

Branding Kit

Mission

***Blobb.io** makes **Bitcoin mining** and tailor-made energy infrastructure **accessible** to both investors and industry professionals.*



0x0

Introduction

0x1

Logo

0x2

Color

0x3

Type

0x4

Imagery

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Logo

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Logo Mark

A simplified symbol
inspired by Bitcoin
infrastructure, designed for
clarity, recognition, and
long-term consistency
across all applications.



Logo Clearspace

A minimum clear space must be maintained around the logo to ensure **optimal legibility** and **visual consistency**.



Logo Color

The logo is designed to adapt across light and dark backgrounds while maintaining strong contrast and legibility.

Approved color variations must be used consistently to preserve brand recognition.



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Type

Typeface

Satoshi is a modern typeface inspired by Bitcoin's origins, chosen for its **clarity** and **versatility** across all brand communications.

Satoshi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#()?!

Aa Bb Cc Dd Ee Ff
 Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt
 Uu Vv Ww Xx Yy Zz

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Color

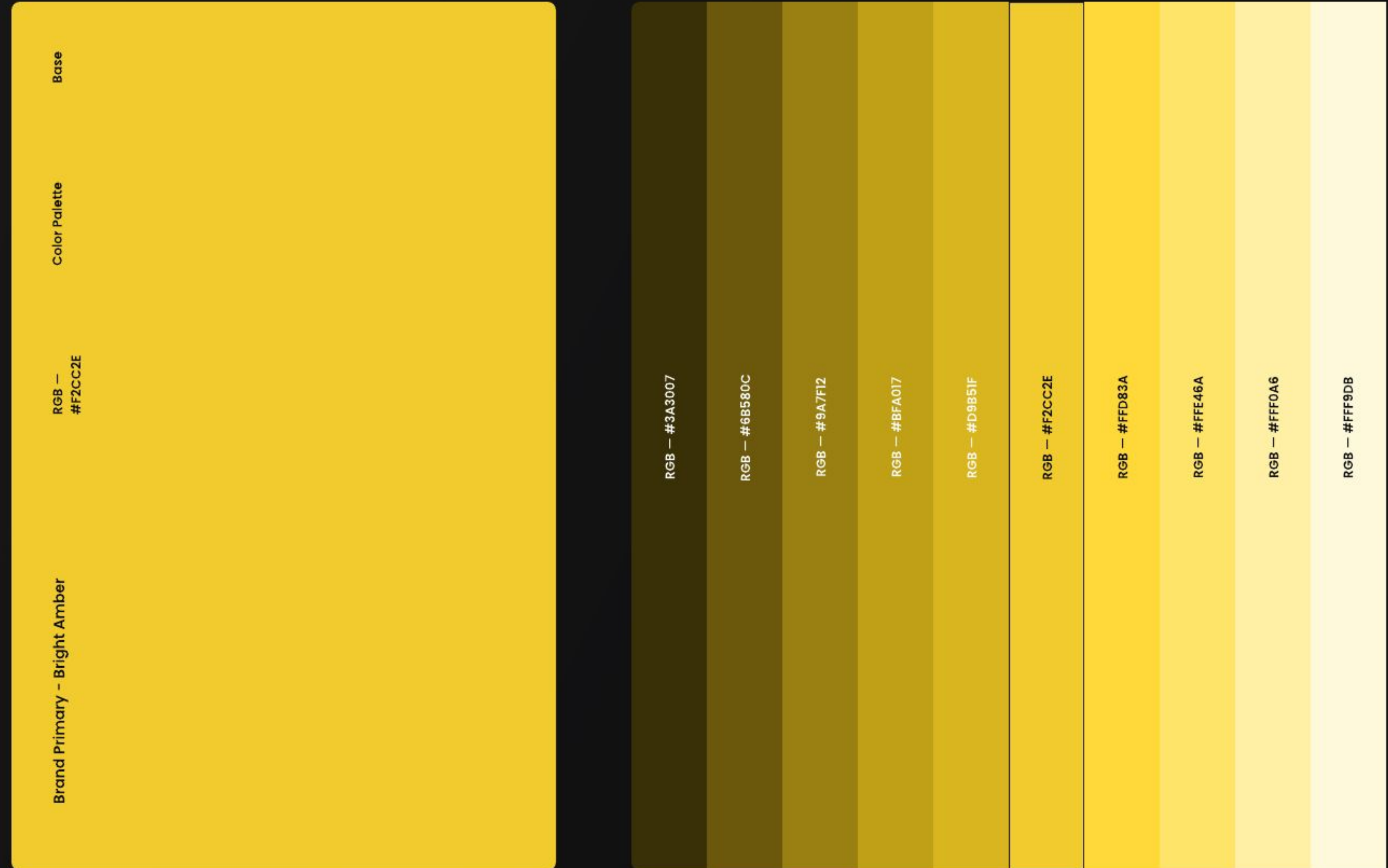
Primary Palette

The primary palette defines Blobb.io's visual identity, balancing **strong contrast** and **clarity** across all interfaces.

Brand Primary – Bright Amber		001
RGB #F2CC2E	Color System	
Onyx	002	White Smoke
RGB #0B0B0D	Color System	RGB #F5F5F5
		Color System

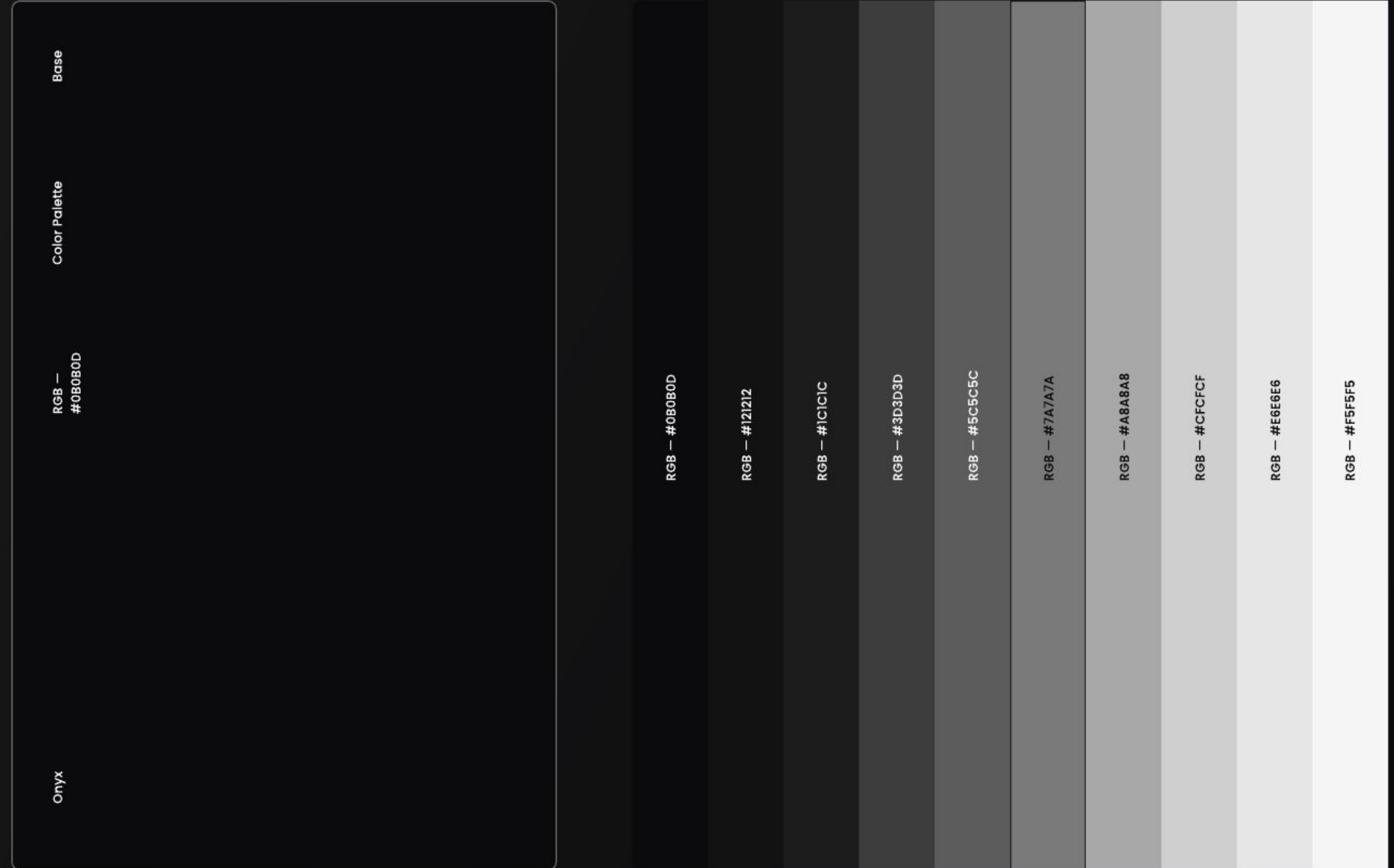
Yellow is used to express **energy** and **reliability**, supporting Blobb.io's positioning in Bitcoin mining and energy systems.

<https://blobb.io/>



Grey Shades

The grey palette provides a **stable, neutral** foundation inspired by industrial and energy infrastructure, allowing data and key signals to stand out clearly.



Gradients

The grey palette provides a **stable, neutral** foundation inspired by industrial and energy infrastructure, allowing data and key signals to stand out clearly.



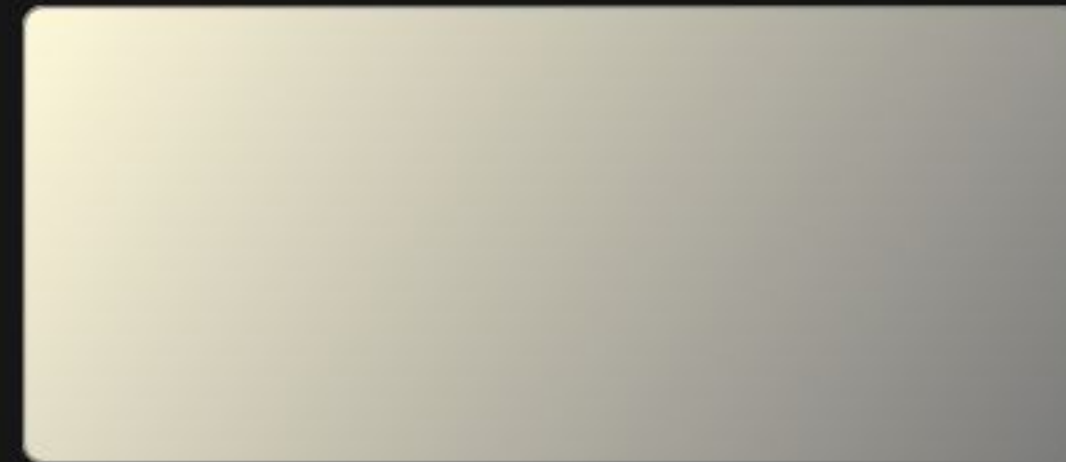
#FFE46A > #F2CC2E > #BFA017



#6CEFEF > #4648FF > #712FFF



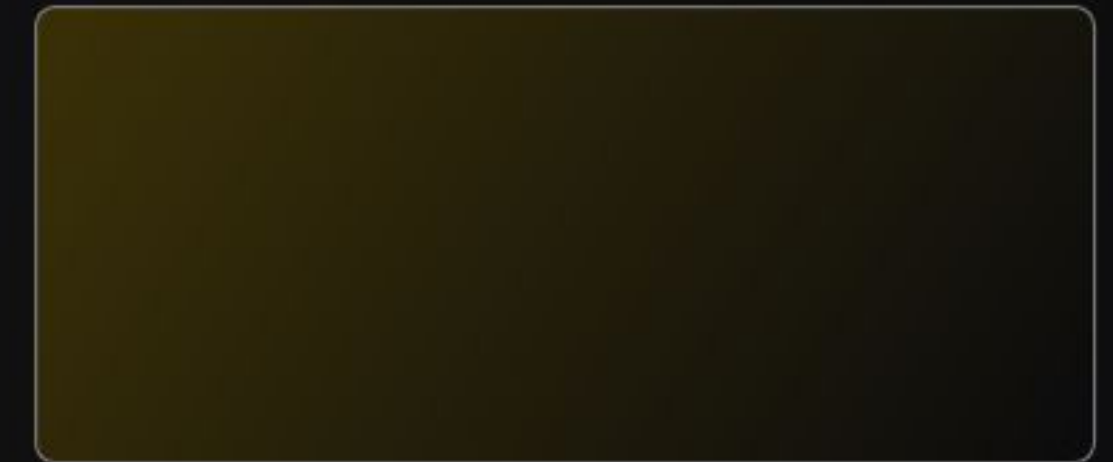
#FCC188 > #7042D2 > #2E008E



#FFD9D1 > #7042D2 > #000000



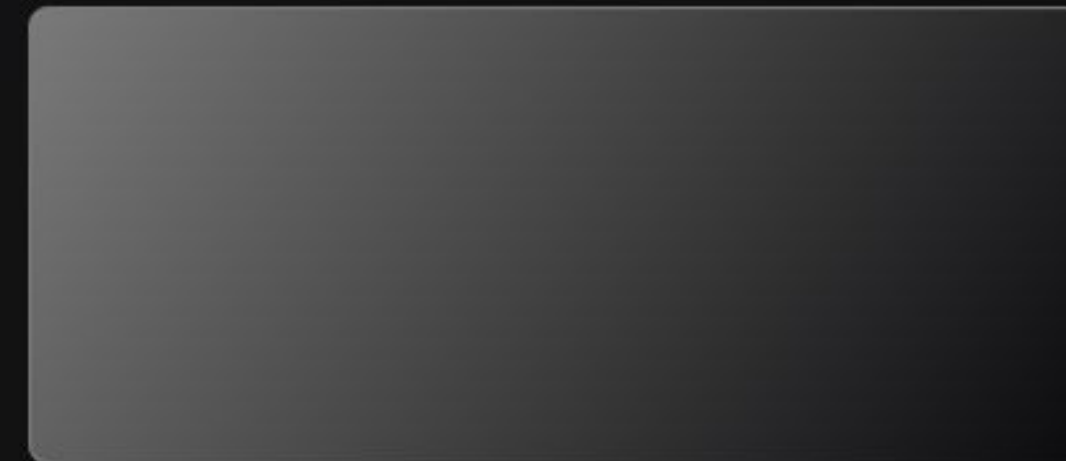
#FBB1C3 > #2834E7 > #000000



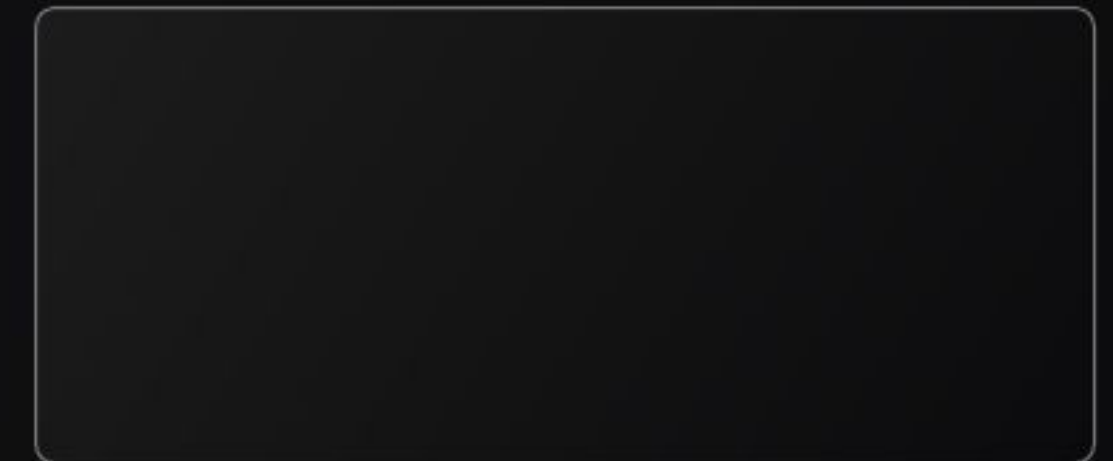
#91F3F3 > #4648FF > #000000



#373946 > #16171F



#20212B > #16171F



#16171F > #000000

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Imagery



