



# Brand Guidelines

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**BLOX**  
DIGITAL



## Section 1:

# Defining our brand

In this section, we detail how BLOX Digital aims to be perceived in the world—who we are, what we stand for, and how we present ourselves.





# Who we are

BLOX Digital empowers content producers to connect with their worldwide audiences—at scale—and continuously transform to achieve their business goals.



BLOX Digital was founded on the understanding that change in media is a constant. We are committed to the continued support of our partners and their ongoing digital transformation. This is accomplished with our ever-evolving solutions and ongoing focus on delivering an innovation-first experience.

BLOX Digital is the uber-competent friend you can always rely on.

When we give advice, our customers know that it's been tested in the real world and proven out by data.

We are extremely collaborative with our customers. We don't dictate and we don't talk down. We communicate like human beings and don't try to baffle with techno-babble.

We are friendly and playful but not tasteless or crude. We're always positive and we don't badmouth because we don't have to.

You'd *love* to have us at your cocktail party.



# Our brand values

Activating content. Delivering results.



## Empowering

Solutions that energize you to achieve your goals.



## Enlightening

We make the technical easily digestible.



## Customer-centric

We don't just listen.  
We act on your behalf.



## Passionate

Battle-tested for 30+ years  
across thousands of sites.



## Visionary

If a solution doesn't exist,  
we'll work to create it.



## Transformational

Driven by real-world results,  
not outdated models.

Section 2:

# Visual design

In this section, we detail best practices for use of BLOX Digital brand assets.





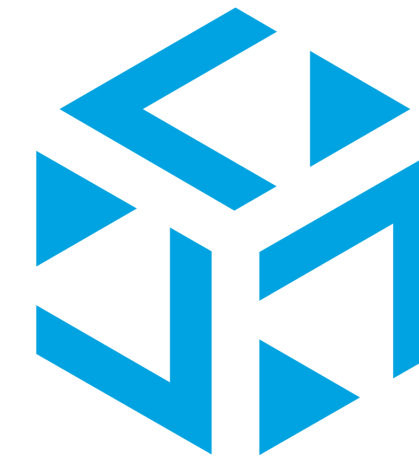
# Our logo

The BLOX Digital logo is made up of a logo mark—we call it the Abstractoid—and a logo type set in Albert Sans.

Though the stacked logo is considered the primary BLOX Digital logo, the horizontal version may be used at the designer's discretion. The horizontal version should always be used for very small applications, as it retains legibility at smaller sizes.

Only use the official logo files provided by the BLOX Digital branding team.

Albert Sans is provided via Google Fonts under the Open Font License.  
More information: <https://fonts.google.com/specimen/Albert+Sans>



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# The Abstractoid

The BLOX Digital Abstractoid logo mark is made up of clean shapes and negative space that render well at almost any size.

- The overall shape evokes a 3D box (or block), reinforcing both our name and the promise that we help our clients build for the future.
- The triangle elements resemble arrows or play buttons, supporting the promise that we empower our clients to go anywhere they wish to go.
- In most instances, the Abstractoid should be rendered in BLOX Blue. Black or white variations are provided for reverse and/or single-color use.
- Individual geometric fragments of the Abstractoid may be used as design elements in other BLOX Digital documents, swag, presentations, collateral, and promotional materials.

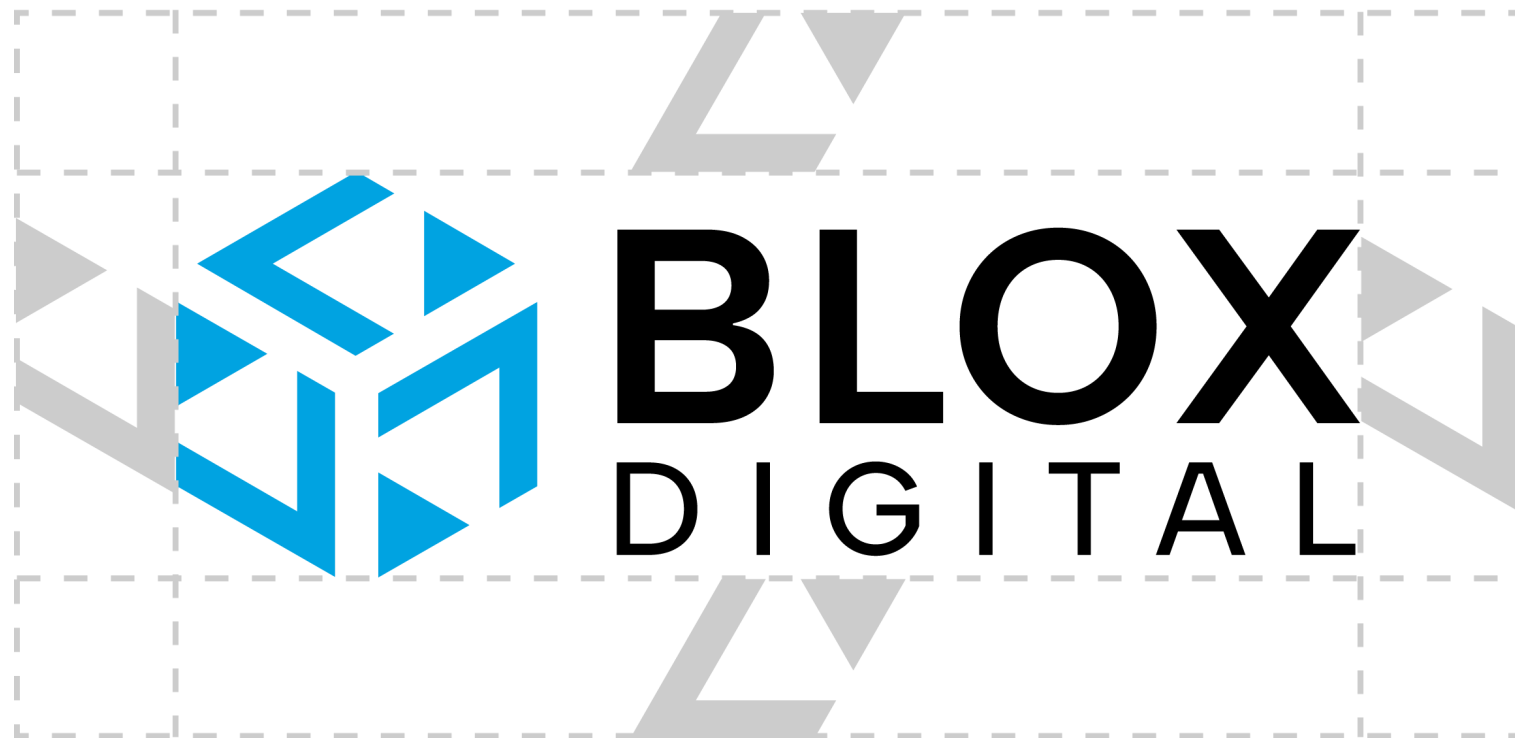




# Logo spacing

The BLOX Digital logo should always be given room to breathe. Make sure to leave *at least* an Abstractoid segment's worth of clear space on all sides.

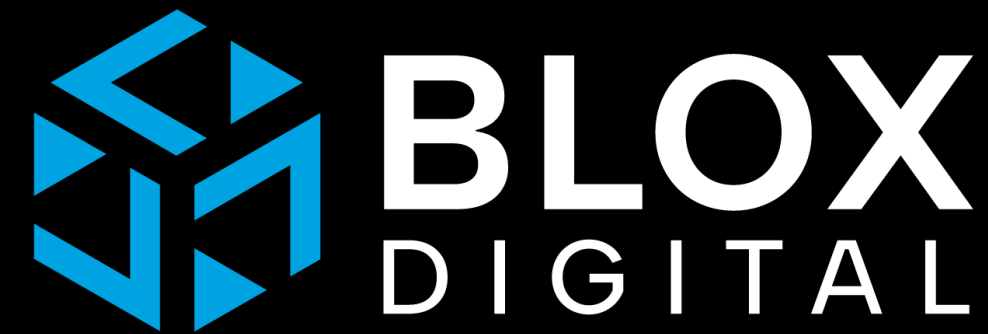
For your convenience, the official BLOX Digital logo files will always incorporate the appropriate amount of minimum clear space.



# On backgrounds

Our full-color logo should only be used on white, black, or dark-colored backgrounds.

Don't use our full-color logo on photographs unless there's a suitable black or white portion of the image.

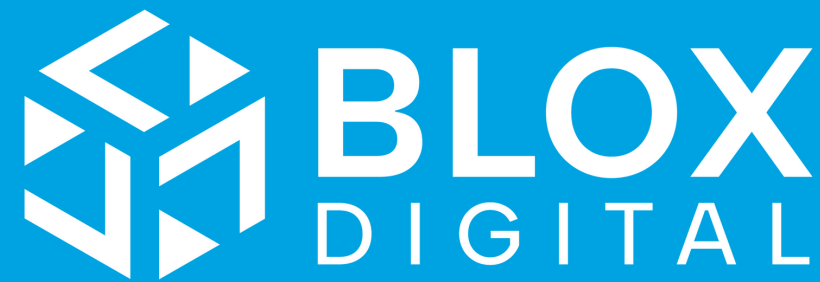




# One-color use

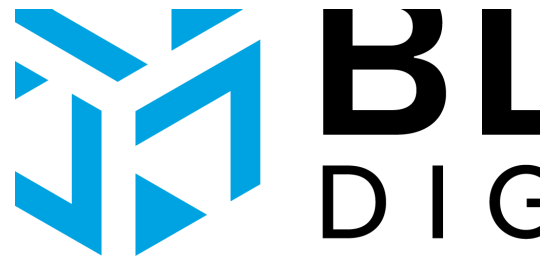





Our one-color logo is reserved for situations where the full-color logo does not provide adequate contrast, or where design limitations prevent its use.

When using an Electric Purple background, we prefer that the full color logo be used unless other design considerations prevent its use.



# Proper logo usage

Please don't use our logo without our permission or alter it in any way.  
Basically, don't do anything that we wouldn't do. When in doubt—*don't!*

<u>DON'T</u> CROP		<u>DON'T</u> ADD EFFECTS	
<u>DON'T</u> ROTATE		<u>DON'T</u> CHANGE TRANSPARENCY, BRIGHTNESS, ETC.	
<u>DON'T</u> RECOLOR		<u>DON'T</u> DISTORT	



# Our core colors

We like some of these colors so much, we've given them their own names!

Use these color proportions in any layout or collateral design. Text will typically be set in black or white, depending on the background color.

Backgrounds will typically be white, black, or Electric Purple.

BLOX Blue is primarily reserved for use in the BLOX Digital logo.

## WHITE

Hex ffffff  
RGB 255-255-255  
CMYK 0-0-0-0

## BLACK

PMS Black  
Hex 1d1c1d  
RGB 29-28-29  
CMYK 0-0-0-100

## ELECTRIC PURPLE

PMS 267 C  
Hex 5f249f  
RGB 96-36-159  
CMYK 78-97-0-0

## BLOX BLUE

PMS 2191 C  
Hex 00a3e1  
RGB 0-163-225  
CMYK 73-19-0-0

## GALVANIC GREEN

PMS 2291 C  
Hex a7d500  
RGB 167-213-0  
CMYK 40-0-100-0

## YEAH YELLOW

PMS 110 C  
Hex daaa00  
RGB 218-170-0  
CMYK 16-32-100-0

## RIP-ROARING RED

PMS 185 C  
Hex e4002b  
RGB 228-0-43  
CMYK 4-100-92-0

# Our secondary colors

Do not use secondary colors for text. Only use black or white text when a secondary color is used as a background.

Secondary colors may sometimes be used in combination with our core colors.

In general, secondary colors should be used sparingly.

<div>PMS 539 C</div> <div>Hex 00263a</div> <div>RGB 0-38-58</div> <div>CMYK 98-76-51-57</div>	<div>PMS 2728 C</div> <div>Hex 0047bb</div> <div>RGB 0-71-187</div> <div>CMYK 93-78-0-0</div>	<div>PMS 2975 C</div> <div>Hex 99d6ea</div> <div>RGB 153-214-234</div> <div>CMYK 37-2-5-0</div>	<div>PMS 115 C</div> <div>Hex fdda25</div> <div>RGB 253-218-37</div> <div>CMYK 2-11-94-0</div>	<div>PMS 7401 C</div> <div>Hex f5e1a4</div> <div>RGB 245-225-164</div> <div>CMYK 4-9-42-0</div>
<div>PMS 2421 C</div> <div>Hex 30b700</div> <div>RGB 48-183-0</div> <div>CMYK 76-0-100-0</div>	<div>PMS 2239 C</div> <div>Hex 00cfb4</div> <div>RGB 0-207-180</div> <div>CMYK 68-0-41-0</div>	<div>PMS 254 C</div> <div>Hex 981e97</div> <div>RGB 152-30-151</div> <div>CMYK 48-99-0-0</div>	<div>PMS 263 C</div> <div>Hex d7c6e6</div> <div>RGB 215-198-230</div> <div>CMYK 13-22-0-0</div>	<div>PMS 165 C</div> <div>Hex ff6720</div> <div>RGB 255-103-32</div> <div>CMYK 0-74-96-0</div>
<div>PMS 1665 C</div> <div>Hex dc4405</div> <div>RGB 220-68-5</div> <div>CMYK 8-87-100-1</div>	<div>PMS 1625 C</div> <div>Hex ffa38b</div> <div>RGB 255-163-139</div> <div>CMYK 0-44-40-0</div>	<div>PMS Cool Gray 11 C</div> <div>Hex 53565a</div> <div>RGB 83-86-90</div> <div>CMYK 66-57-52-29</div>	<div>PMS Cool Gray 9 C</div> <div>Hex 75787b</div> <div>RGB 117-120-123</div> <div>CMYK 56-46-44-10</div>	<div>PMS 427 C</div> <div>Hex d0d3d4</div> <div>RGB 206-211-212</div> <div>CMYK 17-12-12-0</div>



Section 3:

# Typography

In this section, we outline a framework for clean and consistent typography that creates a cohesive experience for our customers.





# Headlines

Headlines should be set in Rubik Semi-Bold.  
Rubik is an open, techy, sans serif font with rounded corners. Set headlines in sentence case— do not use all lower/upper case, mixed case, etc.

The type specimen at right illustrates an ideal headline stack for a document or web page.

Rubik is provided via Google Fonts under the Open Font License.  
More information: <https://fonts.google.com/specimen/Rubik>



H1 Rubik Semi-bold, 36	<b>BLOX Digital</b>
H2 Rubik Semi-bold, 24	<b>Transformational solutions that empower you to achieve your goals.</b>
H3 Rubik Semi-bold, 18	<b>Grow revenue, expand audience and engagement, and deepen your roots in your community.</b>
H4 Rubik Semi-bold, 12	<b>That’s the BLOX Digital difference.</b>
H5 Rubik Semi-bold, 10	<b>When you get it, you’ll get it.</b>

# Body text & special use cases

Body text should be set in Open Sans Normal. Open Sans incorporates open forms and a neutral, friendly appearance. It is optimized for print, web, and mobile interfaces, and has excellent legibility.

The specimen at right illustrates an ideal type stack for a BLOX Digital document or web page.

Open Sans is provided via Google Fonts under the Open Font License. More information: <https://fonts.google.com/specimen/Open+Sans>

P Open Sans Normal, 10	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Quote Rubik Extra Bold, 36 Electric Purple	“
Pull Quote Rubik Light, 18	BLOX Digital is the bomb!
Attribution Open Sans Bold, 8/ Open Sans Light, 8	<b>Jane Doe</b> Digital Director   Awesome, Inc.
Hero P Open Sans Normal, 14	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
CTA Button Rubik Medium, 10 Rip-roaring Red	GET STARTED





Section 3:

# Brand architecture

In this section, we discuss how the BLOX Digital name and logo are used to strengthen connections between our products, services, programs, and partnerships.





# External products & services

Customer-facing products, services, and programs will typically be named "BLOX \_\_\_\_\_" (BLOX CMS, BLOX Live e-Editions, etc.). This simple system helps reinforce our branding both internally and externally.

Product/service/program logos are created by locking the Abstractoid mark to the left of the product name with the following typefaces:

- "BLOX" is set in Albert Sans Bold.
- The specific product is set in Albert Sans Light.

**Note:** As a company, BLOX Digital should *always* be referred to as "BLOX Digital," *never* shortened to "BLOX" alone.



# Third-party partnerships

Third-party partnerships are represented by placing the BLOX Digital logo to the left of the partner logo, separated by an Abstractoid-worth of clear space and a vertical line.

- Please don't use our name or logo to suggest our sponsorship, endorsement, or affiliation without our permission.
- Please ask us before using our logo on your website, product, packaging, or for other commercial use.
- Don't use our logo in ways that might be confusing or misleading.



**PARTNER**



# Questions?

We're here to help!

Please direct your BLOX Digital branding and marketing inquiries to [marketing@bloxdigital.com](mailto:marketing@bloxdigital.com).



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