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Blox Brand Guide

Version 1.2 — derived from blox.global, April 2026. See §13 for the changelog.

This guide governs visual and verbal communication across every Blox surface: the marketing site, product UIs (Mass Payments, Institutional Digital Treasury, AI Agent Pay), investor materials, sales collateral, partner integrations, social channels, and internal documents. The system is intentionally narrow — a small, exact palette and a single geometric DNA — so that every artifact reads as Blox at a glance, regardless of who designed it.

The legal entity is Bloxcross Inc. The customer-facing brand name is Blox. Use Blox in all marketing, product, and customer-facing copy. Reserve Bloxcross Inc. for legal documents only (terms, privacy, compliance, footer copyright). Never use the word Bloxcross alone in marketing copy.

1. Brand Foundation

Blox is a digital assets infrastructure company built around three product platforms that share one substrate. The brand expression must always reinforce that the three platforms are siblings, not separate companies, and that the substrate underneath them — compliance, custody, settlement, and routing — is what makes Blox credible to institutional buyers.

The three product platforms and their strict color associations are:

- **Mass Payments** — color: cyan (#06B6D4). Theme: speed, throughput, global reach.
- **Institutional Digital Treasury** — color: primary green (#22C55E). Theme: trust, custody, multi-signature control.
- **AI Agent Pay** — color: violet (#8B5CF6). Theme: machine intelligence, autonomous operation, programmability.

These pairings are load-bearing. Treasury is never cyan. Payments is never violet. When any one product is presented in isolation, its color leads. When Blox is presented as a whole company, all three colors appear and the identity sits above any one of them.

2. Logo System

The BLOX mark is a hexagonal isometric diamond — the geometric primitive that the entire visual system is built from. Every icon, every shape, every accent line in the system traces back to this diamond. Treat the mark as a system seed, not just a logo.

2.1 Variants

There are three logo variants stored in `public/`:

- `blox-icon.png` — the hexagonal icon mark only. Use for app icons, favicons, social avatars, product chrome where space is constrained, and as a watermark.
- `blox-logo.png` — icon plus BLOX wordmark in a horizontal lockup. The default for the navigation bar, decks, business cards, and email signatures.
- `blox-logo-full.png` — full lockup. Reserved for hero placements where the brand needs maximum presence.

The component implementation is `src/components/BloxIcon.tsx`, which exports `BloxIcon` (mark only, with color variants) and `BloxLogo` (mark + wordmark). On dark surfaces, the green variant is rendered through a CSS filter that maps the source PNG to `#22C55E`. Three rendering variants are supported: green (default, on dark), white (single-color reverse, for photographic backgrounds), and dark (original, on light surfaces).

2.2 Clear space and minimum size

Maintain clear space around the logo equal to the height of one diamond facet (approximately 25% of the icon's height). No graphic element, photo edge, or text may enter that zone.

Minimum sizes: 16×16 px for the icon-only mark (favicon use); 96 px wide for the icon+wordmark lockup. Below those sizes the geometry becomes ambiguous and should not be used.

2.3 What not to do

Never recolor the mark outside of the three approved variants (green, white, dark). Never apply gradients, drop shadows, outlines, or bevels to the logo itself — gradient treatment is reserved for typography and surfaces, not the mark. Never rotate the hexagon, never stretch it disproportionately, never separate the icon from the wordmark in the lockup with anything other than the prescribed gap (~10px at 28px icon size, scaling proportionally). Never place the mark on a low-contrast background; the mark always needs at least an AA contrast ratio against its surface.

2.4 Wordmark

The wordmark is the literal characters BLOX set in Inter Bold (`font-bold`) with tight letter-spacing (`tracking-tight`) in pure white (`#FFFFFF`) on dark surfaces. The default rendered size in the lockup is 20px (`text-xl`). Do not substitute another typeface, do not use lowercase, do not use mixed case.

3. Color System

The Blox palette is defined as CSS custom properties in `src/app/globals.css` and exposed as Tailwind tokens via `@theme inline`. These tokens are the single source of truth — never hand-enter hex values in product code; always reference the token.

3.1 Brand tokens

Token	Hex	Role
--blox-primary	#22C55E	Treasury lead, primary brand green, trust
--blox-secondary	#16A34A	Treasury depth, gradient anchor
--blox-accent	#4ADE80	Treasury highlight, hover state
--blox-cyan	#06B6D4	Payments lead
--blox-violet	#8B5CF6	AI Agent Pay lead
--blox-amber	#F59E0B	Sparingly: warnings, callouts, regulatory accents
--blox-navy	#0A1929	Surface depth, secondary panel
--blox-dark	#132F4C	Surface depth, tertiary panel
--background	#030712	Canvas (near-black, never pure black)
--foreground	#F9FAFB	Body text, never pure white

Pure #000000 and pure #FFFFFF are not used as canvas or body text. The canvas sits one step off black, and the foreground sits one step off white. This keeps the surfaces feeling engineered rather than flat and prevents the high-contrast harshness that fintech sites tend to fall into.

3.2 Product color rule

Each product platform owns exactly one lead color. When a product is the subject of a section, its color drives the badge, the icon stroke, the accent line, the hover glow, and any data-vis emphasis. Secondary accents within that section may borrow from the broader palette but must never compete with the lead.

3.3 Approved gradients

Gradients are reserved for typographic emphasis and ambient surfaces (background blobs, hero glows). They never appear on the logo, on solid UI surfaces, or on icon fills.

The four canonical gradients, defined as utility classes in `globals.css`, are: `gradient-text-green` (#22C55E → #4ADE80, the safe default brand gradient), `gradient-text-treasury` (#22C55E → #16A34A, deeper Treasury context), `gradient-text-payments` (#06B6D4 → #8B5CF6 → #22C55E, the tri-product gradient used when Blox is presented as a whole), and `gradient-text-agentic` (#8B5CF6 → #06B6D4, AI Agent Pay context). Always set gradient direction to `135deg` to maintain a consistent isometric light angle that matches the icon system.

3.4 Neutrals

Body and supporting text uses Tailwind's gray- scale on dark surfaces. The hierarchy is: white for primary headings, `gray-300` for emphasized body, `gray-400` for default body, `gray-500` for secondary, `gray-600` for tertiary and dividers. Borders on glass surfaces use `white/5` to `white/10` alpha.

3.5 Accessibility

Every pairing of foreground text and background surface must meet WCAG AA (4.5:1 for body text, 3:1 for large text). The brand greens, cyan, and violet at full saturation pass on the near-black canvas. When using product colors as text on glass surfaces, verify contrast — the violet in particular drifts close to the floor on heavily blurred glass and may need to be lifted to its 300-weight Tailwind equivalent.

4. Typography

The system uses two typefaces only.

4.1 Inter

Inter is the primary typeface for everything that reads as Blox: marketing copy, product UI, decks, documents. It is loaded from Google Fonts in `globals.css` with weights 300 through 900. Use `font-sans` (the Tailwind alias mapped to Inter, `system-ui, sans-serif`) at all times. Never substitute Helvetica, Arial, or system defaults in finished work.

The hierarchy in use on the site is: hero (`text-5xl` to `text-7xl`, `font-extrabold`, `leading-[1.05]`, `tracking-tight`), section title (`text-3xl` to `text-5xl`, `font-bold`), card title (`text-2xl`, `font-bold`), body (`text-base` to `text-lg`, `font-normal`, `leading-relaxed`), supporting (`text-sm`, `text-gray-400`), micro (`text-xs`, often paired with `font-mono`).

4.2 JetBrains Mono

JetBrains Mono is the exclusive monospace face. It is reserved for three uses, in this priority order: (1) terminal-style command examples (`$ blox pay --recipients 50000`), which appear on hero panels and product pages to signal the platform's API-first posture; (2) eyebrow / kicker labels above hero titles, set in uppercase with `tracking-widest` to act as section coordinates; (3) numeric data labels on stats counters where the monospaced figures stabilize the layout during count-up animation.

Do not use JetBrains Mono for body copy, button labels, navigation, or footer text. Do not introduce a third typeface for any reason.

4.3 Type rules

Headings are always `tracking-tight` to compensate for Inter's natural width at large sizes. Body never goes below `text-sm` for primary content. The eyebrow / kicker pattern — a horizontal line, a mono uppercase label, optional second line — is the brand signature for opening any major section and should be preserved in product UIs as well.

5. Iconography

The icon system is the most distinctive part of the Blox visual identity. It is organized into two tiers that serve different purposes and are governed by different rules.

The **Geolcon library** is the brand's *concept* vocabulary — 40 proprietary geometric icons defined in `src/components/shared.tsx` as the `GeoIcon` component, selected via the `IconShape` union. These cover the abstract ideas Blox uses to describe itself (speed, custody, intelligence, settlement, liquidity, compliance, and so on). They strictly obey the design DNA below and never deviate.

The **AssetEmblem library** is the brand's *identifier* vocabulary — visual marks for specific external networks and tokens that Blox supports, defined in `src/components/AssetEmblem.tsx` and selected via the `AssetTicker` union. The current set covers the top 20 blockchains and top 50 tokens by volume (54 unique entries after deduplicating chain natives that are also top tokens). Emblems are *proper nouns*, not concepts: they share the BLOX hexagonal frame for system consistency, but the central glyph is the asset's own symbol or ticker rendered in the asset's official brand color. The frame is the Blox part; the glyph is the asset part.

Both tiers share the BLOX hexagonal motif as their outer container, which is what makes them feel like one family even when used together — e.g., a treasury surface showing `<AssetEmblem ticker="USDC" />` next to `<GeoIcon shape="vault" />` reads as one coherent system.

5.1 Design DNA

Every icon is built from the same three rules. They use isometric perspective with 30° angles, never frontal projection. They contain at least one diamond shape derived from the BLOX hexagonal mark (the shared `diamond()` helper inside `GeoIcon` is the rule made explicit). They are constructed from layered geometric depth — typically a faint outer container at low opacity, a mid-tier shape at medium opacity, and a saturated core diamond — so that every icon has dimensional presence without literal 3D rendering.

This is why the system holds together: regardless of which icon you pick, the geometry feels like the same family because every shape ultimately resolves to a diamond.

5.2 Coloring

Icons accept a `color` prop and a `size` prop. The color must always be a brand token. In product-specific contexts, the icon takes the lead color of that product (cyan for Payments, primary green for Treasury, violet for AI Agent Pay). In neutral or cross-product contexts, primary green is the default.

Icons are filled with low-alpha versions of the color (typically `fillOpacity` 0.04 to 0.15 for outer shapes, 0.4 to 0.9 for the saturated diamond core), never with the solid color at full opacity. This is what gives them their plotted, blueprint-like quality.

5.3 Sizing

The standard render sizes are 24, 28, 32, 40, 48, and 64 px. At 16 px the geometry collapses; do not render below 24. At sizes above 96 px the SVG primitives begin to look thin and a custom illustration should be commissioned instead.

5.4 Adding new icons and emblems

The `Geolcon` library covers banking, blockchain, DeFi, payments, trading, cryptography, and operations primitives across 40 shapes. **Reuse before drawing — duplication dilutes the system.** Before adding a new `Geolcon`, search the existing 40 shapes (Appendix A) for one that already expresses the concept; near-misses (e.g., route vs target, escrow vs vault, flow vs stream, node vs network) are intentional and you should pick the canonical existing shape rather than introducing a synonym.

When a genuinely new concept appears, the new `Geolcon` must obey all three DNA rules: isometric perspective with 30° angles, at least one diamond derived from the BLOX mark, and layered geometric depth via opacity (an outer frame around 0.04–0.08 alpha, a mid layer around 0.1–0.3, and a saturated core around 0.7–0.9). Add the shape to the `IconShape` union and the `icons` record in `shared.tsx`, mirror it in `brand/generate-icons.mjs`, regenerate, and re-sync to S3.

The `AssetEmblem` library expands more freely because each entry represents a real external asset rather than a brand concept. To add an asset, append a row to the `ASSETS` registry in `src/components/AssetEmblem.tsx` with the asset's name and official brand color, and mirror it in `brand/generate-emblems.mjs`. Hand-drawn glyphs are reserved for top-tier marks where stylized rendering adds recognition (currently BTC, ETH, USDT, XRP). Everything else uses the typographic ticker fallback — this is intentional: it prevents low-fidelity imitation of third-party brand marks and matches the standard pattern used by professional trading and analytics surfaces.

6. Surfaces, Effects, and Texture

The Blox canvas is a layered composition rather than a flat color. The defaults, all defined in `globals.css`, are:

The base canvas is #030712 (`--background`). Over that sits a faint grid pattern, `grid-bg`, drawn with two `linear-gradient` lines at `rgba(34, 197, 94, 0.03)` on a 60x60 px cell. The grid implies infrastructure and engineering without becoming visual noise. Above the grid sit ambient color blobs — large, heavily blurred radial gradients (typically 500x500 px with `blur-[100px]`) tinted with the active product's color. These blobs animate slowly and signal which product is currently in focus on multi-product pages.

A near-invisible noise texture (`noise-overlay`, opacity 0.015) sits above everything to give the surface a faint film grain that breaks up the digital flatness. It is applied via a pseudo-element with an inline SVG `feTurbulence` filter — there are no raster textures in the asset pipeline.

6.1 Glass

Two glass utilities define the elevated surface language:

- `glass` — `rgba(255,255,255,0.03) background, backdrop-filter: blur(20px), 1px solid rgba(255,255,255,0.06) border`. Use for primary cards and the active state of multi-card selectors.
- `glass-light` — `rgba(255,255,255,0.05) background, blur(12px), 1px solid rgba(255,255,255,0.08)`. Use for inactive states, secondary cards, and tooltip surfaces.

Glass is always layered over the colored ambient blobs — the blobs are what make the glass feel alive. Glass on a flat dark background looks dead and should be avoided.

6.2 Borders and dividers

Section dividers use `border-y border-white/5`. Card borders shift to a product-tinted alpha when active (e.g., `border-blox-cyan/30` for an active Payments card). The thin gradient line at the top of an active card — `bg-gradient-to-r from-transparent via-blox-cyan to-transparent` — is a brand signature and should be preserved when porting card patterns into product UIs.

7. Motion

Motion in Blox is slow, ambient, and deliberate. The system is designed to feel engineered, not playful. Quick bouncy animations and overshoots are off-brand.

The keyframe library in `globals.css` defines the approved motion vocabulary: `gradient-shift` (8s, the canonical ambient shimmer), `float` and `float-delayed` (6s and 8s, vertical drift for hero elements), `pulse-glow` (3s, opacity breathing for active accents), `slide-up`, `slide-in-left`, `slide-in-right`, and `scale-in` (0.6–0.8s, content reveal on first paint or on scroll), `count-up` (paired with the `useCountUp` hook for stats), `grid-pulse` (4s, the breathing of the ambient grid), `orbit` (slow 360° rotation around a 120 px radius for orbital decoration), and `blink-caret` (1s step, terminal cursor only).

Three constraints on motion: never run more than two simultaneous animations on the same element, always respect `prefers-reduced-motion` (the `useScrollReveal` and `useCountUp` hooks should be wrapped accordingly when ported), and never use motion to gate information — animations are decoration, not navigation.

8. Layout and Spacing

Pages use a max-width container of `max-w-7xl` (1280 px) with `px-6` gutters. Hero sections use `min-h-screen` and `pt-32 pb-20` to give the brand room to breathe. Internal sections use `py-16` to `py-24` depending on density. The grid for stats and feature cards is `grid grid-cols-2 lg:grid-cols-4 gap-8` for four-column layouts and `grid grid-cols-1 lg:grid-cols-3 gap-6` for three-column product grids.

Card radii are rounded-2xl (16 px) for primary cards, rounded-xl (12 px) for secondary cards, and rounded-full for badges and pills. The eyebrow line treatment — `<div className="h-px w-12 bg-gradient-to-r from-transparent to-blox-primary/60" />` followed by a mono uppercase label — is the brand signature for opening any major section.

9. Component Patterns

Three component patterns recur across the site and should be treated as the brand’s UI vocabulary; they should be reused, not reinvented, when new pages or product UIs are built.

The **product card** is a glass surface with an icon and a colored badge at the top, a bold title, a body description, and an active-state command-line block at the bottom. Active state adds a top gradient line, a tinted shadow (`shadow-2xl shadow-blox-cyan/10` or equivalent), and elevates from `glass-light` to `glass`. This is the canonical way to present products, features, and choices.

The **stat counter** pairs a `GeoIcon` with a `useCountUp`-driven figure and a small uppercase label. Numbers always use `Inter` at extra-bold weight, never `JetBrains Mono` (the count-up animation already handles tabular alignment via JavaScript-driven width).

The **terminal block** is the brand’s API-first signal. It uses `font-mono text-xs` with the product color for the prompt character, white for the command, and a faded variant of the product color for the response line. Terminal blocks may appear in marketing, onboarding, and developer documentation, but never in customer-facing transactional UI (no terminal styling on the actual payment confirmation screen — that would conflict with our institutional posture).

10. Voice and Tone

This guide can derive most of the visual system from the codebase, but voice is a founder-level decision that should be set explicitly rather than inferred. The negative-space rules — the things we do not say — are already firm and listed below. The positive voice attributes should be filled in by Diego in section 10.1.

10.1 Voice attributes — TODO (founder contribution)

Why this matters: Voice attributes govern every word that ships under the Blox name — sales emails, deck headers, error messages, onboarding copy, recruiting posts, regulatory filings, investor updates. If we leave this implicit, every writer will guess differently and the brand will fragment. If we set five sharp attributes, every writer has a checklist.

What to write: Five short voice attributes for Blox, each one or two words, each with a one-sentence definition that distinguishes it from a near neighbor. The classic format is “We are X, not Y” — e.g., “Precise, not pedantic.” Aim for attributes that disqualify common alternatives rather than attributes everyone could claim. Keep this section to ~5–10 lines.

1. _____ – _____ (not _____)
2. _____ – _____ (not _____)
3. _____ – _____ (not _____)
4. _____ – _____ (not _____)
5. _____ – _____ (not _____)

Examples of the genre, to anchor your thinking but not to copy: Stripe (“technical, frank, plain”), Linear (“calm, considered, exact”), Apple (“clear, confident, human”). A founder-defined institutional infrastructure brand will likely cluster around precision, restraint, technical credibility, and quiet ambition — but the specific words must be yours.

10.2 Negative space (already settled)

These rules are taken from CLAUDE.md and the established positioning:

We use Blox in customer-facing copy and Bloxcross Inc. only in legal documents. We never write Bloxcross alone in marketing copy. We never compare ourselves to other vendors by name (no Brex, Mercury, Fireblocks, Chainalysis), and we never use “Stripe for X” framings. We never write casual or irreverent copy (“Stupid-Fast”, “don’t suck”, “Like Waze”). We say “SOC 2 Type II Ready”, never “SOC 2 certified”. The standard volume figure is “\$3B+ processed”, never “turnover”. Every email address on the site is @blox.global. Every CTA button must honestly describe what happens when it is clicked — no “View API Docs” linking to the contact form. We do not reference MSB or GBLOX.

10.3 Capitalization

The product names are written as: Mass Payments, Institutional Digital Treasury, AI Agent Pay. The short-hand forms — Payments, Treasury, AI Agent Pay — are also acceptable. The wordmark BLOX is always uppercase when rendered as the logo; in body copy the brand is written as Blox (title case), never BLOX.

11. Application Across Surfaces

The same system applies everywhere, scaled to context.

On the **marketing site** (the implementation in this repo), the system runs at full strength: hero gradients, glass, ambient blobs, animated stats, terminal blocks. This is the most expressive surface.

In **product UI** (Mass Payments console, Treasury workspace, AI Agent Pay dashboard), the system runs at reduced amplitude: same canvas (#030712), same Inter typography, same GeoIcon set, same product color leads, but ambient blobs are smaller or omitted, glass is reserved for primary cards only, and terminal blocks appear only in developer-facing screens. Density goes up; ornament comes down.

In **investor decks and PDFs**, use the marketing-site palette and typography. The cover slide uses the tri-product gradient text treatment; section dividers use the eyebrow line + mono kicker. Body text on slides uses Inter at 18–24 pt. Avoid the noise texture in print exports — it does not survive PDF compression cleanly.

In **email signatures, business cards, and stationery**, use blox-logo.png (icon + wordmark) at 120 px width, name and title in Inter Medium, contact details in Inter Regular gray-500 equivalent. Background remains the canvas color where possible; on white printed stock, use the dark logo variant.

In **social media**, the avatar is blox-icon.png rendered green on the canvas color. Profile banners use the tri-product gradient or a single product color depending on the channel’s positioning. Posts adopt the eyebrow + mono kicker pattern wherever a heading is needed.

12. Asset CDN — Public URLs

All approved logo and icon assets are hosted on a public S3 bucket so any Blox web property, partner page, deck, or third-party integration can pull them by URL without copying the files. The bucket is read-only public; uploads are managed from this repository.

Base URL: <https://blox-brand-assets.s3.amazonaws.com/>

When CloudFront with a custom domain (assets.blox.global) is added later, the path component of every URL stays the same — only the host changes. Code that consumes these URLs should ideally read the host from a single config constant so the migration is a one-line change.

12.1 Logos

Asset	Public URL
Hexagonal mark only	https://blox-brand-assets.s3.amazonaws.com/logos/blox-icon.png
Mark + BLOX wordmark (default lockup)	https://blox-brand-assets.s3.amazonaws.com/logos/blox-logo.png
Full lockup, maximum presence	https://blox-brand-assets.s3.amazonaws.com/logos/blox-logo-full.png
Browser favicon (32x32)	https://blox-brand-assets.s3.amazonaws.com/logos/favicon-32.png
iOS home-screen icon (180x180)	https://blox-brand-assets.s3.amazonaws.com/logos/apple-touch-icon.png
PWA icon (192x192)	https://blox-brand-assets.s3.amazonaws.com/logos/icon-192.png
PWA icon (512x512)	https://blox-brand-assets.s3.amazonaws.com/logos/icon-512.png

12.2 Icons (default, brand green)

All 40 GeoIcon shapes, default rendered in #22C55E (primary green), 48x48 SVG. Each path follows the pattern <https://blox-brand-assets.s3.amazonaws.com/icons/{name}.svg>.

Original 12: bolt, vault, globe, plug, target, layers, shield, chart, agent, stream, brain, network.

Banking & money: coin, wallet, card, bank, ledger.

Blockchain infrastructure: block, chain, bridge, gas.

Cryptography: key, signature, hash.

Asset types: stablecoin, nft.

DeFi: pool, swap, yield, stake, amm.

Trading: orderbook, candle, depth.

Payment flows: wire, batch, exchange.

Operations: clock, audit, contract.

The complete catalog with semantic role and recommended primary use is in Appendix A. The interactive gallery showing every icon rendered is at <https://blox-brand-assets.s3.amazonaws.com/gallery.html>.

12.3 Icons (product-context variants)

When an icon needs to read as a specific product without inline recoloring, use the pre-tinted variants. Naming pattern: {name}-{tone}.svg. Tones: cyan (#06B6D4, Payments), violet (#8B5CF6, AI Agent Pay), green (#22C55E, Treasury — same as default for most icons but explicit copies provided for surfaces that want unambiguous color attribution), amber (#F59E0B, regulatory accents).

Product	Tone	Pre-tinted variants available
Mass Payments	cyan	bolt-cyan, stream-cyan, plug-cyan, wire-cyan, batch-cyan, card-cyan
AI Agent Pay	violet	agent-violet, brain-violet, network-violet, contract-violet, key-violet
Treasury	green	coin-green, wallet-green, ledger-green, signature-green, vault-green
Regulatory	amber	target-amber, audit-amber

For icons not pre-tinted, fetch the default-green SVG and recolor at the consumer site (find/replace #22C55E with the target hex).

12.4 Asset emblems

All 54 AssetEmblem entries are rendered as 48x48 SVG and hosted under the /emblems/ prefix. Path pattern: <https://blox-brand-assets.s3.amazonaws.com/emblems/{TICKER}.svg>. Each emblem renders in the asset's official brand color over the shared BLOX hexagonal frame — see Appendix C for the full catalog.

Layer 1 chains and native tokens (top 20): BTC, ETH, SOL, BNB, XRP, TRX, ADA, AVAX, DOT, POL, ARB, OP, BASE, ATOM, NEAR, SUI, APT, XLM, HYPE, LTC.

Stablecoins: USDT, USDC, DAI, FDUSD, USDe, PYUSD, TUSD, USDD.

DeFi protocol tokens: UNI, AAVE, MKR, LDO, LINK, JUP, PENDLE, CRV, GMX, INJ.

Memes: DOGE, SHIB, PEPE, BONK, WIF.

Infrastructure: GRT, FIL, RNDR, TIA.

Gaming and NFT: IMX, AXS, SAND.

Other major by volume: TON, KAS, HBAR, XMR.

12.5 Interactive gallery

The complete asset catalog — every Geolcon, every product variant, every AssetEmblem — is rendered as a single browsable page at <https://blox-brand-assets.s3.amazonaws.com/gallery.html>. The page is regenerated by `brand/generate-gallery.mjs` and re-synced whenever the icon or emblem registries change.

12.6 Brand guide

The guide itself is mirrored on the bucket so partners and contractors can pull the latest version without repository access:

- <https://blox-brand-assets.s3.amazonaws.com/BRANDING.pdf>
- <https://blox-brand-assets.s3.amazonaws.com/BRANDING.md>

12.7 Caching, updates, and operational notes

The bucket is `blox-brand-assets` in `us-east-1`, AWS account `005155521528`. All objects are served with `Cache-Control: public, max-age=604800` (7 days); the guide files use `max-age=86400` (1 day) since they update more often. Clients caching aggressively will see updates within those windows. To force-bust a cached object, append a query string (`?v=2`) — S3 ignores it but downstream caches treat it as a new URL.

To update assets, edit the sources in `brand/logos/`, `brand/icons/svg/`, or `brand/emblems/svg/` (regenerating the latter two via `node brand/generate-icons.mjs` and `node brand/generate-emblems.mjs` after changing their source registries), then re-run:

```
AWS_PROFILE=sand aws s3 sync brand/logos/ s3://blox-brand-assets/logos/ \
  --cache-control "public, max-age=604800"
AWS_PROFILE=sand aws s3 sync brand/icons/svg/ s3://blox-brand-assets/icons/ \
  --cache-control "public, max-age=604800" --content-type "image/svg+xml"
AWS_PROFILE=sand aws s3 sync brand/emblems/svg/ s3://blox-brand-assets/emblems/ \
  --cache-control "public, max-age=604800" --content-type "image/svg+xml"
AWS_PROFILE=sand aws s3 cp brand/gallery.html s3://blox-brand-assets/gallery.html \
  --cache-control "public, max-age=86400" --content-type "text/html; charset=utf-8"
```

After the next deploy step (CloudFront + `assets.blox.global`), the host portion of these URLs will change to `https://assets.blox.global/...` and a CloudFront invalidation will replace the query-string busting pattern.

12.8 What the bucket does NOT host

The bucket holds approved brand assets only. It is not a general CDN for product code, marketing site images, or user-generated content. Do not upload screenshots, blog images, draft logos, or anything else that has not been approved through the brand process. If the brand asset list grows, update both the `brand/` directory in this repository and section 12 of this guide before uploading.

13. Changelog

- v1.0 (2026-04-25) — Initial brand guide derived from `blox.global` build. Voice attributes section left for founder contribution.
 - v1.1 (2026-04-25) — Added section 12 (Asset CDN). Bucket `blox-brand-assets` provisioned in `us-east-1` with public-read policy; 26 assets synced.
 - v1.2 (2026-04-26) — Major icon system expansion. Geolcon library grown from 12 to 40 shapes (added banking, blockchain, cryptography, asset types, DeFi, trading, payment flows, and operations primitives). The brain, stream, and agent icons were redrawn for stricter DNA conformance. Introduced the AssetEmblem library — a new tier covering 54 networks and tokens (top 20 blockchains, 8 stablecoins, 10 DeFi tokens, 5 memes, 4 infrastructure, 3 gaming, 4 other majors). Added the interactive brand gallery at `gallery.html`. Section 5 updated to describe the two-tier icon system; Appendix A extended; new Appendix C added.
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Appendix A — Icon Catalog

The complete approved Geolcon set lives in `src/components/shared.tsx` under `GeoIcon`. There are 40 shapes. New shapes require a brand review (see §5.4) and must obey the three DNA rules. Each entry below lists its semantic role, its recommended primary use, and its default product color (override only when the icon is being used outside its canonical product context).

A.1 Original 12 (motion, custody, intelligence, connectivity, routing, data)

Name	Semantic role	Primary use	Default color
bolt	Speed, velocity, instant	Mass Payments hero, throughput stats, latency callouts	Cyan #06B6D4
vault	Custody, security, escrow	Treasury hero, multi-sig, cold-storage	Primary green #22C55E
globe	Global reach, international	Country counts, FX, cross-border copy	Primary green #22C55E
plug	API, integration, connection	Developer pages, SDK callouts, integration docs	Primary green #22C55E
target	Precision, routing, accuracy	Routing/rails copy, compliance precision, regulatory accuracy	Amber #F59E0B
layers	Multi-currency, stacking, asset layers	Currency support, stablecoins, multi-asset treasury	Primary green #22C55E
shield	Security, uptime, compliance	Security pages, SOC 2 mentions, uptime stats	Primary green #22C55E
chart	Growth, volume, performance	Volume stats, analytics, treasury yield	Primary green #22C55E
agent	AI agent, autonomous identity (redrawn v1.2 — geometric antenna + core, replacing the prior humanoid figure)	AI Agent Pay hero, KYA, agent identity	Violet #8B5CF6
stream	Streaming flow, real-time (redrawn v1.2 — diamond particles flowing, replacing the prior wave)	Streaming payouts, real-time settlement, webhooks	Cyan #06B6D4
brain	Intelligence, AI, reasoning (redrawn v1.2 — two-hemisphere diamond cascade, replacing the prior organic blob)	AI Agent Pay alt hero, intelligence stats, ML/AI copy	Violet #8B5CF6
network	Connections, M2M, mesh	Agent-to-agent, partner networks, distributed routing	Violet #8B5CF6

A.2 Banking & money (added v1.2)

Name	Semantic role	Primary use	Default color
coin	Single token / stablecoin holding	Treasury balances, asset tiles, single-asset views	Primary green #22C55E

Name	Semantic role	Primary use	Default color
wallet	Digital wallet (custody-on-device, retail-style holding)	Recipient lists, payout destinations, end-user holdings	Primary green #22C55E
card	Payment card (virtual or physical)	Card-issuance flows, card payouts, expense controls	Cyan #06B6D4
bank	Institutional financial counterparty	Partner bank lists, fiat rails, regulated-counterparty copy	Primary green #22C55E
ledger	Book of record, accounting	Audit trail, reconciliation, accounting integration callouts	Primary green #22C55E

A.3 Blockchain infrastructure (added v1.2)

Name	Semantic role	Primary use	Default color
block	Single blockchain block	On-chain anchoring, finality copy, block-explorer references	Primary green #22C55E
chain	Linked chain segments, on-chain	“On-chain” copy, chain selector, network depth	Primary green #22C55E
bridge	Cross-chain bridge	Asset bridging, multi-chain routing, interoperability copy	Primary green #22C55E
gas	Transaction fee, network cost	Gas estimation, fee disclosure, cost-of-execution copy	Amber #F59E0B

A.4 Cryptography (added v1.2)

Name	Semantic role	Primary use	Default color
key	Cryptographic key	Key management, MPC, agent identity keys	Violet #8B5CF6
signature	Multi-sig, attestation, signing ceremony	Multi-sig flows, board approvals, attestation copy	Primary green #22C55E
hash	Cryptographic hash, fingerprint	Audit hashes, on-chain proofs, integrity copy	Primary green #22C55E

A.5 Asset types (added v1.2)

Name	Semantic role	Primary use	Default color
stablecoin	Pegged asset (concept)	Stablecoin overview copy, peg mechanics, USD-equivalent positioning	Primary green #22C55E
nft	Unique tokenized asset (concept)	Tokenization copy, real-world-asset references, unique-asset flows	Violet #8B5CF6

A.6 DeFi (added v1.2)

Name	Semantic role	Primary use	Default color
pool	Liquidity pool	Liquidity sourcing, deep-pool copy, pool routing	Primary green #22C55E
swap	Token swap (DEX)	DEX integration, on-chain swap flows, swap routing	Cyan #06B6D4
yield	APY, interest, returns	Treasury yield, staking returns, yield-bearing assets	Primary green #22C55E
stake	Locked stake, validator stake	Staking flows, locked-position copy, validator infrastructure	Primary green #22C55E
amm	Automated market maker	AMM mechanics, on-chain pricing, programmatic execution	Primary green #22C55E

A.7 Trading (added v1.2)

Name	Semantic role	Primary use	Default color
orderbook	Bid/ask stack, CEX-style execution	Centralized exchange copy, order routing, deep-book references	Primary green #22C55E
candle	Candlestick, market data	Trading copy, market-data integrations, price-history references	Primary green #22C55E
depth	Cumulative market depth	Depth charts, liquidity analysis, market-impact copy	Primary green #22C55E

A.8 Payment flows (added v1.2)

Name	Semantic role	Primary use	Default color
wire	Cross-border wire (corridor flow)	SWIFT-style wires, cross-border copy, traditional rails	Cyan #06B6D4
batch	Mass payouts in a batch	Mass Payments hero, batched-disbursement flows, payroll copy	Cyan #06B6D4
exchange	Bidirectional FX swap	FX corridors, two-way conversion, currency exchange copy	Primary green #22C55E

A.9 Operations (added v1.2)

Name	Semantic role	Primary use	Default color
clock	Settlement time, latency, scheduled execution	Settlement-time stats, scheduled payments, latency callouts	Primary green #22C55E
audit	Compliance attestation	Compliance pages, audit-ready copy, attestation/certification	Amber #F59E0B
contract	Smart contract, programmable agreement	Smart contract callouts, programmable-payment flows, AI Agent Pay copy	Violet #8B5CF6

Usage in code

```
import { GeoIcon } from "@components/shared";

// Default (primary green, 40px)
<GeoIcon shape="vault" />

// Product-tinted, custom size
<GeoIcon shape="bolt" color="#06B6D4" size={28} /> // Payments
<GeoIcon shape="vault" color="#22C55E" size={28} /> // Treasury
<GeoIcon shape="brain" color="#8B5CF6" size={28} /> // AI Agent Pay
```

Pairing rules

When an icon appears in a badge or card, pair it with a text label whose color matches the icon's color (text-blox-cyan next to a cyan bolt, etc.). When stacking multiple icons in a row (a feature grid), keep their sizes identical and align them on the same vertical baseline — never mix 40 px and 48 px in the same grid. When using an icon in a stat tile, render it at 32 px above the figure; in card headers, 28 px next to the badge; in inline body copy, 16–20 px aligned to text x-height.

Icon don'ts

Do not invert the icons (white on green); the layered-opacity construction breaks. Do not flatten the layered shapes by raising all `fillOpacity` values to 1 — the icons will look like clipart. Do not place an icon on top of an ambient blob of the same color (cyan icon on a cyan blob); the icon will disappear. Do not animate an icon's geometry (rotating, morphing) — only its parent container's opacity or position.

Appendix B — Logo and Asset Catalog

Every approved brand asset lives in `public/`. There are no other approved logo files; do not generate variants outside this list without a brand review.

B.1 Source files

File	Dimensions	Purpose	Approved use
<code>public/blox-icon.png</code>	Square mark	Hexagonal isometric BLOX mark, no wordmark	Favicons, app icons, social avatars, watermarks, UI chrome where space < 96 px wide
<code>public/blox-logo.png</code>	Horizontal lockup	BLOX icon + BLOX wordmark	Default for navbar, decks, business cards, email signatures, headers in documents
<code>public/blox-logo-full.png</code>	Horizontal lockup	Full lockup, maximum presence	Hero placements, cover slides, large-format prints, splash screens
<code>public/favicon-32.png</code>	32x32	Browser tab icon	<code><link rel="icon"></code> only
<code>public/apple-touch-icon.png</code>	180x180	iOS home-screen icon	<code><link rel="apple-touch-icon"></code> only
<code>public/icon-192.png</code>	192x192	PWA icon	Web app manifest
<code>public/icon-512.png</code>	512x512	PWA icon, large	Web app manifest, splash

B.2 Component access

In application code, do not reference the PNG paths directly inside components. Use the wrapper components in `src/components/BloxIcon.tsx`:

```
import { BloxIcon, BloxLogo } from "@components/BloxIcon";
```

```
// Mark only – green on dark (default)
<BloxIcon size={32} />
```

```
// Mark only – white on photographic background
<BloxIcon size={32} variant="white" />
```

```
// Mark only – original dark, on light surface
<BloxIcon size={32} variant="dark" />
```

```
// Lockup: icon + wordmark
<BloxLogo iconSize={28} />
```

The green variant uses a CSS filter to map the source PNG (which is dark green on transparent) to the brand #22C55E. This preserves a single source of truth — when the master mark is updated, every variant updates with it.

B.3 Three approved color treatments

The mark may only be rendered in three colors: brand green #22C55E on dark surfaces, white #FFFFFF on photographic or colored surfaces with insufficient contrast for green, and the original dark green on white or light printed surfaces. No other colors are approved. The mark is never rendered in cyan, violet, amber, or any gradient — those colors belong to product accents and typography, not to the brand mark itself.

B.4 Sizing reference

Context	Mark size	Notes
Favicon	16–32 px	Use favicon-32.png
iOS home screen	180 px	Use apple-touch-icon.png
Mobile navbar	24 px	BloxIcon only, no wordmark
Desktop navbar	28 px	BloxLogo (lockup)
Footer	24 px	BloxLogo
Email signature	32 px	BloxLogo
Business card	~120 px wide	blox-logo.png
Deck cover	200–300 px wide	blox-logo-full.png
Large print / billboard	Vector required	Request SVG export via brand review

If you need a logo size or context not listed here, request it through brand review rather than improvising — the constraint list is the brand’s defense against drift.

B.5 What’s missing (and intentional)

There is no monochrome black mark in the asset set, no horizontal-stacked variant, no tagline lockup, no co-branded lockup template, and no SVG export. These are deliberate omissions for v1.0 — additional variants will be added as concrete needs arise (e.g., a partner co-branding template when the first co-branded campaign is scoped). Do not create these variants ad hoc.

Appendix C — Asset Emblem Catalog

The complete approved AssetEmblem set lives in `src/components/AssetEmblem.tsx` under the ASSETS registry. The set covers the top 20 blockchains and top 50 tokens by volume — 54 unique entries after deduplicating chain-native tokens that are also top tokens (e.g., BTC is both a chain and the top token, so there is one BTC emblem).

Every emblem renders as the BLOX hexagonal frame in the asset’s official brand color, with the asset’s symbol or ticker centered. Top-tier marks (BTC, ETH, USDT, XRP) include a hand-drawn stylized glyph; the long tail uses a typographic ticker rendered in monospace. New emblems should default to the typographic pattern — only promote to a hand-drawn glyph when the asset’s official mark is so iconic that a stylized rendering adds recognition value beyond the ticker text.

C.1 Layer 1 chains and native tokens

Ticker	Network	Brand color
BTC	Bitcoin	#F7931A
ETH	Ethereum	#627EEA

Ticker	Network	Brand color
SOL	Solana	#9945FF
BNB	BNB Chain	#F3BA2F
XRP	XRP Ledger	#00AAE4
TRX	TRON	#FF060A
ADA	Cardano	#0033AD
AVAX	Avalanche	#E84142
DOT	Polkadot	#E6007A
POL	Polygon	#8247E5
ARB	Arbitrum	#28A0F0
OP	Optimism	#FF0420
BASE	Base	#0052FF
ATOM	Cosmos	#6F7390
NEAR	NEAR	#00C08B
SUI	Sui	#4DA2FF
APT	Aptos	#00B7C7
XML	Stellar	#14B6E7
HYPE	Hyperliquid	#50D2C1
LTC	Litecoin	#345D9D

C.2 Stablecoins

Ticker	Issuer / network	Brand color
USDT	Tether	#26A17B
USDC	Circle	#2775CA
DAI	MakerDAO	#F4B731
FDUSD	First Digital	#F19E38
USDe	Ethena	#4F46E5
PYUSD	PayPal	#00457C
TUSD	TrueUSD	#002868
USDD	TRON-based USDD	#C23631

C.3 DeFi protocol tokens

Ticker	Protocol	Brand color
UNI	Uniswap	#FF007A
AAVE	Aave	#B6509E
MKR	Maker	#1AAB9B
LDO	Lido	#00A3FF
LINK	Chainlink	#2A5ADA
JUP	Jupiter	#5BB67E
PENDLE	Pendle	#1E40AF
CRV	Curve	#40649F
GMX	GMX	#2D42FB
INJ	Injective	#00B0FF

C.4 Memes

Ticker	Asset	Brand color
DOGE	Dogecoin	#C2A633
SHIB	Shiba Inu	#FFA409
PEPE	Pepe	#4D9F4F
BONK	Bonk	#FFB12B
WIF	Dogwifhat	#FF7AB6

C.5 Infrastructure

Ticker	Project	Brand color
GRT	The Graph	#6F4CFF
FIL	Filecoin	#0090FF
RNDR	Render	#FB1F2D
TIA	Celestia	#7B2BF9

C.6 Gaming and NFT

Ticker	Project	Brand color
IMX	Immutable	#00B6E5
AXS	Axie Infinity	#0055D5
SAND	The Sandbox	#00ADEF

C.7 Other major by volume

Ticker	Asset	Brand color
TON	Toncoin	#0098EA
KAS	Kaspa	#70C7BA
HBAR	Hedera	#00ACE6
XMR	Monero	#FF6600

C.8 Usage in code

```
import { AssetEmblem, ALL_ASSET_TICKERS, getAssetMeta } from "@components/AssetEmblem";

// Default size (40 px)
<AssetEmblem ticker="BTC" />

// Custom size
<AssetEmblem ticker="USDC" size={28} />

// Iterate the catalog (for a brand showcase or asset selector)
ALL_ASSET_TICKERS.map((t) => <AssetEmblem key={t} ticker={t} />);

// Look up metadata (color, name)
const meta = getAssetMeta("ETH"); // { name: "Ethereum", color: "#627EEA" }
```

C.9 Pairing and layout rules

When emblems appear in a list (e.g., a treasury balance table), render them at 28–32 px and align them to the asset name’s text x-height. When emblems and Geolcons appear in the same surface (e.g., a Treasury card showing a vault Geolcon next to a USDC emblem), render them at the same pixel size — the shared hexagonal frame width is what makes them feel like one family.

When stacking emblems horizontally to convey “supports many chains/tokens”, overlap them by ~30% with the higher-volume asset on top (e.g., USDT on top, USDC second, DAI third). Cap stacks at 5 emblems and append a “+N” label for surplus.

C.10 Don’ts

Do not recolor an emblem’s frame to anything other than the asset’s official brand color — that’s the recognition mechanism. Do not substitute an asset’s official logo for the emblem; the emblem is intentionally the Blox-framed version, not a copy of the asset’s mark. Do not place an emblem on a glass surface tinted in the same color (USDT green emblem on a green-tinted glass card) — the frame disappears. Do not animate the emblem’s geometry; only its parent container.