

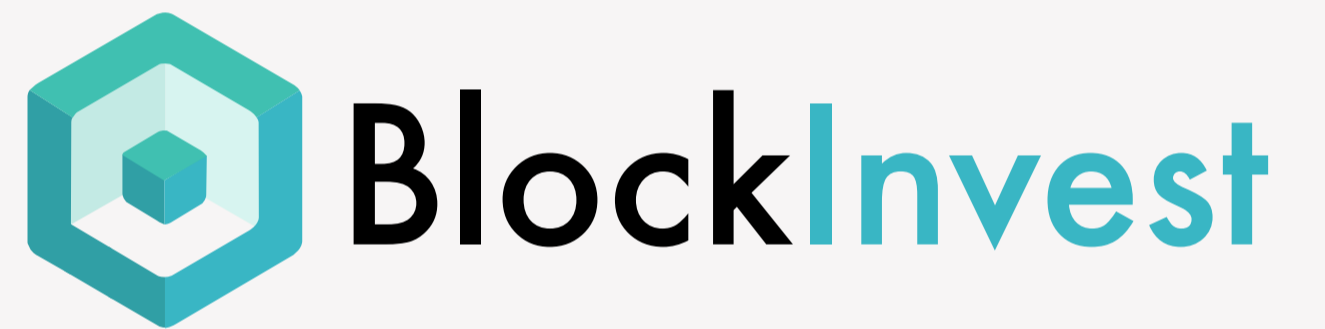
BRAND MANUAL



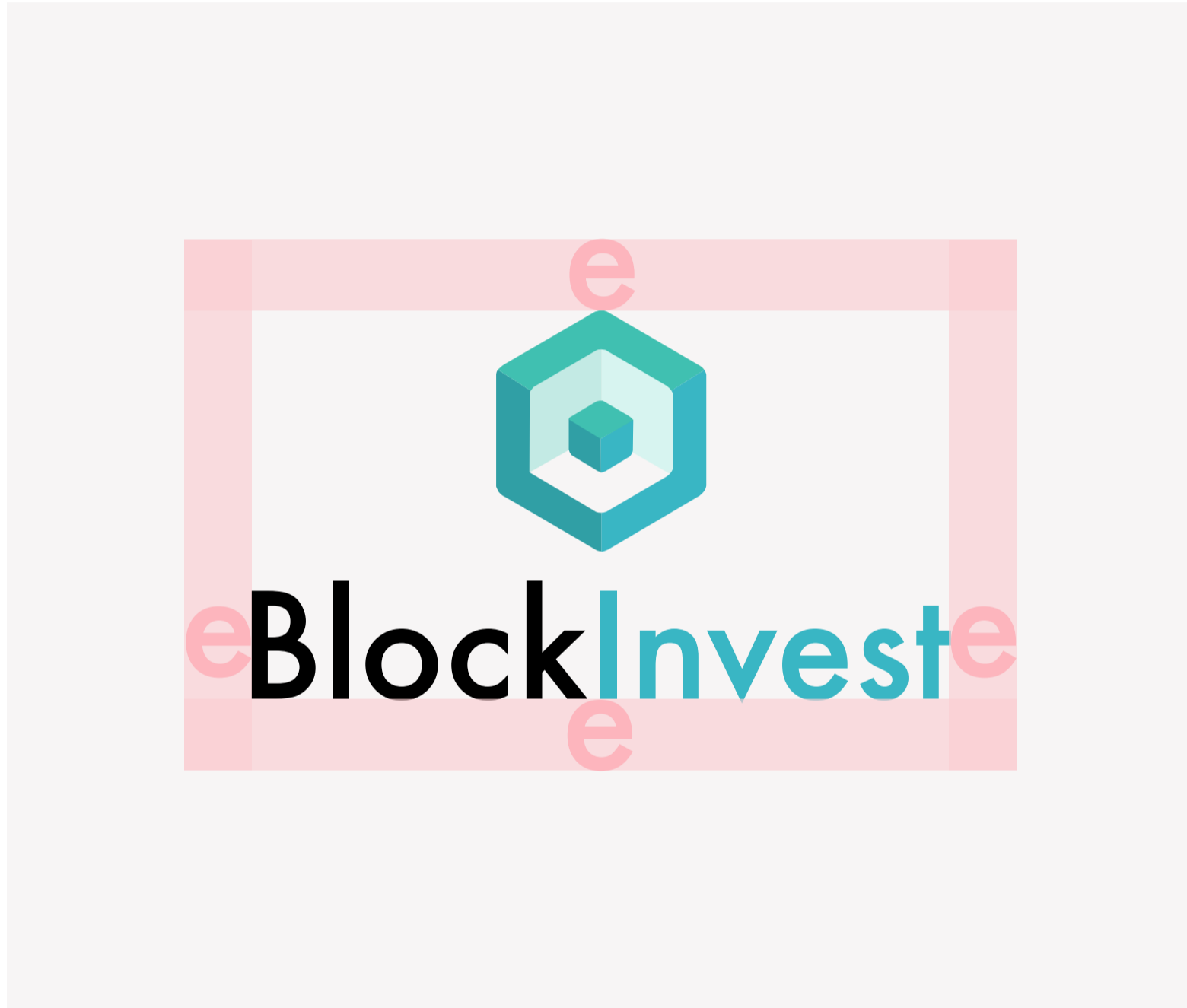
BlockInvest



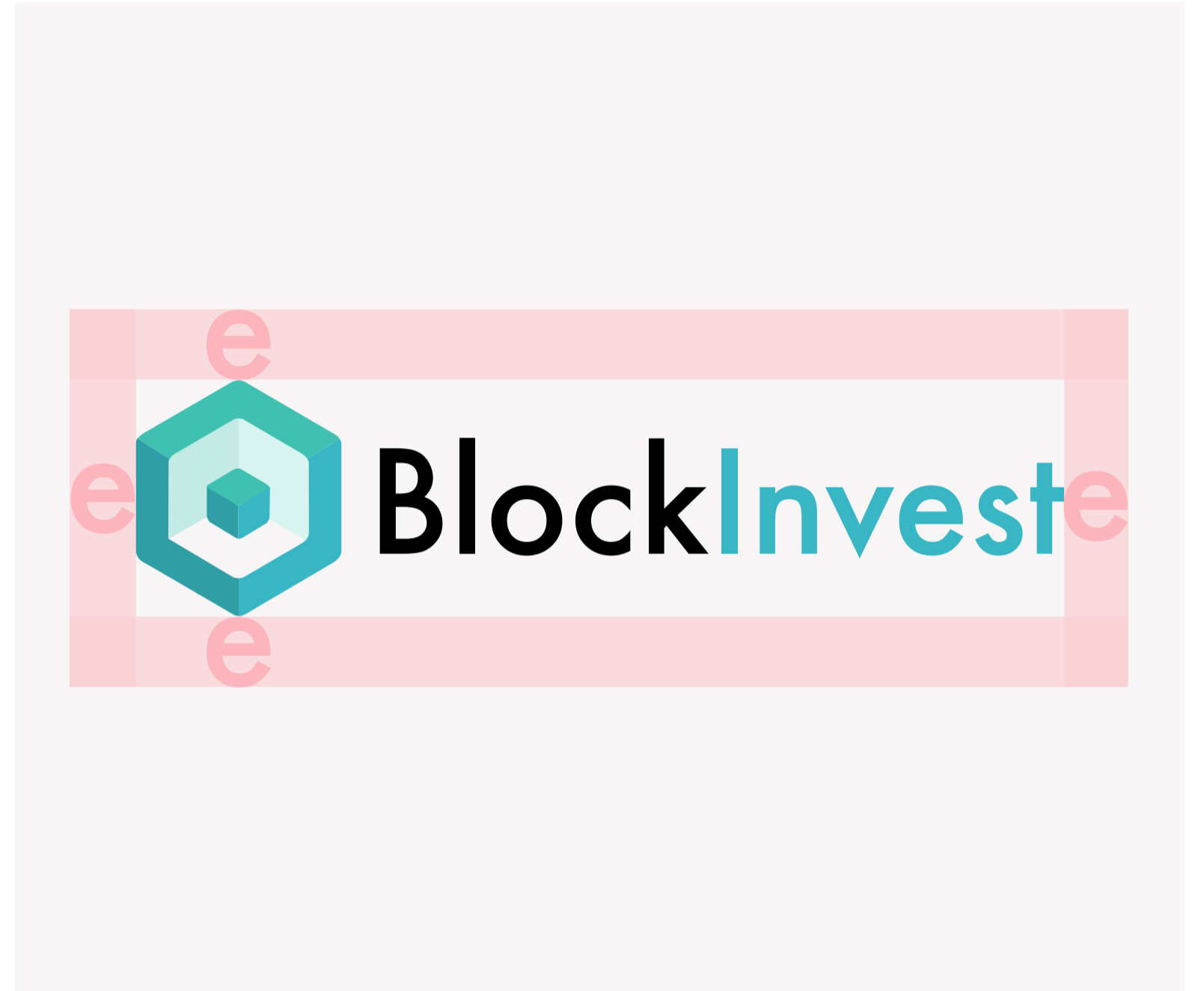
This is our primary logo.
Note the vertical lockup.



When the primary logo doesn't fit your composition,
use the horizontal lockup.



Our logo should always have space to breathe.



We call the space around our logo the red zone. Please don't put stuff in it.



BlockInvest

On light backgrounds, use our full-color logo.



BlockInvest

On dark backgrounds,
use our full-color logo with white text..



BlockInvest

Printing one color? Use our black logo.



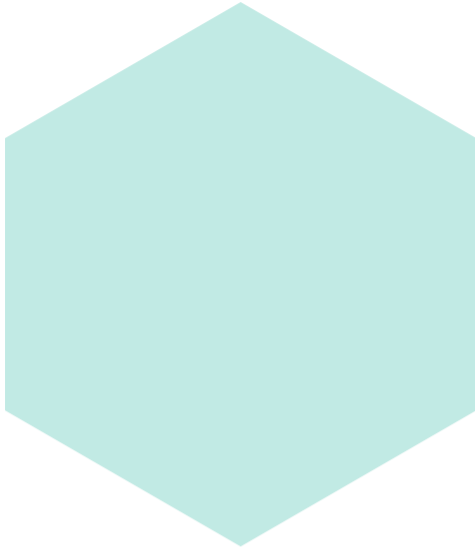
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On darker colored backgrounds, use our white logo.

BRAND MANUAL_COLOR PALETTE



#309fa5
R 48 %, G 159 %, B 165 %
C 71 %, M 4 %, Y 0 % , K 35 %
PANTONE P 128 - 5 C



#c1eae4
R 193 %, G 234 %, B 228 %
C 18 %, M 0 %, Y 3 % , K 8 %
PANTONE P 130 - 2 C



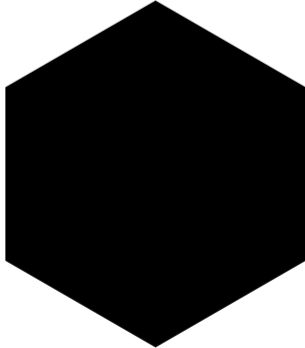
#39b6c4
R 57 %, G 182 %, B 196 %
C 71 %, M 7 %, Y 0 % , K 23 %
PANTONE P 121 - 13 C



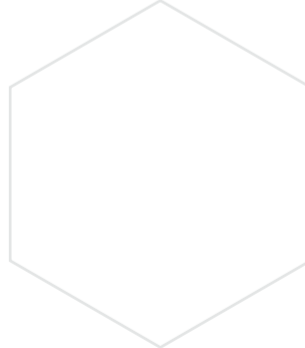
#d5f4f0
R 213 %, G 244 %, B 240 %
C 13 %, M 0 %, Y 2 % , K 4 %
PANTONE P 121 - 2 C



#40c0b1
R 64 %, G 192 %, B 177 %
C 67 %, M 0 %, Y 8 % , K 25 %
PANTONE P 127 - 5 C



#000000
R 0 %, G 0 %, B 0 %
C 100 %, M 79 %, Y 44 % , K 93 %
PANTONE BLACK 6C



#FFFFFF
R 255 %, G 255 %, B 255 %
C 0 %, M 0 %, Y 0 % , K 0 %

Futura Medium

A B C D E F G H I J K L M N

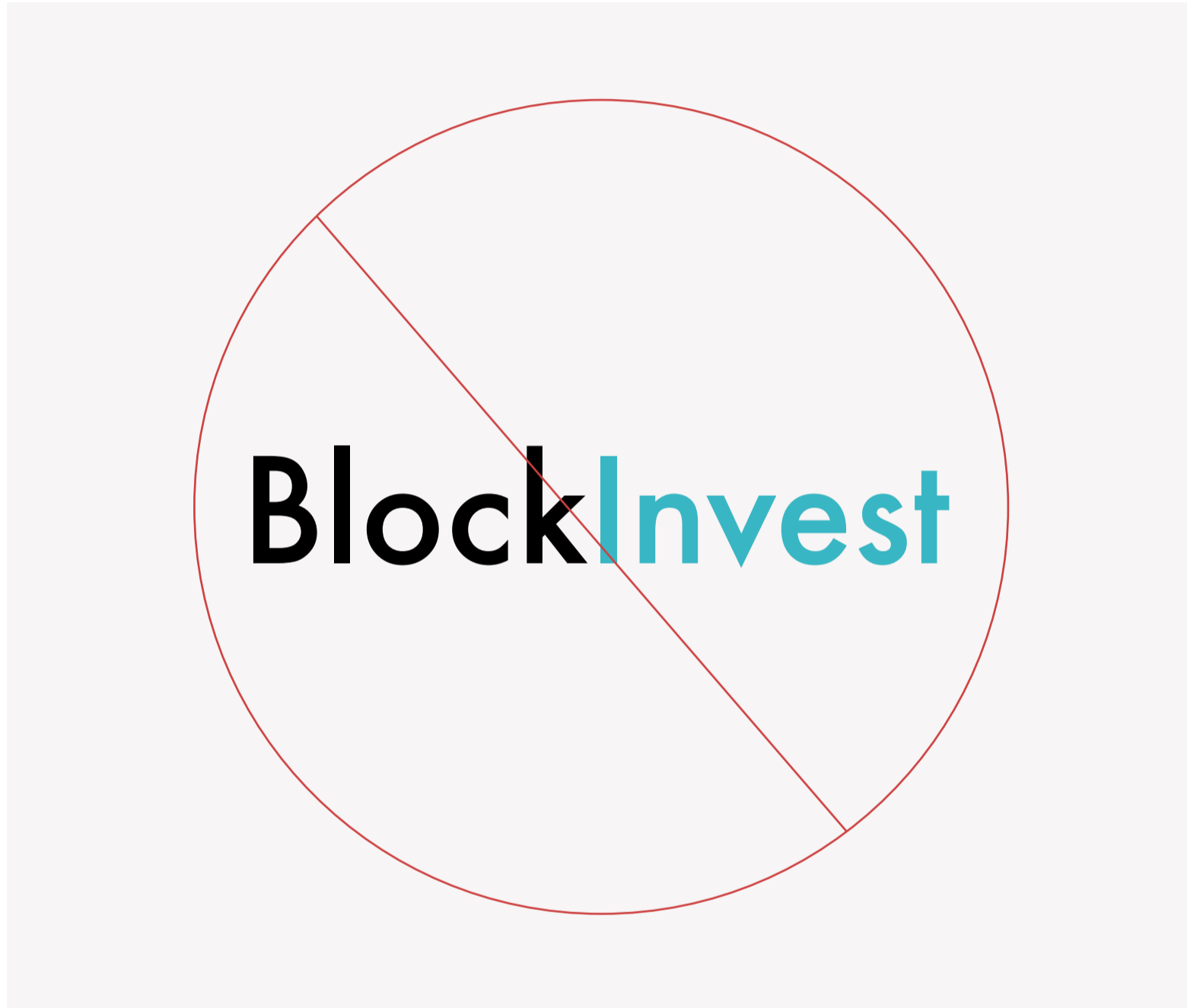
O P Q R S T U V Y X W Z

a b c d e f g h i j k l m n o p q r s t u v y x w z

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1 2 3 4 5 6 7 8 9 0

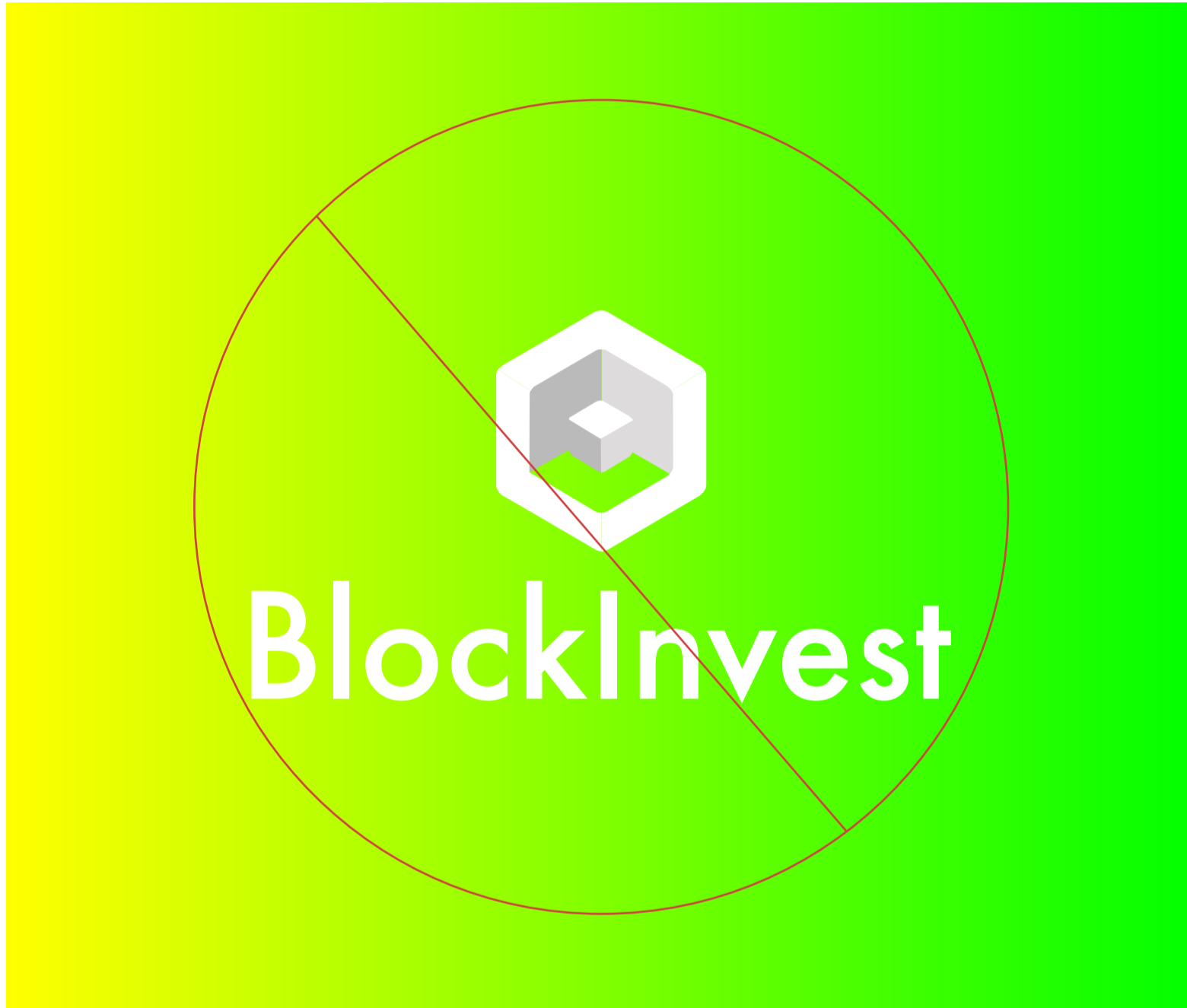
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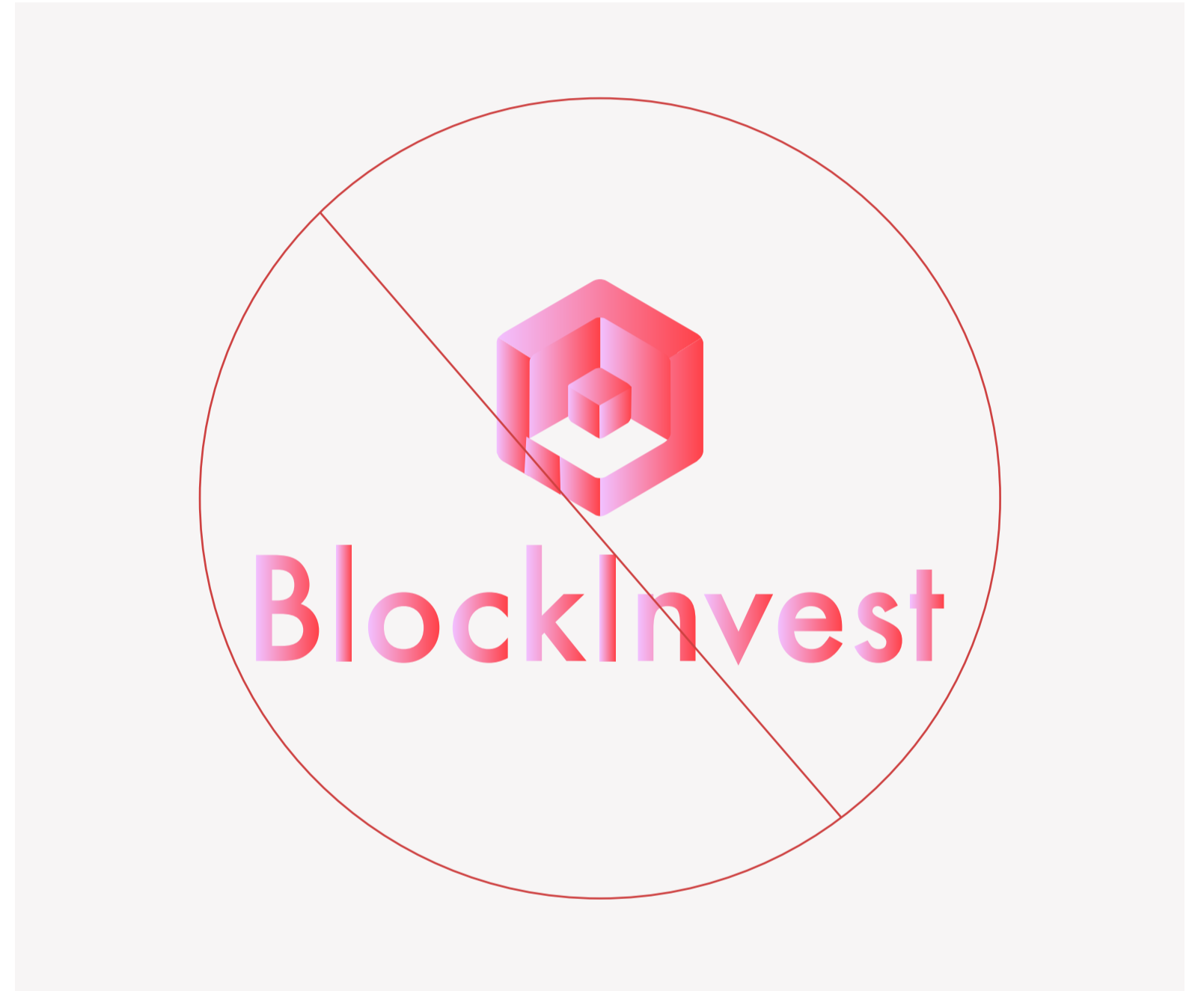
“BlockInvest” should never be used without our cube.



Please don't change the color of our cube and naming.



Rastafarian themes are not part of our brand... yet. Please don't use this or other themes with our logo.

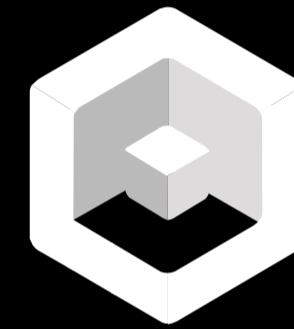


We love gradients, but using one in the logo isn't permitted.



BlockInvest

Black



BlockInvest

White