

Block Array

The Block Array brand

This guideline contains relevant information as well as recommendations for usage in relation to the Block Array brand. The link to download the brand assets can be found here: <https://goo.gl/sYFrzL>

01. THE LOGO

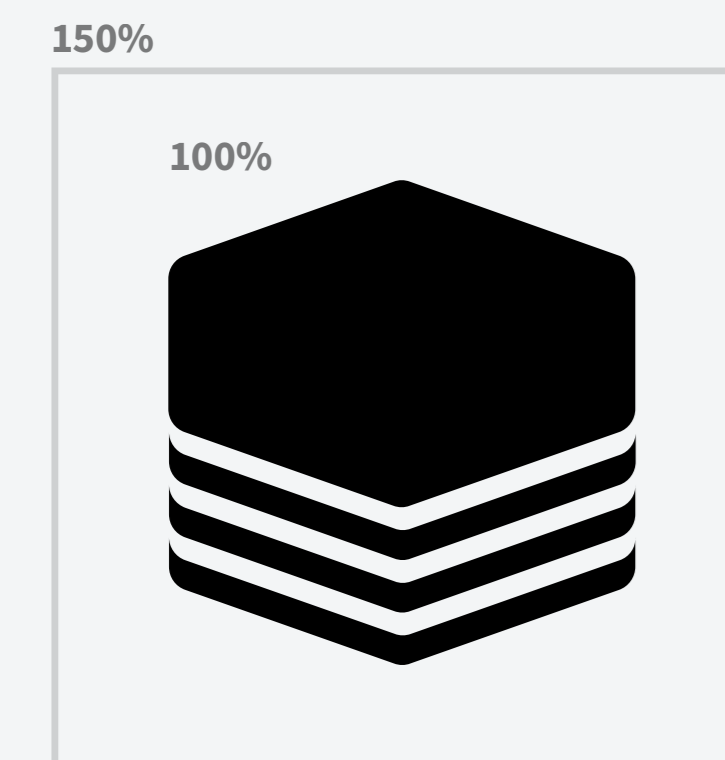
The Block Array logo has two components: The symbol and the word mark. The word mark uses Source Sans Pro typeface. Do not alter the logo provided to you in any way, including the colors, angle or relationship between the elements.



Block Array brand guidelines

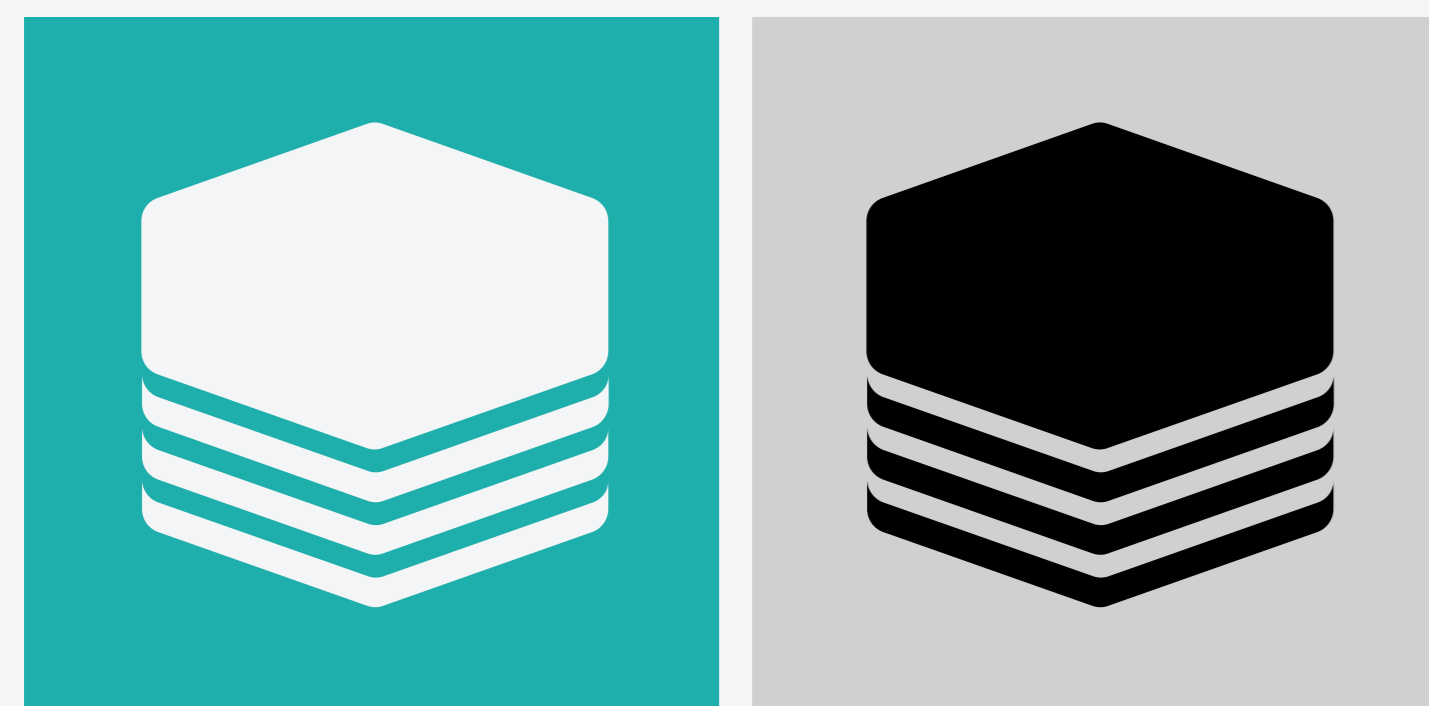
Spacing

When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo.



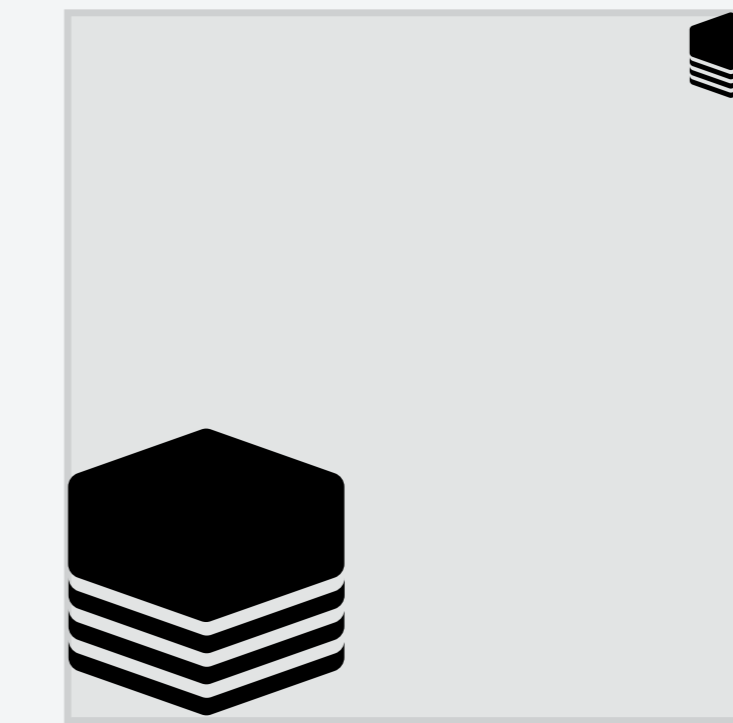
Background color

Our logo must always have good contrast with the background to ensure maximum impact and accessibility. Always make sure that the logo is grayscale and easily visible.



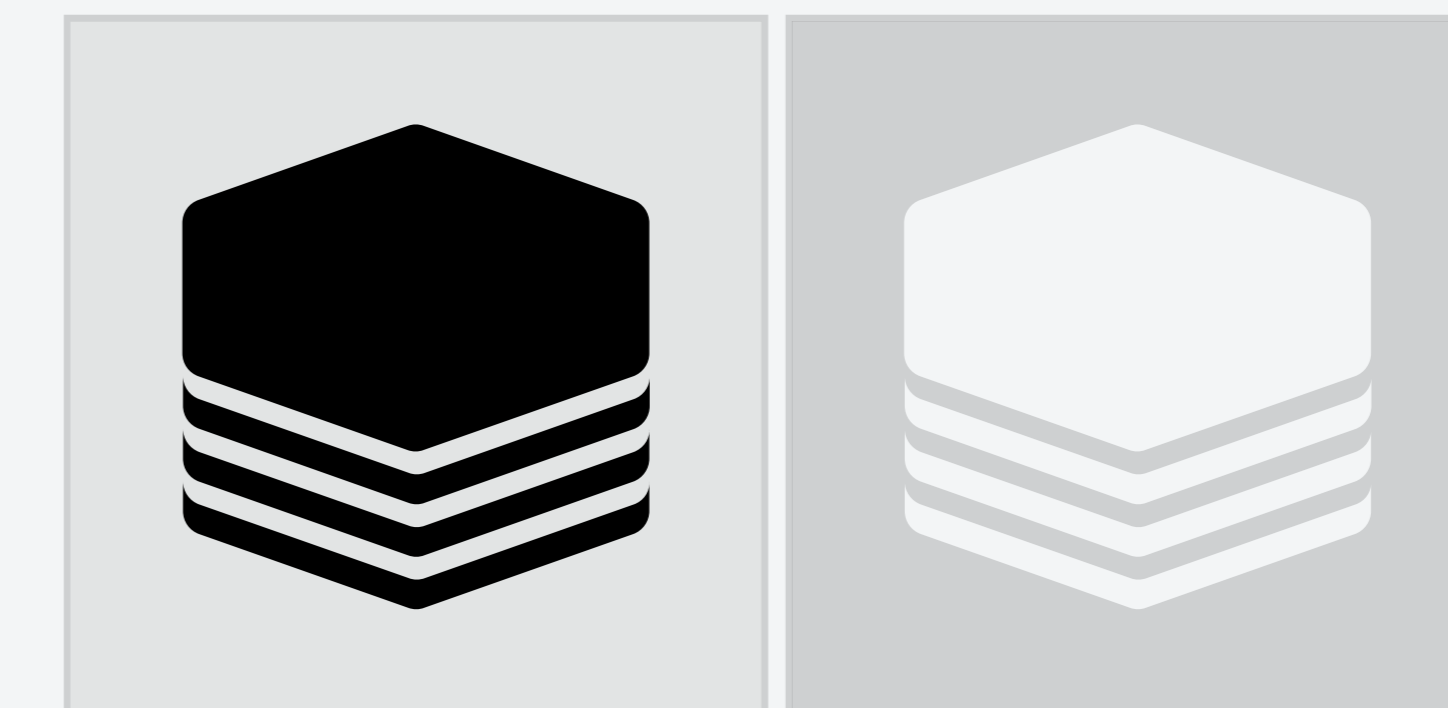
Maintaining Shape and Proportions

To preserve the integrity of the logo, always maintain a minimum clear space around the logo. When resizing the logo, most software will let you hold "shift" to ensure it scales properly.



Color

The logo should be reversed to white where contrast is limited (i.e., a colored background or image). A gray logo is also provided for use on light color background. No other colors of the logo are permissible.



02. TYPEFACE

The Block Array brand, along with all relative platforms and sub-brands associated, use the Source Sans Pro typeface. With Bold, Semi Bold and Regular all used within headings, subheadings, paragraphs, lists and images.

Encode Sans ExtraBold

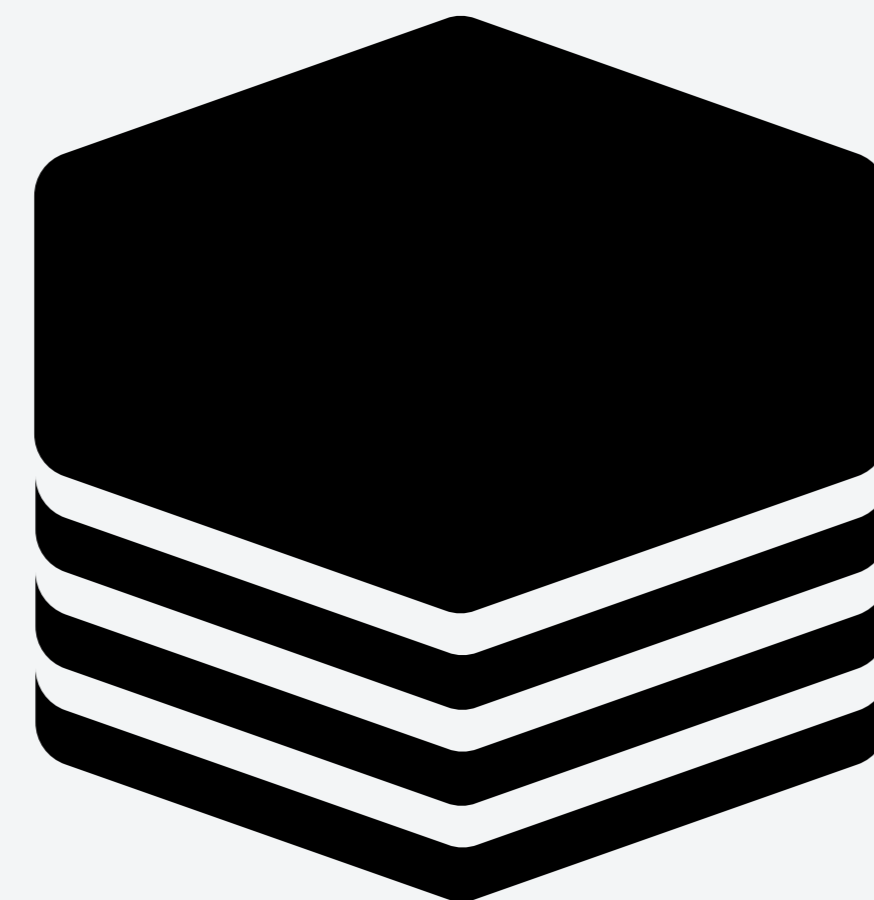
Encode Sans Bold

Encode Sans Medum

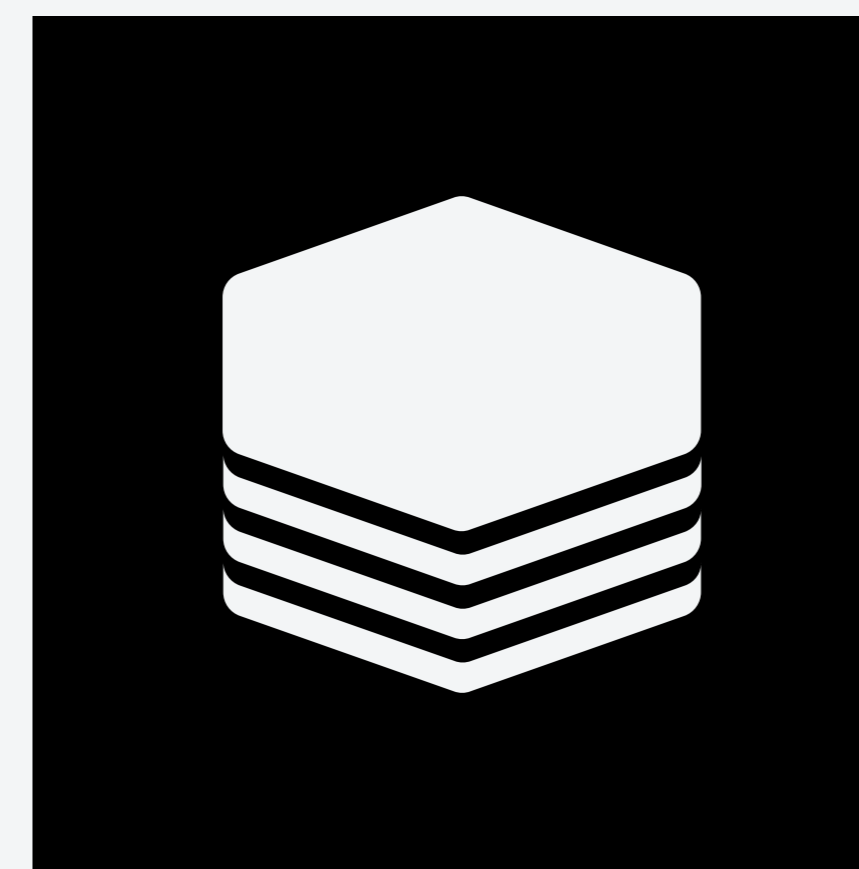
Encode Sans Regular

03. ICONS

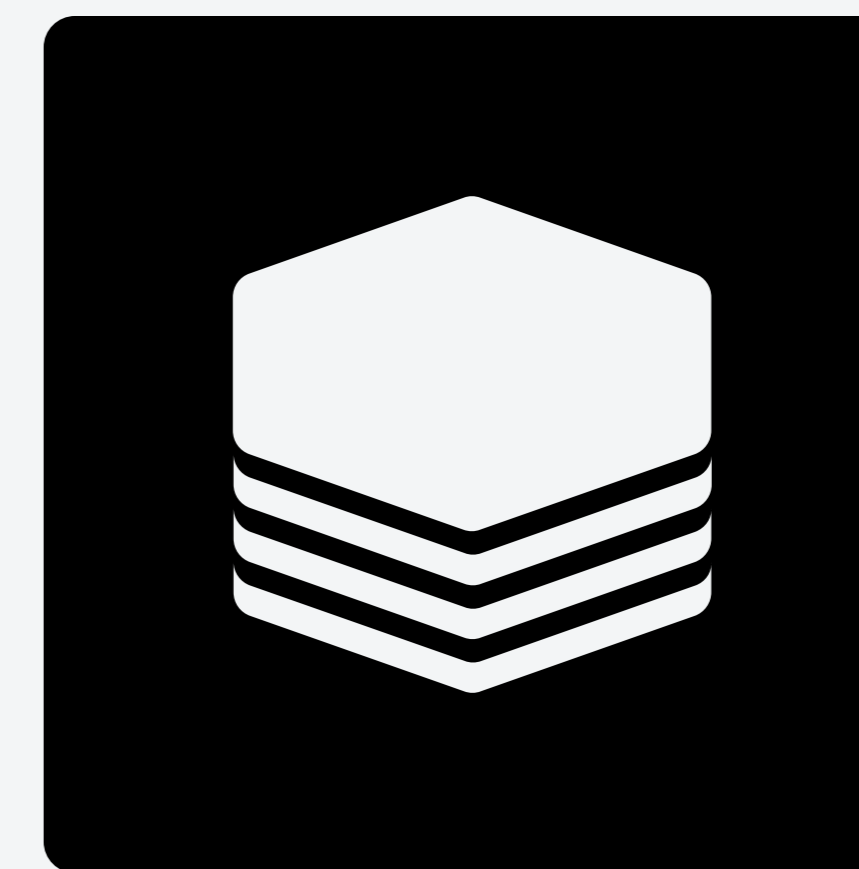
The following is an example of how the Block Array symbol looks with different icons, keep in mind we have ensured the logo has atleast 50% padding on all sides.



Logo
Symbol



Square
Social Icon



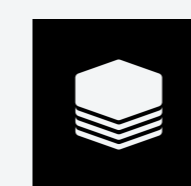
Rounded square
Social Icon



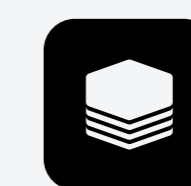
Circle
Social Icon



Minimum width
of 32px



Minimum width
of 32px



Minimum width
of 32px



Minimum width
of 32px

04. BUTTONS & ICONS

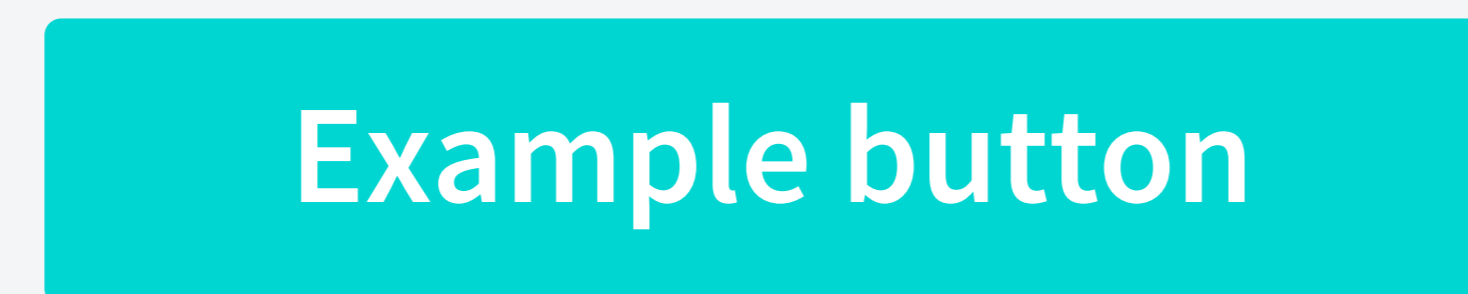
Buttons and icons are used throughout the Block Array website.

There are two versions of the buttons, a blue and a white version. Upon hovering, the button will transform in color, size and shape. You can see a preview by going to Block Array's website.

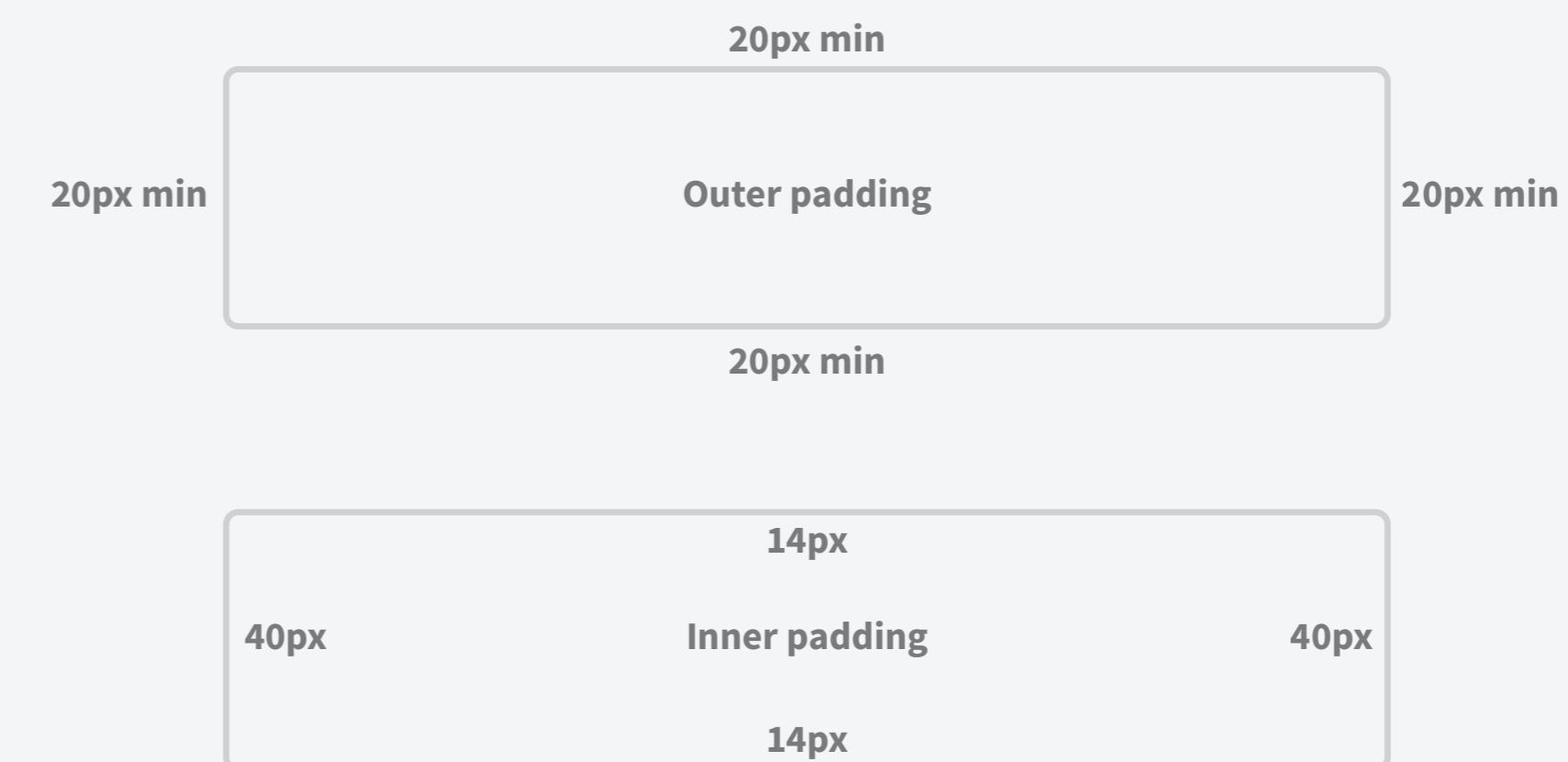
The icons are set in the following sizes: 18px, 24px, 36px, and 48px.



#1EAEAB



On hover - #00D6D1



16px



24px



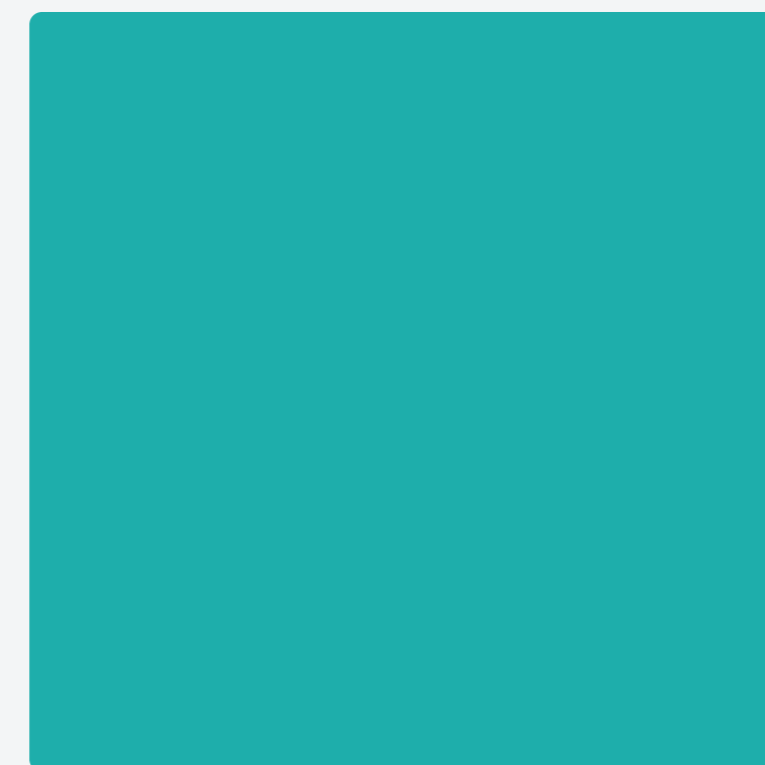
36px



48px

05. BRAND COLOR

Block Array's brand is often bright and vibrant, it should stand out clearly. To that end, here is a selection of the color values used for both digital and print.



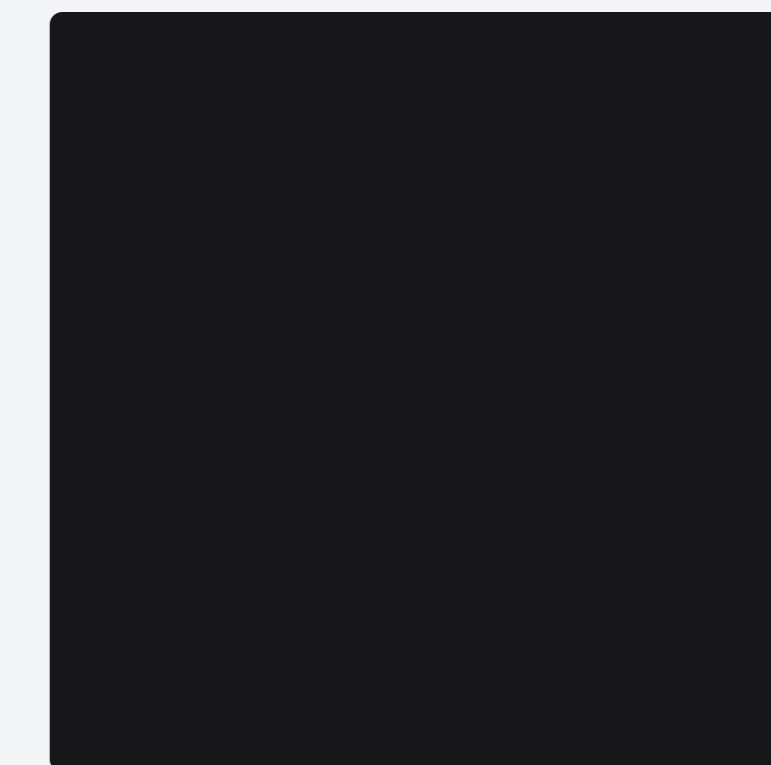
Hex code:
#1EAEAB



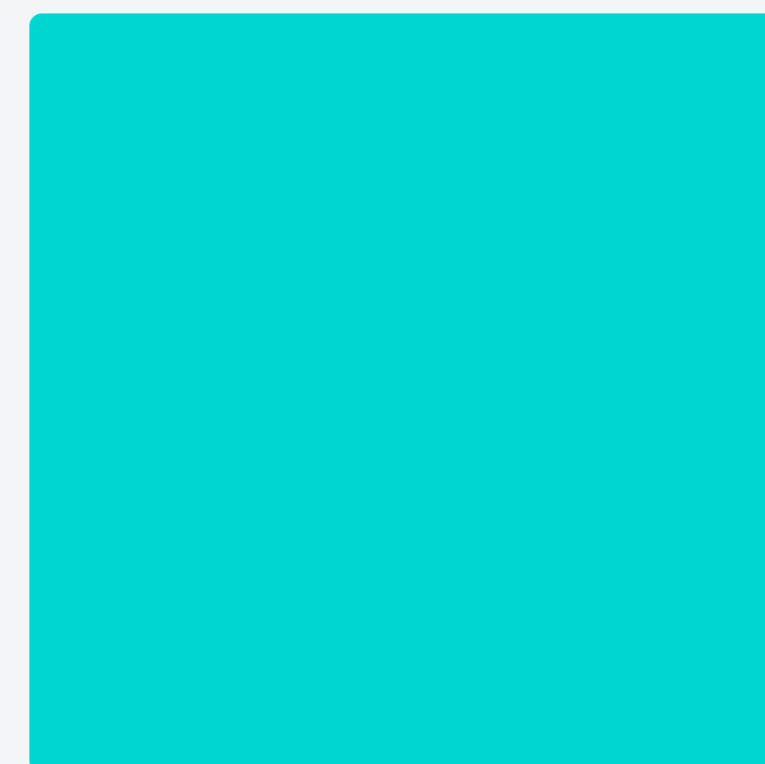
Hex code:
#000000



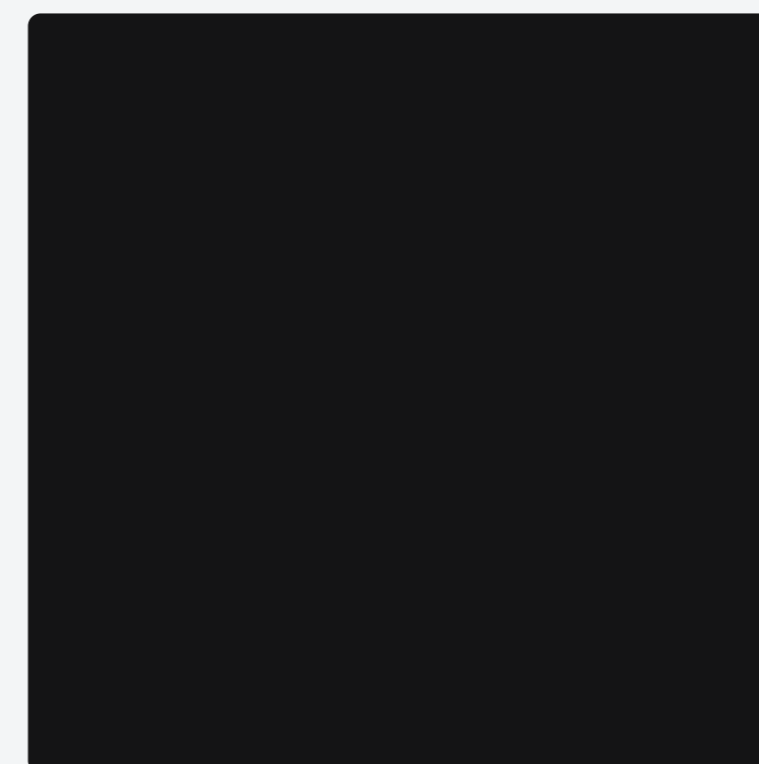
Hex code:
#1D1D21



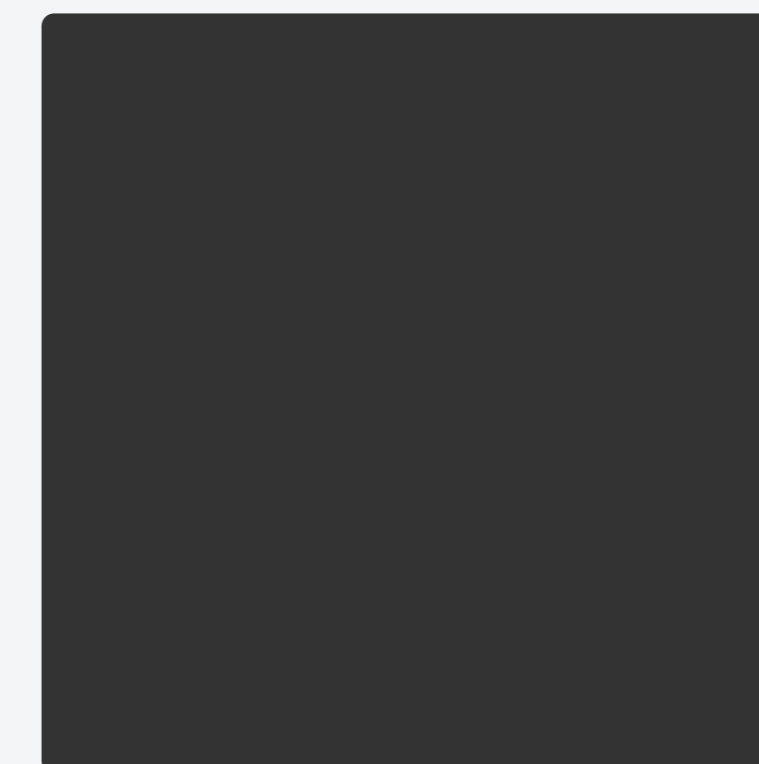
Hex code:
#17171A



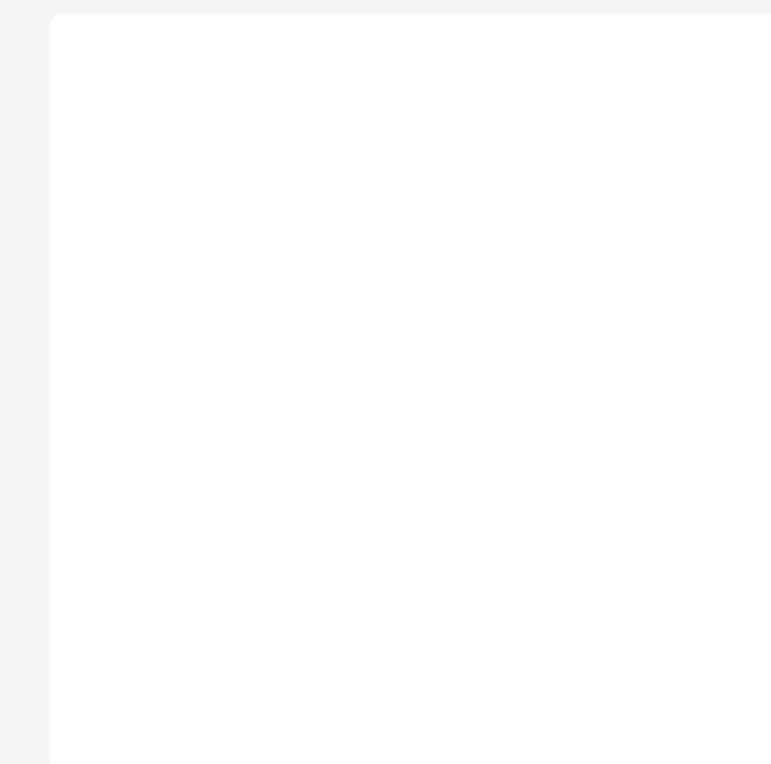
Hex code:
#00D6D1



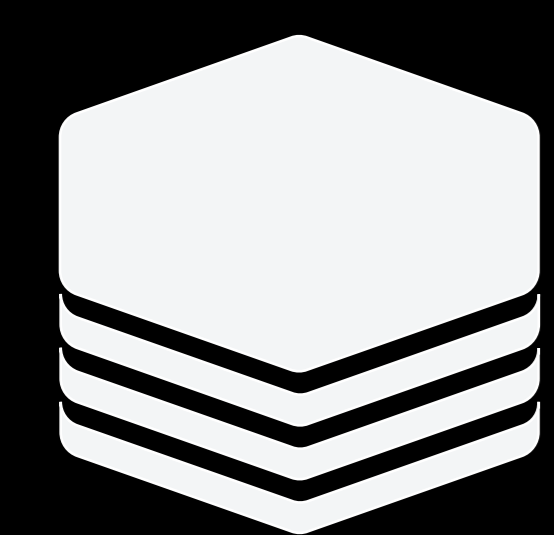
Hex code:
#141415



Hex code:
#333333



Hex code:
#ffffff



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