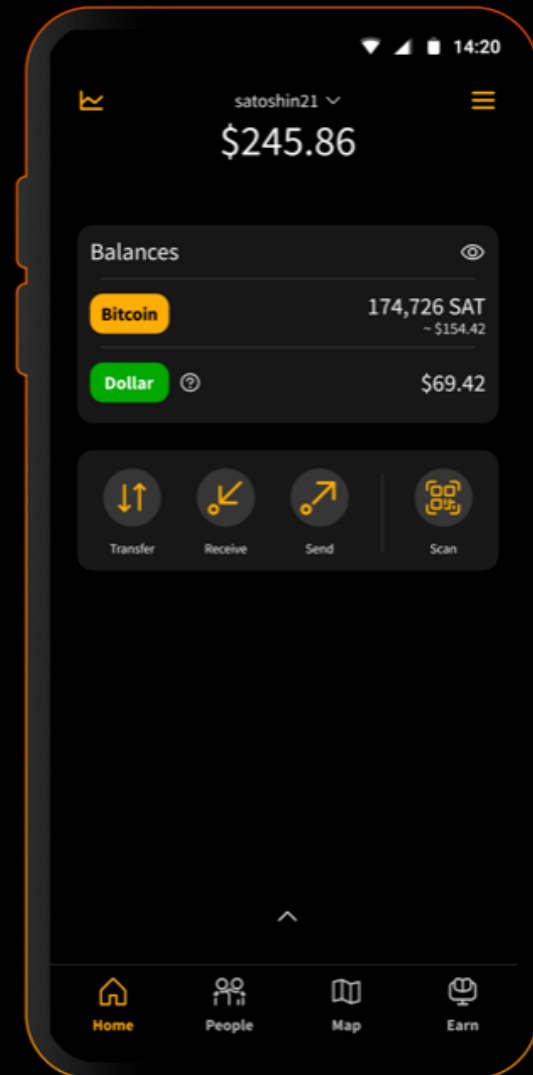


Blink Brand and UI system

2026



Contents

Seventeen sections. Every colour, size and icon on these pages is read at build time from assets/tokens.json and from the packages the app ships — nothing is retyped by hand, so the book cannot drift from the product.

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How to read this book. Sections 02–07 are the logo. Sections 08 and 09 are type and icons, section 10 is voice. Sections 11–17 are applications — find the surface you are making and follow the card that matches your ground.

Marked additions. Anything in a blue-ruled note is new since the 2023 book: dark mode, the spacing and radius scales, the icon system and the token file. Amber notes are open questions, not decisions.

Construction and safe zone

One unit, **x**, governs the whole lockup: it is the height of the circle mark. Clear space is **x** on every side. Nothing enters that zone — not text, not a rule, not another logo, not the edge of a photograph.



Minimum size

The horizontal lockup is never reproduced below **50px** wide on screen. Below that the circle's stroke breaks up and the wordmark's counters fill in. If you need it smaller, you need the mark on its own instead. Shown here at true size.



260px
comfortable



120px
small but safe



50px
minimum



32px
too small



use the mark
instead

Rules

- Clear space **x** on all four sides, where x is the height of the circle.
- Minimum width **50px** for the horizontal lockup.
- Never redraw, retrace or rebuild the lockup — always place the supplied SVG.
- Never set "blink" in Ubuntu beside a bitcoin symbol and call it the logo.

Beyond the 2023 book. The supplied artwork fills the wordmark #010101, not Venta black. That is an Illustrator artifact, it is visually identical, and it must not be "fixed" — nor used as a token.

Namespace before you inline. Every Illustrator export shares the class names `.st0/` `.st1` and the gradient id `SVGID_1_`. Inline two of them in one document and the last rule wins for both — which is how a white on-dark wordmark ends up invisible on a white ground.

Safe zone with tag line

The tagline lockup sets **THE EVERYDAY BITCOIN WALLET** beneath the wordmark. It carries its own safe zone: the tagline sits at **70% of x** below the wordmark, and the clear space of **x** is then measured from the tagline's baseline, not the wordmark's.



One lockup or the other

The tagline is never reworded, never re-cased, and never set as a separate line of type next to the plain lockup. Either you are using the tagline lockup or you are not.

"The Everyday Bitcoin Wallet" is the locked identity tagline. "Blink makes using and learning Bitcoin simple" is marketing copy and is free to vary — it is not the tagline and never appears in a lockup.

App icon

One app icon: the gradient mark on a **black** tile. There is no light variant and no alternate ground — the icon is the same artwork at every size, on every platform.



iOS / Android



Avatar



Favicon



16-40px

- The black tile is **part of the artwork**. Never swap it for white, for the gradient, or for a product screenshot.
- The platform applies its own corner radius and mask — never bake a rounded rectangle into the file.
- The mark sits at roughly **76%** of the tile. Do not re-crop or re-centre it.

Not a logo. The standalone mark is permitted as app icon, favicon, avatar and social profile image. Anywhere else, the horizontal lockup was the correct artwork.

Colors

Named exactly as they are in `app/rne-theme/colors.ts`, so a value looked up here can be used in code without translation. Click a swatch to copy its hex. Underscore-prefixed names are the raw palette and never change with the theme.

CONSTANTS · THE SAME VALUE IN BOTH THEMES

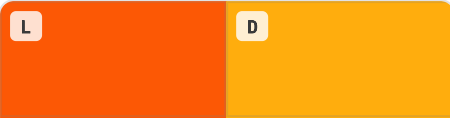
				
_primary1 #FFBE0B	_primary2 #FB5607	brand.orange #F18A00	_black #000000	_green #00A700
Lightning yellow. Pantone 123 C. Gradient stop.	Sunset orange. Pantone Orange 021 C. Gradient stop.	Pantone 144 C. Logo and print only — no code variable.	Venta black. Wordmark, print, labels on the gradient.	Success. Same value in both themes.

THE GRADIENT

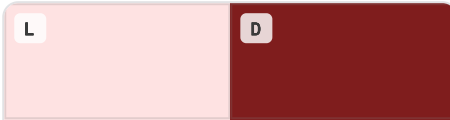


One gradient: `_primary1` at bottom-left running to `_primary2` at top-right, at **45°**. This exact angle, these exact stops. Headline text on the gradient is always Venta black; body copy never sits on it at all.

PRIMARY · THE INTERACTION RAMP, MIRRORED BETWEEN THEMES

 primary L #FC5805 D #FFAD0D The accent. Buttons, links, active state.	 primary3 L #FD800B D #FE990D One step off the accent.	 primary4 L #FE990D D #FD800B Two steps off.	 primary5 L #FFAD0D D #FC5805 The far end of the ramp.
---	--	---	---

FEEDBACK · STATE COLOURS, NEVER DECORATIVE

 error #DC2626 Destructive state and failed payments.	 error9 L #FEE2E2 D #7F1D1D Error background. The only feedback value that flips.	 warning #F59E0B Caution. Never used as text — it fails contrast on white.	 _green #00A700 Confirmed, settled, paid.
--	---	---	--

Do not sample from blink.sv. The site ships five different gradient angles and a wrong yellow (#ffb32c), plus a live Untitled UI purple kit (#7f56d9, #6941c6). Purple is not a Blink colour.

GREY0 – GREY6 · THE NUMBER TRACKS THE ROLE, NOT THE LIGHTNESS

L D grey0 L #3A3C51 D #FAF9F9 Primary text.	L D grey1 L #393939 D #E9E8E8 Secondary text.	L D grey2 L #9292A0 D #CCCCCC Muted text and placeholders.	L D grey3 L #AEAEB8 D #949494 Disabled, hints.	L D grey4 L #E2E2E4 D #393939 Borders and dividers.	L D grey5 L #F2F2F4 D #1D1D1D The ground. Note dark is not pure black.	L D grey6 L #E7E7E7 D #2B2B2B Raised surfaces — cards, sheets.
---	---	--	--	---	--	--

grey0 is always the strongest text and grey5 is always the ground — which is why the hexes invert between themes and the names do not. Never pick a grey by how light it looks; pick it by what the element is.

Dark mode is not an inversion. The dark ground is #1d1d1d, not pure black, and the dark accent is a lighter orange than the light one. Flipping the light palette produces neither.

Colored backgrounds

Three grounds, three lockups. Pick the ground and the correct artwork follows — there is no judgement call to make.



White and light grounds

Full-colour lockup, black wordmark. White, off-white, light grey and yellow.



Black and dark grounds

On-dark lockup: gradient circle, white wordmark.



Gradient, orange, photography

Mono white lockup, entirely white. The full-colour circle would disappear here.

- Never place the full-colour lockup on the gradient — the circle disappears into it.
- The mark never sits directly on the gradient. On a coloured ground it keeps a solid tile of its own, exactly as the black app icon does.

Ground first, artwork second. Decide what is behind the logo before you choose a file. Every wrong lockup in the wild comes from doing it the other way round.



Full-colour lockup — black wordmark, gradient circle. The default, for white, off-white, light grey and yellow grounds. Serving blink-logo-horizontal.svg

Pick a ground, get the file

The switcher is the rule made operable: choose the ground and the lockup that belongs on it is the only one you can download. There is no combination in here that is wrong, which is the point.

- **White, off-white, light grey, yellow** — full-colour lockup, black wordmark.
- **Black or dark** — on-dark lockup: gradient circle, white wordmark.
- **Gradient, orange, photography, any busy ground** — mono white lockup.

Interactive on screen. In the browser version of this book this panel switches ground and lockup and downloads the matching SVG or PNG. In print it shows the default pairing: white ground, full-colour horizontal lockup.

Prohibited usage

The four ways the logo actually gets broken, and the four rules that prevent all of them. Everything in the top row is wrong.

**DO NOT**

recolour the wordmark. It is black or white — nothing else.

**DO NOT**

skew, rotate, stretch or otherwise change the proportions.

**DO NOT**

add effects — no shadow, glow, outline or bevel.

**DO NOT**

put the full-colour lockup on orange or the gradient — the circle vanishes

**ONLY**

the circle carries the gradient. The wordmark never does.

**ALWAYS**

keep clear space of x on every side.

**ALWAYS**

switch to the on-dark lockup the moment the ground goes dark.

**ALWAYS**

use the mono white lockup on orange, gradient and photography.

Typography

Blink runs **two** type systems on purpose. Pick the surface before you set a word — and almost everything you are asked for is a brand surface.

	BRAND SURFACES	PRODUCT SURFACE
What	decks, web, social, print, merch, docs	the Blink mobile app
Typeface	IBM Plex Sans	Source Sans Pro
Scale	68 / 38 / 24 / 20 / 16 / 14	24 / 20 / 18 / 16 / 14 / 12
Logotype	Ubuntu Bold Italic — lockup artwork only	never set by hand

Use IBM Plex Sans unless you are writing code inside the `blink-mobile` repo. DM Sans is retired and is not a Blink typeface.

Rules

- Weights: Light 300 · Regular 400 · Medium 500 · SemiBold 600 · Bold 700. Light only at 20px and above.
- Body copy never below 14px. On slides, never below 16px.
- Line length 45–75 characters. Never full-bleed paragraphs.
- Sentence case for headings — not Title Case, not ALL CAPS. The tagline is the one exception.
- Never letterspace body text. Headings may take -0.015em at 38px and above.
- Never substitute Arial, Helvetica, Inter or a system stack.

Brand scale, rendered at true size

Taken verbatim from blink.sv. Line height 1.0em for display, 1.15–1.2em for headings, 1.5em for body.

DISPLAY
68px / 1.0em / 700

Money at message speed

H1
38px / 1.15em / 700

The everyday Bitcoin wallet

H2
24px / 1.2em / 700

Send and receive anywhere

H3
20px / 1.3em / 500

Built for people who get paid in bitcoin

BODY
16px / 1.5em / 400

Blink is a Bitcoin wallet for everyday payments. Send sats over Lightning in seconds.

SMALL
14px / 1.4em / 400

Rates update every 30 seconds. Network fees apply on-chain.

Beyond the 2023 book. The book defines neither spacing nor radii. Seven spacing values, three radii — nothing else. Larger gaps multiply the top of the scale: 30 → 60 → 90.

SPACING SCALE



WHERE EACH VALUE GOES

3 · 5	Hairline gaps — icon to label, chip padding.
8 · 10	Inside a control: button padding, list row gaps.
14 · 20	Between elements in a card, card padding.
30 · 60 · 90	Between sections, and between blocks on a page.

RADII — STRICT THREE



Blink buttons are always **full**. The app currently ships 12 distinct radii and 37 spacing values; new work uses the scale.

Known drift. 12px and 16px spacing are heavily used in the app (82 and 56 occurrences) and are **off-scale**. They are absorbed drift, not additions — do not treat them as tokens.

Icon pack

Phosphor is the icon system, drawn as **outlines only**. Every icon here ships in the wallet today — in the Figma Icon set and in `phosphor-react-native@3.0.3`, the package the app bundles.

THREE OUTLINE WEIGHTS SHIP · BLINK USES ONE

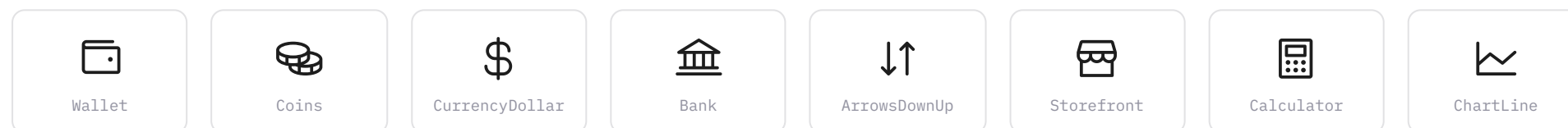


Phosphor also publishes **Fill** and **Duotone**. Neither is in the Blink set.

NAVIGATION



MONEY



PAYMENTS



ACCOUNT AND STATE



RULES

- **Outlines only.** Fill and Duotone are never Blink. Of the three outline weights, new work uses **Regular**.
- **Only icons the wallet already has** — the Figma Icon set, mirrored by phosphor-react-native.
- Icons are drawn on a **256 px** box with a **16 px** stroke — about 1.5px at 24px. Never rescale the stroke independently of the box.
- Icons take `currentColor`. They are never multi-coloured and never carry the gradient.
- An icon never appears without a label unless the control is universally understood (close, back, search).

 **Copy invoice**
 Scan to pay

Beyond the 2023 book. The book named no icon system at all. Where the wallet set has no icon for a Blink-specific idea, draw a new outline on Phosphor's own grid — 256px box, 16px stroke, round joins — and add it to the set, rather than mixing in a second library or falling back to a filled glyph.

Voice

Blink talks in **simple, human language** — short sentences, and the limit said out loud. The newcomer and the power user read the same page: the first message is written for the newcomer, and the depth sits one click behind it.

THE RULES

01	Say the benefit, then the limit — in the same sentence, never in a footnote.
02	Short declaratives. One clause wherever one clause will carry it.
03	Simple, human language. Write the first message for someone who knows nothing.
04	Put the depth behind Learn more — the power user follows the link, the newcomer does not have to.
05	Second person for the reader, Blink for the product, we for the team.
06	An eyebrow line above every heading. The eyebrow carries the benefit, the heading names the thing.
07	Headings name the thing. Sentence case; feature names keep their capitals.
08	Bullets are fragments — no terminal period, parallel construction.
09	Steps are numbered and the verb is bold. Tap Send .

RULE 01 IS THE ONE THAT MATTERS

“Dollar Balance helps reduce bitcoin price volatility, **but it does not remove all risk.**”

“Blink offers a Lightning wallet backed by reserve cold storage **(available in select jurisdictions)**...”

The constraint sits in the sentence that makes the claim, not in a footnote and not in the terms. Protect this.

Rules 03 and 04, in practice. “Lightning Address — like an email for receiving sats”, then **Learn more**. The explanation comes before the term, in words the reader already owns; the fee table, the protocol and the API docs are a link, not a paragraph.

ALWAYS

- Attach the limit to the claim, in the same breath
- Write the first message for someone who knows nothing
- Put the depth behind a **Learn more** link
- An eyebrow line above every section heading
- Sentence case headings; feature names keep their capitals
- Bullet fragments, no terminal period, parallel construction
- Define an acronym on first use — email one time passwords (OTP)
- Name the place, the partner and the person

NEVER

- No hype verbs — **unlock, unleash, supercharge, empower**
- No **magic**. Blink does not work its magic
- No **just**. State the time, or cut the sentence
- No depth in the first sentence. It goes behind the link
- No **newbies**. Say people new to Bitcoin
- No insider shorthand in body copy — HODLing, orange pill, stacking sats
- No fear. Blink sells a payment that works, not a collapse

EXCLAMATION MARKS — BY SURFACE

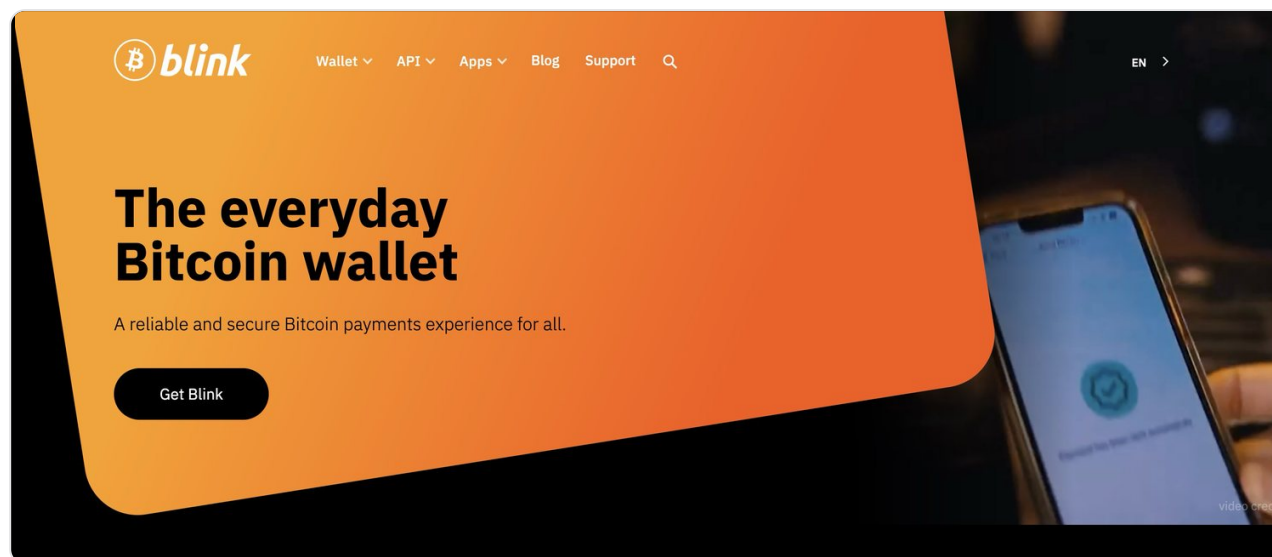
App copy	Never. No exclamation mark ships in an app string.
Marketing	Allowed, but do not over-use. Never in a heading, a button label, or beside a fee or a risk.

NAMING — FIXED

account	Not wallet , for the reader's holdings — one word across the custodial and non-custodial sides. The tagline is unaffected.
Bitcoin Balance Dollar Balance	Canonical in both modes. Never Dollar Account or Bitcoin account.
Stablesats	One capital S, always. Names the mechanism behind Dollar Balance in Custodial Mode — never the balance itself.

Landing page

The site opens on the gradient or on black, with the lockup top-left inside its clear space and a single headline stating what Blink is. One idea per screen.



- **Gradient hero** — mono white lockup, headline in black, one idea per screen.
- **Dark hero** — on-dark lockup, white wordmark, gradient circle. The safest ground.
- **Light sections** — full-colour lockup, cards at radius 16, buttons full.

Take the composition, never the values. The hero above is on-brand. The rest of blink.sv ships an Untitled UI purple palette and a purple gradient, live and not dead code, and sets its yellow at #ffb32c rather than #ffbe0b.

Rollup

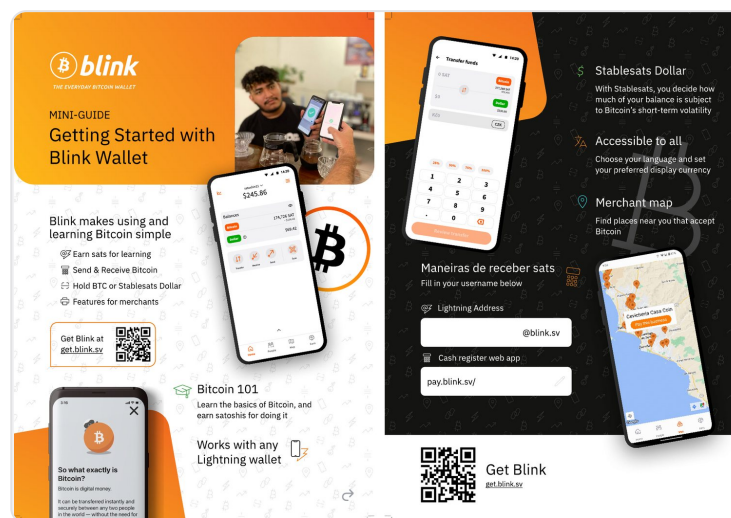
Vertical format, read at distance and usually from an angle. The lockup goes at the top, sized so the wordmark is legible from three metres — in practice at least a sixth of the banner width.



- 850×2000mm. Print-ready files are in assets/print/rollups/ — English, Spanish, French, Portuguese and Turkish. Only the download line changes; artwork and crop are identical across all five.
- Clear space is still **x**. The trim edge counts as an element.
- One message. A rollup that needs a paragraph needs a leaflet instead. Nothing in the bottom 300mm — people stand in front of it.

Merchant printout

The counter-top card a merchant displays. Its job is to say Blink is accepted here and to present a scannable code — nothing else competes with those two things.



Front and back. A4, two pages, English. Source file in assets/print/printouts/.

QR presentation

A printed code is **always black on white**, never inverted, never on the gradient, never tinted. Reproduce at no less than 250px equivalent with a 28px quiet zone. If a logo sits in the centre, error correction never drops below **M**.

Never print a decorative QR. Someone will always try to scan it. Every code that appears in Blink material resolves to something real.

Stickers

Stickers are the one place the mark travels alone at scale, and the one place the die-cut shape does design work. These are the stickers Blink produces; the keyline on each is the cut.



Slogan pack

Pay me in bitcoin, Spend & Replace, Earn Save Spend & Repeat, and the Spanish set. White keyline die, black or orange type.



In place

Shop window, eye height, on the glass beside the opening hours.

Sizes and shapes

- **Circle** 50mm — the mark alone. The default sticker.
- **Rounded square** 55mm at radius 16 — mark or lockup.
- **Horizontal** 75×25mm — the lockup, clear space inside the cut.
- Never below **40mm** for the mark or **60mm** for the lockup: the circle's stroke closes up on vinyl before it does on screen.

The cut line is an element. It sits outside the safe zone, which means the clear space is built into the sticker rather than trimmed away. A lockup running to the edge of the die is a reprint.

Production

- Supply **vector** with the cut path on its own layer named `CutContour`.
- Add **3mm bleed** on anything that is not white — the gradient especially.
- Matte vinyl for the black and gradient stickers; gloss blows out the circle.
- Confirm the gradient on a printed proof. Four-colour process shifts it warm.
- Produced artwork is in `assets/print/stickers/`.

Filename drift. The slogan sheet ships as `Blink_Brand-book_t-shirt.pdf`. It is a sticker sheet, not garment artwork — rename it before anyone sends it to a garment printer.

Socials

Profile images use the mark. Everything else uses the horizontal lockup. Square, story and wide crops all keep the same clear space.



Profile picture

The app icon — gradient mark on black. Platforms mask to a circle; keep the artwork clear of the mask edge.

- Say **Blink** — never "blink" or "BLINK". Say **sats** lowercase.
- **Bitcoin** capitalised for the network, **bitcoin** lowercase for the money. **Lightning** capitalised.
- No stock crypto clichés: no 3D gold coins, no hooded figures, no matrix green, no rockets.



Profile cover

1500×500, lockup clear of the avatar cut-out. Files in assets/socials/.

Voice — section 10. Simple, human language. Short declaratives, second person, the limit said in the same breath, the depth behind a **Learn more** link. Exclamation marks are allowed here but must not be over-used, and never appear in app copy. Say **account**, **Dollar Balance** and **Bitcoin Balance**.

Merch — cap

Small and curved. The cap pushes the artwork toward the mark alone rather than the full lockup, and embroidery sets the floor below which the circle stops reading.



- Bitcoin mark on the front panel, Blink lockup on the side panel at **50mm**.
- **Embroidery** — minimum 60mm wide. Below that the circle's stroke closes up. Prefer the mono lockup where thread count is limited.
- Never place the lockup across a seam or a panel edge.

Merch — t-shirt

The most-produced item and the easiest to get wrong, because it is the one people redraw from a screenshot.



Exit fiat tee — produced

Slogan print, white on orange, centre chest at 200mm.



¿Puedo pagar con bitcoin?

Mark above the line, centre chest. Mono white on black.



Tagline back print

On-dark tagline lockup, centre back at 260mm.

- Always supply the vector. Never send a PNG lifted from a deck to a printer.
- **Screen print** — the gradient needs a four-colour process; on a two-colour job use the mono lockup.
- One lockup per garment — a front and a back print is two placements of the same mark. Never across a seam, zip or pocket edge.
- **Slogan garments carry the Bitcoin mark**, not the Blink lockup. They are campaign prints, not logo variants.

Seasonal artwork lives at `assets/logo/seasonal/`. It is time-boxed, never the default, and never used in product or on the site.

Colophon

This book is generated, not drawn. Every colour, size, radius and contrast ratio on these pages is read from `assets/tokens.json` at build time.

SOURCES RECONCILED

- The 2023 brand book PDF — 19 pages, image-based.
- The app — `app/rne-theme/colors.ts`.
- `blink.sv` — Webflow, treated as drift rather than truth.

DELIBERATE SPLITS

- IBM Plex Sans on brand surfaces, Source Sans Pro in-product.
- `brand.orange` `#f18a00` for logo and print; primary `#fc5805` light / `#ffad0d` dark for interaction.
- No Spanish tagline lockup — the tagline exists in English only.

STILL OPEN

- Voice covers marketing surfaces only — app strings, the blog and the FAQ are not audited.
- The Spanish locale is not audited — do not assume a literal translation is on-voice.

FORMAT

A4 landscape, 297 × 210 mm. Use **Download brand book** in the toolbar to print the whole book to PDF at exactly this size.

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