20 24

VISUAL STYLE GUIDE

STRATEGIC APPROACH

Brands Family

We will build a connection between BSV Blockchain, BSV Association & BSV Academy, by keeping the Genesis Block at the heart of the brand family, along with a consistent approach to typography, only varying the iconography on the block.

BSV Blockchain

BSV Blockchain technology merges data & value to create a secure record of truth for everyone. It is reliable open-source software, providing the fundamental requirements for enterprise grade blockchain applications.

UNITING TRUTH AND VALUE

At the heart of the BSV Blockchain, Truth & Value converge seamlessly, Or in other words BSV Blockchain is the connection which completes the internet.

BSV Association

The BSV Association believe in the power of truth. Our blockchain technology merges data & value to create a secure record of truth for everyone. Join us in advancing the universal exchange of value with BSV Blockchain.

ENLIGHTENED STEWARDSHIP

A profound understanding and ethical guidance in blockchain development. In other words, we are the Guiding light, guiding the industry to a better tomorrow with blockchain.

BSV Academy

BSV Academy believes education is an empowering force for human progress. It unlocks the full potential of human innovation with expert-level knowledge and skills in blockchain technology across all levels.

LEARNING TOGETHER

BSV Academy is a catalyst for growth, bringing everyone together to learn about blockchain.

BSV BLOCKCHAIN

BSV ASSOCIATION

BSV ACADEMY

THE BSV BLOCKCHAIN LOGO

Intersecting blocks connect represent the coming together of Truth, Value & Data – Uniting inside the cube that represents the genesis block, that is set in a dynamic pose coming out of the page.
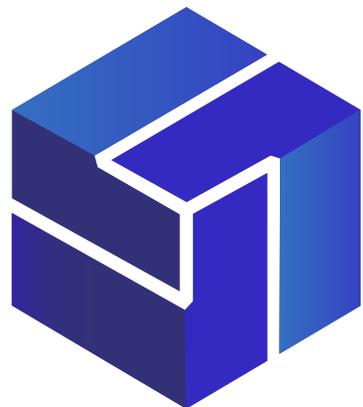
OUR LOGOS

THE BSV ASSOCIATION LOGO

The cube represents the genesis block, it's set in a dynamic pose coming out of the page. A shining light flair sits in the heart of the block represents our position as the guiding light within the blockchain industry. casting our knowledge and expertise and understanding of the blockchain and willingness to guide, lead and educate others to a prosperous digital economy.

THE BSV ACADEMY LOGO

The inner cube represents the Genesis block - around it we bring together three blocks representing knowledge, community and professional development.

OUR LOGOS

LOGO APPLICATIONS

The utilisation of the primary logo will vary depending on the background colour and how busy the background image is.

BRAND COLOURS

BRAND COLOURS

COLOUR APPLICATIONS

Our BSV blue is the primary colour, with light blue and aquamarine right below the hierarchy. BSV blue is used as the central colour highlighter for illustrations and imagery.

Our secondary colours accentuate our primary colours. Black is used for our illustration outlines, and dark blue and glow blue are part of our gradients.

PRIMARY

BSV BLUE

#2b34c0

R43 G52 B192

C78 M73 Y0 K25

Pantone 286

LIGHT BLUE

#d6f1fc

R214 G241 B252

C15 M4 Y0 K1

Pantone 656 U

AQUAMARINE

#84e2a8

R132 G226 B168

C42 M0 Y26 K11

Pantone 353

SECONDARY

DARK BLUE

#141654

R20 G22 B84

C76 M74 Y0 K67

Pantone 2757

GLOW BLUE

#89d2e6

R137 G210 B230

C40 M90 Y0 K10

Pantone 636 C

JET BLACK

#0a0a0a

R10 G10 B10

C0 M0 Y0 K96

RAL 9005

PURE WHITE

#ffffff

R25 G255 B255

C0 M0 Y0 K0

RAL 9010

TONAL PALETTES

|	Palette 1	Palette 2	Palette 3	Palette 4	Palette 5
+100%	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+87.5%	E3E4F9	FAFDFF	F0FBF4	D6D7F5	F0F9FC
+75%	C7CAF2	F4FBFE	E0F8E9	ACAEEC	E2F4F9
+62.5%	ABAFEC	EFFAFE	D1F4DE	8386E2	D3EEF6
+50%	8F95E6	EAF8FD	C1F0D3	5A5ED8	C4E8F3
+37.5%	737ADF	E4F6FD	B2EDC8	3036CF	B5E3EF
+25%	575FD9	DFF4FD	A2E9BD	272BA5	A7DDEC
+12.5%	3B45D2	DAF2FC	93E6B2	1D207C	98D8E9
0%	2B34C0	D6F1FC	84E2A8	141654	89D2E6
-12.5%	262FA7	9EDEF8	5FD98E	111348	63C3DE
-25%	21288F	68CCF4	3BD174	0F103E	3DB5D6
-37.5%	1B2177	32BAF0	2AB55F	0C0D34	289DBD
-50%	161B60	109FD8	22914C	0A0B29	207E97
-62.5%	101448	0C77A2	196C39	07081F	185E72
-75%	0B0D30	08506C	114826	050515	103F4C
-87.5%	050718	042836	082413	02030A	081F26
-100%	000000	000000	000000	000000	000000

GRADIENTS
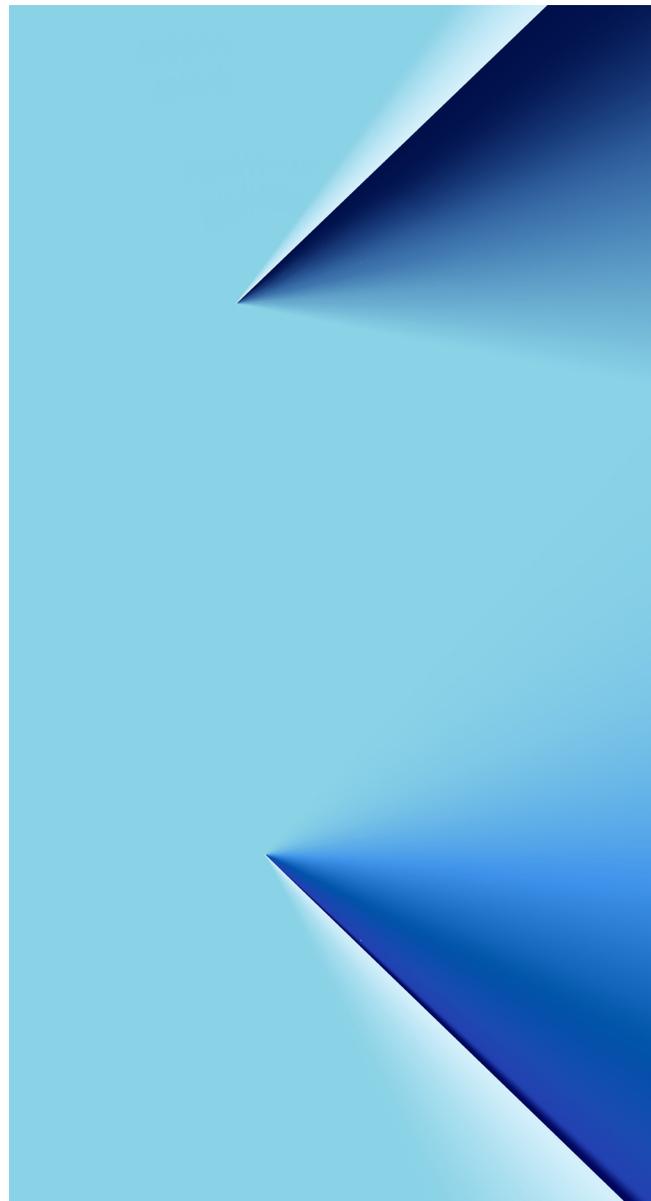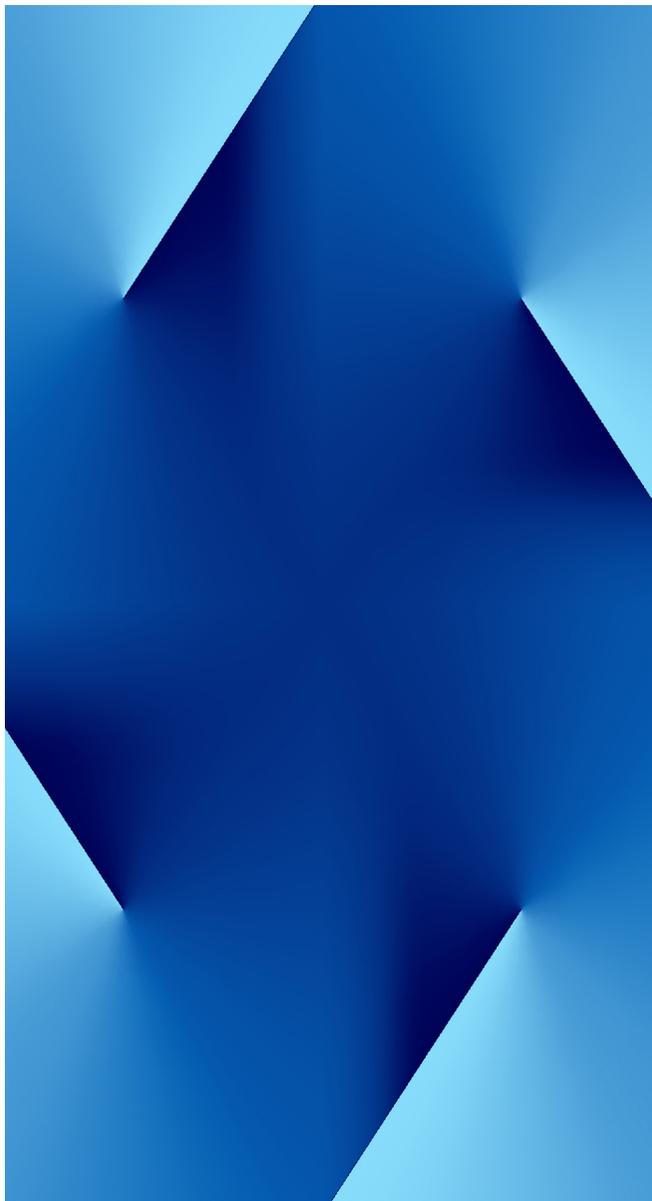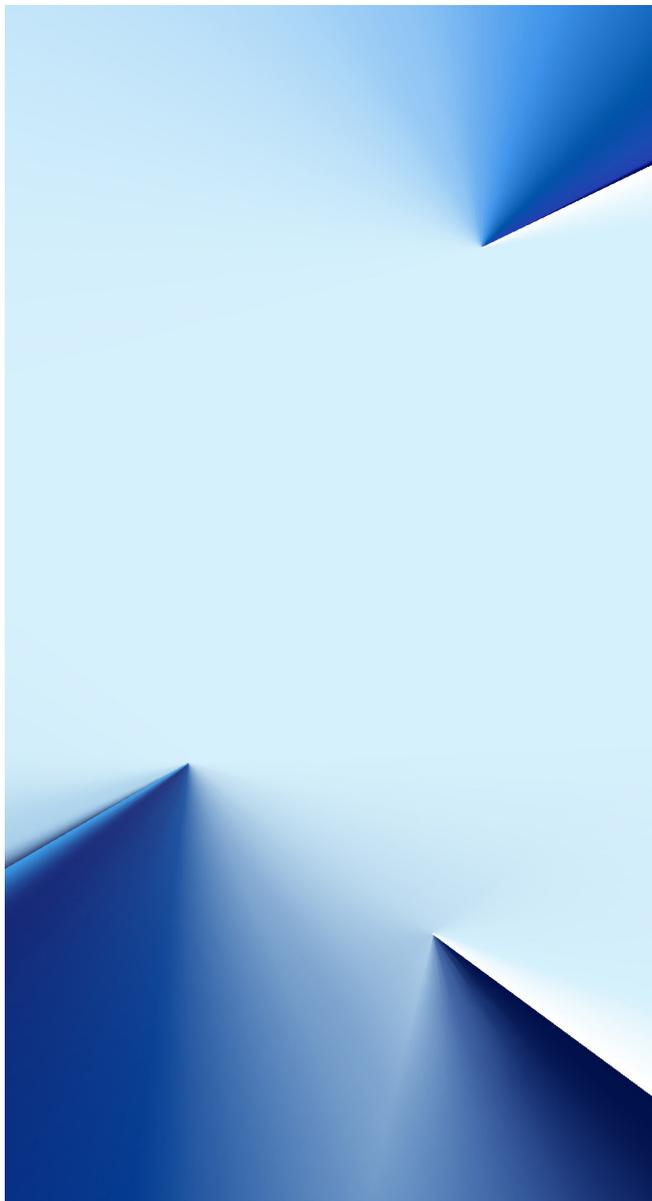
GRADIENTS

ANGULAR GRADIENT

Angular gradients are our primary execution for gradients. Our BSV blue should always be applied, and complimented with our range of tonal palettes.

Light Blue (#d6f1fc)

Pure White (#ffffff)

Dark Blue (#141654)

BSV Blue (#2b34c0)

Pure White (#ffffff)

BSV Blue (#2b34c0)

Light Blue (#d6f1fc)

Glow Blue (#89d2e6)

Light Blue (#d6f1fc)

Dark Blue (#141654)

BSV Blue (#2b34c0)

Glow Blue (#89d2e6)

Light Blue (#d6f1fc)

Dark Blue (#141654)

BSV Blue (#2b34c0)
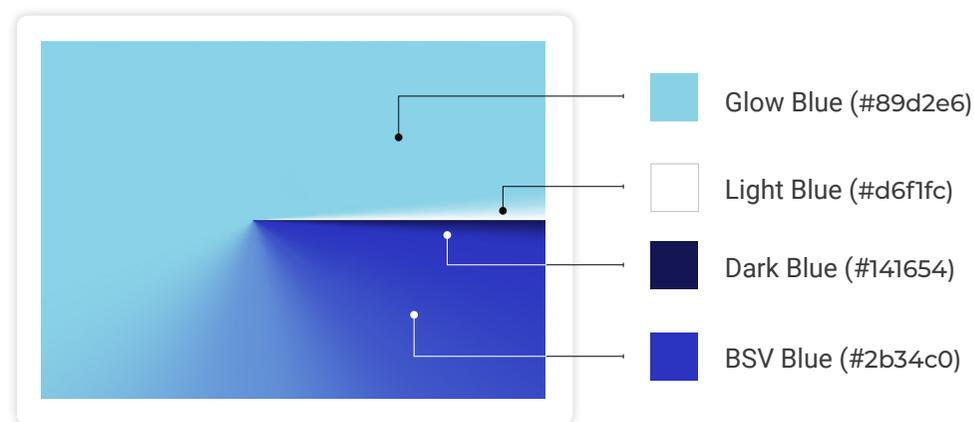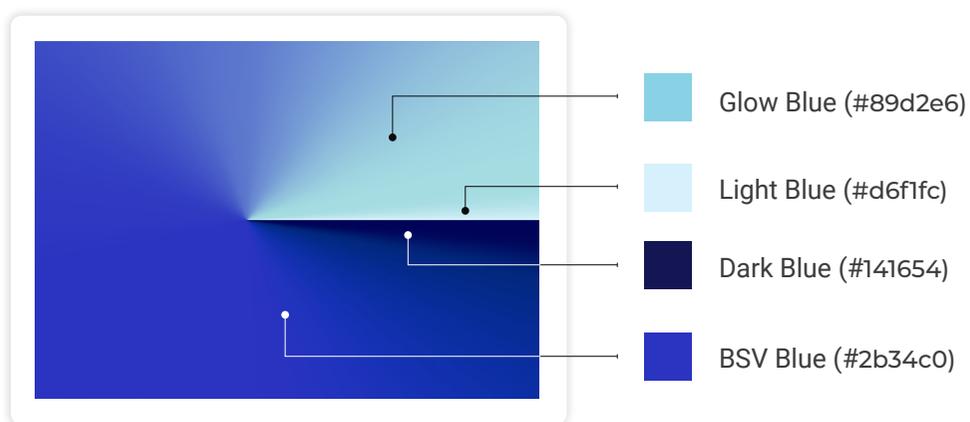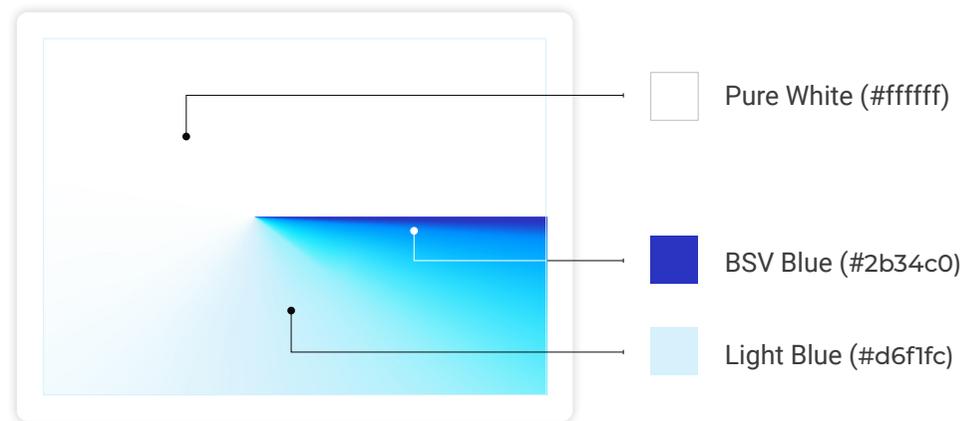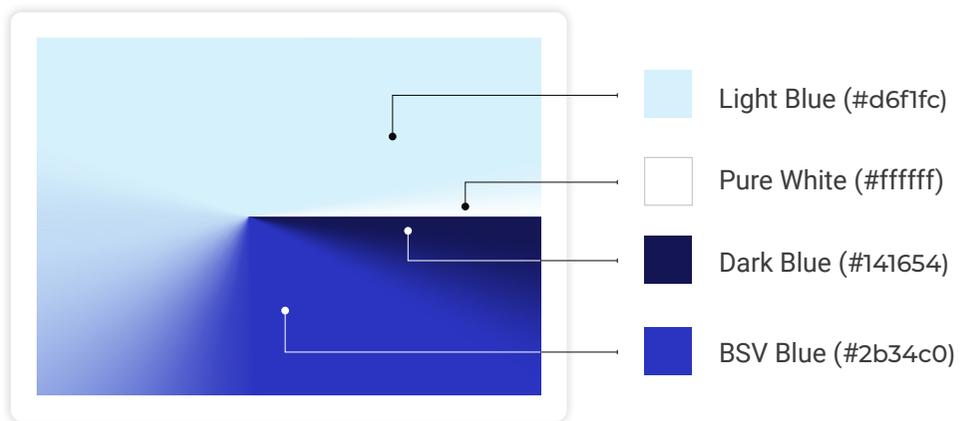
GRADIENTS

OTHER GRADIENTS

These gradient designs should ideally be used as alternative backgrounds for the hero of subpages, and can be used for any section of our website.
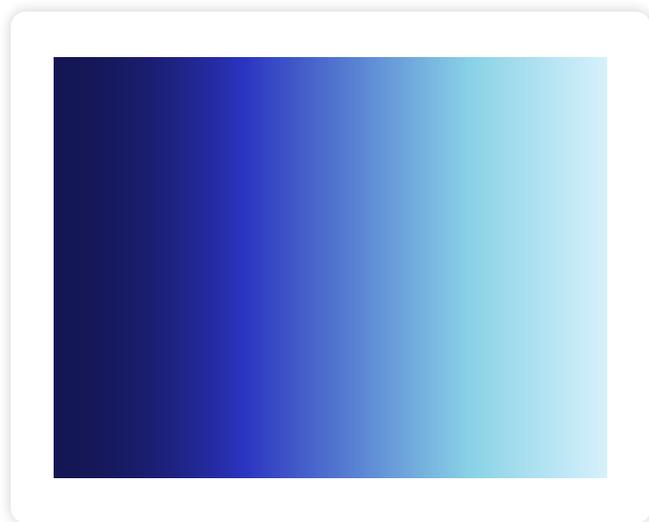
LINEAR GRADIENT

RADIAL GRADIENT
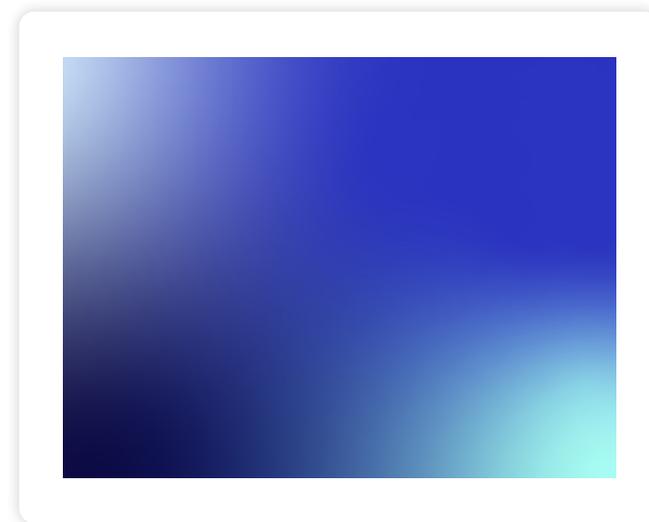
MESH GRADIENT

TYPOGRAPHY

PRIMARY TYPEFACE

Aa
Galifex

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

SECONDARY TYPEFACE

Aa

Roboto

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#$%^&*()_+[]{}

IMAGERY

IMAGERY

PHOTOGRAPHY

- All imagery is human focused or single minded.
- We stand out from the crowd by applying BSV blue on our primary subject.
- Background colours need to be desaturated so the primary subject stands out.
- Using cool colour temperature tones our imagery is fresh, light and full of possibility.
- We symbolize the spirit of progress.
- We always show the subject in movement, taking action to achieve a goal.
- We show the future, that is happening now without being futuristic to a fault. No tech overlays.
- Avoid overusing blue tones on the whole image.

SAMPLE MIDJOURNEY PROMPTS

- A businessman walking in the side walks of New York. He is wearing a blue suit. green and blue colors, photography, bright, f/11, 24mm lens
- A future-ish blue laptop on a modern executive table inside a CEO's office. A man is typing on the laptop. Vibrant colors, wide angle, photography, f/4, 14mm lens

AGRICULTURE

IoT

SUPPLY CHAIN

ENTERPRISE

IMAGERY
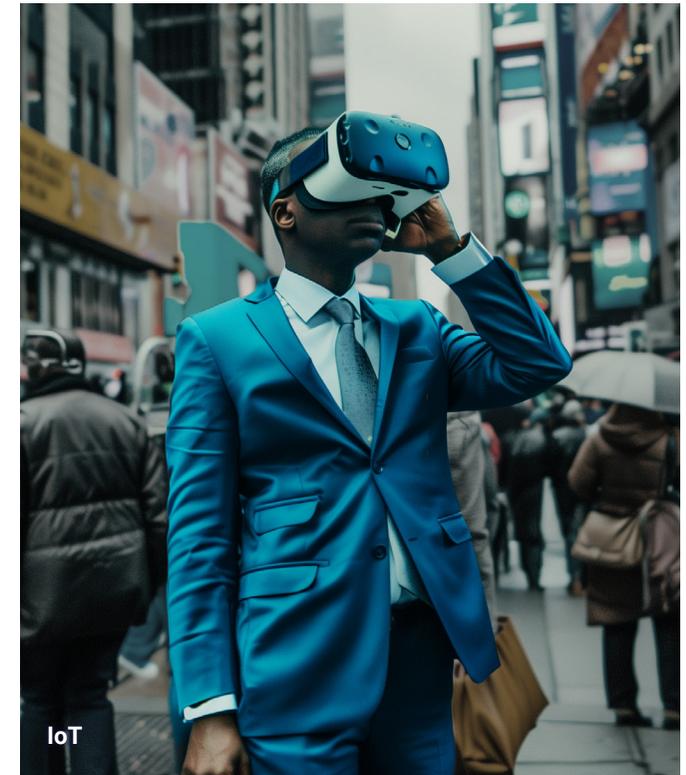
ILLUSTRATION

- Keep simple and clear.
- BSV blue is the primary colour used in featured subject/s.
- The design uses a mix of straight, angled, and curved lines.
- Smooth, rounded shapes are used for parts like faces, tires, or the body to enhance the design.
- Illustrations are made from solid color shapes without using color gradients, outlines, transparencies, or smooth color transitions.

IMAGERY
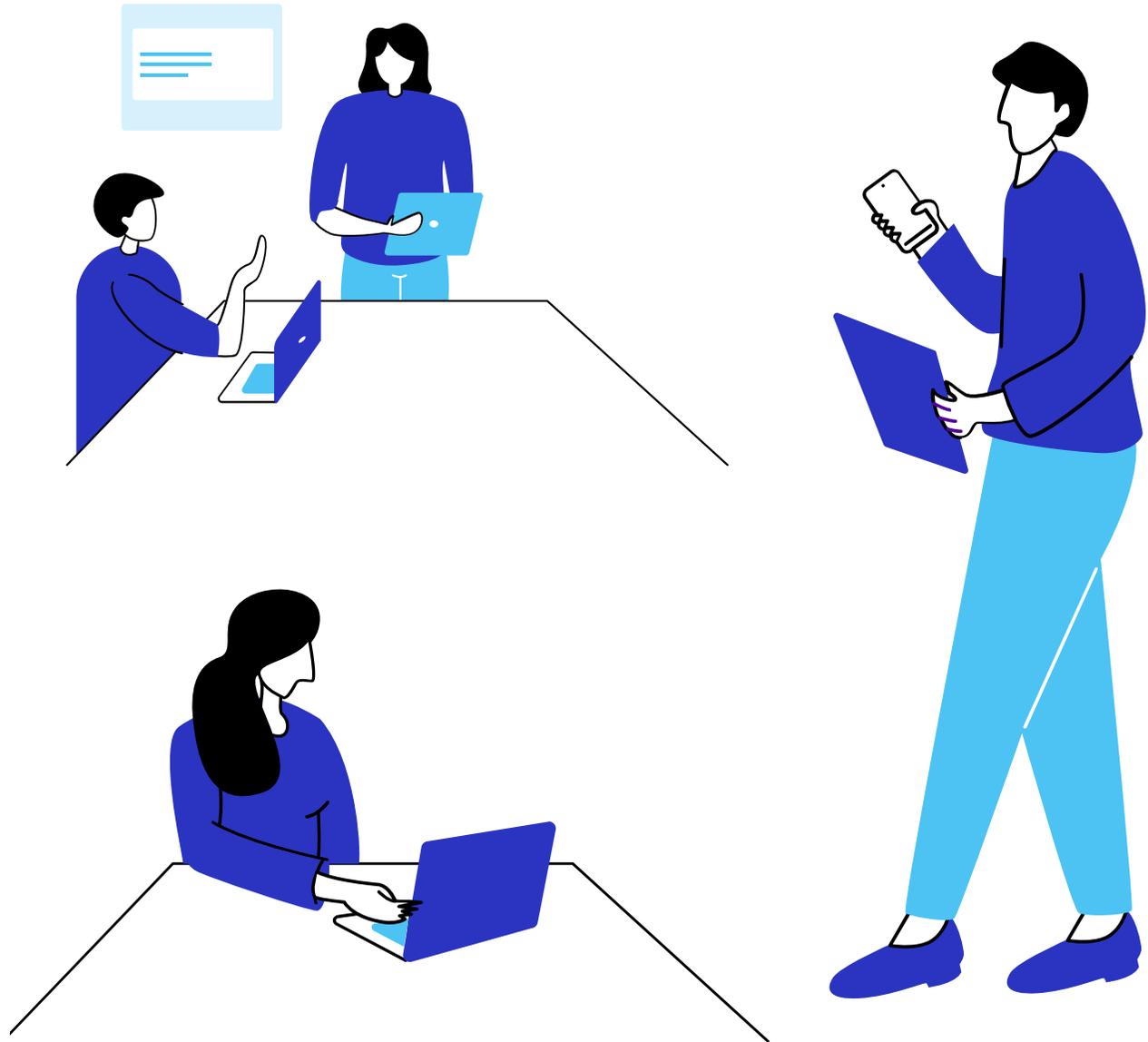
ICONOGRAPHY

- Our icons are simple and straight-forward. No fuss. No unnecessary fillers.
- The design is made with consistent line thickness.
- It combines straight edges and curved corners for its style.

For iconography we use Font Awesome. This is for three reasons:

1. It provides ready-made code for icons.
2. Icons are clean, minimal. No fuss.
3. The icons have SVG files ready and they have animations ready.

Head over to here for the packs: fontawesome.com

You can download icons as a font, download it as an SVG file or copy its code. Make sure to apply the BSV blue colour to the icon's outlines for light backgrounds.