Primary Logo:

**LANDSCAPE**

Our logo must be used correctly. Our brand is smart, clean, and clear, so our comms and logo use must reflect this. The landscape logo should be the one used for the majority of cases. The portrait version can be used when necessary, for instance if space is premium or if a design dictates it.

**PORTRAIT**

The icon may be used away from the text, but the text must be present elsewhere on the graphic.

**ICON SMALL / SMALL**

**TEXT / SMALL**

**blockpass.org**
Exclusion zone

Care must be taken in order to keep our brand clear and confident. The minimum clearance around the logo is one block on each side. To make sure the logo is always clear and legible, there is a minimum size requirement.

The minimum size requirement based on the width of the landscape logo, should be no smaller than 20mm. The minimum size requirement based on the width of the portrait logo, should be no smaller than 15mm.

If the placement area is smaller than 20mm in width, replace the landscape logo with the portrait logo.

Preferred Logo

Secondary Logo

Landscape logo minimum size
20mm wide

Portrait logo minimum size
15mm wide

blockpass.org
The Blockpass color palette has been designed to ensure we use them consistently across all materials.

<table>
<thead>
<tr>
<th>Blockpass Blue</th>
<th>Blockpass Dark Blue</th>
<th>Blockpass Grey</th>
<th>Blockpass Black</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CMYK</strong> 88 / 50 / 0 / 0</td>
<td><strong>CMYK</strong> 100 / 73 / 0 / 2</td>
<td><strong>CMYK</strong> 67 / 60 / 59 / 46</td>
<td><strong>CMYK</strong> 71 / 65 / 64 / 69</td>
</tr>
<tr>
<td><strong>RGB</strong> 66 / 133 / 244</td>
<td><strong>RGB</strong> 0 / 74 / 153</td>
<td><strong>RGB</strong> 65 / 65 / 85</td>
<td><strong>RGB</strong> 38 / 38 / 38</td>
</tr>
<tr>
<td><strong>HEX</strong> #4285f4</td>
<td><strong>HEX</strong> #004a99</td>
<td><strong>HEX</strong> #414141</td>
<td><strong>HEX</strong> #262626</td>
</tr>
<tr>
<td><strong>PANTONE</strong> 660 C</td>
<td><strong>PANTONE</strong> 287 C</td>
<td><strong>PANTONE</strong> Black 7 C</td>
<td><strong>PANTONE</strong> Neutral Black C</td>
</tr>
</tbody>
</table>

- **75%**
- **50%**
- **25%**
Our photography is creative, modern, assured, and dynamic, evoking a sense of scale and structure. A blue hue also represents our brand.
Our imagery is diverse but needs to be used correctly. There are examples of which types of imagery should be used where and when.

**Corporate**
Focusing on the bigger cityscape

**Events - Locations**
Strong imagery of the location

**Events - People**
Clear and professional

**Miscellaneous**
Artistic abstract imagery
What is Blockpass?

KYC-as-a-Service for Regulated Industries

Blockpass offers digital identity verification for businesses that participate in regulated industries, including crypto wallets and exchanges, virtual banks, traditional financial institutions and gaming.

Blockpass provides an alternative process to cumbersome, repetitive and expensive Know Your Customer (KYC) and Anti-Money Laundering (AML) verification through an easy-to-use mobile application and seamless merchant dashboard.

Typography & fonts

Our font style is designed to complement our brand. It is relaxed, concise and confident to ensure our message is clear at all sizes.

The Title and body copy font is Helvetica Neue.