



***BLOCKSTAR***

**Brand Guide**

# Contents

|  |    |
|--|----|
| Overview .....                         | 3  |
| Color Palette & Fonts .....            | 4  |
| Icons .....                            | 5  |
| Logotype.....                          | 6  |
| Academy.....                           | 10 |
| Altitude.....                          | 10 |
| Casino.....                            | 10 |
| Crypto.....                            | 11 |
| Chain .....                            | 11 |
| DAISI.....                             | 12 |
| Digital .....                          | 12 |
| HEX.....                               | 13 |
| Podcast.....                           | 13 |
| Social .....                           | 14 |
| Utility.....                           | 14 |
| Utilities .....                        | 15 |
| Bears .....                            | 16 |
| How not to use Icons and Logotype..... | 19 |
| Clear Space and Logo Guidelines .....  | 21 |
| Co-Branding .....                      | 22 |
| Advertising Media Examples.....        | 23 |
| Examples of Advertising.....           | 25 |
| Communications .....                   | 26 |
| Brand Vision and Mission.....          | 27 |

# Overview

The BlockStar Brand Style Guide was created to establish visual consistency. By following the simple rules in this guide, everyone can create graphics and social posts that are consistent with BlockStar's visual brand.

Ensuring visual consistency is key. Whether customers see BlockStar's brand on social media or by spotting the BlockStar logo on a hat or shirt, they should have the same brand experience. It should always be instantly recognizable as BlockStar, whether it's the Social logo, the Casino logo, or any other logo in the ecosystem.

# Color Palette & Fonts



## FONT S

|            |                          |           |  |
|------------|--------------------------|-----------|--|
| HEADLINE 1 | <b>OSWALD REGULAR</b>    | BODY TEXT | Poppins Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce hendrerit vulputate molestie. Vivamus tincidunt ut risus sollicitudin tincidunt. |
| HEADLINE 2 | <b>POPPINS EXTRABOLD</b> |           |  |
| HEADLINE 3 | MICHROMA REGULAR         | SUBHEADS  | <b>OSWALD BOLD</b>   |

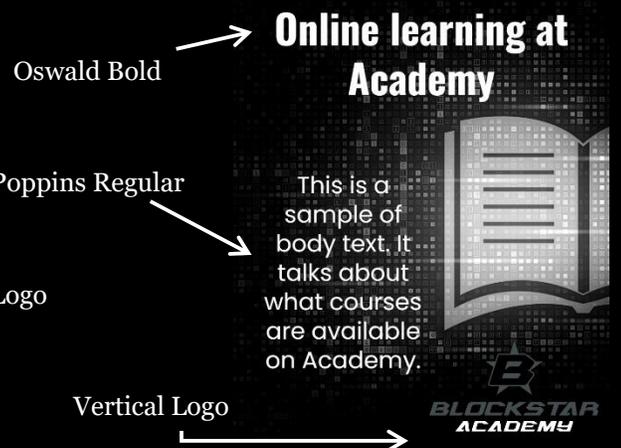
### How to use FONTS:

Oswald Regular – Can be used as a headline or subheadline on any graphic

Poppins Extra Bold – For large spaces as headline

Oswald Bold – As a headline or subheadline

Poppins regular – For body text



# Icons



Academy



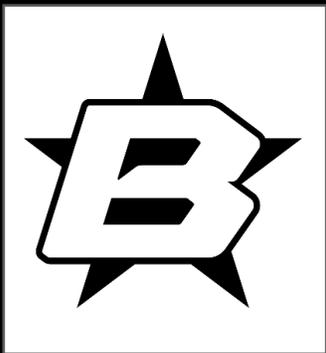
Altitude/  
Crypto



Casino



Chain



Chain



DAISI



Digital



HEX



Podcast



Social



TV



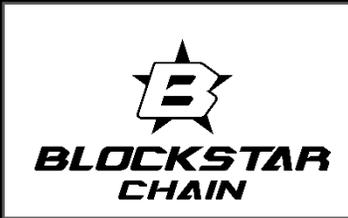
Utility

# Logotype

**BLOCKSTAR**

# Vertical

Vertical Icons can be used in any social media graphic. The use of vertical versus horizontal depends on the space available to place the icon and logotype.



# Horizontal

Horizontal Icons can be used in any social media graphic. The use of vertical versus horizontal depends on the space available to place the icon and logotype.



# Horizontal



BlockStar logotype should always be the filled in version. The previous hollow version has been updated and is no longer part of the brand.

Academy

Hex Color #6f767e



Altitude

Hex Color #00a94d



Casino

Hex Color #fc6cc2



# Chain

Hex Color #000000 / #ffffff



# Crypto

Hex Color #00a94d



DAISI

Hex Color #0ec1e1



Digital

Hex Color #e37b08



HEX

Hex Color #8400d1



**BLOCKSTAR**  
**HEX**



**BLOCKSTAR**  
**HEX**



Podcast

Hex Color #ffe700



**BLOCKSTAR**  
**PODCAST**



**BLOCKSTAR**  
**PODCAST**

# Social

Hex Color #002fdd



# TV

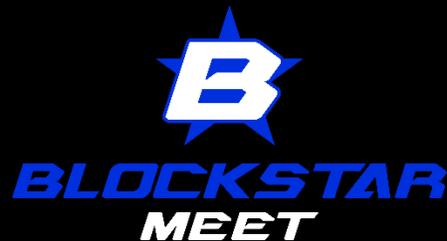
Hex Color #c30101



# Utility

Hex Color #002fdd





# Utilities

Hex Color #002fdd



# Bears



# Bears



 **BLOCKSTAR**  
BEARS

 **BLOCKSTAR**  
BEARS



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# Bears



**B** BLOCKSTAR  
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# How not to use Icons and Logotype

## Incorrect usage of Icons and Logotype:



Do not elongate the logo



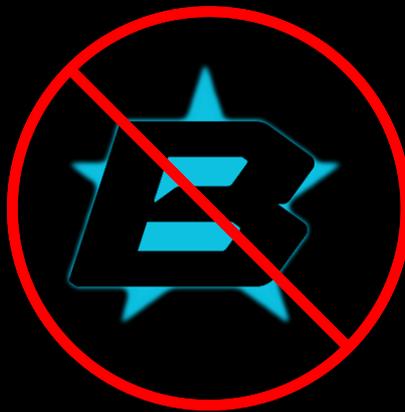
Do not compress the logo



Do not wash out the colors



Do not add artistic effects



Do not change the proportions



Do not change or add colors

The BlockStar Icon has been carefully constructed to make it instantly recognizable in every color and context, across every platform in the ecosystem and beyond.

Branding must be consistent.

# How not to use Icons and Logotype

## Incorrect usage of Icons and Logotype:



**BLOCKSTAR**  
**SOCIAL**

Do not blur



**BLOCKSTAR**  
**DIGITAL**

Do not remove color



**BLOCKSTAR**  
**CASINO**

Do not apply a gradient



**BLOCKSTAR**  
**CASINO**

Do not add color pop, duo tone, or  
any other artistic elements

# Clear Space and Logo Guidelines

Clear space is a specific amount of empty area that a logo (Icon and Logotype) should have on all sides, no matter where the logo is applied. No other element should be placed in the clear space. The reason for clear space is to ensure the logo has maximum visibility and impact.

The logo should have, at the minimum, the space of the smallest lettering in the logo around the entire logo. Place the logo in an empty space. Do not put a gradient over the logo. Do not put the logo over graphics that compete with the logo. Do not place the logo at the edge of the area.



This is a correct layout. There is space around the logo. The logo is separated with a dark area.



Incorrect example: There should be no gradient or blur over the logo. The logo should always be full color and easy to read. Gradients should be applied under the logo.



Incorrect example: There should be no graphics under the logo that interferes with the readability of the logo. This example also has no space at the bottom and the right side. This may cut off part of the logo when adding to a social media post.

# Co-Branding

Co-branding is a marketing strategy that utilizes two or more brand names on a good or service as part of a strategic alliance. Each brand in such a strategic alliance contributes its own identity to create a melded brand with the help of unique logos, brand identifiers, and color schemes.

The point of co-branding is to combine the market strength, brand awareness, positive associations, and cachet of two or more brands to compel consumers to pay a greater premium for them. It can also make a product less susceptible to copying by private-label competition.

Example:

Each company is displayed with its own unique logo in similar proportions.



# Advertising Media Examples

## Print advertising

1. Billboards and electronic billboards (standard sizes: 14 feet high and 48 feet wide. 10 feet high and 40 feet wide. 10½ feet high and 36 feet wide)
2. Flyers and brochures
3. Vehicle wraps and bus signage
4. Newspaper and magazine ads (keep in mind most newspapers are grayscale)
5. Direct mailers

## Radio advertising

There are three different types of ads that appear on the radio, audio streaming services, and podcasts:

1. Short commercial breaks
2. Sponsored content and promotions
3. Interstitial and banner ads (interstitial ads are full-screen ads that cover the interface until closed by the user)

## Television advertising

1. Television Commercials (TVC): TVCs are the most common type of television ad. They typically last between 15 and 60 seconds and air during commercial breaks.
2. Product Placement: Product placement is when a product or service is featured prominently in a TV show or movie. This can be done organically as part of the story or through explicit placement like when a product is shown in close up or used in a key scene.
3. Brand Integration: Brand integration is when a brand becomes part of the fabric of a TV show. That is, when the entire script revolves around a particular brand or has its offering as a special prize.
4. Infomercials: Infomercials are lengthy TV ads that usually air late at night or on weekends. They typically last for 30 minutes or more and include a call to action, such as a phone number or website URL.
5. Overlay: Overlays are short, 10-second ads that appear over the bottom of the screen during a TV show. They are typically used to promote upcoming programs or products during live events.

## Online advertising

1. Display ads (e.g. text, image, animated, video)
2. Pop-up ads
3. Interstitial video ads (interstitial ads are full-screen ads that cover the interface until closed by the user)
4. Search ads (advertising on Google, Edge, etc.) The size guide can be found here:  
<https://support.google.com/adsense/answer/6002621>.
5. Social media ads
6. Mobile app ads
7. Email ads
8. Sponsored content
9. Affiliate marketing

# Examples of Advertising



Google Ad



Bus Signage

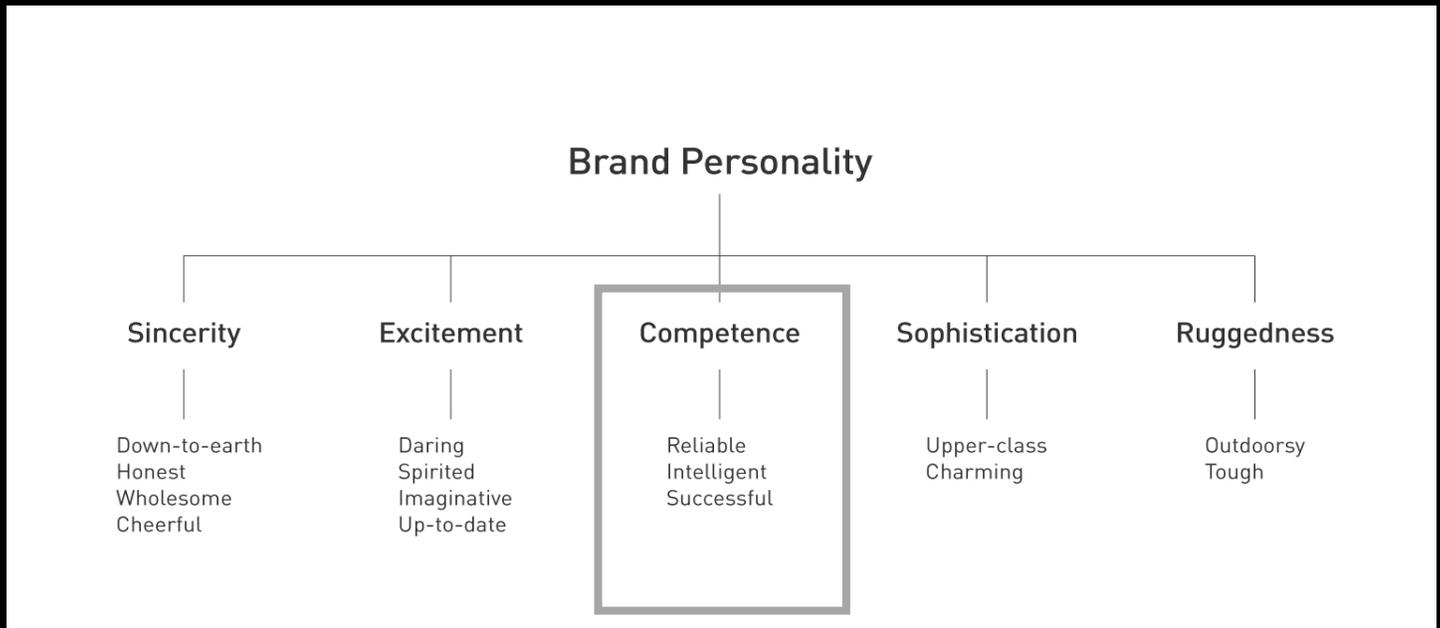


Billboard

Remember to keep proportion in mind when designing large ads (billboards, bus, and car wraps)

# Communications

## Brand Personality or Brand Voice



This chart represents the major types of brand voices in advertising. BlockStar should fall in the “Competence” category.

A competent brand is reliable, intelligent, and successful. Brands within this dimension are confident thought leaders and responsible stalwarts of trust.

They are the brands we trust with the most important things in our lives, including our money, our health, and our safety.

BlockStar’s Brand Personality:

- Intelligent
- Trustworthy
- Successful

When writing ads for platforms such as Casino, Digital, TV, you can also pepper in some attributes of “Excitement.”

# Brand Vision and Mission

BlockStar's vision is to harness the transformative power of blockchain technology to eliminate inefficiencies, enhance security, and foster trust.

BlockStar's mission is to revolutionize industries and enrich lives through our comprehensive ecosystem of cutting-edge technologies; to create a seamlessly connected world that empowers individuals, businesses, and communities.

## Editorial Style

When writing blurbs or statements please keep the following in mind:

### Voice and tone

BlockStar is authoritative, trustworthy, energetic, successful; sometimes fun, daring, and spirited.

Avoid useless words.

Check spelling and grammar.

Follow the structure, include a call-to-action.

Stay on point.

Write product descriptions with target audience in mind.

Are you promoting Academy? Appeal to the intelligence in people.

Are you promoting Altitude? Appeal to the convenience of one dashboard.

Keep in mind the descriptions will be translated into multiple languages, try not to use too many colloquialisms (popular or regional expressions).