



# Backblaze

## Brand Guidance

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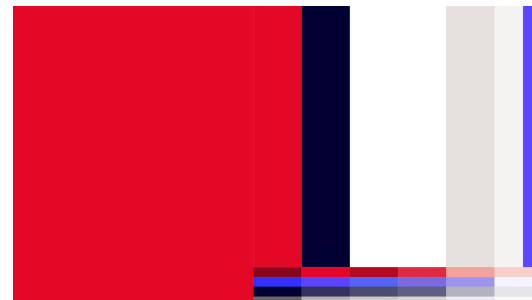
Brand Foundation



Logo



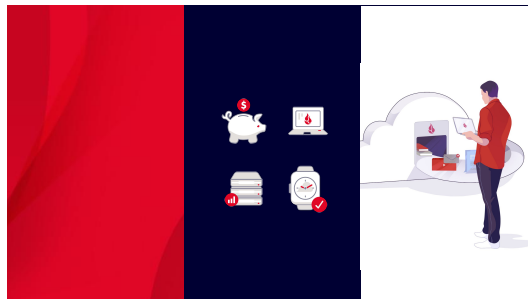
Color



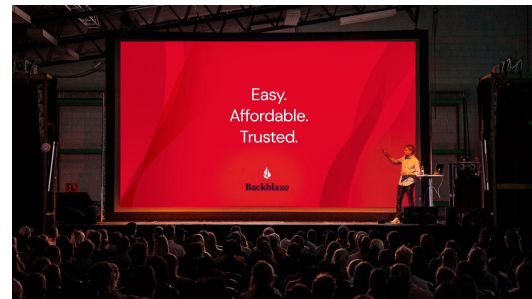
Typography



Flames, Icons, & Illustrations



Brand in Action



# 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

A brand narrative is a brief encapsulation of why our brand exists.

- It speaks more about the ‘why’, than the ‘what’ and the ‘how’
- It guides the entire organization in shaping the brand experience
- It is emotive, aspirational and enduring

### 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.**

# Brand Foundation

## Brand Narrative

**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.

# Logo

# Logo

## Introduction

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



# Backblaze

# Symbol

We can also use the current Flame symbol on its own to provide flexibility across communications.



# Logo

## Using Symbol and Lockups

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.



Flame Symbol Usage Example



Logo lockup Usage Examples

# Logo

## Lockup Variations

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.



# Logo

## Logo Colorways

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.



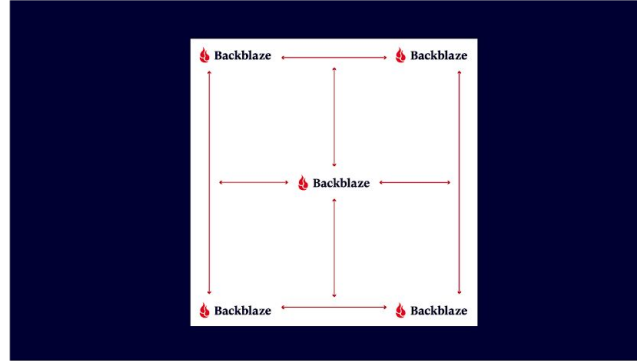
**BACKBLAZE**



**Backblaze**

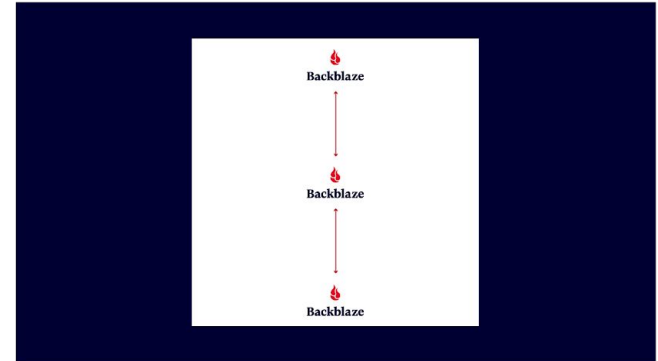
# Logo Positioning

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)



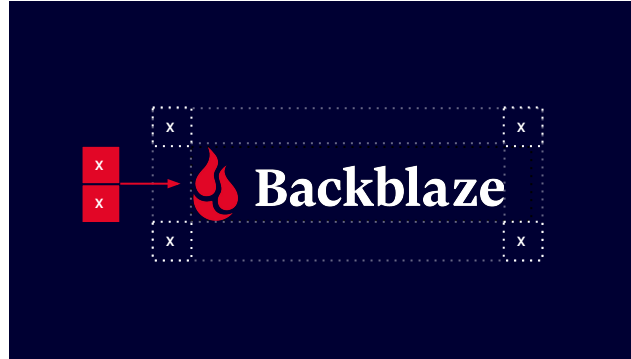
**Digital Minimum Size**  
Stacked lockup – 40px (H)  
**Print Minimum Size**  
Stacked lockup – 16mm (H)

# Logo

## Clear Space

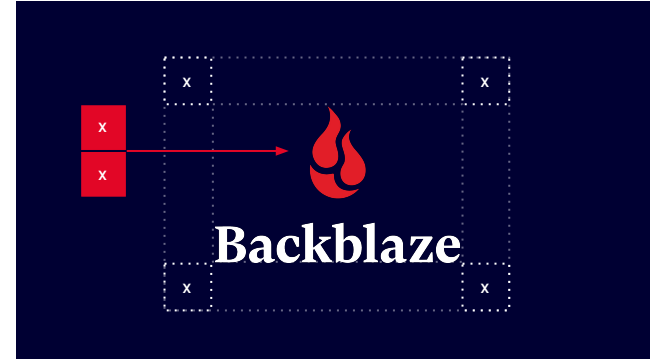
To ensure legibility, we have specified a clear space rule for logo usage.

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.



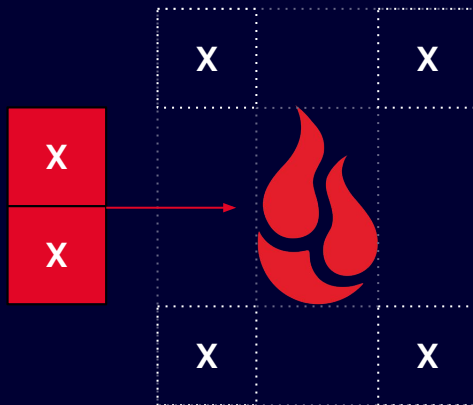
### Stacked Lockup

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.

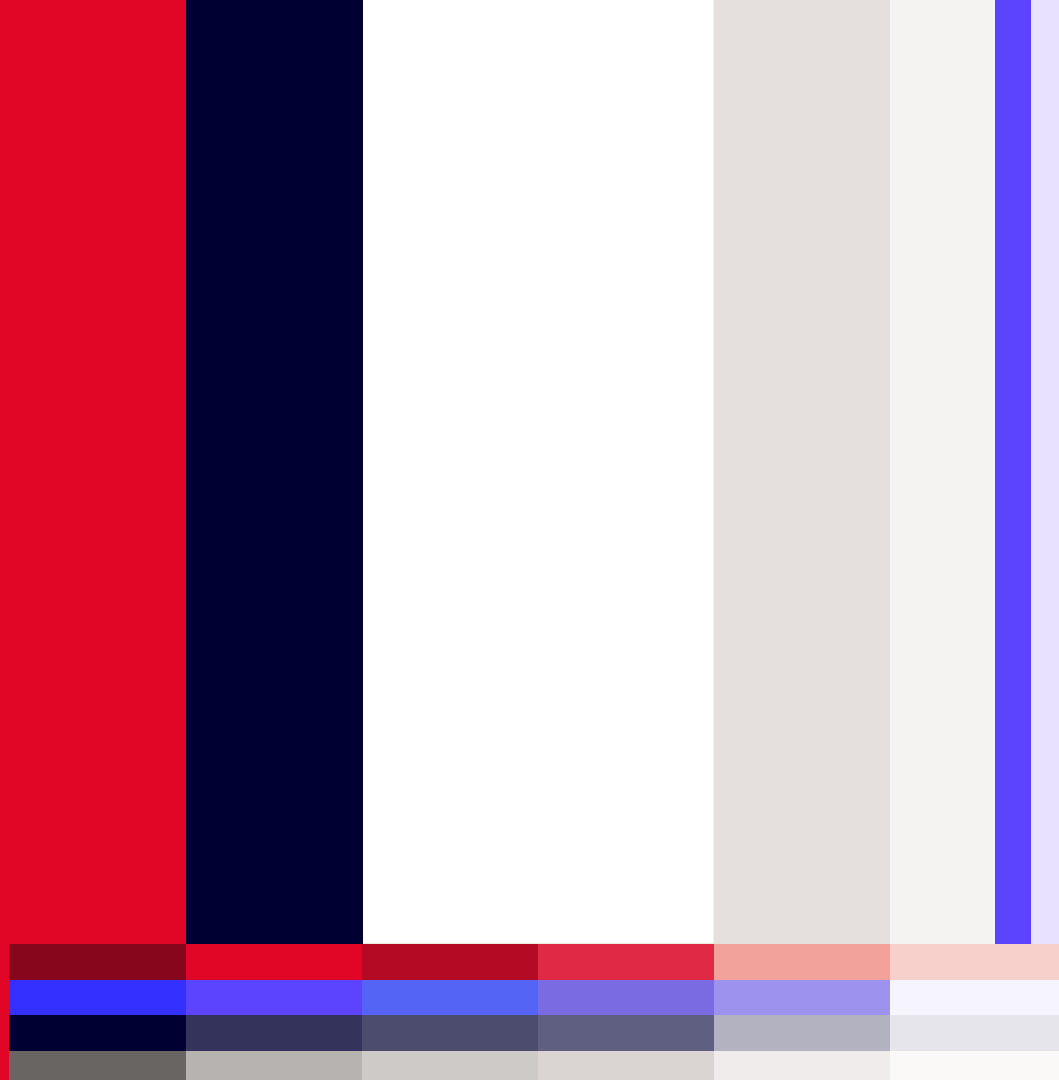
The minimum clear space is based upon half of the height of our symbol.



# 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

## 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.

### Primary Palette

White 000000	Red 50 E20626	Navy 50 000033	Red 10 F7CFCB	Navy 20 B2B2C1
	Beige 50 E5E0DD	Purple 50 5C44FF	Beige 20 F5F3F1	Purple 10 F5F4FF

### Secondary Palette – Tints & Shades of the Primary Palette

Red 70 87061B	Red 60 B40A23	Red 50 E20626	Red 40 E02945	Red 20 F2A19B	Red 10 F7CFCB		
Purple 70 3430FF	Purple 60 4D30FF	Purple 50 5C44FF	Purple 40 7B6BE2	Purple 20 9E92EF	Purple 10 F5F4FF		
Navy 50 000033	Navy 45 33335C	Navy 40 4C4C6E	Navy 30 5F5F82	Navy 20 B2B2C1	Navy 10 E5E5EB		
Beige 100 686563	Beige 80 B7B3B1	Beige 70 CECAC7	Beige 60 DAD5D2	Beige 50 E5E0DD	Beige 30 EFECEB	Beige 20 F5F3F1	Beige 10 FAF9F8

# 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.

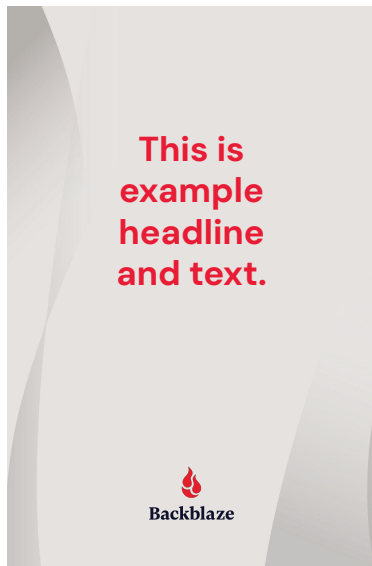


# Color

## Primary Palette – In Use

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

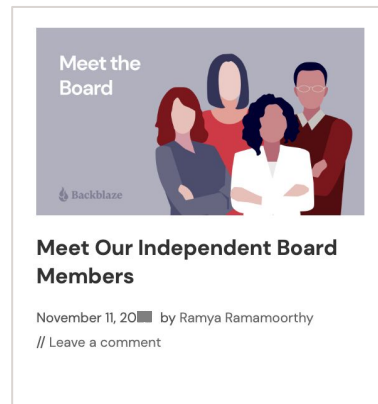
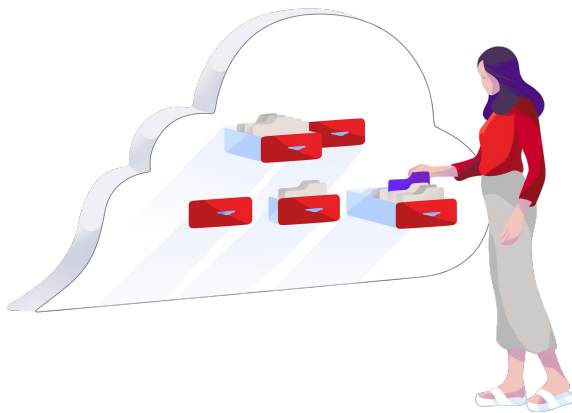
Our Secondary Palette is based on tints and shades of the Primary Palette, and is used on icons, illustrations, infographics, and other brand graphics.

Red 70 87061B	Red 60 B40A23	Red 50 E20626	Red 40 E02945	Red 20 F2A19B	Red 10 F7CFCB		
Purple 70 3430FF	Purple 60 4D30FF	Purple 50 5C44FF	Purple 40 7B6BE2	Purple 20 9E92EF	Purple 10 F5F4FF		
Navy 50 000033	Navy 45 33335C	Navy 40 4C4C6E	Navy 30 5F5F82	Navy 20 B2B2C1	Navy 10 E5E5EB		
Beige 100 686563	Beige 80 B7B3B1	Beige 70 CECAC7	Beige 60 DAD5D2	Beige 50 E5E0DD	Beige 30 EFECEB	Beige 20 F5F3F1	Beige 10 FAF9F8

# Color

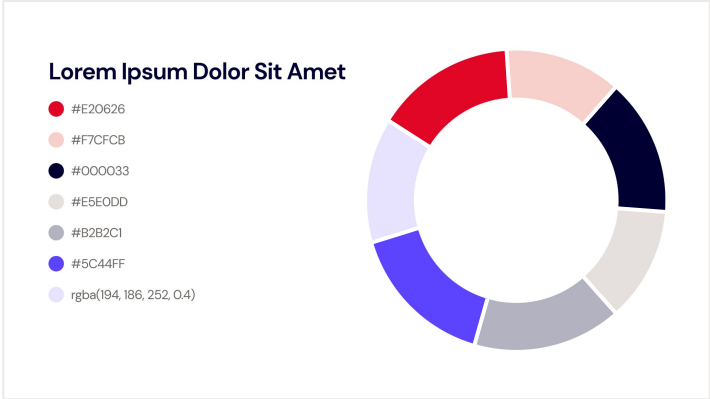
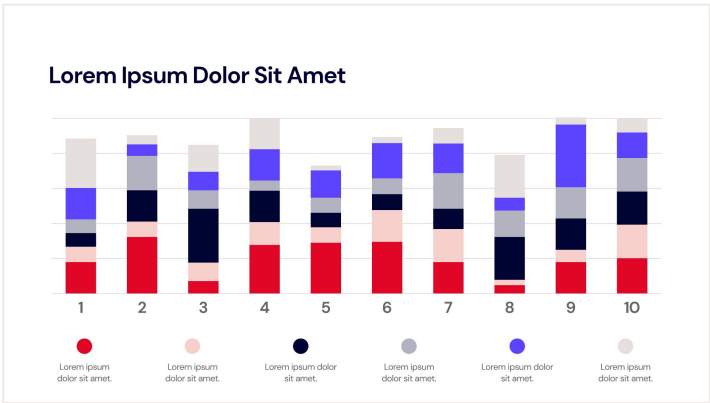
## Secondary Palette – Illustrations

We use the Secondary Palette in our general illustrations and on our blog illustrations.



# Color Infographics

Both our Primary and Secondary Palettes are used in combination for charts and infographics.



# Color Accessibility

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.

AA Normal Text  
AA Large Text

AA Normal Text  
AA Large Text  
AA Normal Text  
AA Large Text

AA Normal Text  
AA Large Text

AA Normal Text  
AA Large Text  
AA Normal Text  
AA Large Text

# Typography



# Typography

## Introduction

Our Primary typeface is DM Sans.  
Our Secondary typeface is DM Serif.  
Font files are available for free from [Google](#).

DM Sans

DM Serif Display

# 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**  
**AaBbCcDdEeFfGgHh**  
**IiJjKkLlMmNnOoPpQq**  
**RrSsTtUuVvWwXxYyZz**

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

**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.

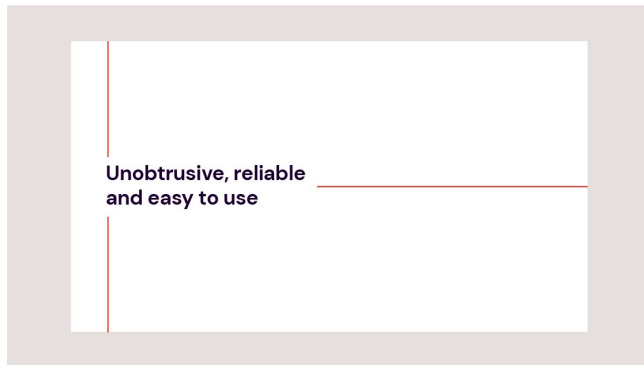
It should only be used for headlines or pull quotes and never body copy. We should not use it for typography below 24pt.

[Download DM Serif Font](#)

**DM Serif Display Regular**  
**AaBbCcDdEeFfGgHh**  
**IiJjKkLlMmNnOoPpQq**  
**RrSsTtUuVvWwXxYyZz**

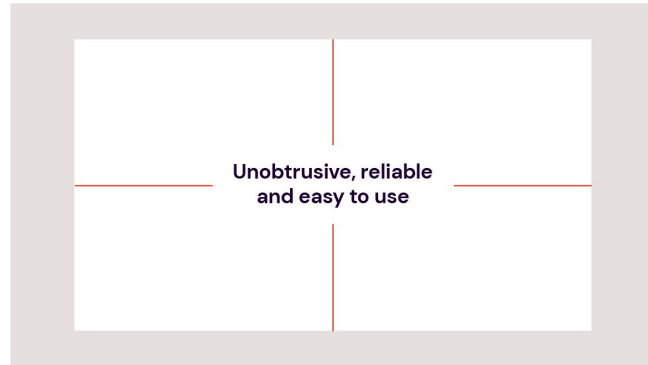
# Typography Alignment

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.

# Typography

## In action

When drawing attention to typography we can apply different colors, tints, shades, or even gradients (headline only) with the various font weights and sizes.

### Enterprise-grade storage

[Find out more](#)

### Easy. Affordable. Trusted.

Grow your business with easy to use object storage that doesn't break your budget.

[→ Find out more](#)

### What our customers say

[Join in](#)

### Why innovative companies choose B2

Backblaze B2 is enterprise-grade, S3 compatible storage that companies around the world use to store and serve data while improving their cloud OpEx vs. Amazon S3 and others.

[Discover more here](#)

### MSP360 and Backblaze: When Two Panes Are Greater Than One

Learn how managed service provider, DTC, configured a multi-pane solution to manage backups for 6,000+ endpoints on 500+ servers.



by Molly Clancy



21 comments

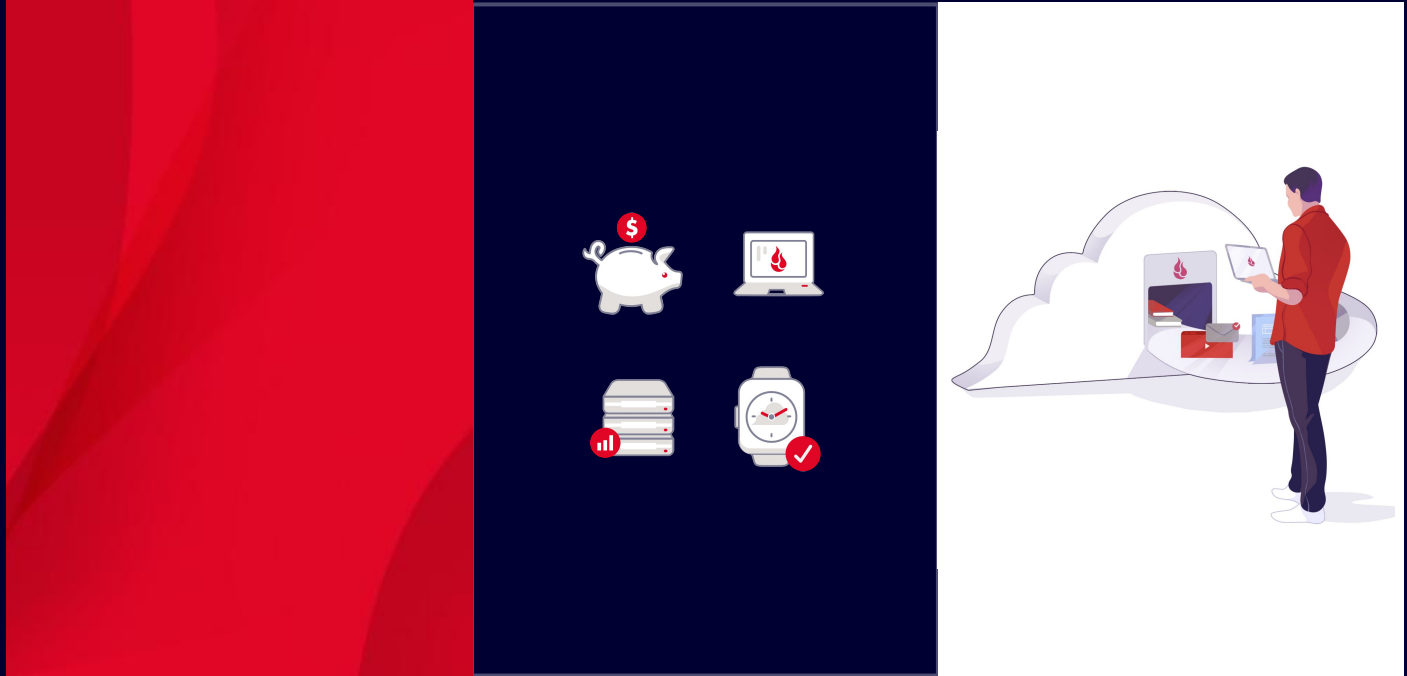
[Read more](#)

# Flames, Icons, & Illustrations

# Graphic Language

## Introduction

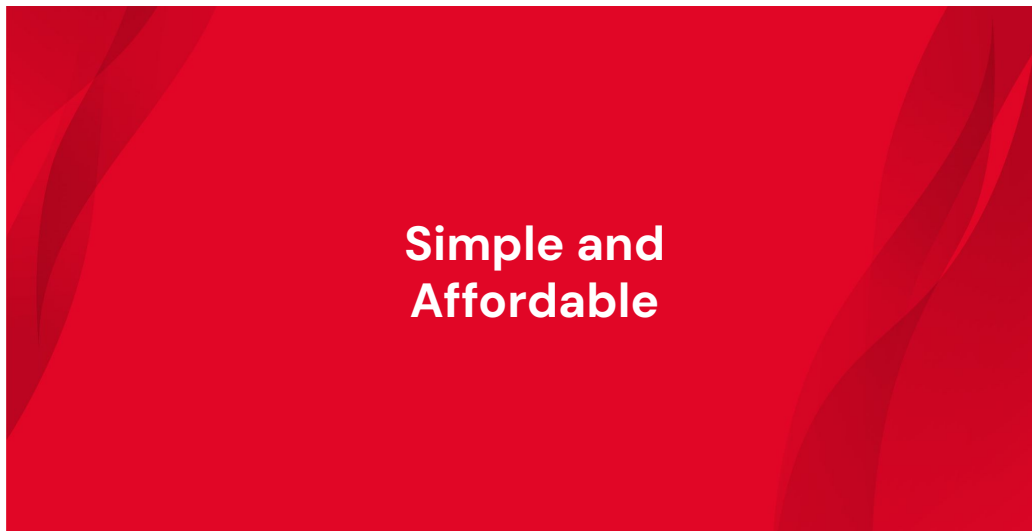
We have three different types of graphic language: Flames, Icons, and Illustrations.



# Graphic Language

## Flames – In Use

We use flames for moments when Backblaze is the focus. The flames can be used as background textures combined with typography and our logo.





# Graphic Language

## Flames

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.



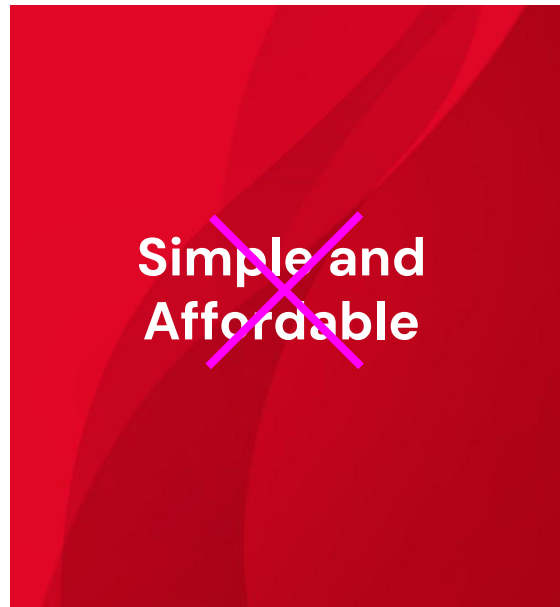
# Graphic Language

## 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)

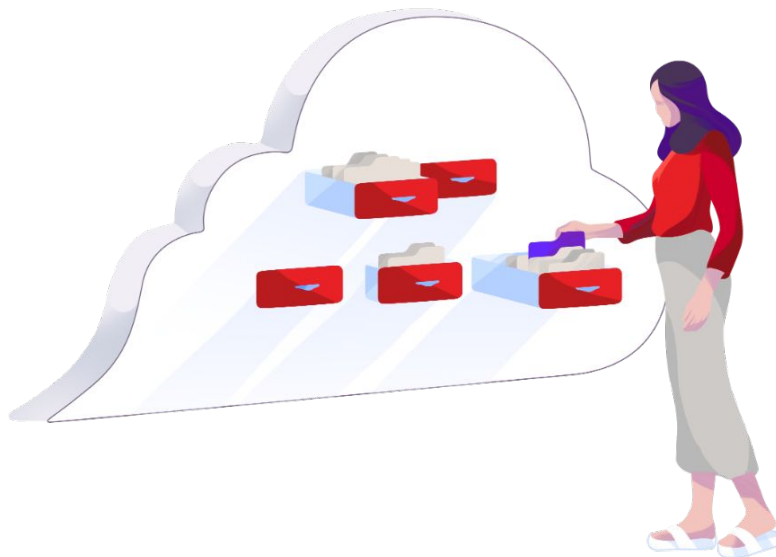


# Illustration

# Illustration

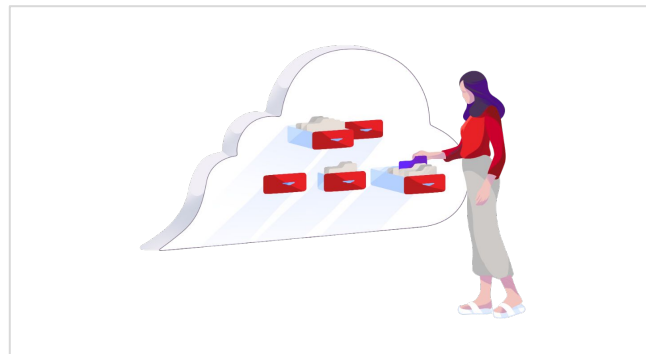
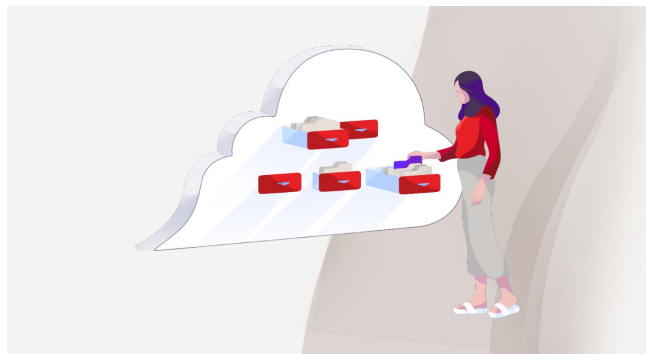
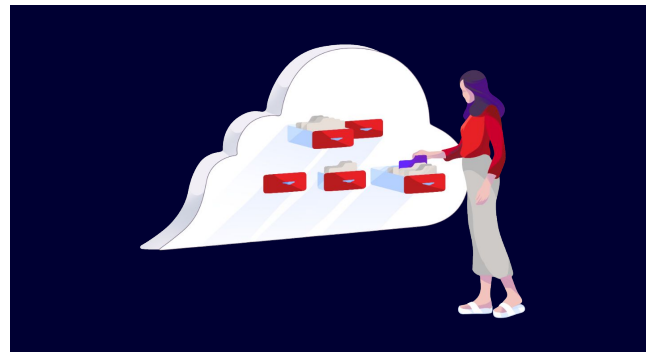
## Illustration Style

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



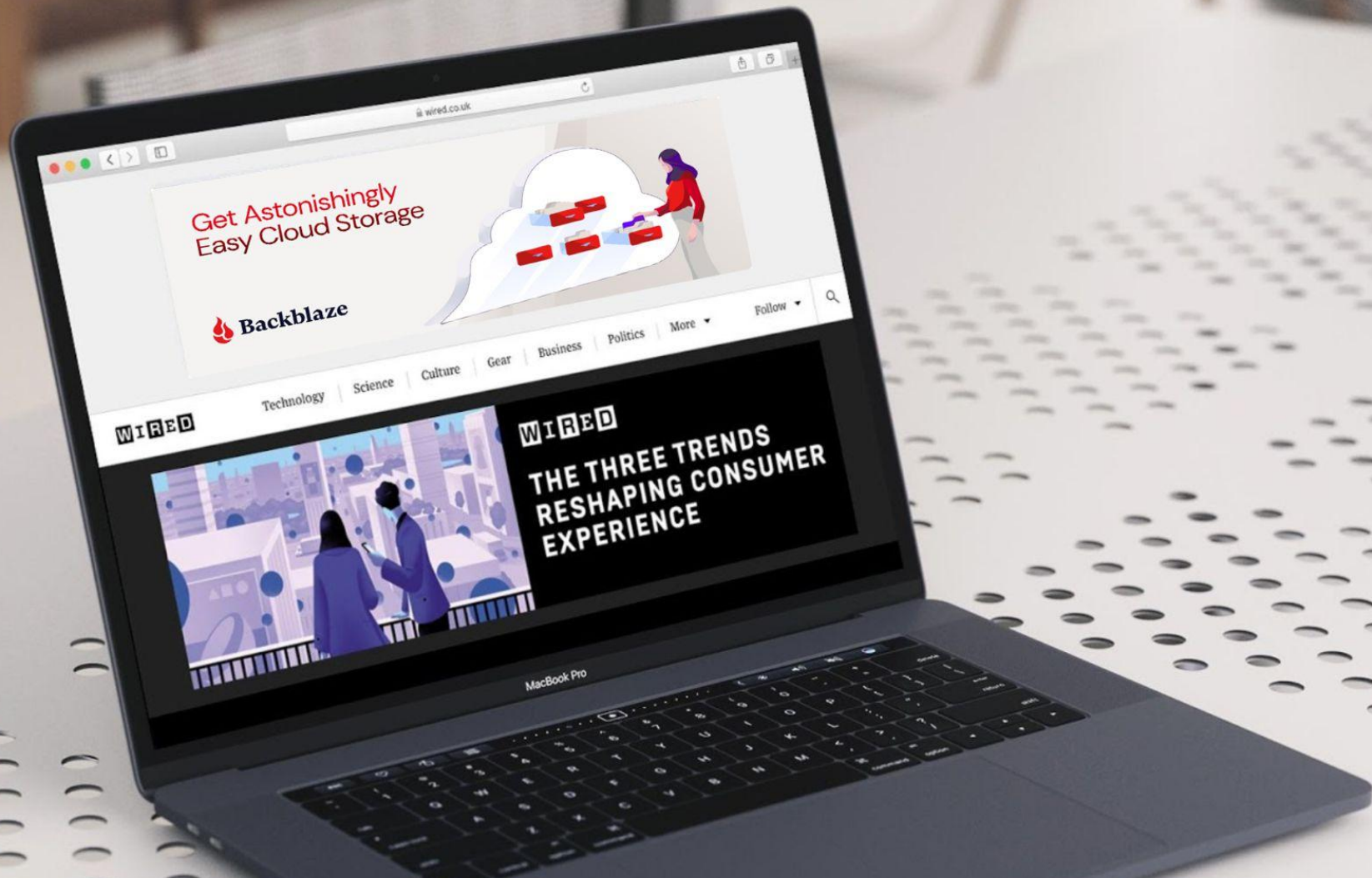
# Photography

## Audiences

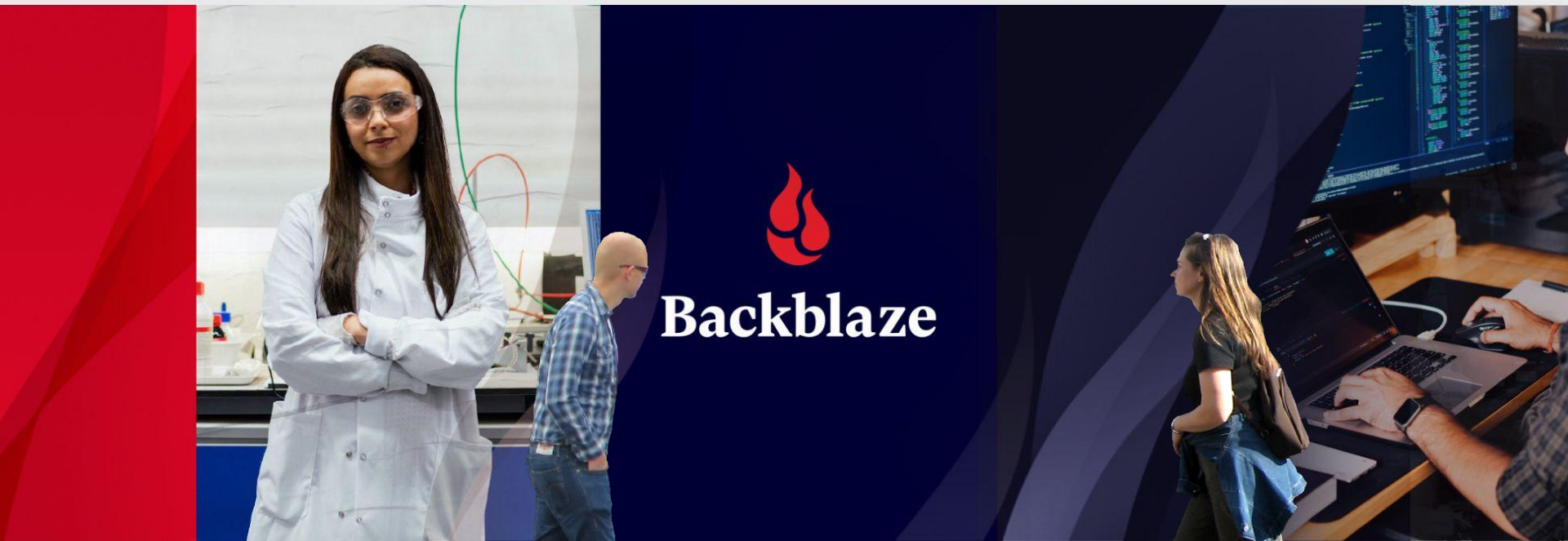
Photography should be use sparingly for more targeted communications where we want to address certain audiences in authentic moments and environments.



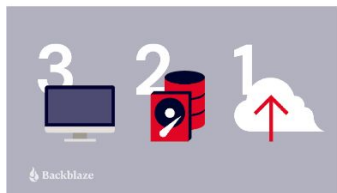
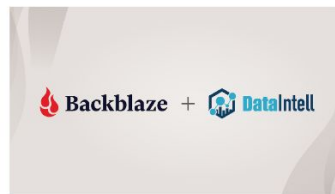
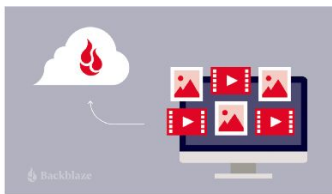
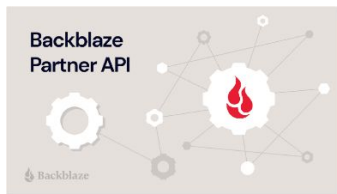
# Brand in Action

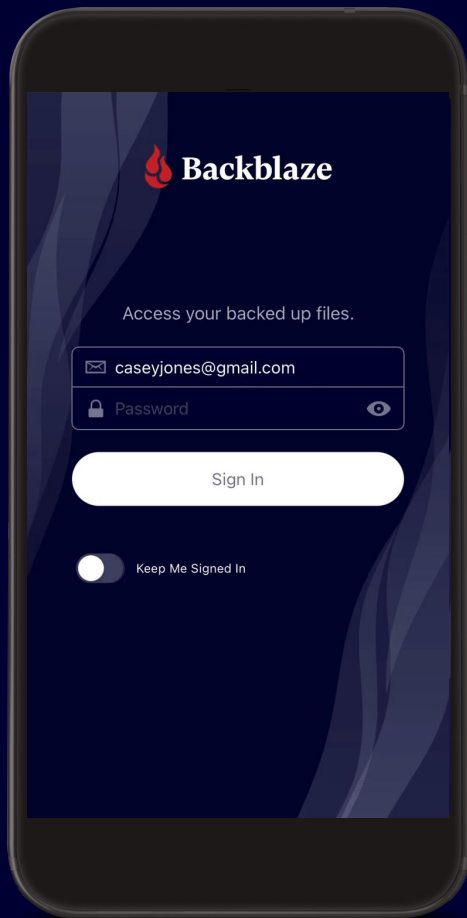


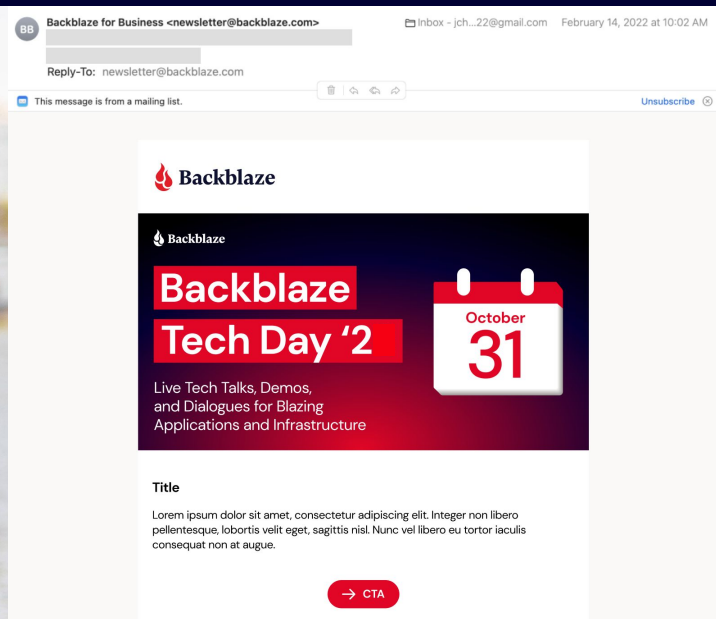




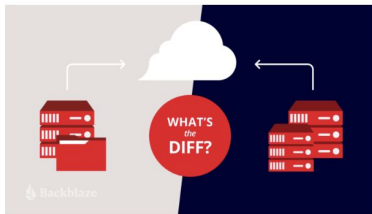






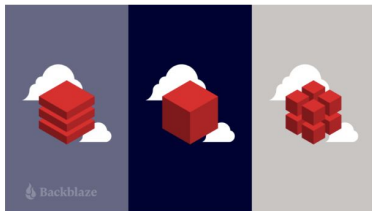






## What's the Diff: Image-Based Backup vs. File-Based Backup

January 5, 2023 by Kari Rivas // 3 Comments



## A Guide to Clouds: Object,

## The Backblaze Blog

Drive Stats, Product News, and Insights  
on Cloud Storage and Services



### Backblaze Mobile Update: iOS and Android Bucket Management

December 20, 2022  
by Backblaze  
// Leave a comment



### Let's Not Go Phishing Today: Tips for Home Computer Users

December 15, 2022  
by Andy Klein  
// Leave a comment



### A Behind the Scenes Look at Our US East Data Center

December 13, 2022  
by Andy Klein // 1 Comment



### Backblaze Adds US East Region, Expanding Location Choices and Cloud Replication Options

December 13, 2022  
by Tonya Corner  
// 4 Comments



### Bookblaze: First Annual Backblaze Book Guide

December 12, 2022  
by Molly Clancy  
// Leave a comment



### Widening the Channel: Exertis Broadcast Adds Backblaze B2 Reserve

December 9, 2022  
by Elton Carneiro  
// Leave a comment

Easy.  
Affordable.  
Trusted.



Backblaze





# Thank you