



Block Tree

Brand Guidelines

September 2025



Block Tree



Block Tree

Primary logo

The primary logo serves as the lead brand mark and should be used in most applications. It represents the brand at its strongest and most recognisable. Always apply it thoughtfully and follow the usage guidelines outlined on the following page.

Secondary logo

The secondary logo is designed for use on dark or complex backgrounds to ensure maximum clarity and legibility. This reversed option provides flexibility while maintaining brand consistency.

Primary logo



Block Tree

Primary logo + tagline



Block Tree
WEALTH MANAGEMENT

Logo mark



Logotype

Block Tree

Secondary logo



Block Tree

Secondary logo + tagline

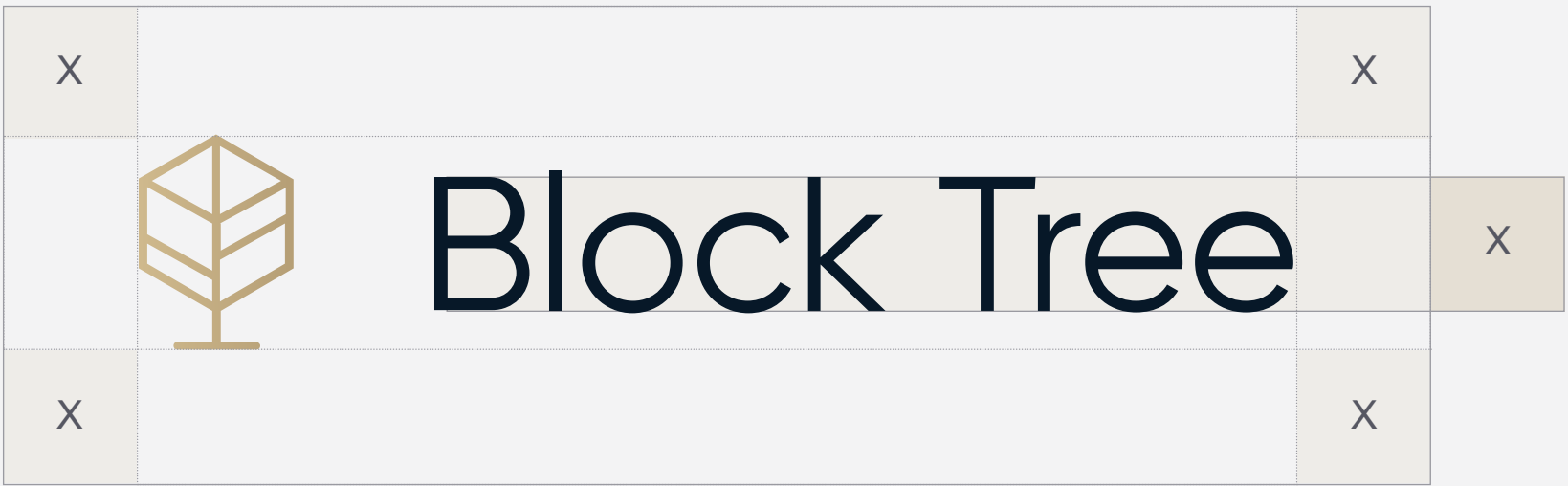
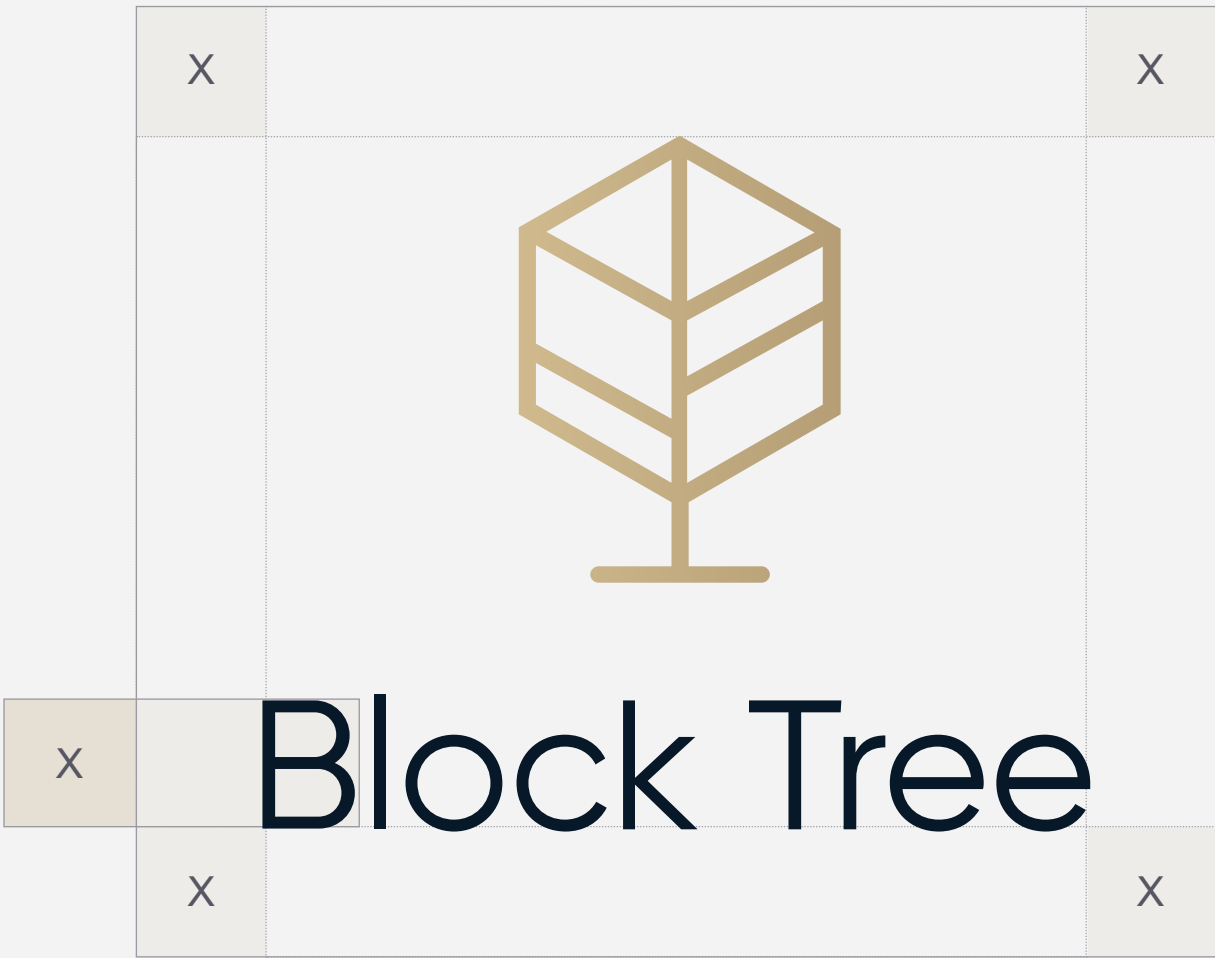


Block Tree
WEALTH MANAGEMENT

Clear space

To preserve the integrity of the logo, a clear margin must be maintained on all four sides, as illustrated. For both the primary and secondary logos, this clear space should be equal to X height.

No text, imagery, or graphic elements may intrude into this area. In digital applications where space is limited, the clear space may be reduced slightly, but only when absolutely necessary.



Colours

This palette communicates confidence and reliability. Rich, deep shades express professionalism, while lighter, complementary tones introduce warmth and sophistication, giving the brand a contemporary yet enduring feel.

Charcoal

#0C1928
R12 G25 B40
C89 M76 Y55 K70
PANTONE 5395 CP

Petrol Blue

#04486B
R4 G72 B107
C99 M72 Y36 K21
PANTONE 2188 CP

Gradient

Sand

#D6BD8A
R4 G72 B107
C17 M23 Y51 K0
PANTONE 3599 C

Gold

#B49D74
R180 G157 B116
C30 M34 Y60 K2
PANTONE 4251 C

Cloud white

#F3F3F4
R243 G243 B244
C3 M2 Y2 K0
PANTONE 649 C

Typography – Gilroy

Consistent typography strengthens brand identity. Maintain clear spacing, hierarchy, and legibility across all applications. Do not use unapproved fonts or unnecessary styling.

Brand typeface

Gilroy is available on Adobe Fonts.

Internal typeface

Use Roboto for internal materials.

Block Tree is a digital securities wealth management platform that supercharges sophisticated investors with access to alternative investments and powerful AI tools all via mobile.

Multi-Currency Banking

We support banking transactions in 16 different currencies, allowing seamless cross jurisdictional investment management, eliminating the need for multiple bank accounts. Wealth management has never been simpler!

Yield access on a different scale

Switch in and out of yield generating investments at the click of a button, maximizing on return of capital deployed. Be one step closer to your long term financial objectives.

Social icons & favicon

For social and profile use, the logo is applied without the logotype, as illustrated.

X
400 x 400



LinkedIn
400 x 400



Facebook
360 x 360



Instagram
180 x 180



Favicon
32 x 32





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