

BRAND GUIDELINES

BLADE POOL®





FULL-SIZE VERSION

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SMART CONTRACT SERVICES

Smart contract development & audit experts for Blockchain Networks.
Customized, secure and fully balanced.

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COLOR PALETTE

BRAND PRIMARY COLORS

Primary brand colors are the main, consistent colors used in all graphics, publications, signage, etc. Primary brand color rarely change because they are central to the brand's visual identity.

Alizarin
Crimson

HEX : #ED2224
RGB : 237, 34, 36
CMYK : 0, 86, 85, 7

Cod Gray

HEX : #1E1E1E
RGB : 30, 30, 30
CMYK : 0, 0, 0, 88

Castro

HEX : #550011
RGB : 85, 0, 17
CMYK : 0, 100, 80, 67

Periwinkle Gray

HEX : #CAD5E7
RGB : 202, 213, 231
CMYK : 13, 8, 0, 9

Midnight Jam

HEX : #07031e
RGB : 7, 3, 30
CMYK : 77, 90, 0, 88

LOGO VERSION - COLOR



BLADE POOL

The logo is displayed in white on a dark, rectangular background. The text 'BLADE POOL' is centered horizontally and vertically. The font is a stylized, modern sans-serif. The letters 'B', 'L', 'A', 'D', 'E', and 'P' have unique, angular cutouts or notches. The 'O's are solid circles. The 'L' has a small horizontal tick at the bottom.

DARK BACKGROUND



BLADE POOL

The logo is displayed in black on a light, rectangular background. The text 'BLADE POOL' is centered horizontally and vertically. The font is a stylized, modern sans-serif. The letters 'B', 'L', 'A', 'D', 'E', and 'P' have unique, angular cutouts or notches. The 'O's are solid circles. The 'L' has a small horizontal tick at the bottom.

LIGHT BACKGROUND

BLADE POOL

The logo is displayed in white on a dark background. The text 'BLADE POOL' is centered horizontally and vertically. The font is a stylized, modern sans-serif. The letters 'B', 'L', 'A', 'D', 'E', and 'P' have unique, angular cutouts or notches. The 'O's are solid circles. The 'L' has a small horizontal tick at the bottom.

LOGO VERSION - COLOR



DARK BACKGROUND



LIGHT BACKGROUND

LOGO CLEAR SPACE

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

The reason for clear space is to ensure that a logo maximizes visibility and impact.



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BRAND IDENTITY

BLADE POOL

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TYPOGRAPHY

Aa **MONTSERRAT**
Aa Bb Cc Dd
1 2 3 4 5 6 7 8 9 0

ABOUT

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historic Buenos Aires neighborhood of the same name.

It is classified as a sans serif with 18 styles and 9 weights.

TYPOGRAPHY

MONTSERRAT - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()<>/?

MONTSERRAT - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()<>/?

MONTSERRAT - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()<>/?

TYPOGRAPHY

HEADINGS - MONTSEERRAT- BOLD

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SUBHEADINGS – MONTSEERRAT - MEDIUM

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