

**BRAND IDENTITY 2020**

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# BRAND VOICE

## WORDS WE LIKE

When The Blockchain Institute brand is used, it should evoke a specific idea in the mind of the viewer/consumer. Listed below are some words that describe the feeling that should be associated with our brand.

Learning	Understandable	Progress
Educational	Comprehensive	Growth
Community	Helpful	Opportunity
Authority	Resourceful	
Expert	Trustworthy	
Beneficial	Clean	
Official	Modern	

# BRAND VOICE

## WORDS WE DON'T LIKE

There are also things we don't want people associating with our brand.  
Here are a few of them.

Exclusive

Aloof

Nerdy

Elite

Esoteric

Political

Niche

Complicated

Confusing

Trendy

## FULL LOGO

This is the full standard color Blockchain Institute logo. There are variations and rules to its usage which will be discussed on subsequent pages.



## LOGOGRAPH

This is our logograph. It is the visual iconographic section of the full logo, and may be used independent of the full logo when required.



# LOGOS

## COLOR VARIANTS

In addition to the full color logo, the Blockchain Institute uses both a black and white version of its logo. Each version comes with rules pertaining to its proper use.



### FULL COLOR LOGO

The full color Blockchain Institute logo should always be the first choice used when placed over a neutral background.

### BLACK LOGO

This is the appropriate version of the logo to use when it is placed over a light, monochromatic or duochromatic background, or when printing in black and white in situations that would otherwise demand the full color logo.

### WHITE LOGO

This version of the logo should be used when placed over a full-color photograph or when used with gradients or dark backgrounds that conflict with the gradients in the full color logo.

## MINIMUM ALLOWABLE SIZING

Any imagery loses its clarity beyond a certain sizing minimum. In order to maintain clarity, the Blockchain Institute logo should not be used at sizes smaller than these.

### PRINT VERSION

The minimum size of the full logo when printed is .85 inches. The minimum size of the printed logograph when used independently is .12 inches.

#### FULL LOGO



### WEB VERSION

The minimum size of the full logo when printed is .73 inches. The minimum size of the digital logograph when used independently is .11 inches.

#### FULL LOGO



#### LOGOGRAPH



#### LOGOGRAPH



## MINIMUM CLEARANCE

Any logo needs to have consistent clearance around the logo. Our logo should have space the size of the capital "O" on the left and right sides of

the full logo, with the space of the capital "O" on the top and bottom of the text portion of the logo, as seen below.

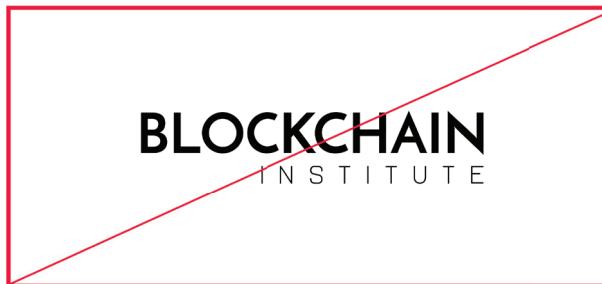


## INCORRECT USAGE

Below are some examples of incorrect usage of the Institute logo, though they are by no means the only instances of incorrect usage. In general, do not alter the logo from the permitted forms described in this style guide.



Do NOT stretch or distort the logo.



Do NOT use the text without the logograph.



Do NOT tilt the logo.



Do NOT use the full color logo over a color photo.



Do NOT add effects to the logo.



Do NOT change the colors of the logo.

# COLORS

## PRIMARY COLORS

These are our main brand colors. In general, any large and/or repeated use of color should use the hues listed here.



**WHITE**

**RGB** 255/255/255

**CMYK** 0/0/0/0

**HEX** FFFFFF

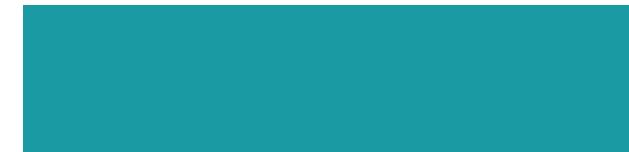


**BLACK**

**RGB** 0/0/0

**CMYK** 100/100/100/100

**HEX** 000000



**MID TEAL**

**RGB** 11/155/164

**CMYK** 89/14/37/0

**HEX** 0B9BA4



**MID BLUE**

**RGB** 0/100/140

**CMYK** 93/57/27/6

**HEX** 00648C

# COLORS

## SECONDARY COLORS

Our secondary colors should be used to complement the primary colors, or in cases where the primary colors may not be optimal.



**DARK BLUE**

RGB 0/52/73

CMYK 98/72/48/44

HEX 003449



**DARK PINK**

RGB 237/7/68

CMYK 0/100/71/0

HEX ED0744



**PURPLE**

RGB 163/0/113

CMYK 38/100/23/4

HEX A30071



**MID GREY**

RGB 132/132/132

CMYK 51/42/42/6

HEX 848484

# COLORS

## TERTIARY COLORS

These tertiary colors should be used as accent colors, or as part of the gradients used in more complex images, such as the header illustrations used on theblockchaininstitute.org.



**GREEN**

**RGB** 15/165/76

**CMYK** 83/7/99/0

**HEX** 0FA54C



**YELLOW**

**RGB** 255/188/0

**CMYK** 0/28/100/0

**HEX** FFBC00



**ORANGE**

**RGB** 252/63/13

**CMYK** 0/89/100/0

**HEX** FC3F0D



**DARK GREY**

**RGB** 43/43/43

**CMYK** 70/64/63/65

**HEX** 2B2B2B

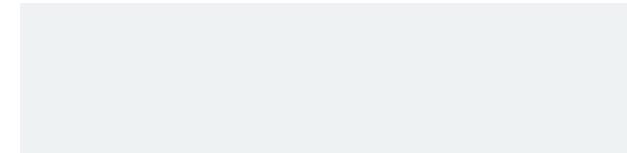


**LIGHT TEAL**

**RGB** 5/211/171

**CMYK** 66/0/47/0

**HEX** 05D3AB



**LIGHT GREY**

**RGB** 239/239/239

**CMYK** 5/3/3/0

**HEX** EFEFEF

# COLORS

## GRADIENTS

From vector illustrations to layout shapes, our brand makes frequent use of two color gradients. Below, you will find examples of acceptable gradient usage.

### OUR MAIN GRADIENT

MID TEAL



MID BLUE

### OTHER GRADIENTS



### GRADIENTS WITH TRANSPARENCY

When creating custom illustrations, sometimes a more subtle color variety is required. In these instances, Gradients (in official Blockchain Institute

colors) may be layered on top of each other with the blending mode/transparency set to "Multiply" or "Overlay" in the Adobe Creative Suite.



Gradients may transition from fully opaque to fully transparent as well in custom illustrations.

# COLORS

## COLOR USAGE NOTES

Below are a few additional notes on the appropriate use of color in connection with Blockchain Institute branding.

Headers should be Black or Dark Blue.



Icons should be black, match the header or use secondary colors.



Any usage of red, such as X's or to represent "STOP", should use the dark pink.



# COLORS

## COLOR BARS

The Blockchain Institute makes use of rectangular bars of color throughout our website and promotional materials. These bars may be

entirely decorative, accent text beside them, contain text on top of them, or accent photographs.



Decorative color bar

## TEXT BESIDE COLOR BARS

### TEXT ON TOP OF COLOR BARS



Color bar accenting photo

# TYPOGRAPHY

## DISPLAY TYPE

For all uses of display type, use Kanit Bold. Kanit Bold is a strong, stocky font that properly anchors headings and subheadings on the page and maintains their place in a designs hierarchy.

### KANIT BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j l m n o p q r s t u v w x y z 1 2 3 4**  
**5 6 7 8 9 0 ? ! .**

### KANIT BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j l m n o p q r s t u v w x y z 1 2 3 4**  
**5 6 7 8 9 0 ? ! .**

# TYPOGRAPHY

## PULL QUOTES AND SPECIAL BODY COPY

Junction Light should be used for pull quotes, special body copy and other large, yet secondary blocks of type. This font is elegant but professional and draws the eye to the important information it contains.

### JUNCTION LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j l m n o p q r s t u v w x y z 1 2 3 4  
5 6 7 8 9 0 ? ! .

# TYPOGRAPHY

## PARAGRAPH

For paragraph text, we use Roboto Light. A commonly used font on the web, Roboto imbues the content with trust and consistency. For web and mobile usage, Roboto Regular can be substituted.

### ROBOTO LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j l m n o p q r s t u v w x y z 1 2 3 4  
5 6 7 8 9 0 ? ! .

### ROBOTO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j l m n o p q r s t u v w x y z 1 2 3 4  
5 6 7 8 9 0 ? ! .

# IMAGERY

## PHOTOGRAPHY

Always stick to photos with standard “realistic” contrast, brightness and saturation. Custom photography with only basic touchups/editing is always preferred.

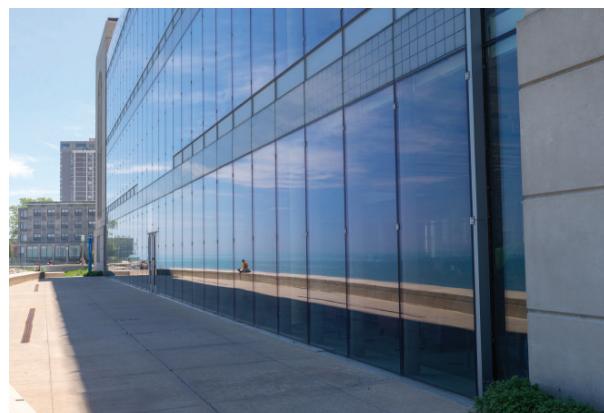
### PHOTOS WITH PEOPLE

When photos have people in them, make sure they are happy, focused people dressed casually. Always keep diversity in mind.



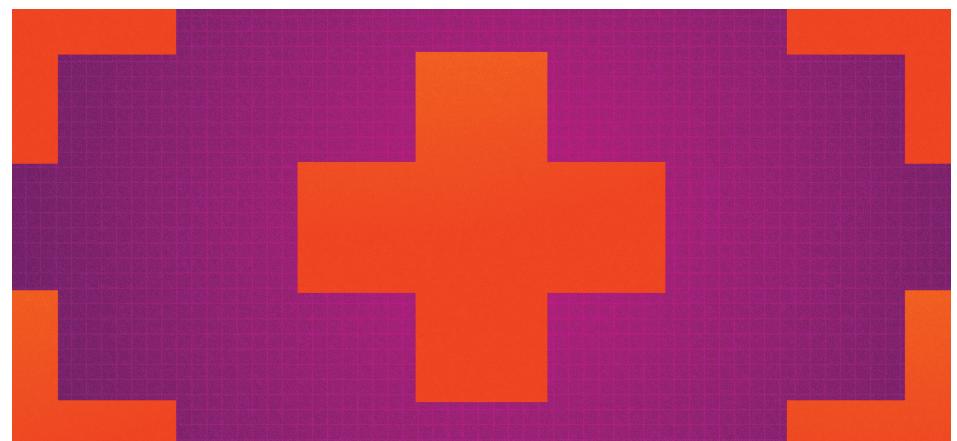
### PHOTOS WITHOUT PEOPLE

Photos without people should express a sense of community and/or focus on the Blockchain Institute brand.



## ILLUSTRATIONS

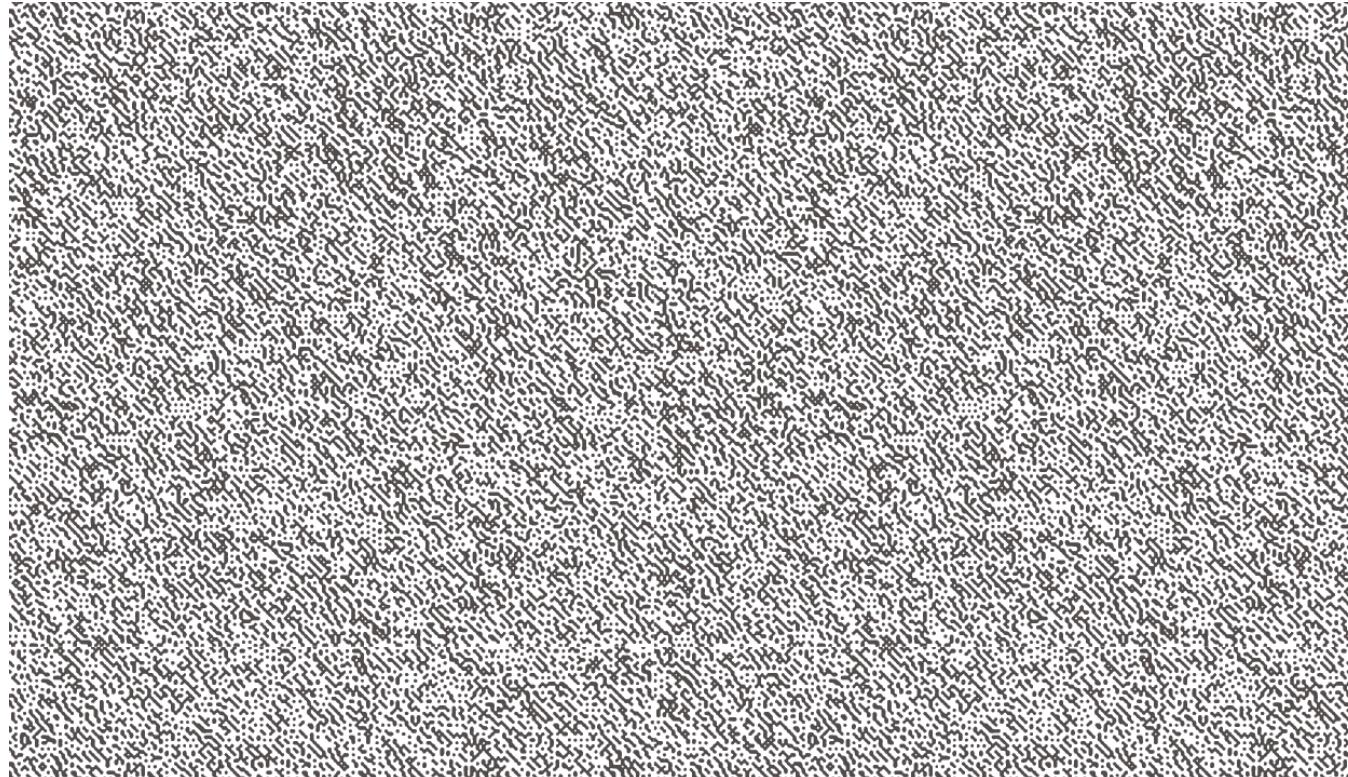
The illustrations use should be vector illustrations. Whenever possible, avoid using people in the illustrations. Instead, opt for simplified iconography and gradients without borders.



## TEXTURE OVERLAY

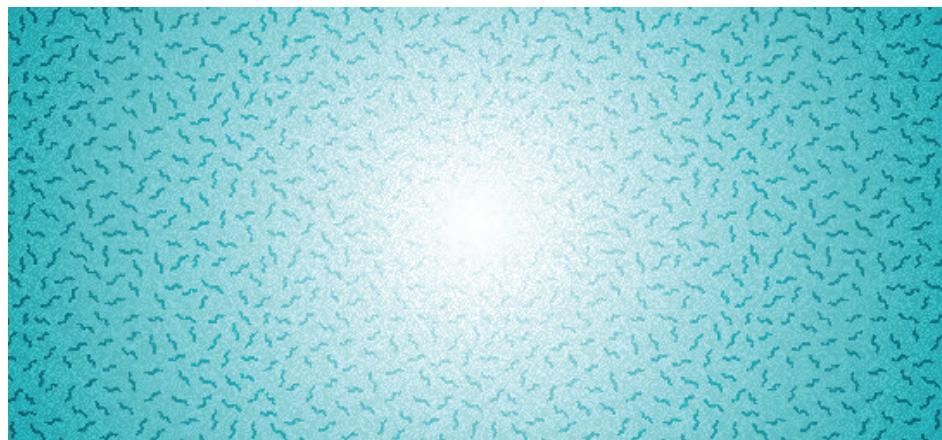
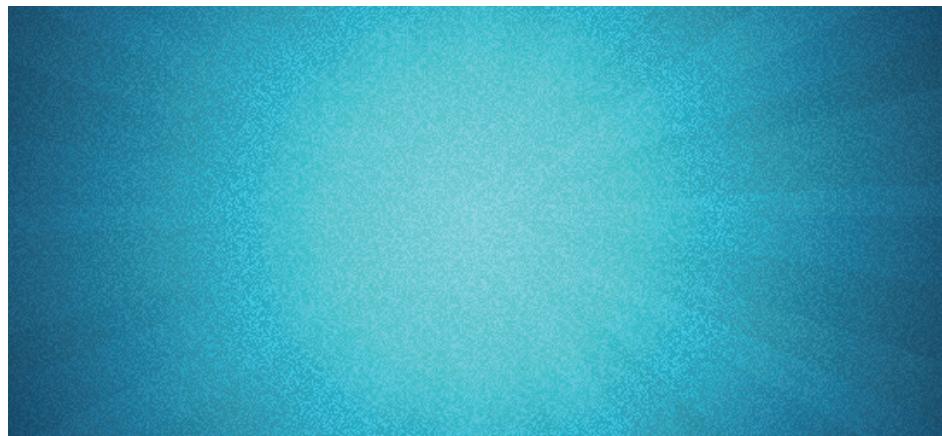
The vector illustrations should always have “ImageTexture-01.png” as an overlay. This should be placed on top of all illustrative elements, set to the

“Overlay” blend style, and reduced to a low opacity (whichever fits best with the colors to create a similar look to all other brand illustrations.

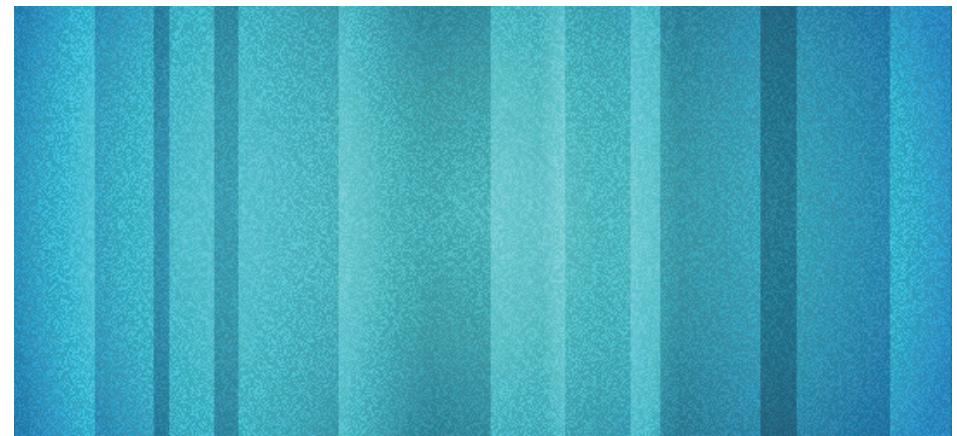


## ILLUSTRATION BACKGROUNDS

While illustrations may have no background design elements beyond a simple gradient, they often utilize one or more of the following: a sunburst

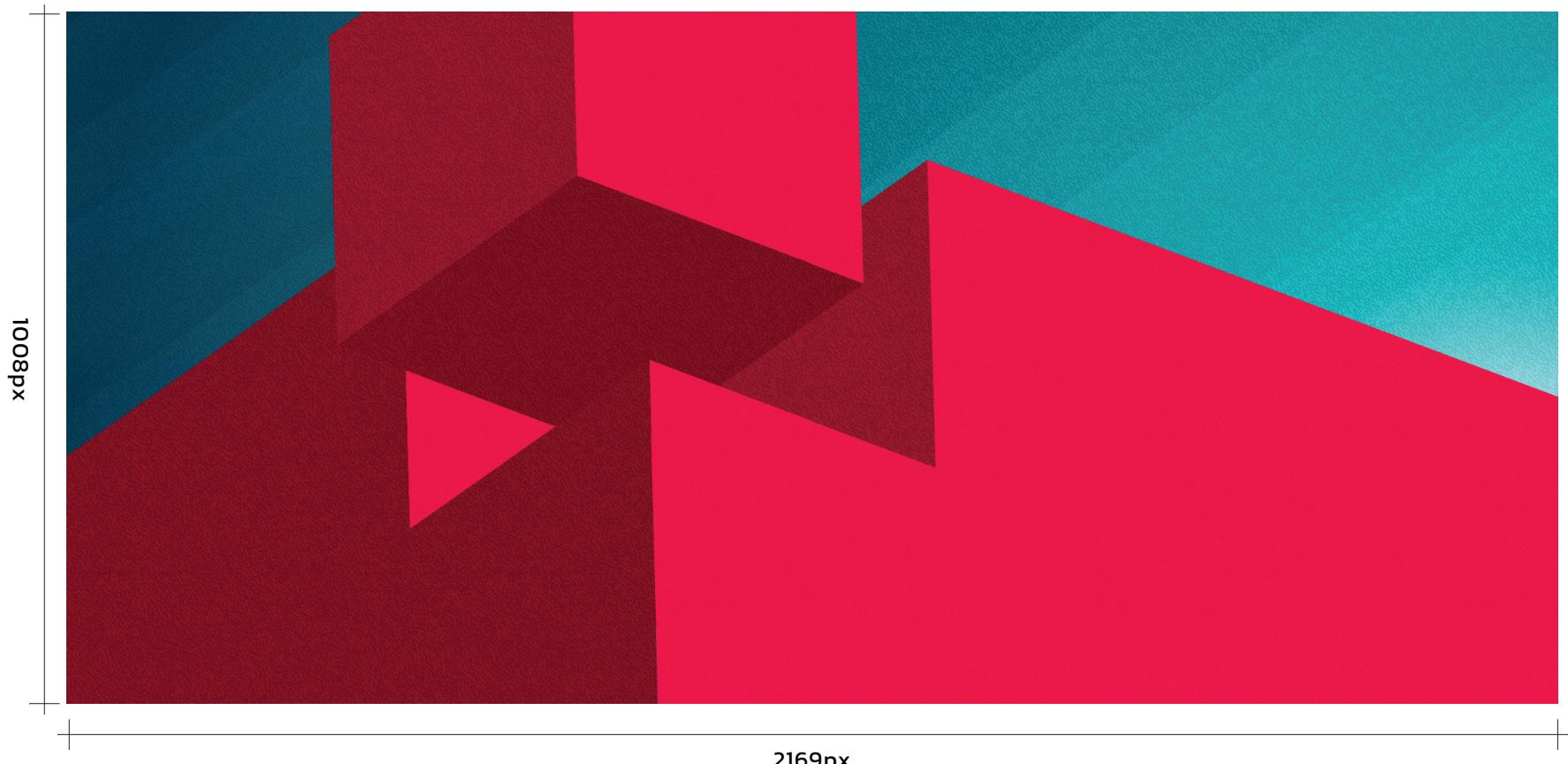


with a transparent-to-white gradient, a set of overlapping bars with a transparent-to-white gradient, and/or a geometric pattern.



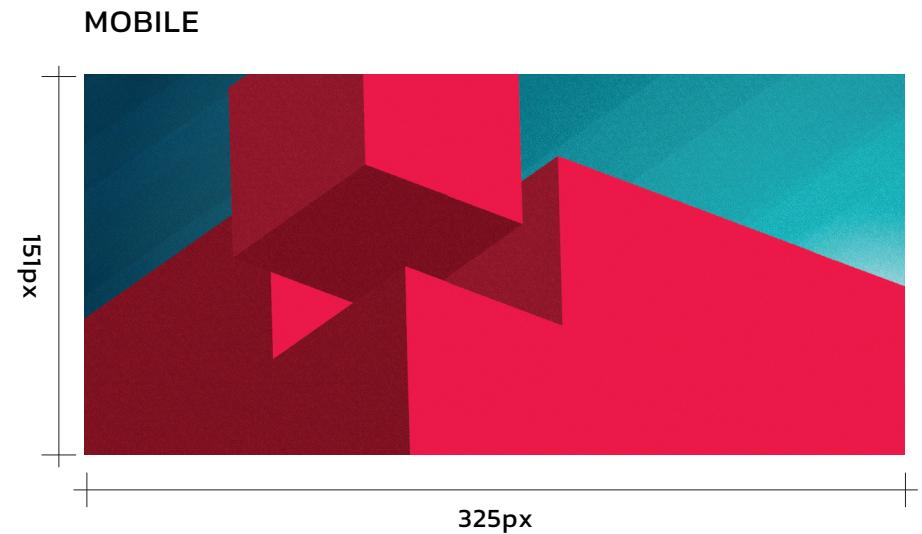
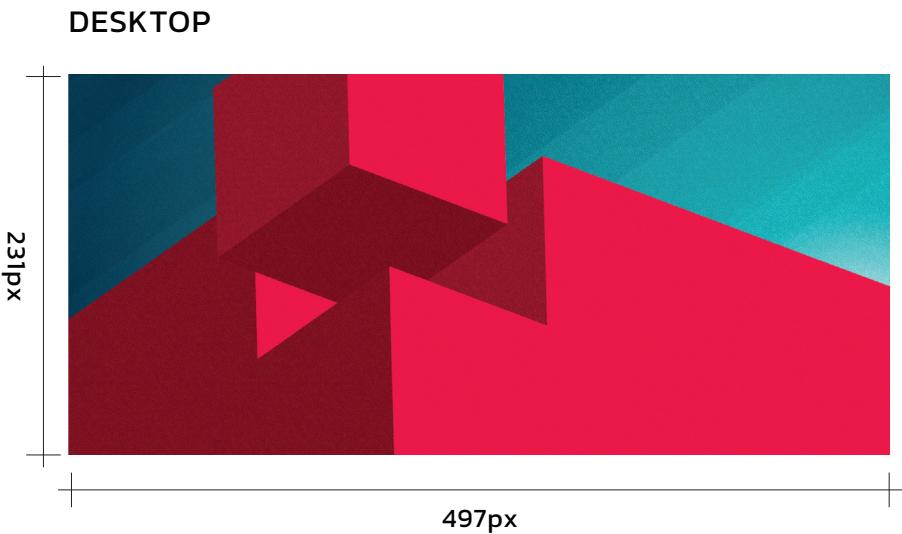
## SIZING - HEADER IMAGES

Header images on the Blockchain Institute website should always be 2169px x 1008px.



## SIZING - THUMBNAILS

Thumbnail images on the Blockchain Institute website have different set sizings for the desktop and mobile versions.



## SIZING - COURSE IMAGES

Thumbnail images on the Blockchain Institute website have different set sizings for the desktop and mobile versions.

DESKTOP



2156px

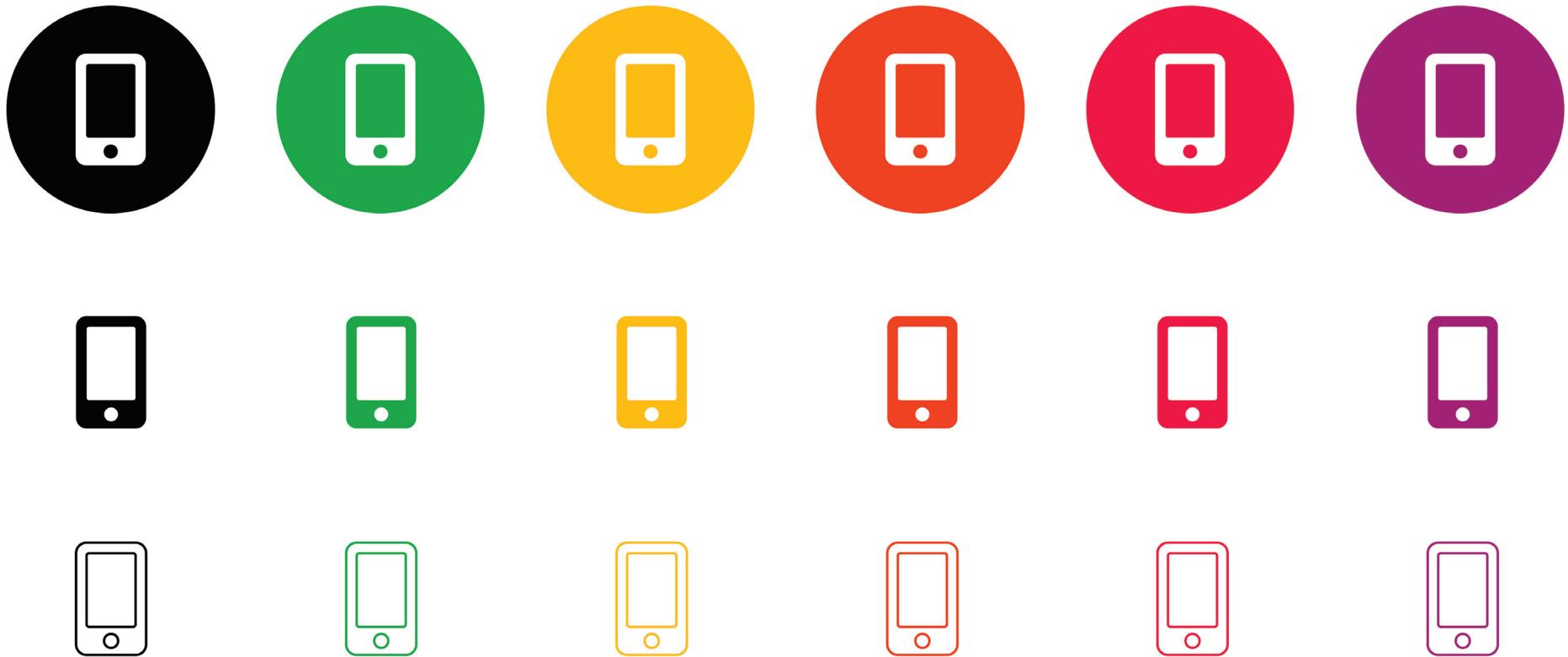
MOBILE (THUMBNAILS)



1016px

## ICONS

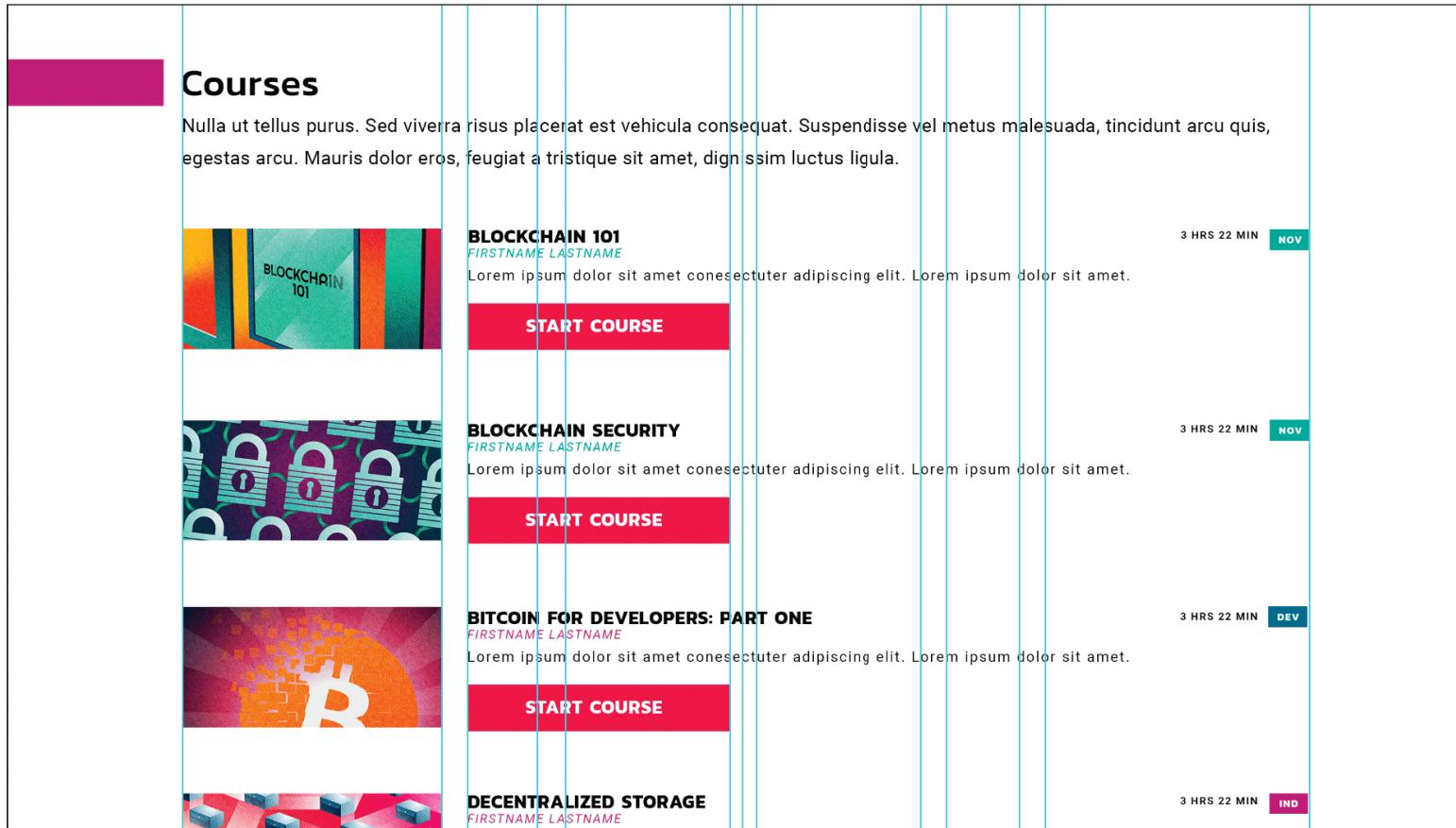
The Blockchain Institute icons utilize our entire color set, as well as the Mid Teal color. All icons should come from the Font Awesome set ([fontawesome.com](https://fontawesome.com)) or be designed in a similar fashion and can be displayed as a cutout on a geometric shape, a solid icon or an outline of the icon.



## GRID – DESKTOP

The Blockchain Institute website is made up of a grid consisting of a 3 column layout overlayed on a 4 column layout, with wide margins on the left and right

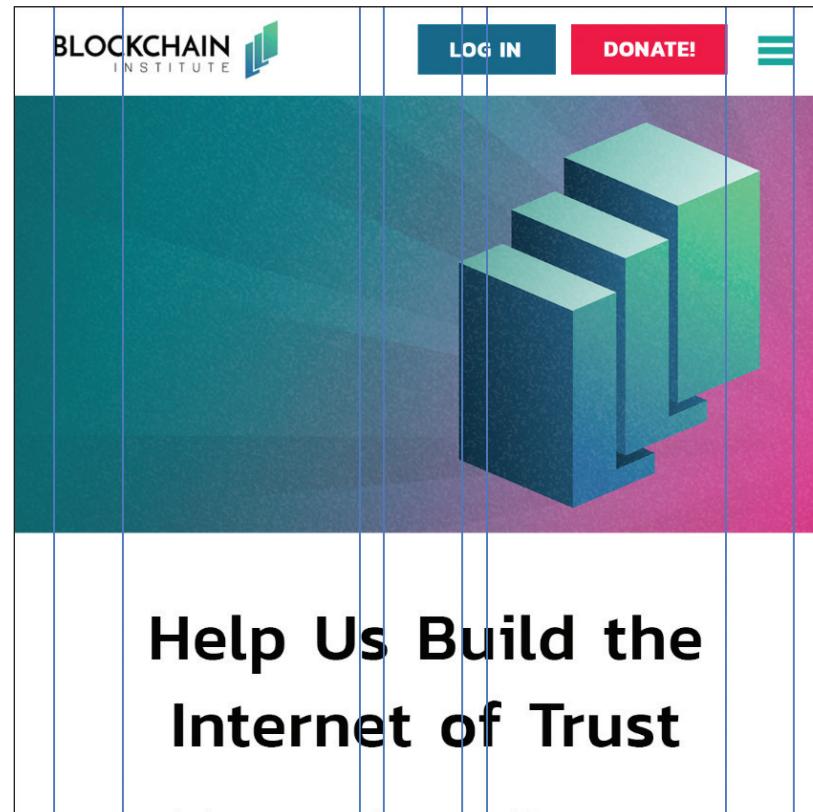
sides, as illustrated below. All content begins at the margin, except for color bars, which extend from off the page into the content.



## GRID – MOBILE

The mobile version of the Blockchain Institute website is made up of two sets of margins and a grid consisting of either a thin lefthand column/wide righthand column or a wide lefthand column/thin lefthand column design. The

first margin denotes where the content of the navigation bar extends to, while the second margin contains the page content.

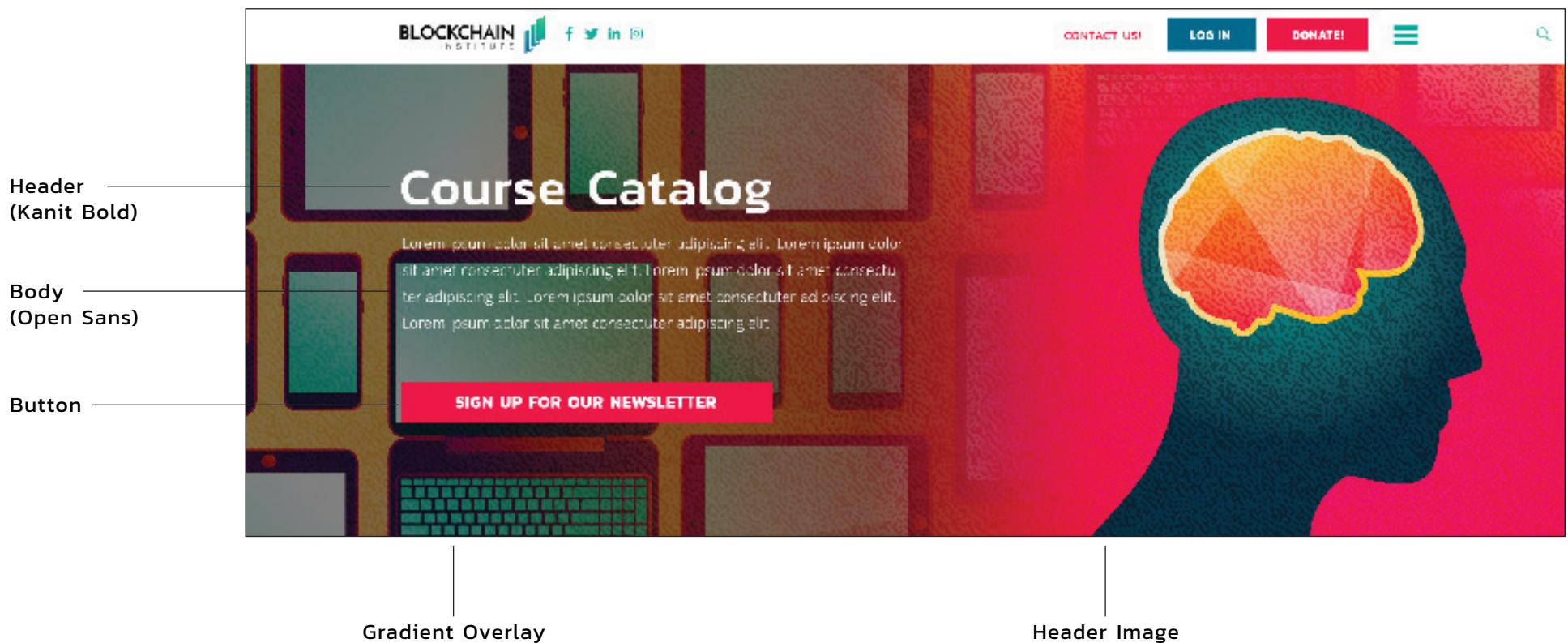


# WEBSITE

## HEADER – DESKTOP

The header section of each main page of the website will contain header text set in Kanit Bold, body copy set in Open Sans, and a call-to-action button, on top of an image with a black-to-transparent gradient under the text.

The button should have one of the following pieces of text: "LEARN BLOCKCHAIN FOR FREE TODAY," "BROWSE OUR FREE COURSES," or "SIGN UP FOR OUR NEWSLETTER," set in Kanit Bold.



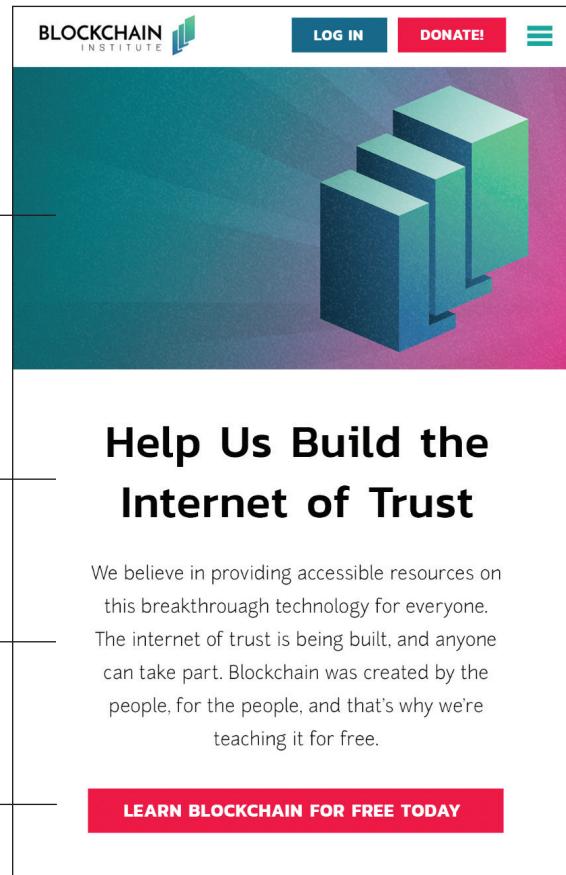
# WEBSITE

## HEADER – MOBILE

The header section of each main page of the mobile version of the website will contain a header image followed by header text set in Kanit Bold, body copy set in Open Sans, and a call-to-action button.

The button should have one of the following pieces of text: "LEARN BLOCKCHAIN FOR FREE TODAY," "BROWSE OUR FREE COURSES," or "SIGN UP FOR OUR NEWSLETTER," set in Kanit Bold.

Header Image



Header  
(Kanit Bold)

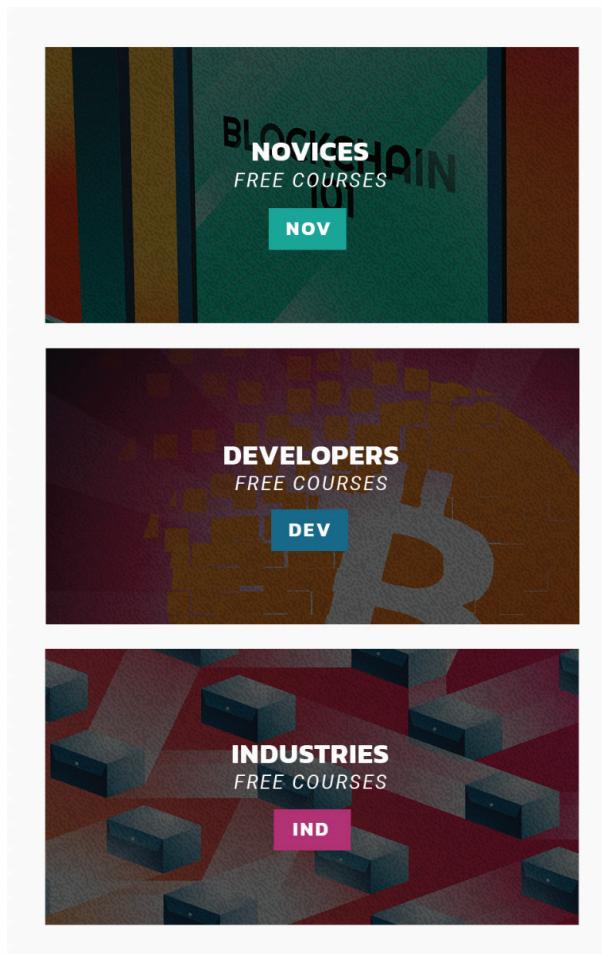
Body  
(Open Sans)

Button

## COURSES

The courses are divided into three categories - Novices, Developers and Industries. These are represented through the website as abbreviations -

NOV (on a Mid Teal bar), DEV (on a Mid Blue bar), and IND (on a Purple bar), respectively.



# WEBSITE

## PINK DIAGONAL STRIPES

Pink diagonal stripes are used throughout the website as a divider. They are generally used to separate the footer Courses and/or Events

link section from the page content or on the top and bottom of callout sections inside the courses.

The image shows two examples of website sections separated by pink diagonal stripes. The left section is titled 'Upcoming Blockchain Institute Events' and lists four items: 'CRYPTO CURIOUS COURSE' (May 29, 2019), 'BLOCKCHAIN DEVELOPER COURSE' (May 29, 2019), 'SSI ROADSHOW' (May 29, 2019), and another 'CRYPTO CURIOUS COURSE' (May 29, 2019). A 'SHOW MORE' button is at the bottom. The right section is titled 'CRYPTOKITTIES' and features a yellow cat with a pink diamond on its head, with text about the course's goal.

# BRANDED ITEMS

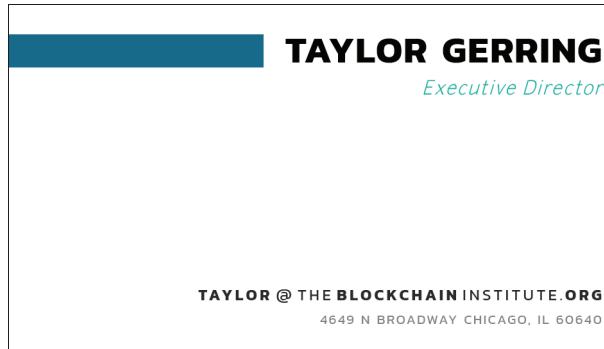
## BUSINESS CARDS

The 2020 version of our business cards should be formatted the way they are seen below.

### INDIVIDUAL VERSION



FRONT



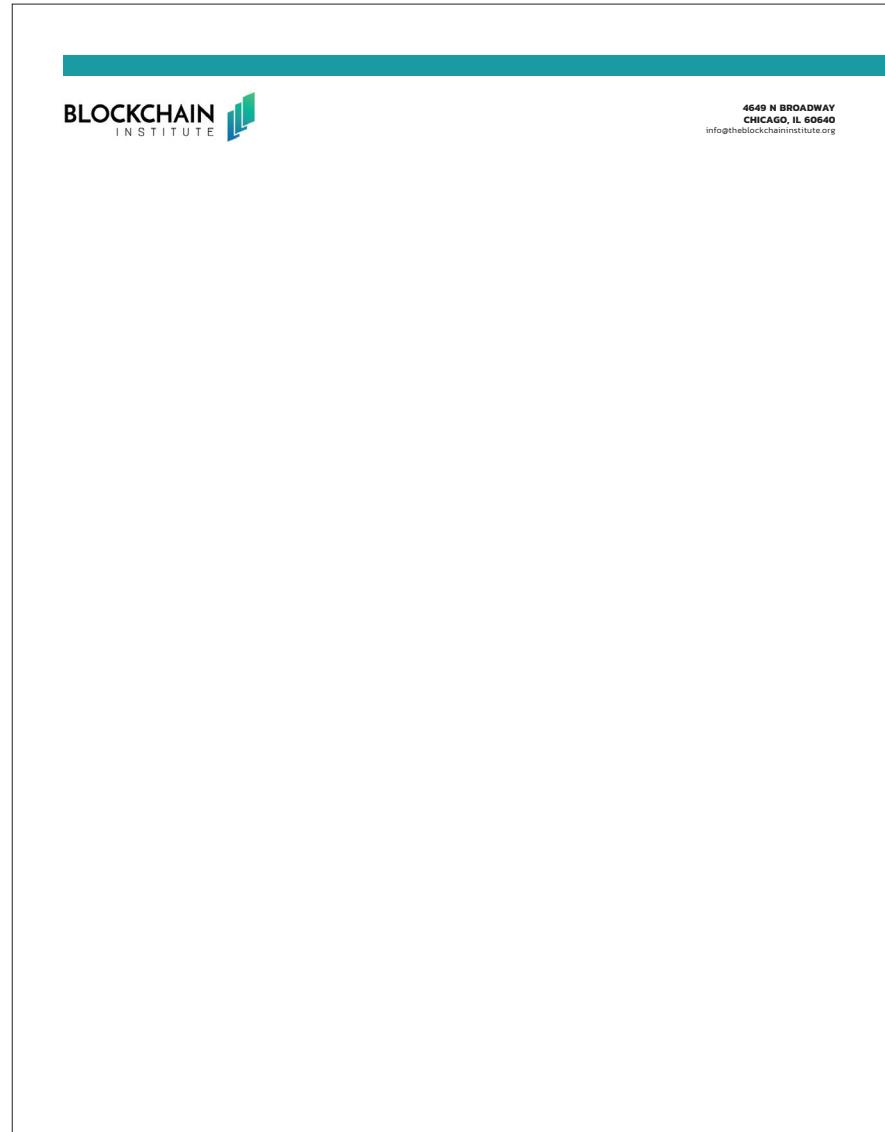
BACK

The front side has a Blockchain Institute logo left-justified above a Mid Blue color bar, both within the quarter-inch margins . The back has the name of the employee it belongs to beside a Mid Blue color bar, their Blockchain Institute email address and our mailing address, all within the quarter-inch margins..

# BRANDED ITEMS

## LETTERHEAD

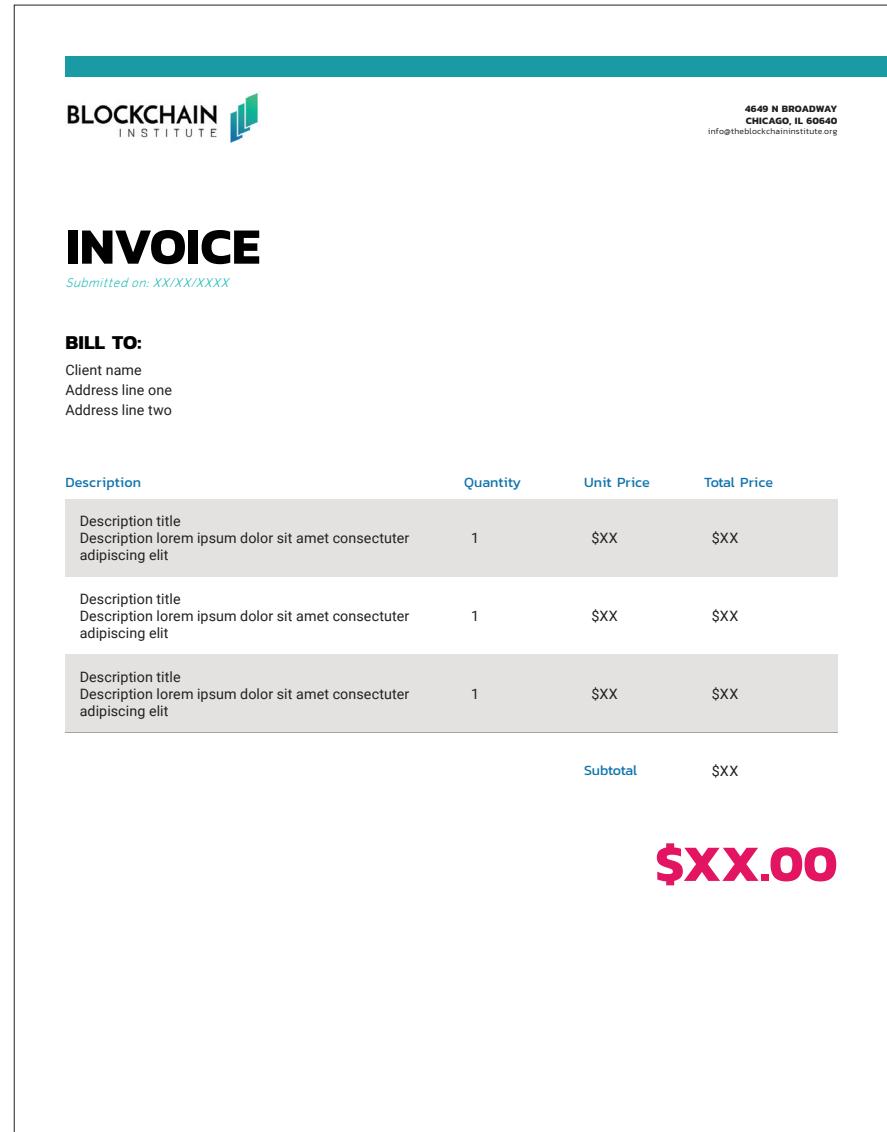
The standard Blockchain Institute letterhead includes a header consisting of the logo, our mailing address, and the [info@theblockchaininstitute.org](mailto:info@theblockchaininstitute.org) email address, all below a Mid Teal color bar. This letterhead is to be used for all official communication.



# BRANDED ITEMS

## INVOICES

The standard Blockchain Institute invoice is on our official letterhead and includes the date submitted, the "Bill To" information, a breakdown and description of all prices and a total price invoiced.



# BRANDED ITEMS

## TITLE PAGE

For Google Drive documents that require a title page, this is the template that should be used. It consists of the white version of the Blockchain Institute logo, a document title, the date it was created, the admin@theblockchaininstitute.org email address and a background of our Mid Teal brand color.

