The company

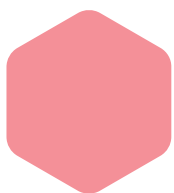## The DAPP

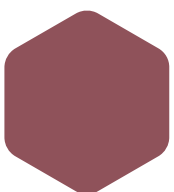## Brand colors

55C9F4

F58F98

90525A

FFFFFF

Brand fonts

EXO BOLD

EXO MEDIUM

EXO REGULAR

EXO REGULAR

BX Smart Labs

Both BX Smart Labs are our primarly logo.

BX Smart Labs blue logo should be used on blue backgrounds.

BX Smart Labs squared logo should be used on white backgrounds or in any instance that requires a square graphic (social media, profile pages, etc).

BX Smart Labs squared logo should be used in black when used for promotional purposes, such as: promotional materila, t-shirts, hoodies, etc.

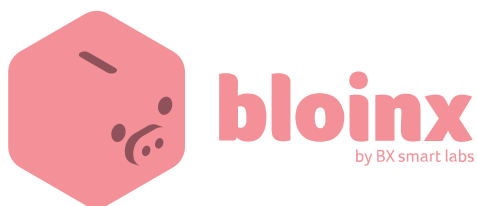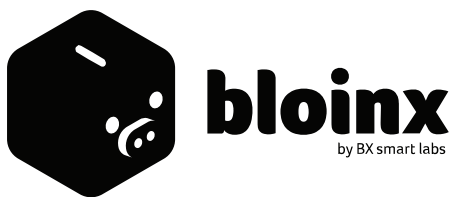If the printing area is white, BX Smart Logo should be used with the black square.
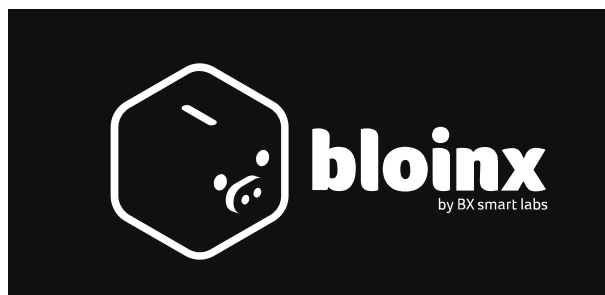
Bloinx

Bloinx outlined logo should be used on dark backgrounds.

Bloinx pink logo should be used on white backgroounds.

Bloinx black/white logos should be used in promotional material, only if it's necessary to print in one ink.

Do's and dont's