



blocktrade

Brandbook

Intro

MISSION: **At Blocktrade we believe in the power of community and trust.**

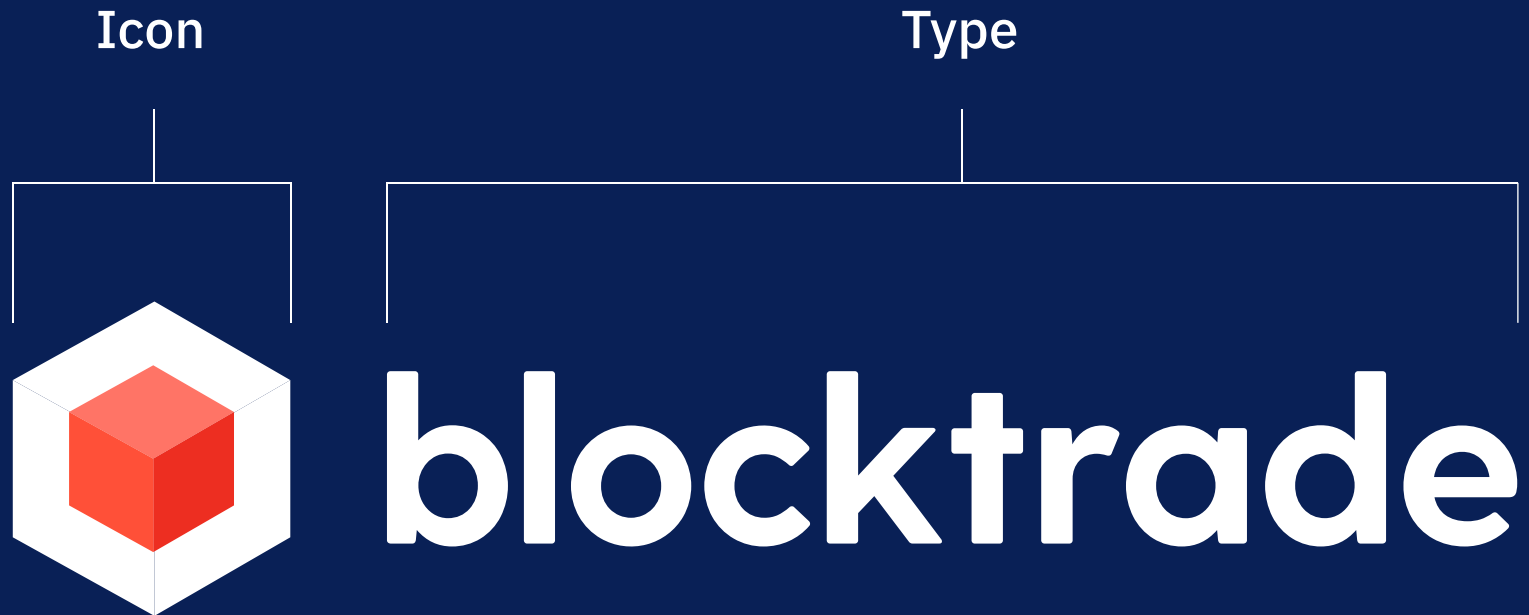
We strive towards being the most accessible marketplace while holding ourselves to the highest regulatory standards.

We make no difference between origin, gender, age, or wealth when educating and supporting our community in becoming more financially educated and directly applying their knowledge on digital markets. Only when every user leaves our platform wealthier in assets or knowledge, looking forward to coming back to improve their lives have we reached our goal.

SLOGAN: **“Trading has never been so easy”**

Main / horizontal logo

This is the horizontal logo, which stands as a main logo. Use this logo, on dark blue background when it is possible.



Logo color



PREFERRED LOGO COLOR



LOGO ON DARK BACKGROUND



LOGO ON
BLACK BG



MONOCHROME LOGO
ON WHITE BG



MONOCHROME
LOGO ON BLACK BG

Alternative / vertical logo

The logo can also be used vertically. Use the logo vertically only when it can't be used horizontally.



Icon

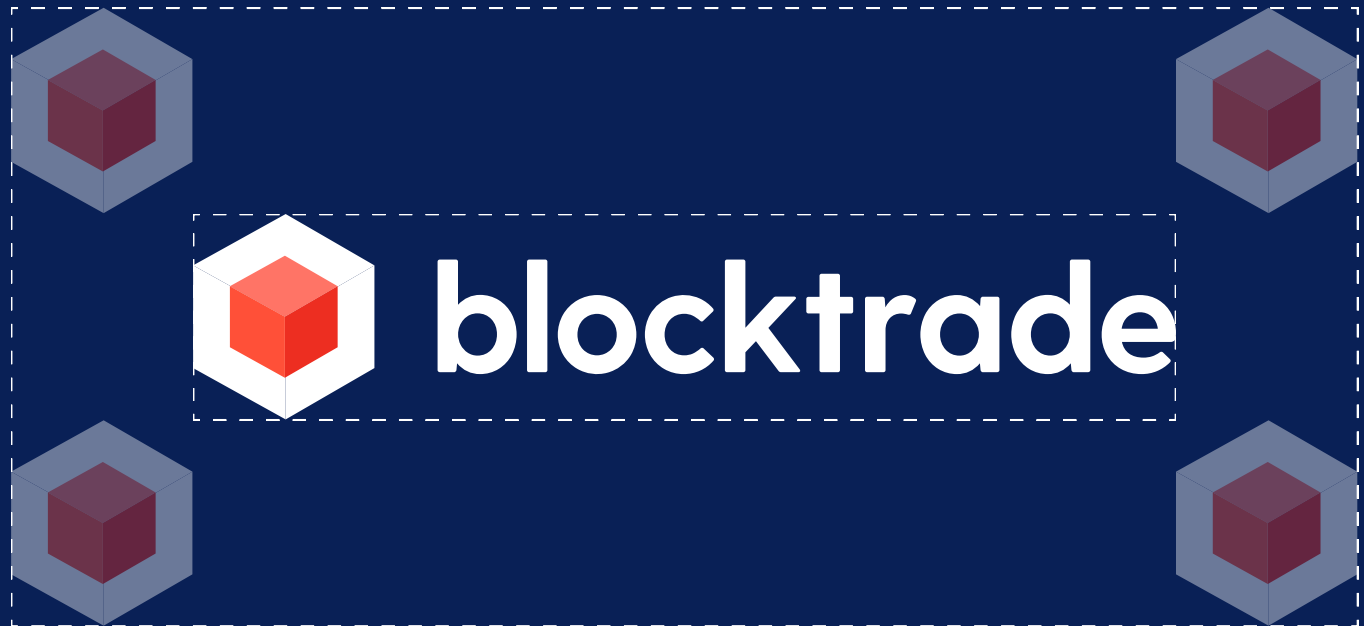
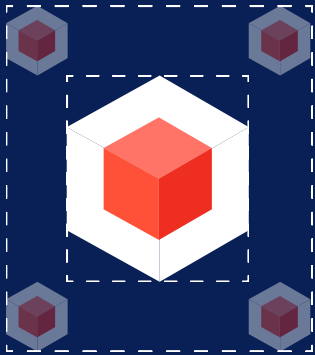
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Type

Logo clearspace

Clearspace is the empty area around the logo that ensures legibility.

Always observe the minimum clearspace and avoid placing any words or objects within that space.



Minimum size

Check the notes from down below.



16px

The **logo mark** should never be used at **under 16px** in length, as this is the smallest size at which it is properly visible.



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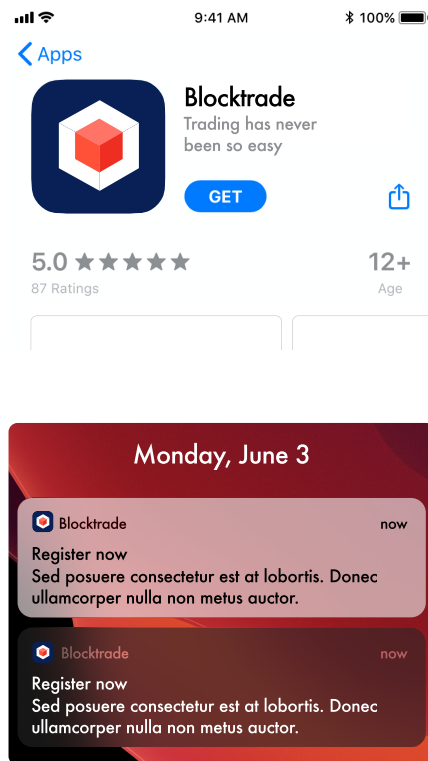
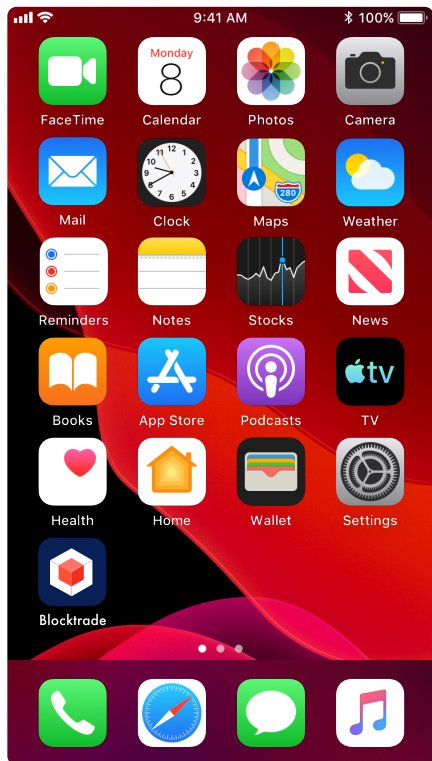
120px

The **full logo** should never be used at **under 120px** in length, as this is the smallest size at which it is properly visible.

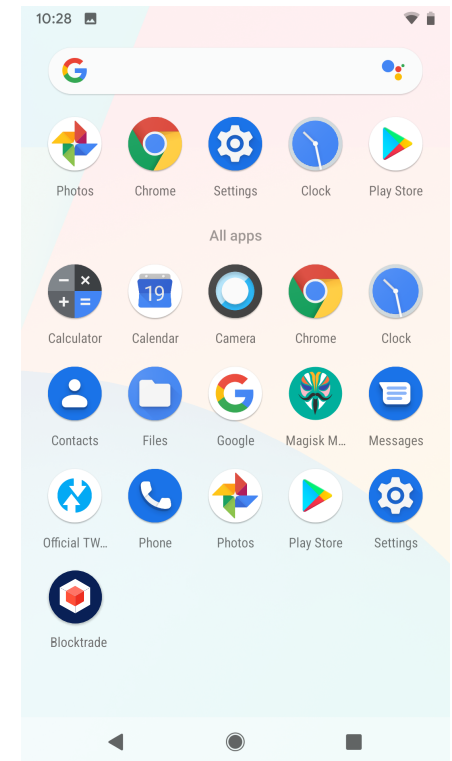
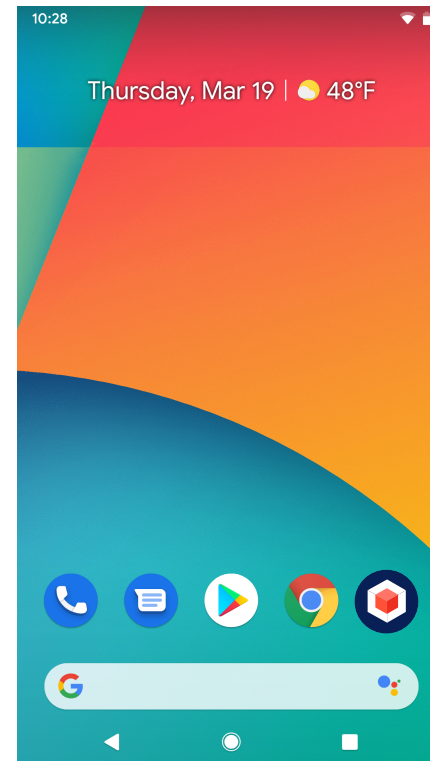
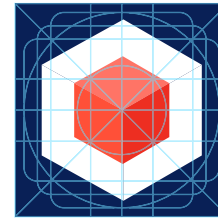
Logo icons

Icons that we use for Apple, Android devices & Favicon.
The icon is scalable for your needs.

IOS



ANDROID



Colors

Color is a powerful brand identifier. It also provides contrast and helps define hierarchy to guide our customers' attention. Color values always need to be consistent.

PRIMARY COLORS

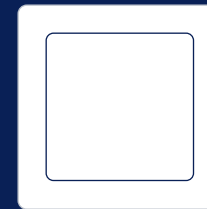
Our primary palette defines our brand.



NAME: BLUE
RGB: 9 32 86
CMYK: 100, 90, 39, 33
HEX: 092056



NAME: ORANGE
RGB: 255 79 56
CMYK: 0, 79, 74, 0
HEX: FF4F38



NAME: WHITE
RGB: 255 255 255
CMYK: 0, 0, 0, 0
HEX: FFFFFFFF

MAIN COLOR PALETTE



EDF2FD



1948E7



20BF55



34A8FF

We use color profile “Adobe RGB (1998)” to display colors correctly

Typography

There are the fonts for social media, banners and ads. IBM Plex™ was designed to illustrate the unique relationship between mankind and machine. The result is a neutral, yet friendly Grotesque style typeface and has excellent legibility in print, web and mobile interfaces.

In case the IBM Plex font is technically impossible or unavailable you can use Inter font.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

IBM Plex Sans Bold

Use for headlines or for emphasizing short phrases.

IBM Plex Sans SemiBold

Use for headlines or for emphasizing long phrases.

IBM Plex Sans Medium

Use for emphasizing words or phrases in the body text.

IBM Plex Sans Regular

Use for the body text and large blocks of text.

Typography

There are the fonts for fonts for IOS & Android App, the platform, homepage (and other subpages on Blocktrade.com) and landing pages. Inter is a variable font family carefully crafted & designed for computer screens. In case the Inter font is technically impossible or unavailable you can use Arial font.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Inter Bold

Use for headlines.

Inter Semibold

Use for buttons.

Inter Regular

Use for the body text and large blocks of text.