



## THE COMPANY

**BlackInk Technologies** is an autonomous, smart & integrated project delivery system ensuring data security; workflow process & efficiency; and industry interoperability.





## THE COLORS

The **BlackInk Technologies** Corporate identity uses a color palette to define the brand and the different work profiles.



# 6E0A0B



# A71113



# FF0000



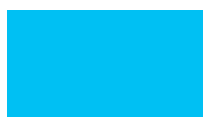
# 004071



# 000000



# 020030



# 00C0F3



# 4B4B4B



# 170E48



# 4E5700



# 58595B



# 0B284D



# 8A8200



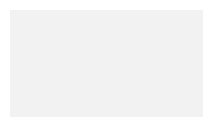
# BCBEC0



# 1B1464



# CCBA00



# F2F2F2



## THE LOGO

Our corporate identity is based on Blockchain as an engine for the software development we make to the construction industry and the Pascal's pyramid to expressing unlimited support and as a corporate identity included in every brand.





## VERSIONS

The **BlackInk Technologies** Corporate identity use 2 (two) versions with 2 (two) variables and 3 (three) different colors.

### COLOR





## VERSIONS

The **BlackInk Technologies** Corporate identity use 2 (two) versions and 3 (three) different colors.

### GRAY SCALE





## VERSIONS

The **BlackInk Technologies** Corporate identity use 2 (two) versions and 3 (three) different colors.

### NEGATIVE





## FONTS

The **BlackInk Technologies** Corporate identity and any text, marketing, software, merchandising, web site or any related visual piece related with the brand, must to use a Roboto font authorized version.

### Roboto / Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!"#\$%(&/)=?;:\*^:;,.

### Roboto / Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!"#\$%(&/)=?;:\*^:;,.

### Roboto / Black

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!"#\$%(&/)=?;:\*^:;,.**

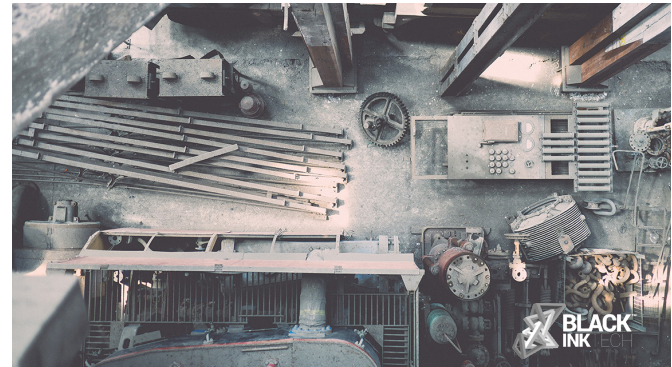
### Roboto / Medium

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!"#\$%(&/)=?;:\*^:;,.**



## PERMITTED USES

It's very important to analyze the correct place and background before choosing the logo you will use because the **BlackInk Technologies** Corporate identity must have enough contrast and legibility.

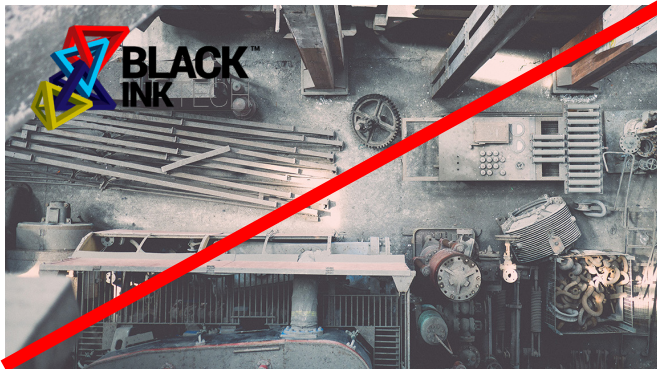






## USES NO PERMITTED

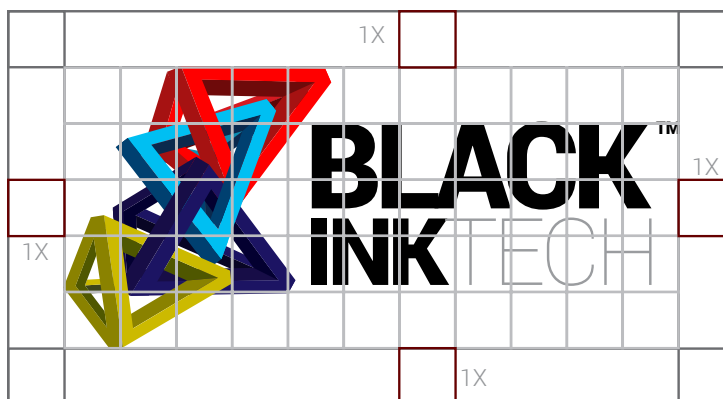
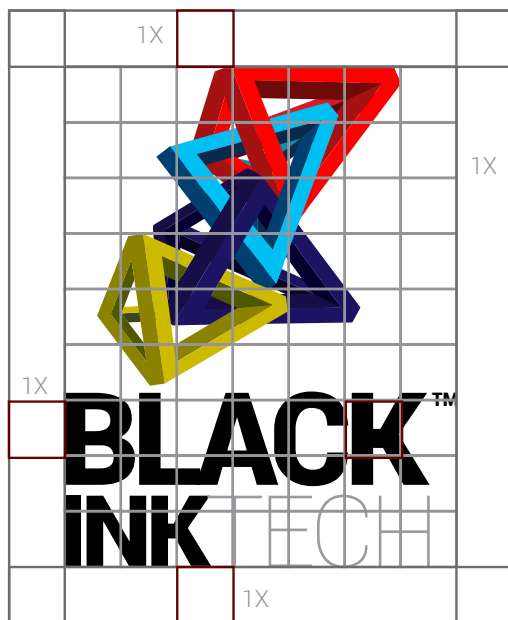
The **SiteSUPER™** Corporate identity does not allow the use of unauthorized colors, shadows or transparencies, or placing the logo or symbol on low-contrast or illegible backgrounds.





## RESERVE AREA

The **SiteSUPER™** logo needs a minimum area to place any other element determined by the overview pyramid size in the logo and symbol





## MINIMUM PRINT SIZE

The minimum print size logo for any usage is 0.60x0.25 Inches



0.60 x 0.25 inches 



## PIECES

There is some examples for our main corporate pieces

Letterhead



Presentation cards

