is diverse but needs to used correctly. There are examples of which types of imagery should be used where and when.

Corporate
Focusing on the bigger cityscape

Events - Locations
Strong imagery of the location

Events - People
Clear and professional

KYC
Focusing on the merchant

Miscellaneous
Artistic abstract imagery

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What is Blockpass?

KYC-as-a-Service for Regulated Industries

Blockpass offers digital identity verification for businesses that participate in regulated industries, including crypto wallets and exchanges, virtual banks, traditional financial institutions and gaming.

Blockpass provides an alternative process to cumbersome, repetitive and expensive Know Your Customer (KYC) and Anti-Money Laundering (AML) verification through an easy-to-use mobile application and seamless merchant dashboard.

FONT FAMILY

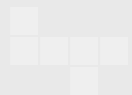## Helvetica Neue

STYLES

Bold

Regular

Typography & fonts

Our font style is designed to complement our brand. It is relaxed, concise and confident to ensure our message is clear at all sizes.

The Title and body copy font is **Helvetica Neue**.

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To download Blockpass logo assets click here

If you need any further assistance outside of this guide, please reach out to our brand guardians by email: team@blockpass.org