How to Use These Guidelines

The purpose of these guidelines is to ensure that the Block DX identity is clearly and consistently expressed across every communication channel.

Consistent and correct usage of our identity in all applications will drive brand recognition and help to elevate brand preference.

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Speak like Block DX

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We're Not

Company
Centralized
Closed
Bureaucracy
Shareholders

We Are

Project
Decentralized
Open
Community
Members

1.2 Brand Character
Mission & Values

WHAT WE STAND AGAINST

Exclusion

Restrictions and constraints that minimize control an individual has in terms of their assets and information.

WHAT WE STAND FOR

Galvanization

To enable the power of connectivity through the free-flowing exchange of ideas.

WHAT WE BELIEVE IN

Community

Respect members and inspire dialogue and involvement.

Empowerment

Enable a sense of self-sovereignty.

Freedom

Remove barriers that inhibit individual control.

1.3 Brand Character
Voice & Tone

This is how we speak as a collective brand in both internal and external communications.

Confident

We speak with clarity and precision, and lead the way based on proven facts.

Empowering

We enable control and the liberty to pursue one's own personal goals.

Embracing

We are welcoming, approachable and accessible to all people, communities and platforms.

Optimistic

We have a positive view of the future and are inspired by the exchange of new ideas that accelerate progress.

1.4 Brand Character
Brand Narrative

From business to technology, change is happening faster than any other time in our history. But standing in the way of even greater progress is a myriad of restrictions and constraints that place unnecessary limitations on assets and information.

At Blocknet, we believe in giving individuals the unrestricted freedom to achieve what's next. We remove bureaucratic barriers. We bring together isolated silos. Blocknet provides endless possibilities across projects and communities. We deliver true interoperability and decentralization to the blockchain.

We are Blocknet.

1.4 Brand Character
Brand Narrative

Our mission is to help the technology realize its true potential and to inspire people to dream what's possible.

The **protocol** to seamlessly move data and share ideas.

The **confidence** to exchange tokens peer-to-peer.

The **reliability** to create frictionless contracts.

The **speed** to scale apps and digital services.

The **sovereignty** to build the future you want.

Welcome to a new era of interconnectivity. Join our engaged community of thinkers dedicated to the free-flowing exchange of information.

1.4 Brand Character
Brand Narrative

One place. One protocol.
The Blocknet connects people with

limitless opportunity.

Look like Block DX

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2.1 Identity
Primary Logo

The foundation of our identity is the Block DX logo. This is the primary logo mark to be used in brand communications.

The logo utilizes slight color gradients to symbolize seamless interoperability and the free-flowing exchange of ideas in a decentralized network.

2.2 Identity
Logo Construction

The Block DX logo has been designed with a similar shape and form to the Blocknet logo to create a unified brand architecture.

The Block DX logo is a visual representation of ‘Decentralized Exchange’ and stands as a powerful, sophisticated and energetic symbol for the ‘DX’.

The two logos share the same underlaying grid system which brings harmony and balance to a true family of brand identities.

2.3 Identity
Small Logo

For successful reproduction at small scales, we have created two versions of the Block DX logo. The small logo should be used **ONLY** when the primary logo will not reproduce well.

The small logo has been flattened as a simplification for small scale applications.

Sample applications:
- Favicon
- Emoji
- Coin market cap
- Small avatars

2.4 Identity
Minimum Size

To ensure that the Block DX logo is always rendered as clear and sharp as possible, please abide by the following size restrictions:

Primary Logo
Use the primary logo in applications 32 pixels or taller.

Small Logo
Use the small logo in applications 31 pixels or smaller in height.

MINIMUM
HEIGHT 32 PX

PRIMARY LOGO

MAXIMUM
HEIGHT 31 PX

SMALL LOGO
(FLAT)

2.5 Identity
Logo Color Combinations

There should always be a clear contrast between the logo and the background.

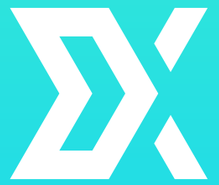
Primary Logo (negative)
The negative version of the primary logo should only be used on a dark background.

Primary Logo (positive)
The positive version of the primary logo should only be used on a white or very light background.

White Logo
The white version of the logo should only be used when the background does not provide sufficient clarity and legibility for the use of the primary logo.

PRIMARY LOGO (NEGATIVE)
ON DARK BLUE

PRIMARY LOGO (POSITIVE)
ON WHITE



WHITE LOGO
ON COLOR

2.6 Identity
Logo Lockup

The Block DX logo lockup combines the logo symbol with a typographic treatment. Use the logo lockup when additional context or branding is needed. Shown are both horizontal and vertical versions to provide flexible design options.

Do not typeset ‘Block DX’ unless it is being used in sentence format.

Sample applications:
- Advertising
- Digital Banner Ads
- Marketing Material

SINGLE-LINE (HORIZONTAL)

STACKED (VERTICAL)

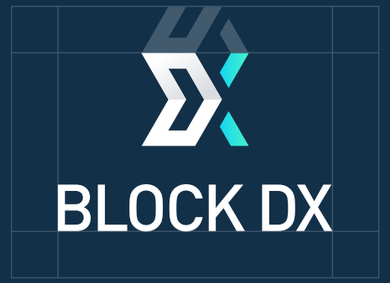
2.7 Identity
Clear Space

For maximum visibility and impact, keep a minimum space around the logo is equal to half of the size of the logo.

Do not let text, imagery, or any other elements invade that space.

PRIMARY LOGO

SINGLE-LINE
(HORIZONTAL)



STACKED
(VERTICAL)

2.8 Identity
Incorrect Uses

Do not alter the logo or logo lockup in any way. The following examples illustrate a few improper applications of the logo.

1. **DO NOT** crop or obstruct the logo.
2. **DO NOT** change the colors of the logo.
3. **DO NOT** stretch, squeeze, skew, rotate or otherwise distort the logo.
4. **DO NOT** place the positive logo on a dark background.
5. **DO NOT** add shadows or other effects to the logo.
6. **DO NOT** place on a background that provides insufficient contrast or compromises legibility.
7. **DO NOT** alter the gradient within the X.
8. **DO NOT** place the primary logo on colored backgrounds.
9. **DO NOT** use strokes on the logo.
10. **DO NOT** retype any logo element.
11. **DO NOT** reposition logo elements.
12. **DO NOT** resize logo elements.

Act like Block DX

1.0

Brand Character

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3.1 Visual System
Color Palette
Block DX

The primary color of the Block DX brand is dark blue.

Gradients are purposefully and sparingly utilized to add depth, energy and additional meaning in limited applications.

Listed, you'll find the color references for digital applications (HEX and RGB), digital printing (CMYK), and offset printing (PMS).

DARK BLUE

#051937
R**5** G**25** B**55**
C**98** M**85** Y**46** K**60**
PMS **2965**

OVERLAY BLUE

#133049
R**19** G**48** B**73**
C**95** M**77** Y**45** K**43**
PMS **7694**

GRADIENT

#00C9FF
R**0** G**201** B**255**
C**65** M**0** Y**0** K**0**
PMS **311**

#4BF5C6
R**75** G**245** B**189**
C**50** M**0** Y**38** K**0**
PMS **332**

3.1 Visual System
Color Palette Blocknet

The primary color of the Blocknet brand is dark blue.

Listed, you'll find the color references for digital applications (HEX and RGB), digital printing (CMYK), and offset printing (PMS).

DARK BLUE

#051937
R**5** G**25** B**55**
C**98** M**85** Y**46** K**60**
PMS **2965**

OVERLAY BLUE

#133049
R**19** G**48** B**73**
C**95** M**77** Y**45** K**43**
PMS **7694**

GREY

#989696
R**152** G**150** B**150**
C**10** M**10** Y**10** K**38**
PMS **422**

3.2 Visual System
Typography

Open Sans is the Block DX primary typeface and provides excellent legibility and economy of space across a variety of applications.

Roboto Mono is the secondary typeface that offers a mono-spaced font which allows letters and characters to occupy the same amount of horizontal space. Use Roboto Mono when visualizing data or organizing columns of numbers.

OPEN SANS-REGULAR.TTF

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
0123456789

ROBOTO MONO-REGULAR.TTF

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

MONO-SPACED NUMBERS (EXAMPLE)

34.120000
6.207800

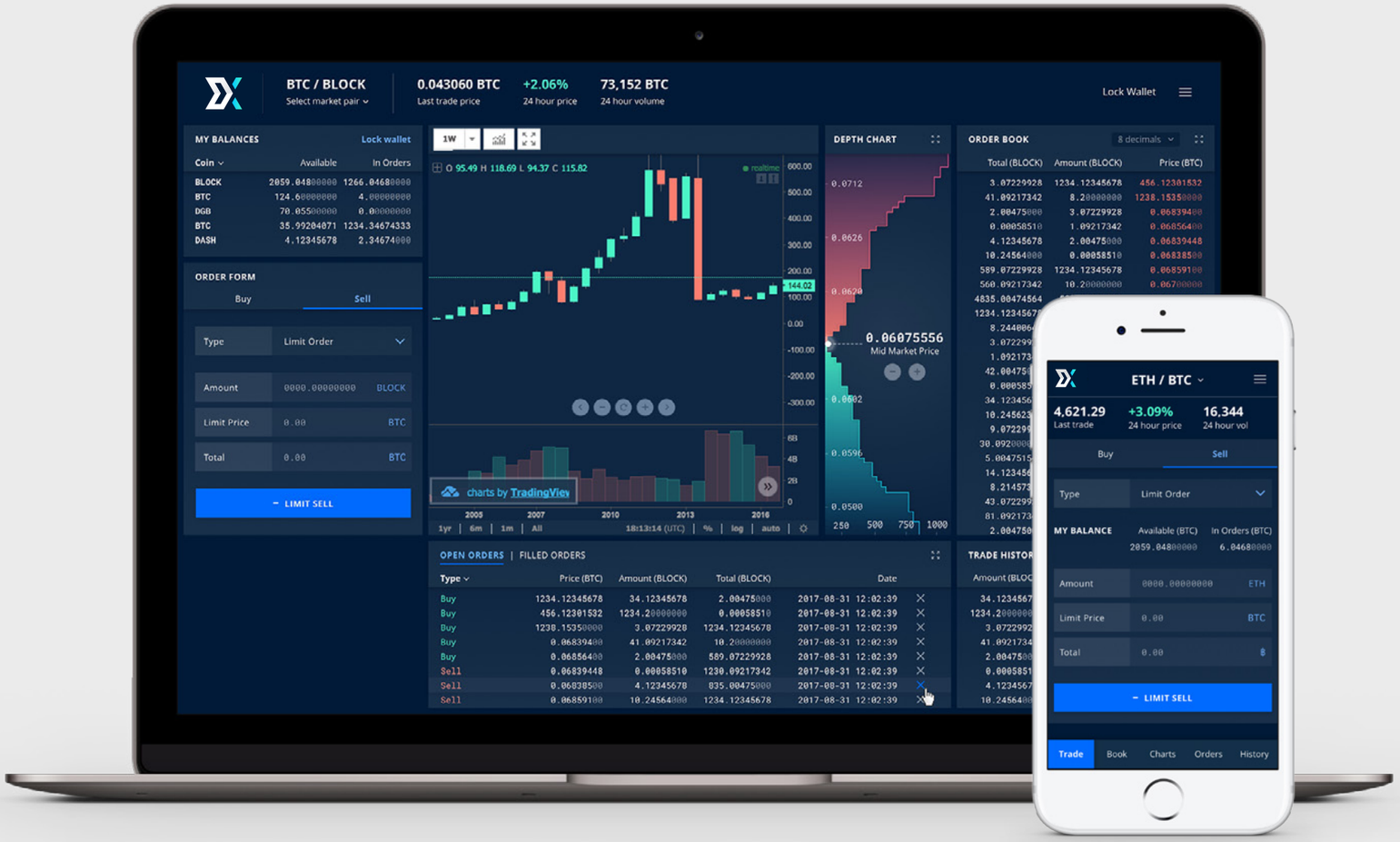
3.3 Visual System
Pattern

Utilizing the foundational design grid, the Block DX brand identity can take on other dynamic forms through the use of a flexible pattern.

These structured patterns are examples of how the Block DX brand can visually come to life and begin to tell a story. By activating and deactivating parts of the pattern, the Block DX brand can bring energy and movement to communications.

3.4 Visual System
Sample Applications

- Block DX Exchange Interface
- Desktop and Mobile Environments
- Social Media



3.4 Visual System
Sample Applications

- Wearables
- Merchandise
- Promotions
- Partnerships

3.4 Visual System
Sample Applications

- Wearables
- Merchandise
- Promotions
- Partnerships

Be Block DX

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4.1 Resources
Block DX

Please choose the appropriate logo based on size and application (digital/print).

BLOCKDX_SYMBOL_NEG

BLOCKDX_HOR_NEG

BLOCKDX_VERT_NEG

PRIMARY LOGO (NEGATIVE)

BLOCKDX_SYMBOL_NEG_SMALL

BLOCKDX_HOR_NEG_SMALL

BLOCKDX_VERT_NEG_SMALL

SMALL LOGO / FLAT (NEGATIVE)

BLOCKDX_SYMBOL_POS

BLOCKDX_HOR_POS

BLOCKDX_VERT_POS

PRIMARY LOGO (POSITIVE)

BLOCKDX_SYMBOL_POS_SMALL

BLOCKDX_HOR_POS_SMALL

BLOCKDX_VERT_POS_SMALL

SMALL LOGO / FLAT (POSITIVE)

BLOCKDX_SYMBOL_WHITE

BLOCKDX_HOR_WHITE

BLOCKDX_VERT_WHITE

WHITE

4.2 Resources
Blocknet

Please choose the appropriate logo based on application (digital/print).

BLOCKNET_HOR_POS

BLOCKNET_HOR_NEG

BLOCKNET

BLOCKNET_VERT_NEG

PRIMARY LOGO (NEGATIVE)

BLOCKNET_SYMBOL_POS

BLOCKNET_HOR_POS

BLOCKNET

BLOCKNET_VERT_POS

PRIMARY LOGO (POSITIVE)

BLOCKNET_SYMBOL_WHITE

BLOCKNET_HOR_WHITE

BLOCKNET

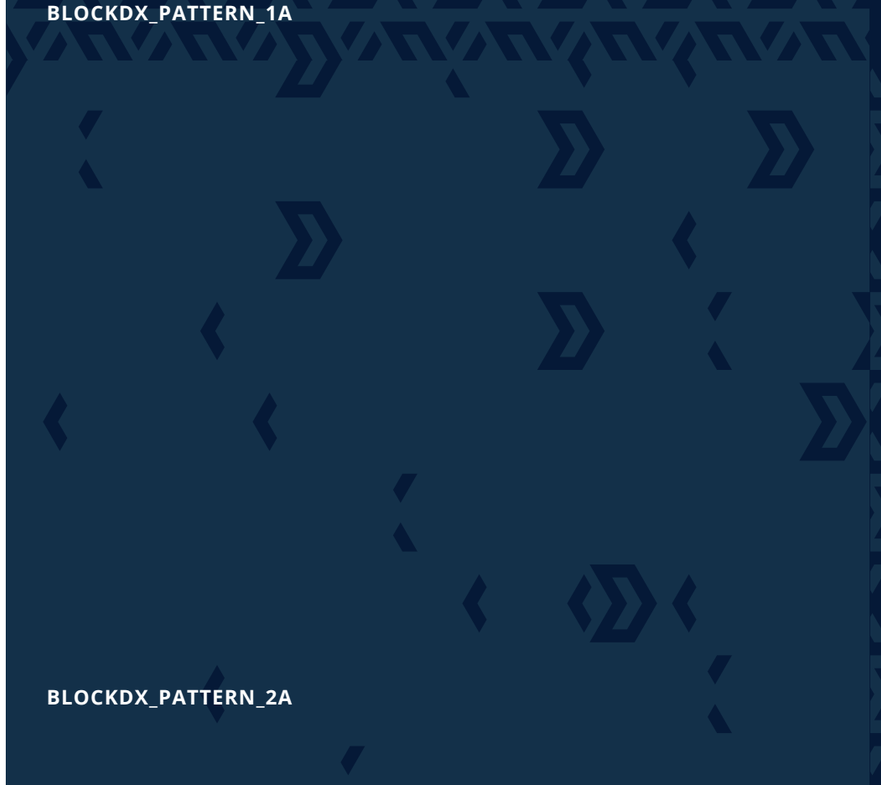
BLOCKNET_VERT_WHITE

WHITE

4.3 Resources
Patterns

BLOCKDX_PATTERN_1A

BLOCKDX_PATTERN_2B



BLOCKDX_PATTERN_2A

BLOCKDX_PATTERN_1B

4.4 Contact

If you have questions about how to implement the identity system or apply any of the brand guidelines, please reach out on the Blocknet Discord channel for additional information and support.