Backblaze
Brand Guidance
Data is the digital world’s most precious resource.

We make storing, using, and protecting that data astonishingly easy.
Introduction
This document outlines key elements that make up the Backblaze brand, and showcases how they come together to create a collection of brand assets.

Link to find and use Backblaze Brand assets:
Backblaze Logos
DM Sans Font | DM Serif Font
Brand Foundation
Brand Foundation
Brand Narrative

Context
The world in which we’re operating

Data is intrinsic to every element of human life. From genome sequencing to mapping the universe, from saving lives to playing games, from using a business to running one, data makes people more creative, innovative, entrepreneurial — it unlocks business value and human imagination.

Our role
Both now and in the future

Because data is so crucial, we believe everyone should be able to make unlimited use of it. We free all our customers from the forced choice of what is and isn’t important. And because data that is unused has no value, we make access to it — whether all the time or rarely — simple and affordable.

Because our offerings are unobtrusive, reliable and easy to use, our customers can focus on what’s important, what’s interesting, what’s new and what’s next. We’re on our customers’ side: we’re honest, upfront and fair — and at their side: we’re upbeat, inventive and dedicated to making them shine.

Payoff
Our enduring purpose

Because data is the digital world’s most precious resource, we’re here to be its good steward. That’s why we make storing, using, and protecting data astonishingly easy.

Data is the digital world’s most precious resource. We make storing, using, and protecting that data astonishingly easy.
Data is the digital world’s most precious resource.

We make storing, using, and protecting that data astonishingly easy.
Brand Foundation
Brand Behaviors

A brand’s behaviors are guiding principles that inform the way our brand engages with the world.
— They demonstrate our values
— They capture our worldview
— They work together to express our personality
— They inform our look, tone of voice and culture

We’re upbeat and unconventional

Look
Our design is lively, vibrant and takes a new slant on the expected.

Speak
We tell confident, authentic and customer-centered stories.

Act
We foster each other’s spirit of independence, energy and optimism.

We’re honest and fair

Look
Our design is informal, authentic and unposed.

Speak
Our language is straightforward, unclipped and avoids overuse of jargon.

Act
We’re open-minded about what’s new and what’s next and transparent about how we do things.

We’re inventive and practical

Look
Our design removes unnecessary complexity and values usefulness over decoration.

Speak
We make every word count and every idea clear.

Act
Our creativity always prioritises usefulness and simplicity for our customers.
Introduction

Our logo is made up of the ‘Flame’ symbol and the wordmark, derived from font Damien.
Symbol

We can also use the current Flame symbol on its own to provide flexibility across communications.
There are communications where the Flame symbol is used on its own as an impactful mark, and other places where the full lockup is used.
Our logo lockups have two, primary compositions—each with sets of color variations—to provide flexibility in communications.

**Vertical Lockup**
Use in communications where content is composed with centered alignments.

**Horizontal Lockup**
Use in communications where content is composed with left-alignments, or in tighter spaces.
Our logo is available in multiple colorways using the Primary Palette to maintain consistency and legibility.
Logo

Logo Usage

Always use the most recent approved logos.

Our flame symbol should be smooth on all sides. Never use the previous, “bulky” flame.

Our wordmark should appear in title case with the initial “B” capitalized and the rest of the characters in lowercase letters. Never use the previous, all capitalized version.
Logo Positioning

Our logo can be used to create compositional structure in branded communications.

**Logo Positioning**
Our Horizontal Lockup can be used to create structure in layouts. It helps define strong alignment points with other elements in communications.

**Logo Positioning**
Our Vertical Lockup can be used to create impact when space is limited and when elements and typography are more centrally aligned.
Logo
Minimum Sizes

To maintain legibility and brand integrity, we have outlined the minimum sizes for all our logo lockups.

Digital Minimum Size
Horizontal lockup – 20px (H)
Print Minimum Size
Horizontal lockup – 8mm (H)

Digital Minimum Size
Stacked lockup – 40px (H)
Print Minimum Size
Stacked lockup – 16mm (H)
Logo

Clear Space

To ensure legibility, we have specified a clear space rule for logo usage.

The minimum clear space is based upon half of the height of our symbol.

Horizontal Lockup
The X size is based on half of the height of our symbol.

Stacked Lockup
The X size is based on half of the height of our symbol.
Symbol

Clear Space

We follow the same minimum clear space rule when using the symbol on its own.

The minimum clear space is based upon half of the height of our symbol.
Color
Color
Introduction

Our defining color is Backblaze Red. It is complemented by other modern colors with red in their hues: navy, warm grays and purple tints. Another foundational color is white.
Color Palette

White and beiges make up the foundation of the Primary Color Palette, as they create “easy” space for viewing. They allow the Backblaze Red (Red 50) and the tints/shades of purple to pop. Navy and tints/shades of navy are used often in backgrounds and in text.

The Secondary Palette is made up of tints and shades from the Primary Palette, and are used for brand assets like illustrations and infographics.
Color
Primary Palette – In Use

The Primary Color Palette helps us maintain recognition in all we create, but can be combined in different colorways to allow flexibility.

When we want to be unmistakably Backblaze we lead with red and white combinations.
For most communications, we will use the Primary Color Palette with the navy, beige or white as background colors. We use the red as an accent color to call attention to specific content.

We should ensure that Backblaze Red is always present in our communications.

Color Usage
Red accent with Beige background

Color Usage
Red accent with Navy background

Color Usage
Red accent with White background
## Color

### Secondary Palette

Our Secondary Palette is based on tints and shades of the Primary Palette, and is used on icons, illustrations, infographics, and other brand graphics.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>Color</th>
<th>Hex Code</th>
<th>Color</th>
<th>Hex Code</th>
<th>Color</th>
<th>Hex Code</th>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red 70</td>
<td>F7061B</td>
<td>Red 60</td>
<td>C40A23</td>
<td>Red 50</td>
<td>E20626</td>
<td>Red 40</td>
<td>E02945</td>
<td>Red 20</td>
<td>F2A19B</td>
</tr>
<tr>
<td>Purple 70</td>
<td>3430FF</td>
<td>Purple 60</td>
<td>4D30FF</td>
<td>Purple 50</td>
<td>5C44FF</td>
<td>Purple 40</td>
<td>7868E2</td>
<td>Purple 20</td>
<td>9E92EF</td>
</tr>
<tr>
<td>Navy 50</td>
<td>000033</td>
<td>Navy 45</td>
<td>33335C</td>
<td>Navy 40</td>
<td>4C4C6E</td>
<td>Navy 30</td>
<td>5F5F82</td>
<td>Navy 20</td>
<td>B2B2C1</td>
</tr>
<tr>
<td>Beige 100</td>
<td>686663</td>
<td>Beige 80</td>
<td>B7B3B1</td>
<td>Beige 70</td>
<td>CECAC7</td>
<td>Beige 60</td>
<td>DABD52</td>
<td>Beige 50</td>
<td>E5E0DD</td>
</tr>
<tr>
<td>Beige 30</td>
<td>EFCEB</td>
<td>Beige 20</td>
<td>F5F3F1</td>
<td>Beige 10</td>
<td>FAF9F8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Color
Secondary Palette – Illustrations

We use the Secondary Palette in our general illustrations and on our blog illustrations.
Both our Primary and Secondary Palettes are used in combination for charts and infographics.
When pairing text with our Primary palette it is crucial the WCAG AA standards combinations shown below are followed to maintain legibility within our brand.
Typography
Our Primary typeface is DM Sans. Our Secondary typeface is DM Serif. Font files are available for free from Google.
Typography
Primary Typeface

We use two weights to maintain simplicity and clarity in our identity. The contrast in weight allows us to tailor our voice, depending on the audiences needs.

Occasionally, DM Sans Medium is used on communications where Regular isn’t heavy enough, like on some subheadings.

Download DM Sans Font

DM Sans Bold is well-suited for grabbing attention and should be used on all calls to action and headlines.

DM Sans Bold
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

DM Sans Regular
AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

DM Sans Regular serves a supporting role in subheadings and body copy.
Typography
Secondary Typeface

Our Secondary typeface is DM Serif Display Regular. It can be used in moments where communication feels editorially led, such as the Blog and for Customer Stories.

It should only be used for headlines or pull quotes and never body copy. We should not use it for typography below 24pt.

Download DM Serif Font
Typography Alignment

We can either left align or center our typography. We choose the most appropriate alignment depending on the composition. The alignments serve as anchors to the layouts, and other elements should be designed to support them and follow a similar alignment.

**Left Aligned**
Text should be anchored to the left of the composition, and can be placed anywhere along the vertical axis.

**Center Aligned**
Text should be anchored to the center of the composition, and can be placed anywhere along the vertical axis.
When drawing attention to typography we can apply different colors, tints, shades, or even gradients (headline only) with the various font weights and sizes.
Flames, Icons, & Illustrations
We have three different types of graphic language: Flames, Icons, and Illustrations.
We use flames for moments when Backblaze is the focus. The flames can be used as background textures combined with typography and our logo.
We have a bank of 3 flame assets to choose from. These provide variation across communications whilst maintaining consistency.
Graphic Language

Flames – Tonal

These flame textures can be used in any color from the Primary Palette.
Graphic Language
Flames – Type Placement

We use the flames as a background element, which should complement and not compete with other elements.

✓ Correct type placement
We ensure the flames do not interfere with type.

✗ Incorrect type placement
We do not place type over the flame textures.
Graphic Language

Icons

Icons are created using three colors:
- Corporate red (#e20626)
- Beige (#e4e0dd)
- Navy tint (#808097)

They have two sizes:
- Medium at 1.5 inch (Used at > 80px)
- Small at 1 inch. (Used at < 79px)

They have a 2pt stroke with rounded caps

Medium Icons (Used at sizes larger than 80 px)

Small Icons (Used at sizes less than 79 px)
Illustration
Illustration
Illustration Style

Our Illustration style is contemporary, derived from digital vector-based elements and use the Backblaze color palette.
Illustration
In Use

Illustrations can appear on primary colored backgrounds only, with or without Flames behind them.
Photography
Photography should be used sparingly for more targeted communications where we want to address certain audiences in authentic moments and environments.
Brand in Action
Easy. Affordable. Trusted.

Backblaze
Thank you