



**BLATFORM**

platforming the **business**

## Brand Book

Brand Book  
English  
August 2021

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# Logo

## What it means?

B represents Blockchain, Bitcoin and Business

Platform is B + Platform

# BLATFORM

# Icon

## What it means?

Blatforms is a combination of Multiple Platforms

Blatforms itself is a Platform in the middle for management



# Logo

## Blatform Logo

Logo Color #512179



# Alternative Logos

## Blatform Logos

Logo Color #512179



# Icon

## Blatform Icon

Logo Color #512179



# Alternative Icons

## Blatform Icons

Logo Color #512179





# The Colors

## Primary Colors

RGB 81 33 121  
HEX 512179  
CMYK 81 100 0 9



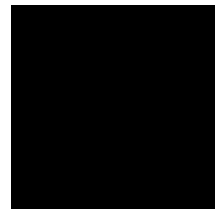
RGB 244 99 58  
HEX F4633A  
CMYK 0 73 85 0



RGB 255 255 255  
HEX/HTML FFFFFFFF  
CMYK 0 0 0 0



RGB 0 0 0  
HEX/HTML 000000  
CMYK 0 0 0 100



# Typography

## Blatform Logo Fonts

Montserrat Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?;:)

Montserrat Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?;:)

Montserrat Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 (!@#\$%&.,?;:)**

Titillium Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?;:)



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