Fireblocks

Brand Guidelines

Logo

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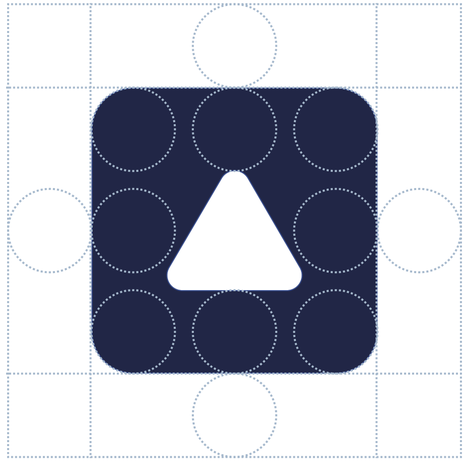
Symbol



©2025

Primary Logo

The logo and wordmark work in harmony to create a cohesive and recognizable brand identity. The logo's energetic directionality embodies our speed, energy, and passion, while the wordmark communicates our precision and technical expertise ensuring readability and explicit communication. When used together, the twoelements compliment each other enhancing brand recall. The two elements should be used in balance—either as a unified lockup or separately in designated applications—to maintain consistency across touchpoints. Do not modify or recreate the logo.

©2025

Logo Construction

Our logo has been specifically designed to bring together our clean, modern san-serif wordmark with the energetic, detailing of the 50 light streaks in our symbol in to a cohesive lockup.

©2025

Safe Space

Our logo is detailed, has a strong directionality, and requires some unique consideration compared to less detailed logos. To maintain visual impact and legibility, it is essential to provide adequate space around it in layout, free from any text, imagery, or other design elements.

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Symbol Sizing

Consistency and legibility are crucial factors to consider when determining the size of the logo within a design. The primary version of our symbol is legible in scenarios as compact as 48px, below that the Alternate Micro Logo should be used.

16px

24px

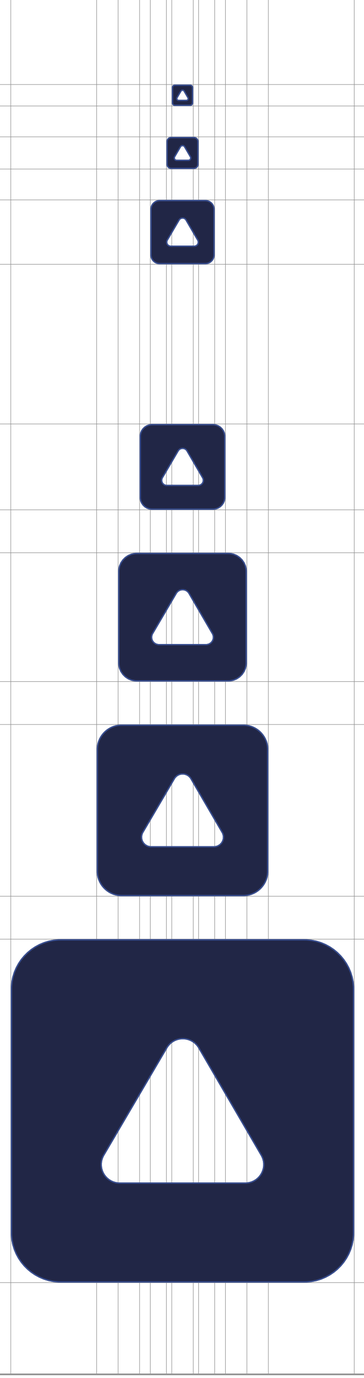
48px

64px

96px

128px

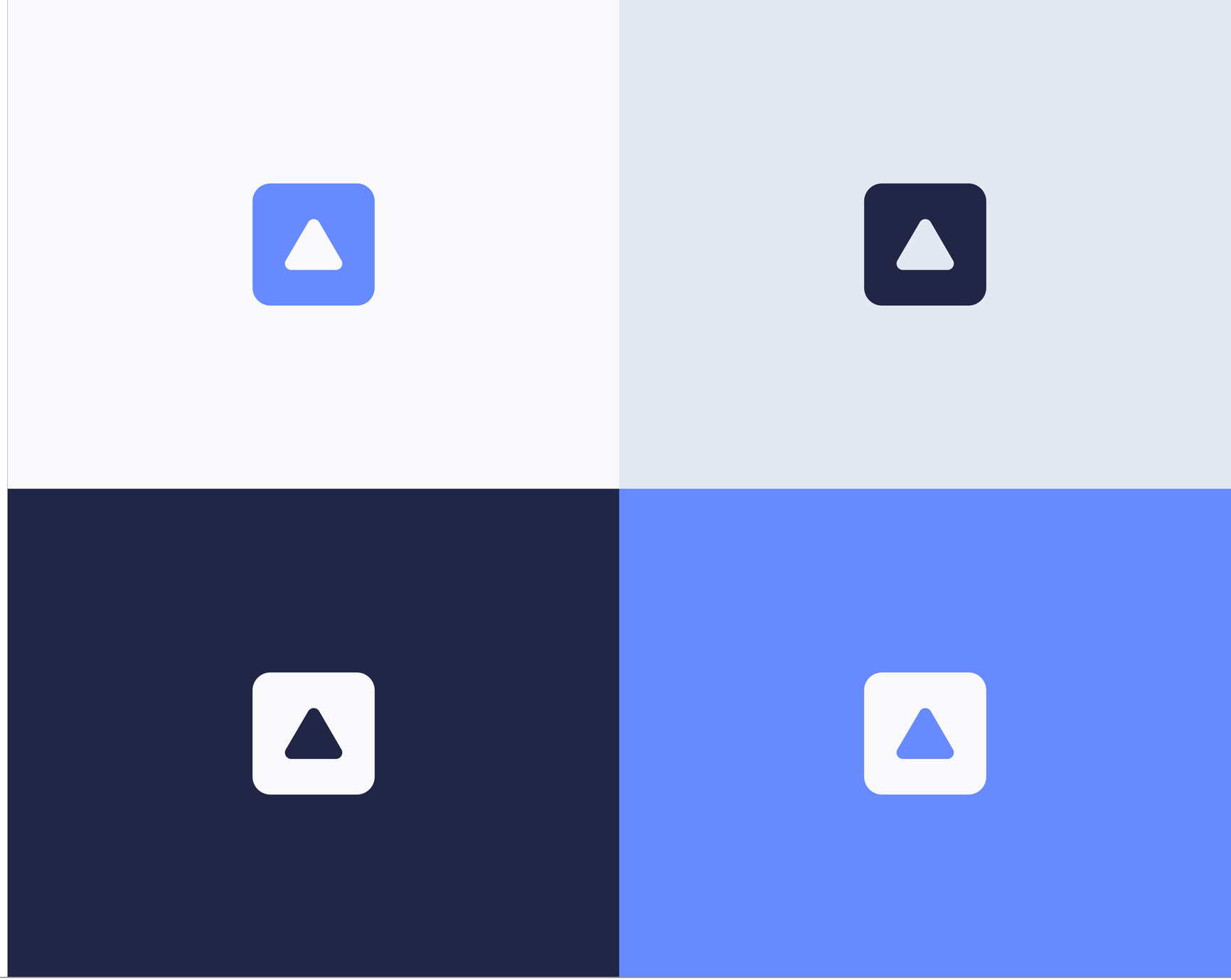
256px



©2025

Color Usage

Thoughtful color application when using the logo is essential for maintaining both consistency and legibility. The logo will most often appear in black or white however in instances where color is applied in color, make sure to maintain adequate contrast.



©2025

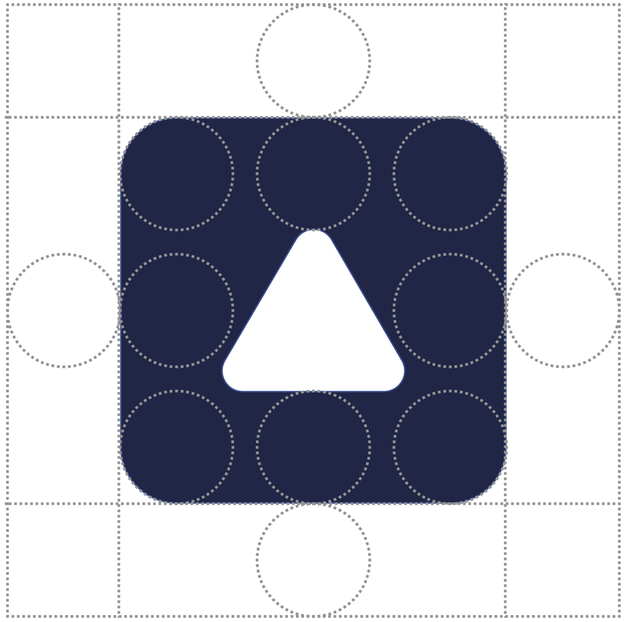
Cobranding

We work with many exciting brands. In cases where our logomark has to be presented equally with these brand we have special spacing guidelines that all this partnership to feel like an intentional lockup but avoids crowding or overshadowing of either symbol.

©2025

Collabrators

©2025



©2025

Logo Grid

Fireblocks

©2025

Logo Misuse

Right logo

Do not change the color of the logo

Do not use the online version of logo

Do not add effects to the logo

Do not blur the logo

Do not rotate the logo

Do not stretch or skew the logo

Do not lower the capacity of the logo

Do not outline the logo

©2025

©2025

Colors

©2025

Genesis Grey
#F9FAFC

60%

Bandwidth Blue
#678BFF

15%

Network Navy
#212647

20%

Accent
Colors

5%

©2025

Extended Color Palette

Each of the brand's primary colors are chosen to reflect Fireblock's commitment to trust, scalability, and structural integrity which in turn supports it's mission of enabling secure, enterprise-grade digital asset infrastructure.

Genesis Grey
Represents clarity and structure. It creates breathing room for transparency and precision. Used in backgrounds and elevated surfaces, it serves as the neutral ground upon which systems are built and scaled.

Network Navy
Embodies strength, depth, and dependability reflecting the enterprise trust and technical rigor behind the product. It communicates authority and provides the foundation for visual interactions.

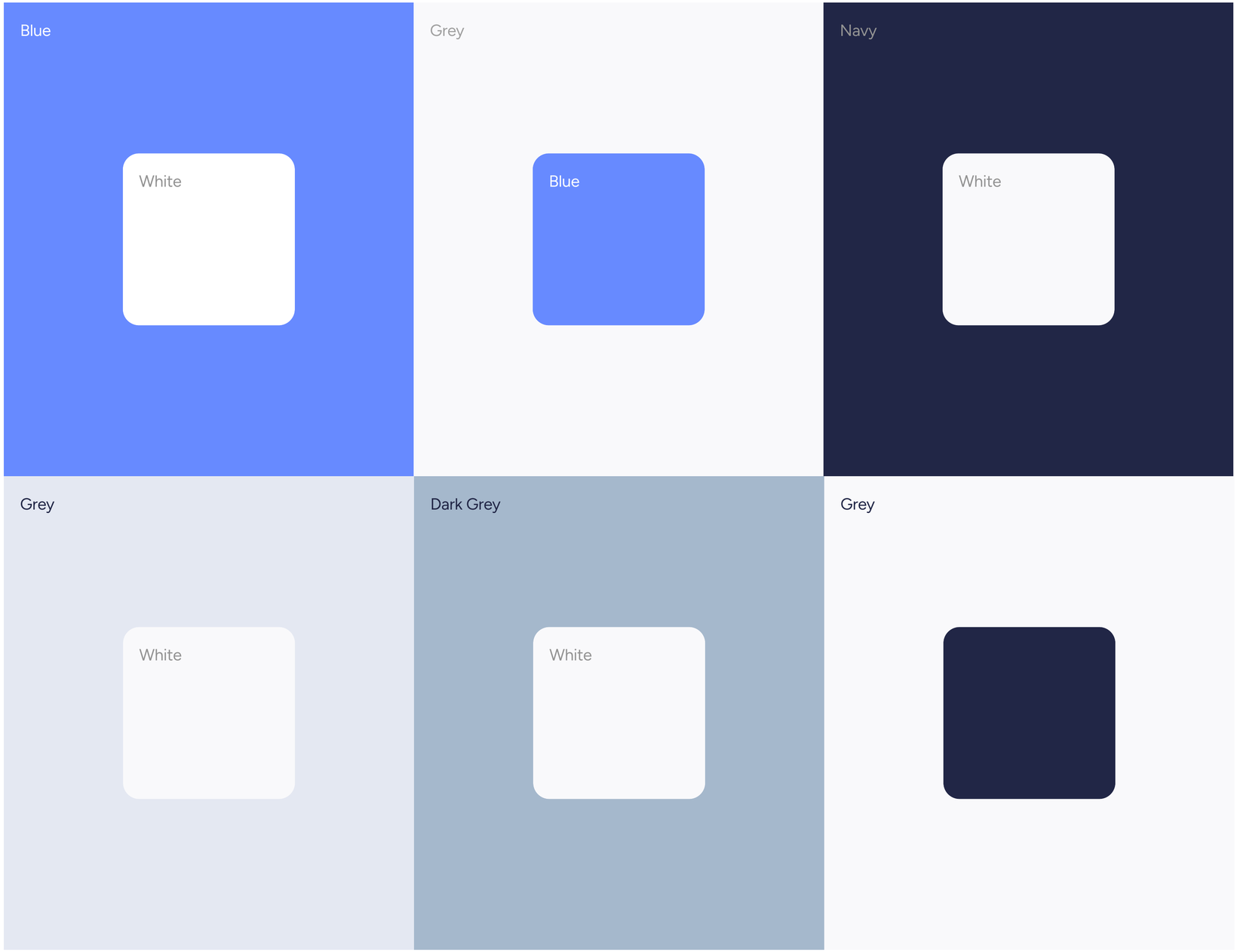
Bandwidth Blue
Energetic yet controlled it symbolizes adaptability and forward motion. As the accent in our palette, it conveys innovation and our dynamic capability along with the ability to flex and grow with our partners.

Gateway Gold
Symbolizes the entry point to stable value, bridging traditional finance and on-chain assets. Its warm, assured hue highlights stablecoin balances, call-out panels, and key data points reinforcing our role as the "gateway" into secure digital assets.

©2025

Color Pairing

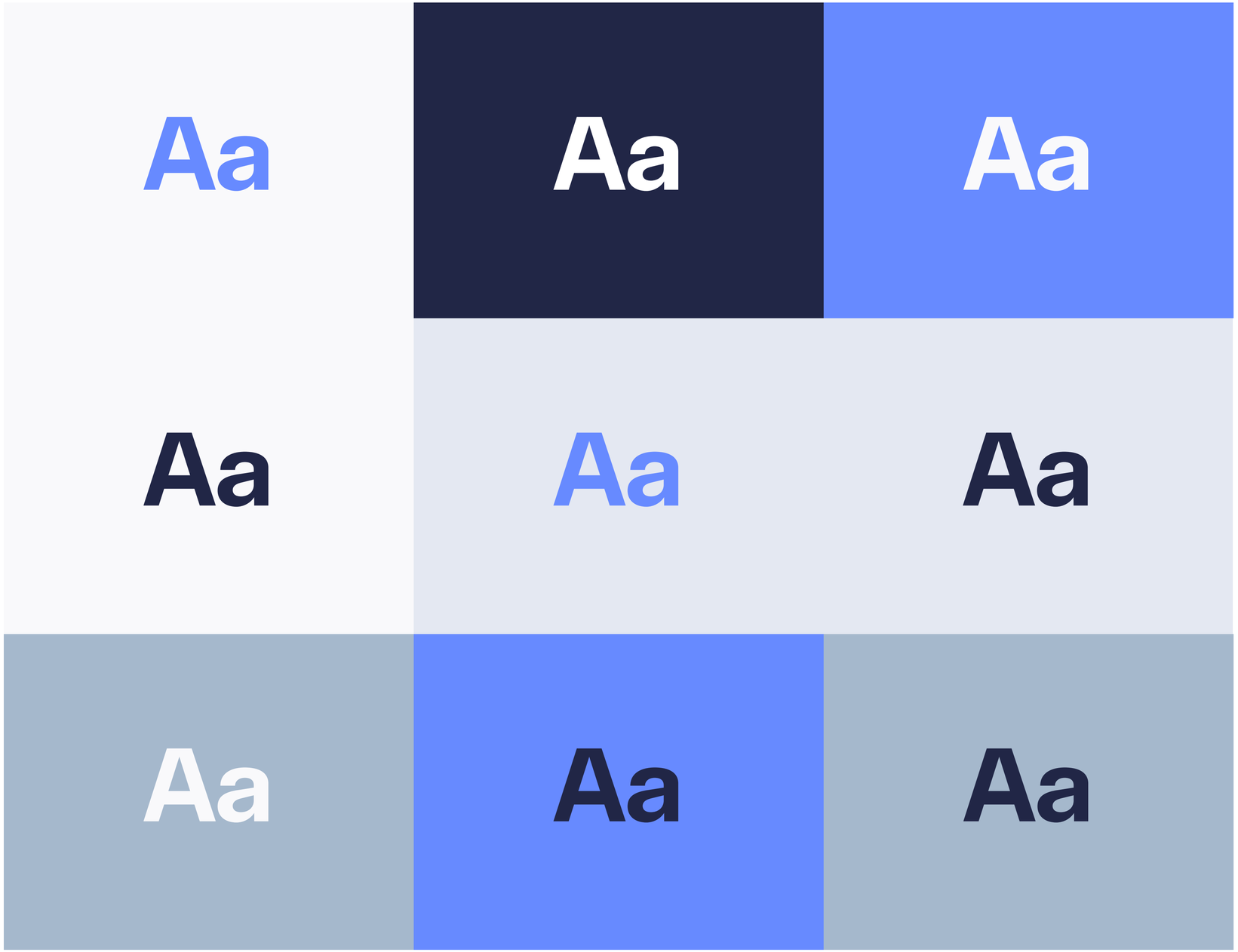
By consistently pairing light vs. dark and neutral vs. accent, colors maintain visual clarity while bringing the viewers focus to the content that needs focus.



©2025

Text Pairing

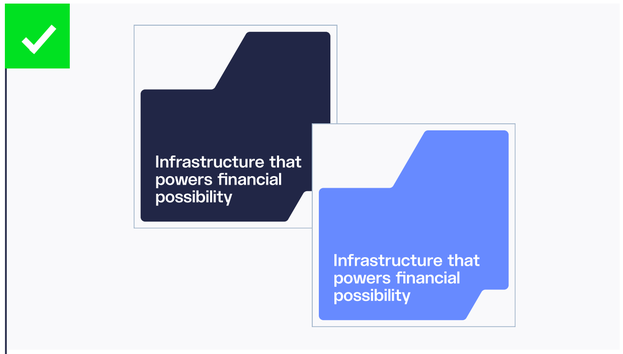
Text pairing combinations are created by combining pairs of primary colors and secondary colors, these combinations allow us to portray the brand's cohesive identity and character in a versatile, yet legible typographic applications.



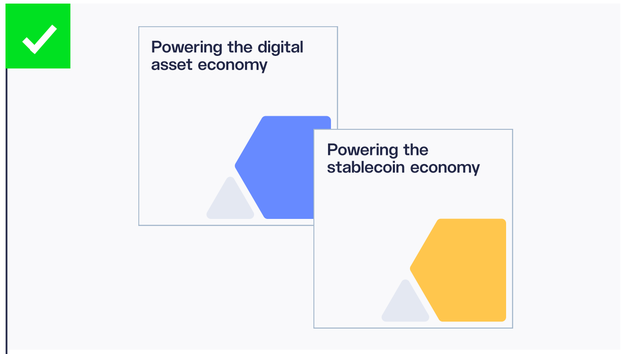
©2025

Color Usage & Misuse

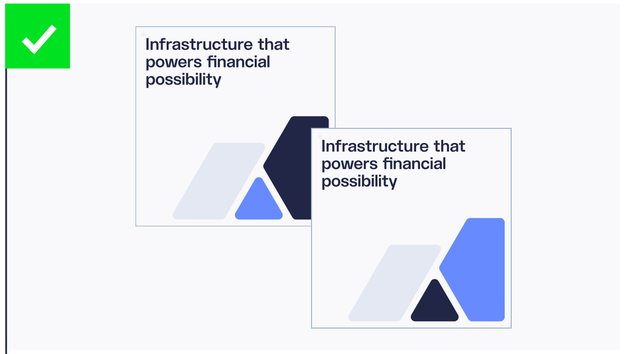
Lorem Ipsum



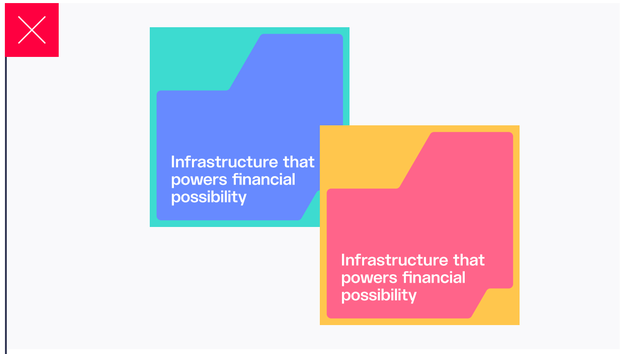
Use accessible colors when overlaying typography.



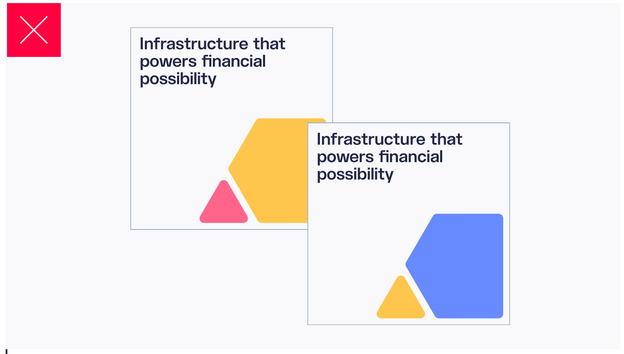
Use color with a clear purpose to differentiate between solutions.



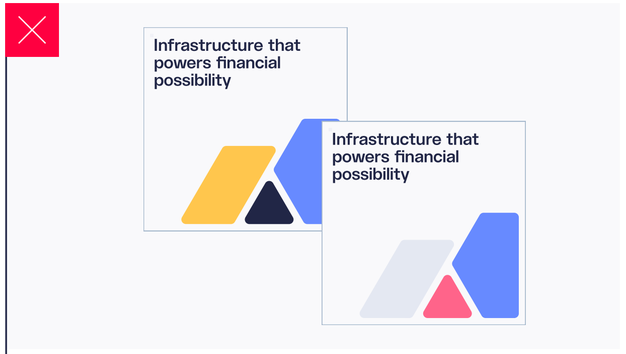
Use only one accent color at a time *(exceptions allowed as design decisions).*



Do not use accent colors for background colors.



Do not use two accent color next to one another.



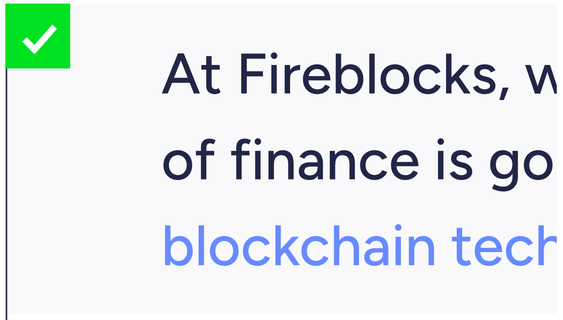
Do not use two accent colors together.

©2025

Color & Type Usage

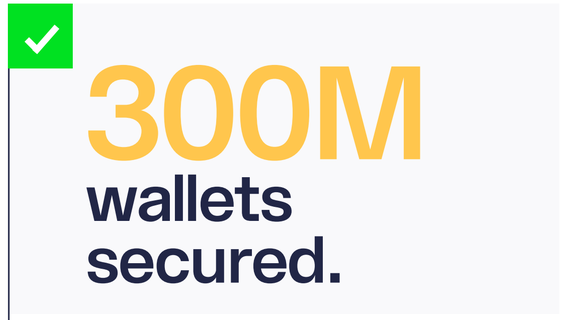
Lorem Ipsum

Use Genesis Grey, White, or Bandwidth Blue text on Navy backgrounds.



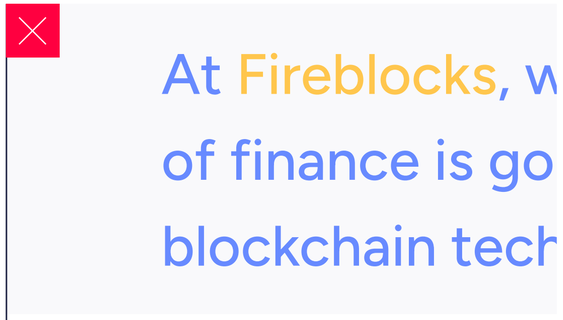
Use Navy or Bandwidth Blue text on Genesis Grey or white backgrounds.

Use tones of grey to provide hierarchy.



Use yellow, pink or teal accents for higlighted words only.

Do not use accent colors as primary text colors.



Do not use multiple accent colors together.

Do not use low-contrast or inaccessible colors.

Do not use accent colored texts on accent colored shapes.

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Accent Colors

©2025

Accent Colors

Token Gold
A warm, confident yellow that signals a new era in global payments—fast, fluid, and trusted. It represents value moving at scale with clarity and momentum.

Threshold Teal
A precise, modern teal rooted in creation and technical clarity. It reflects the developer mindset behind defining and structuring new digital assets.

Protocol Pink
A bold, energetic pink that captures the cultural pulse of Web3. It celebrates experimentation, community, and the emergence of new digital economies.

Payments
Token Gold
#FFC64E

Token Gold
This warm, golden yellow reflects a new era in payments—where value moves globally with speed, clarity, and confidence. It suggests momentum and efficiency, signaling systems built to scale without friction. Bright and assured, it evokes the feeling of entering a more fluid, connected, and trusted age of exchange—a golden moment for how value flows.

Tokenization
Threshold Teal
#3DDBD1

Threshold Teal
This cirsp, modern teal represents creation and digital precision—the developer's mindset of building new systems with clarity and intent. Cool and deliberate, it reflects the technological rigor behind tokenization: defining, coding, and structuring new digital assets that power the future of finance.

Crypto / web3
Protocol Pink
#FF648B

Protocol Pink
This vibrant pink represents creativity, openness, and the cultural energy of Web3. It captures the sense of experimentation and community that defines crypto-native ecosystems. Bold yet approachable, it celebrates the new forms of ownership, identity, and collaboration emerging in decentralised networks.

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Accent Color Use Cases

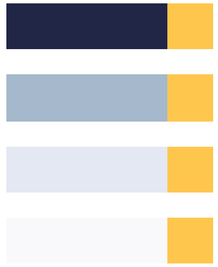
Token Gold
This warm, golden yellow evokes trust, optimism, and energy. qualities essential for payments, where clarity and confidence drive adoption. Its brightness draws attention without being aggressive.

Threshold Teal
This cool, shade suggests digital precision, transparency, and future-focused technology, perfect for representing the structured yet fluid nature of tokenized assets. It

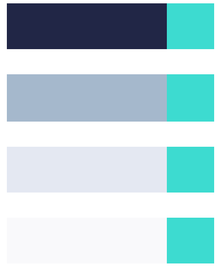
Protocol Pink
This vibrant pink-red carries a modern, disruptive edge that reflects the innovation and cultural energy of Web3. It signals that this space is bold and people-driven.

Combinations

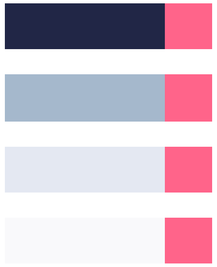
Token Gold



Threshold Teal



Protocol Pink



Examples

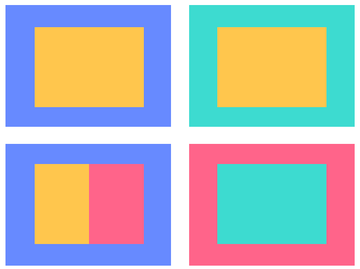
Don’t

Token Gold

Threshold Teal

Protocol Pink

Examples



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Accent Color Use Cases

Token Gold
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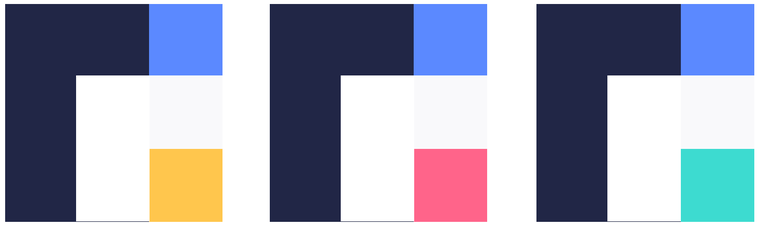
This vibrant pink-red carries a modern, disruptive edge that reflects the innovation and cultural energy of Web3. It signals that this space is bold and people-driven.

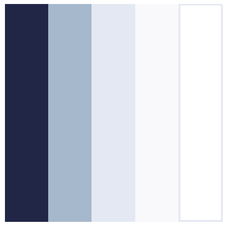
Use Case 1: Accent Color

Accent colors are applied as complementary elements within the core brand palette. They should be used sparingly and subtly, such as within shapes, highlighted words, or other minor design details, ensuring they never distract the viewer. The overall look and feel must remain anchored in the primary navy and periwinkle palette.

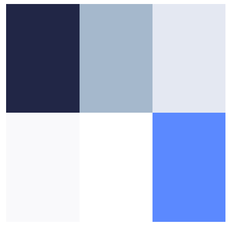
Proportion Examples



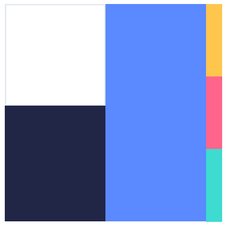
Backgrounds



Text



Shapes



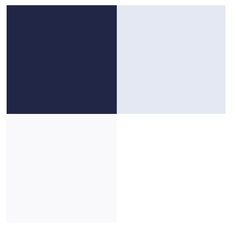
Use Case 2: Solution-Focused

accent colors take on a more prominent role as identifiers for sub-brands, such as Tokenization, Payments, and Crypto/Web3. Here, the accent color becomes the dominant visual element, serving as the primary marker of distinction for each sub-brand.

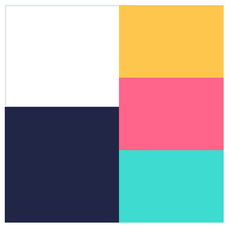
Proportion Examples

Backgrounds

Text



Shapes



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Color Specifications

Text pairing combinations are created by combining pairs of primary colors and secondary colors, these combinations allow us to portray the brand's cohesive identity and character in a versatile, yet legible typographic applications.

Network Navy

HEX	#212647
RGB	33 / 38 / 71
CMYK	94 / 73 / 5 / 69
PMS	655 C

Bandwidth Blue

HEX	#678BFF
RGB	103 / 139 / 255
CMYK	71 / 51 / 0 / 0
PMS	2129 C

Genesis Grey

HEX	#F9FAFC
RGB	249 / 250 / 252
CMYK	2 / 1 / 1 / 1
PMS	Cool Gray 1 C

Genesis Grey 0

HEX	#FFFFFF
RGB	255 / 255 / 255
CMYK	0 / 0 / 0 / 0
PMS	11-0601 TCX Bright White

Genesis Grey Dark

HEX	#A6B9CC
RGB	166 / 185 / 204
CMYK	12 / 5 / 0 / 22
PMS	Cool Gray 6 C

Genesis Grey Mid

HEX	#E4E9F2
RGB	228 / 233 / 242
CMYK	8 / 4 / 1 / 0
PMS	Cool Gray 3 C

Token Gold

HEX	#FFC64E
RGB	255 / 198 / 78
CMYK	0 / 16 / 80 / 0
PMS	1225 C

Protocol Pink

HEX	#FF648B
RGB	255 / 100 / 139
CMYK	0 / 76 / 21 / 0
PMS	1915 C

Threshold Teal

HEX	#3DDBD1
RGB	61 / 219 / 209
CMYK	59 / 0 / 26 / 0
PMS	3255 C

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Typography

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Headline Font - Ufficio Fireblocks

Ufficio Sans is a modern, humanist sans-serif typeface that combines clarity with character, making it an ideal choice for the Fireblocks brand.

Its balanced proportions and open letterforms offer excellent legibility across digital and print media, ensuring that brand messaging remains accessible and professional.

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Font Weights

2 font weights have been chosen for simplicity of use, making one available for titles, one for subheadings.

Uffico 600
For use in titles and headlines.

Uffico 500
For use in subheadings

Uffico 700

Lorem ipsum dolorsit amet consectetur.

Uffico 600

Lorem ipsum dolorsit amet consectetur.

Uffico 500

Lorem ipsum dolor sit amet consectetur.

Uffico 400

Lorem ipsum dolor sit amet consectetur.

Always check that you're using the Alternative T character.
Do not use ligatures under any circumstances

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Headings

Headings are defined in six sizes, tailored to accommodate the varying dimensions of web and mobile platforms.

Web

Ufficio 600 / Size 80px / Leading 96% / Letter-spacing: -1%

Heading 01

Ufficio 600 / Size 56px / Leading 96% / Letter-spacing: -1%

Heading 02

Ufficio 600 / Size 48px / Leading 98% / Letter-spacing: -1%

Heading 03

Ufficio 600 / Size 36px / Leading 102% / Letter-spacing: -1%

Heading 04

Ufficio 600 / Size 26px / Leading 114% / Letter-spacing: -1%

Heading 05

Ufficio 600 / Size 16px / Leading 124% / Letter-spacing: 1%

Heading 06

Mobile

Ufficio 600 / Size 48px / Leading 96% / Letter-spacing: -1%

Heading 01

Ufficio 600 / Size 42px / Leading 100% / Letter-spacing: -1%

Heading 02

Ufficio 600 / Size 36px / Leading 100% / Letter-spacing: -1%

Heading 03

Ufficio 600 / Size 30px / Leading 100% / Letter-spacing: -1%

Heading 04

Ufficio 600 / Size 24px / Leading 106% / Letter-spacing: -1%

Heading 05

Ufficio 600 / Size 18px / Leading 114% / Letter-spacing: -1%

Heading 06

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Body Font - Figtree

Figtree is a clean, geometric sans-serif typeface that excels in body text applications due to its simplicity, warmth, and legibility.

As a secondary font paired with a more expressive primary typeface like Ufficio Sans, Figtree provides a subtle, supportive foundation for longer-form content.

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Body Text

Body text is set in 'Figtree', configured with two weights and six different sizes.

Figtree Regular for regular text and **Figtree SemiBold** for emphasizing text with a higher weight.

Body Text S
Figtree / Size 12px / Leading 110%

Lorem ipsum dolor sit amet consectetur. Ornare risus maecenas purus ac. Feugiat integer tellus dolor luctus nam massa. Vel etiam orci pellentesque placerat enim vel nunc scelerisque sed.

Body Text S
Figtree SemiBold / Size 12px / Leading 110%

Lorem ipsum dolor sit amet consectetur. Ornare risus maecenas purus ac. Feugiat integer tellus dolor luctus nam massa. Vel etiam orci pellentesque placerat enim vel nunc scelerisque sed.

Body Text M
Figtree / Size 14px / Leading 110%

Lorem ipsum dolor sit amet consectetur. Ornare risus maecenas purus ac. Feugiat integer tellus dolor luctus nam massa. Vel etiam orci pellentesque placerat enim vel nunc scelerisque sed.

Body Text M
Figtree SemiBold / Size 14px / Leading 110%

Lorem ipsum dolor sit amet consectetur. Ornare risus maecenas purus ac. Feugiat integer tellus dolor luctus nam massa. Vel etiam orci pellentesque placerat enim vel nunc scelerisque sed.

Body Text L
Figtree / Size 16px / Leading 110%

Lorem ipsum dolor sit amet consectetur. Ornare risus maecenas purus ac. Feugiat integer tellus dolor luctus nam massa. Vel etiam orci pellentesque placerat enim vel nunc scelerisque sed.

Body Text L
Figtree SemiBold / Size 16px / Leading 110%

Lorem ipsum dolor sit amet consectetur. Ornare risus maecenas purus ac. Feugiat integer tellus dolor luctus nam massa. Vel etiam orci pellentesque placerat enim vel nunc scelerisque sed.

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Text Usage

This section provides examples of how the different fonts should be used in combination with each other for a typical web page application.

[Web] Heading 01 + Body Text L

Powering the digital asset economy

Lorem ipsum dolor sit amet consectetur. Mi nec egestas cras ut eu quis malesuada. Nunc tortor id tristique elementum faucibus tempor arcu amet nisl. Imperdiet porttitor mi iaculis in nulla nisi

[Web] Heading 02 + Body Text L

Powering the digital asset economy

Lorem ipsum dolor sit amet consectetur. Mi nec egestas cras ut eu quis malesuada. Nunc tortor id tristique elementum faucibus tempor arcu amet nisl. Imperdiet porttitor mi iaculis in nulla nisi sit platea nullam.

[Web] Heading 04 + Body Text M

Powering the digital asset economy

Lorem ipsum dolor sit amet consectetur. Mi nec egestas cras ut eu quis malesuada. Nunc tortor id tristique elementum faucibus tempor arcu amet nisl. Imperdiet porttitor mi iaculis in nulla nisi sit platea nullam. Convallis lectus turpis consequat at imperdiet et nec id.

[Small Text & Support] Body Text S

** T&Cs applied.

©2025

Type Misuse

Lorem Ipsum

Do not use the base “t” from Ufficio - use the alternative “t”.

Lorem ipsum dolor sit a
consectetur. Mi nec
egestas cras ut eu qu
malesuada. Nunc torto
tristique elementum
faucibus tempor arcu a
nisl. Imperdiet porttito
iaculis in nulla nisi s
platea nullam. Conval

Do not use alter the tracking or leading guidance.

Powering the

LOREM IPSUM DOLOR SIT AMET
MALESUADA. NUNC TORTOR ID TF
NISL. IMPERDIET PORTTITOR MI IA
LECTUS TURPIS C

Do not write body copy in full capitals.

Fireblocks is an enterprise-grade platform

Do not mix Ufficio and Figtree within a single word or line.

The Fireblo

Lorem ipsum dolor sit amet co
tortor id tristique elementum fau
nulla nisi sit platea nullam.

Do not use Ufficio as body text.

Infrastructu

Lorem ipsum dolor sit amet co
tortor id tristique elementum fau
nulla nisi sit platea nullam. C

Do not use Figtree as headline text.

THE FIREBLOCKS VAULT

Do not use Ufficio in uppercase.

Infrastructure That Powers Financial Possibility

Do not use title case

©2025

Visual Language

FINH ©2025

Fireblocks Infrastructure

Infrastructure that powers
financial possibility

©2025

Build on Fireblocks

The unique shapes represent our partners and customers. Varying in shape and size, they represent the wide range of customer types and use cases that Fireblocks supports.

The grid allows our shapes to evolve and expand, showing the flexibility and scalability of our platform.

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Connect on Fireblocks

The seamless connection and integration of shapes shows the interoperability and scalability of our platform.

More than just an infrastructure, we connect the entire digital asset ecosystem under one unified platform.

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Visual System

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Shape Usages - Yes

Extend shapes beyond the canvas edges to create dynamic tension, but always ensure composition and balance are preserved.

Use shapes as a frame for typography and photography.

Align typography rag with shapes in a way that compliments the overall composition.

Use shapes with clean geometry that complement the overall layout

Embrace whitespace that heroes our messaging, to preserve clean composition

Use shapes that don’t form awkward negative space that breaks the visual rhythm.

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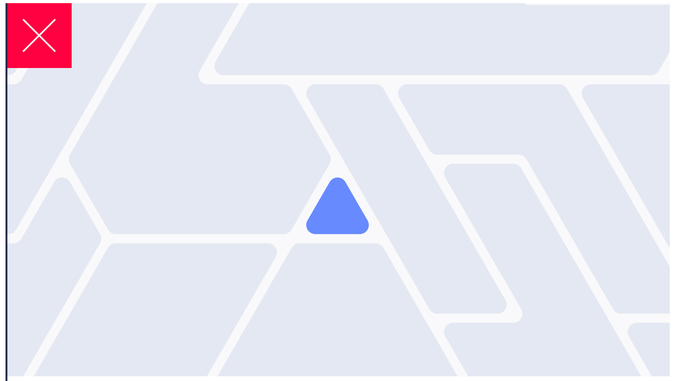
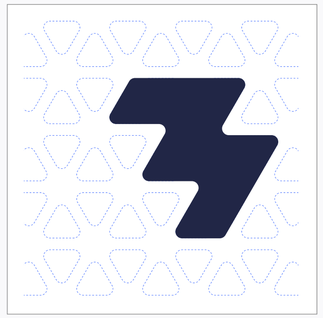
Shape Usages - No

Create a sporadic combination of shapes across the canvas

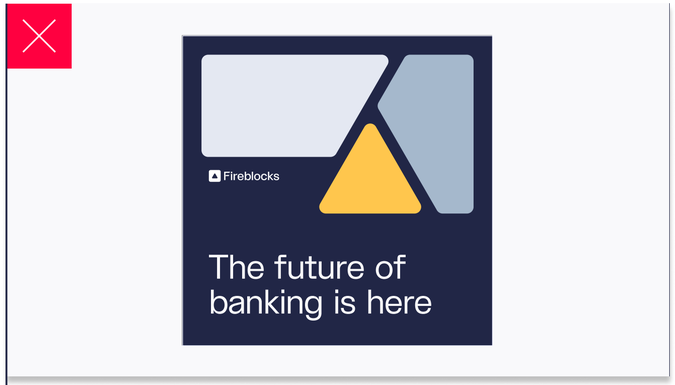


Do not use shape mosaics or dense, earthy-pattern backgrounds that distract from core content and reduce clarity.

Do not use an unreasonable number of shapes per canvas to preserve visual hierarchy and prevent clutter.



Do not use zigzag or overly intricate shapes. Stick to clean, geometric forms that align with and complement the overall layout,



On small canvases, do not construct oversized triangles from more than three smaller triangles, as it disrupts proportion

Do not use shapes that interact awkwardly or accidental negative space that breaks the visual rhythm.

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Photography

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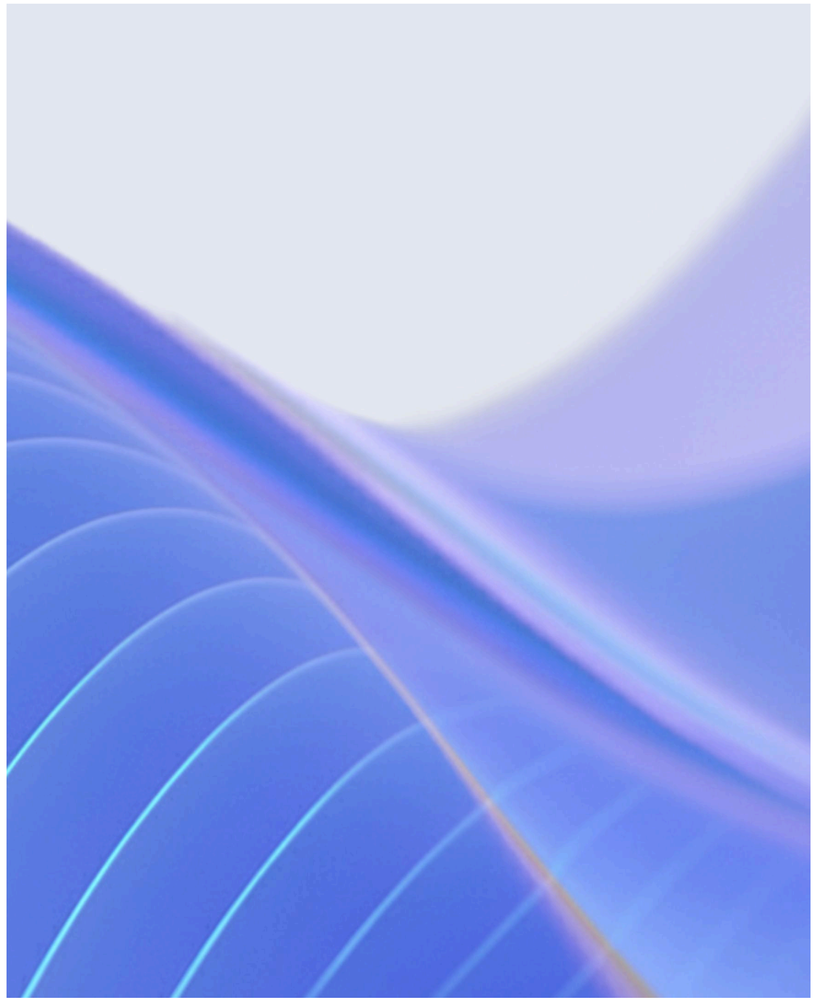
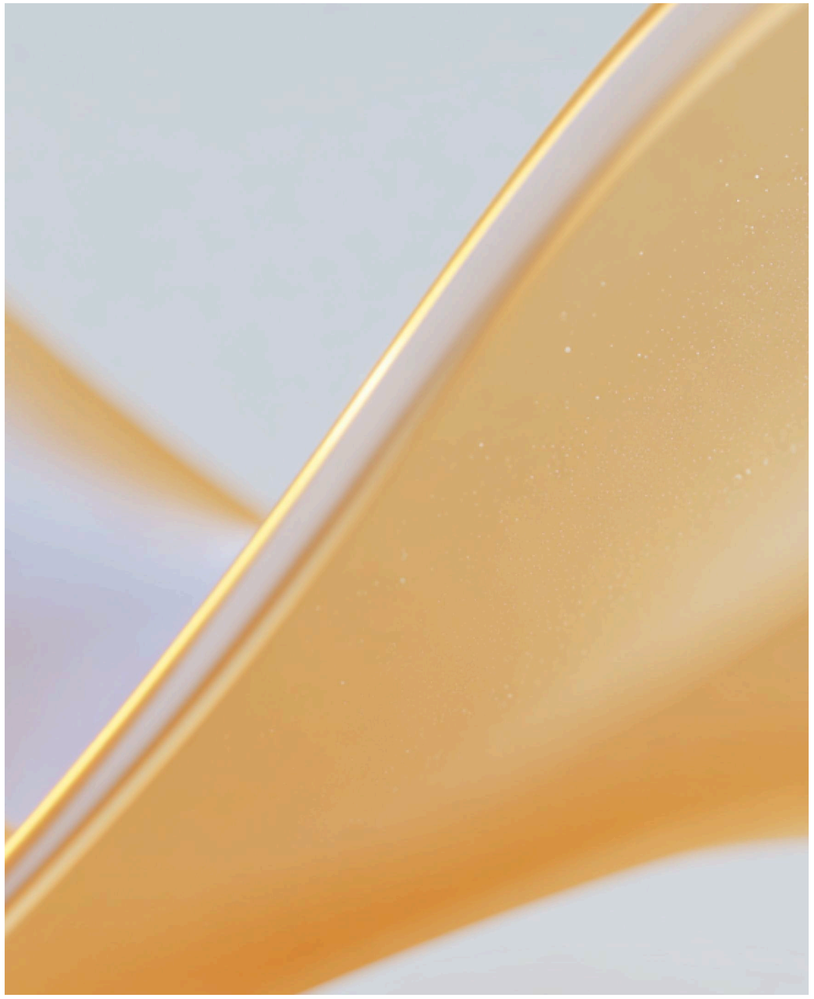
Photography Overiew

Use photography intentionally when applying to the brand

Hero Photography

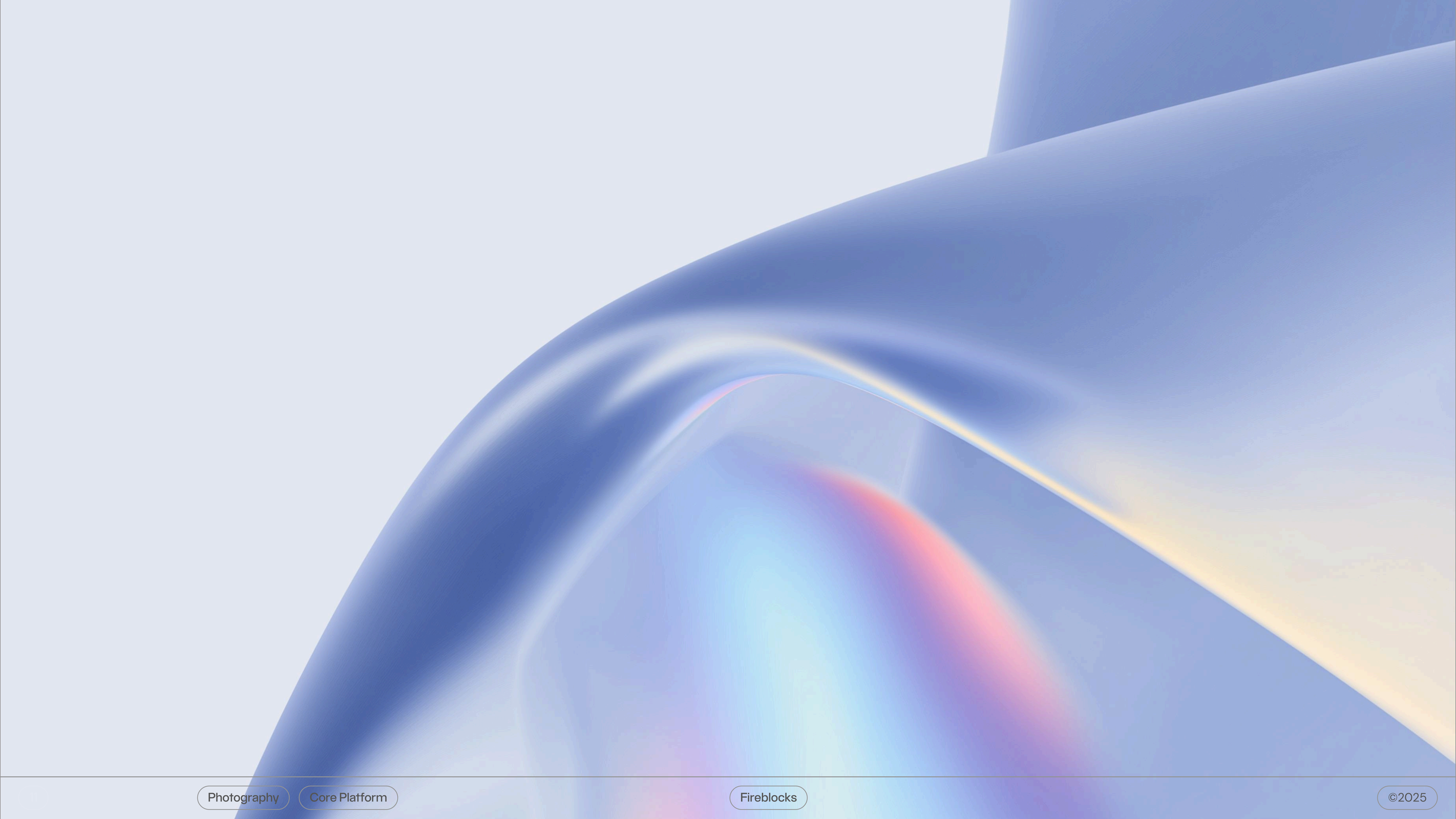


Digital Asset Infrastrucutre



Stablecoin Infrastructure

FINH ©2025



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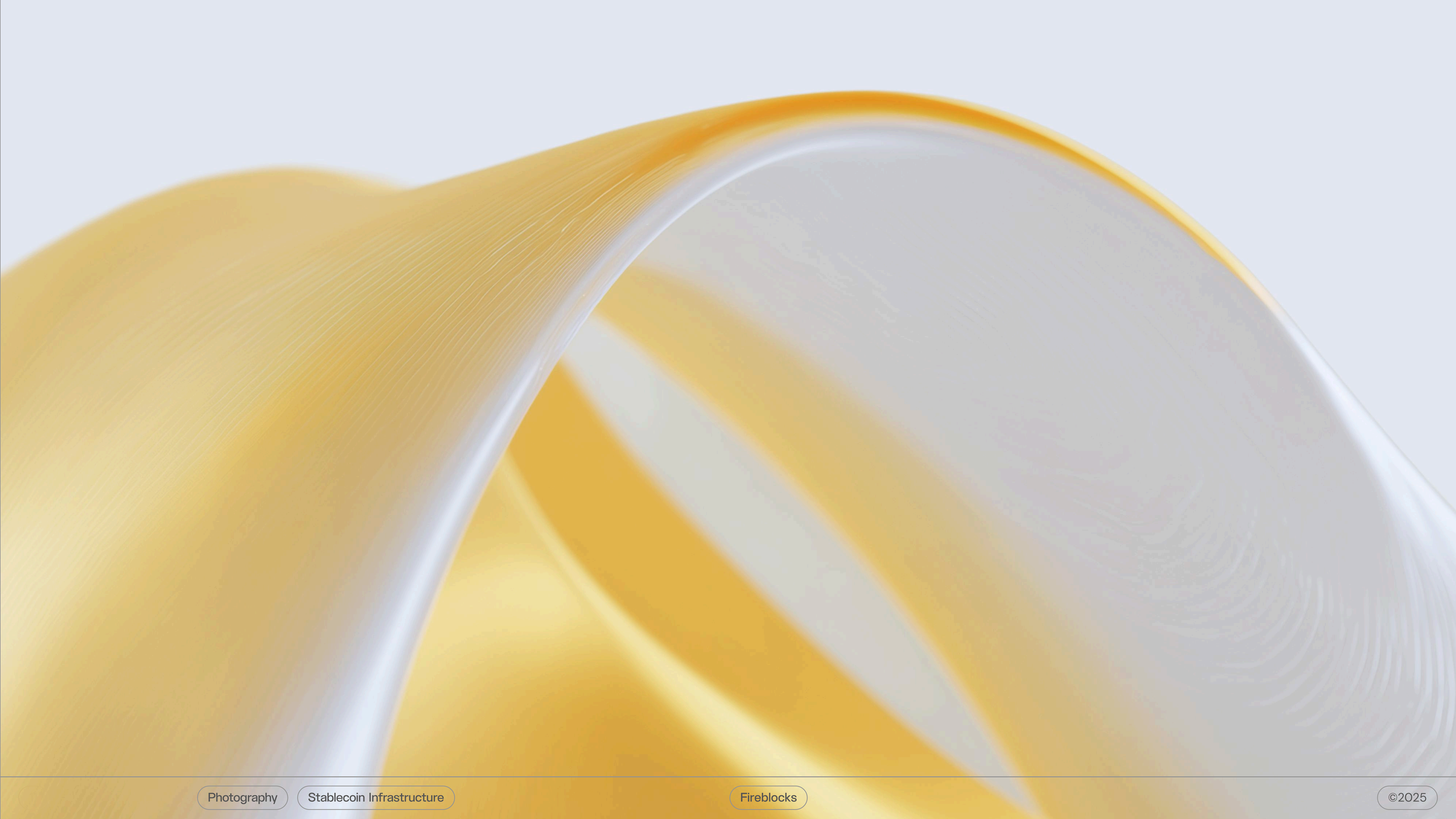

Photography

Stablecoin Infrastructure

Fireblocks

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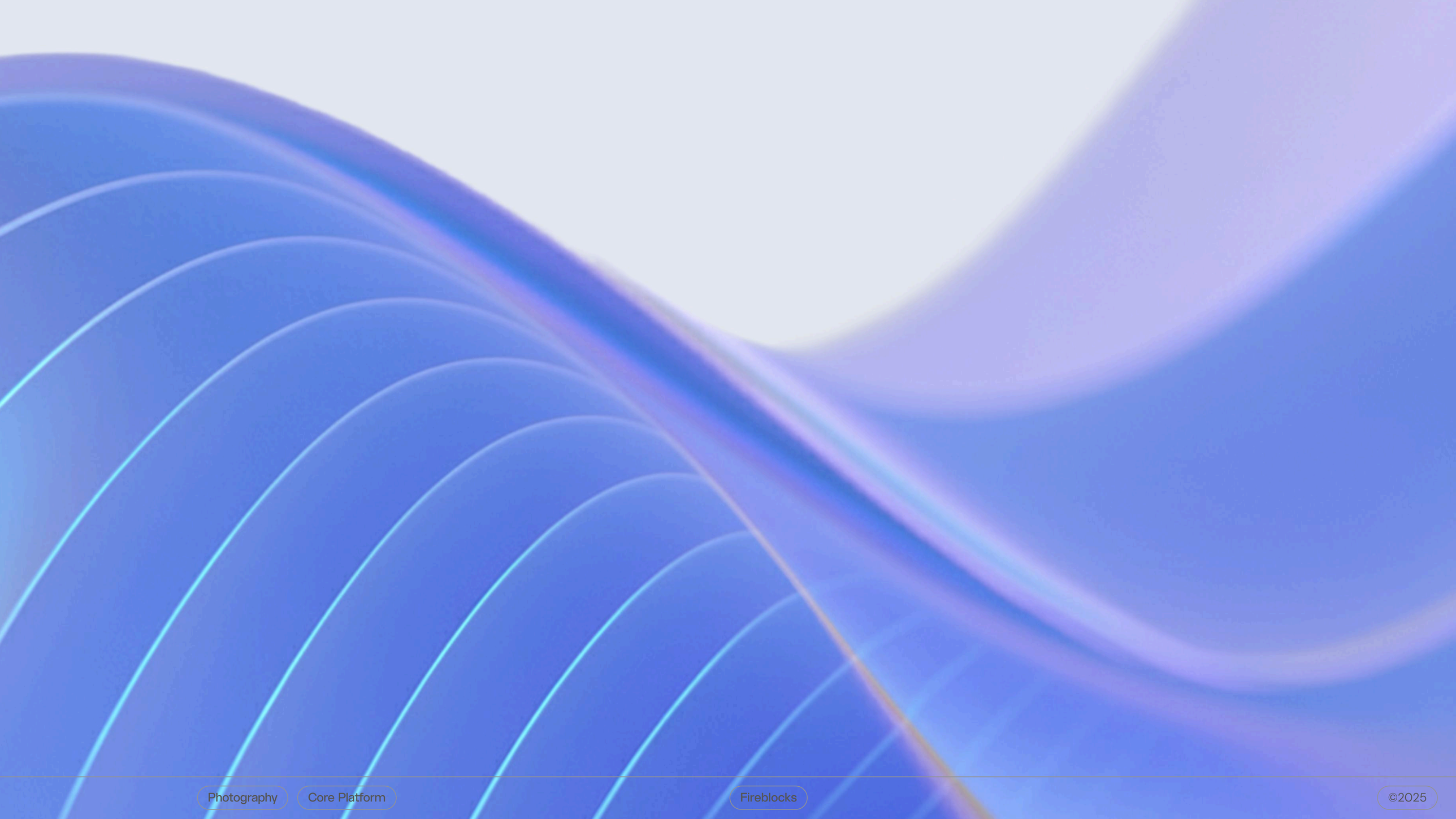

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Application of Visual Language

Photography can be used inside of shapes as a portal or entryway into the world of Fireblocks.

single image whoing the full bleed shape, with an image inside

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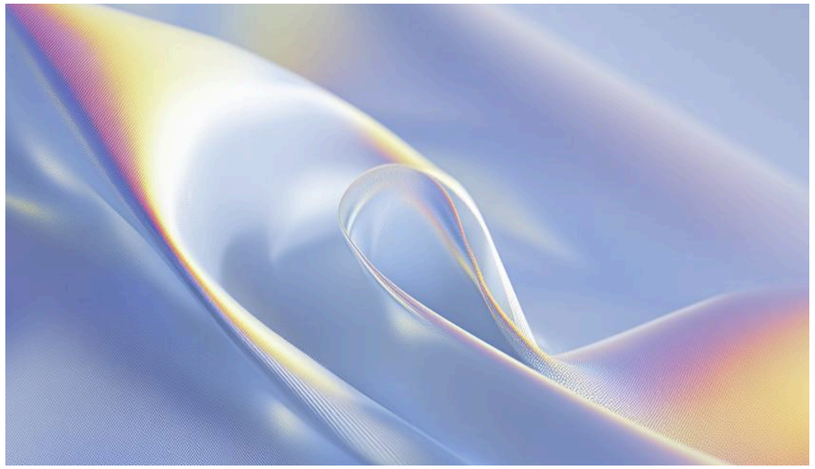
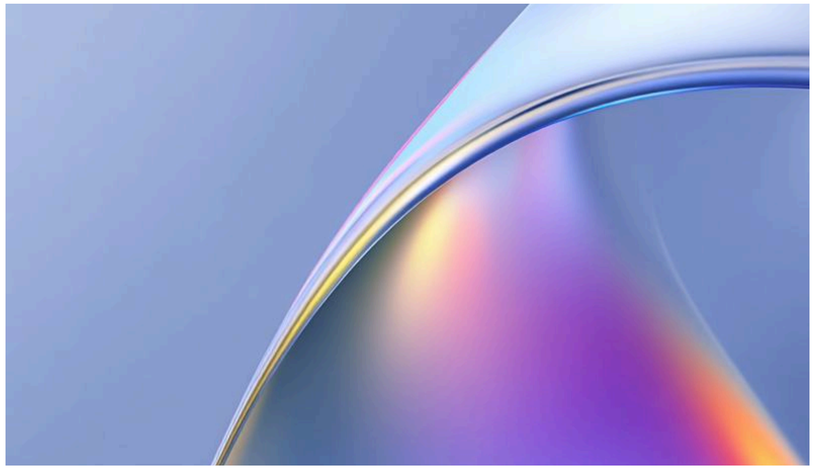
Things to avoid

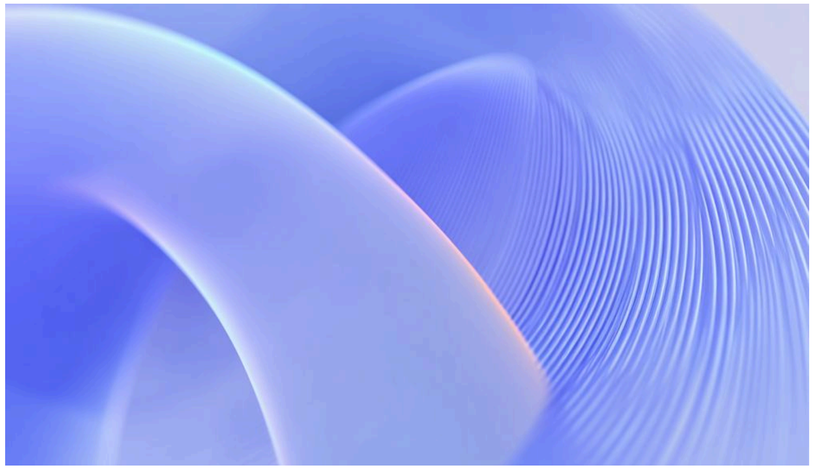
Adhere to the following rules when incorporating photos.



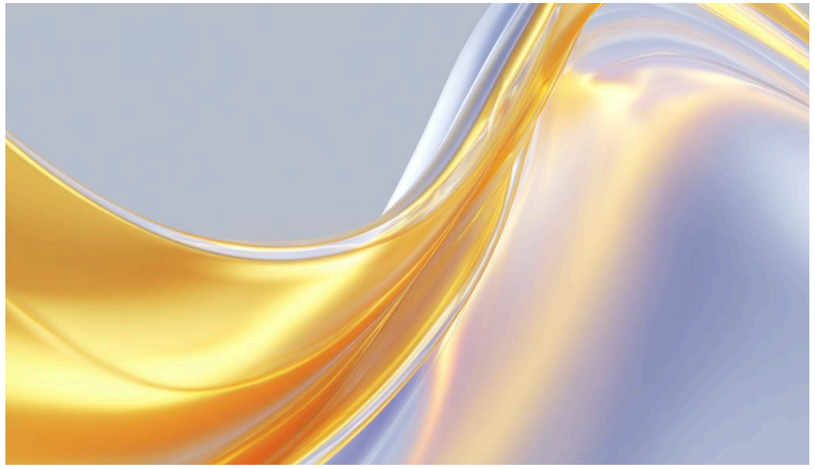
Avoid curve forms that are not smooth



Avoid using unbranded color schemes and gradients



Avoid using textures on the waves



Avoid shiny metallic material textures

Avoid forms where that are not clear and distinct

With line textures make sure they are seamless

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Icons & Illustrations

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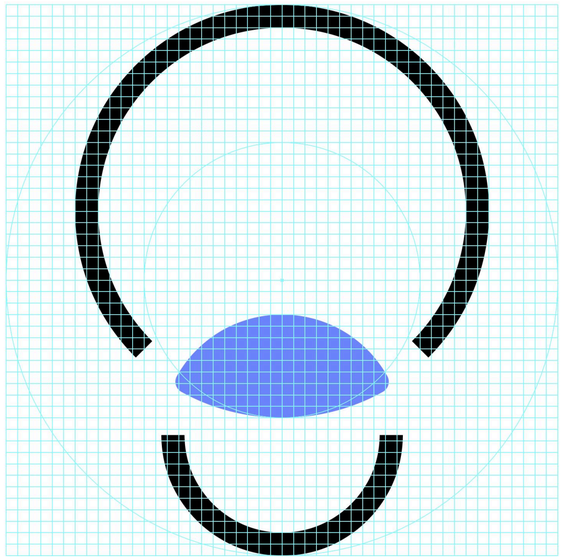
Icons

Icon set built on 48x48 px grid, with the stroke weight of 2 pt and gap distance of 3 pt. The fills use 1 pt rounding and strokes 2pt rounding where applicable. Conceptually the icons use overlay approach where fill is created at the point of two objects meeting.



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Compliance
CrossPayments
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SecureCustody
Customers
Defence
HotCold Wallet
DevTools
Education
Embedded
End-to-End
Transactions
DevTools
Fireblocks Academy
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Startups
Governance
Insurance
Key
Governance
MultySecurity
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Payment Providers
Payments
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Support
Trade
Tokenization
Tokenization
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Trends/Growth
Staking
TrustCompany
Unite
Wallet
Wallet Service
Web 3/unified
Webinars
Flexible Technology
Automated Technology
Email

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Data Visualization

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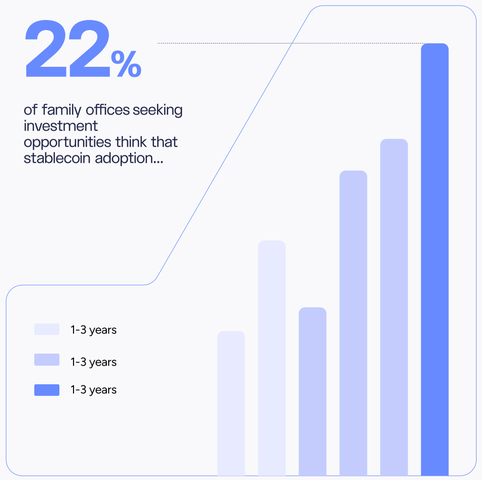
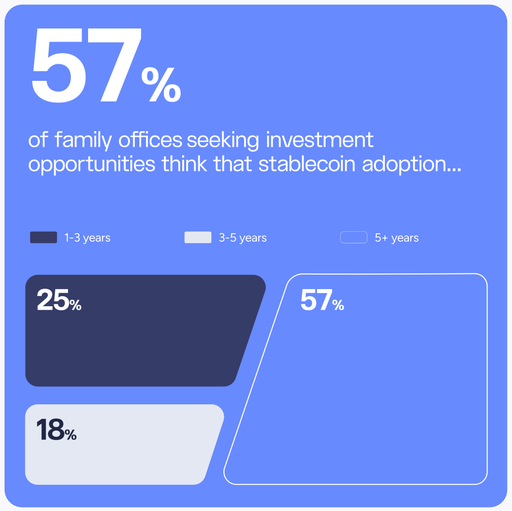
Data Visualization Overview

Our approach to data visualization is simple, modern, and firmly rooted in our brand's visual language. Each chart or graphic should feel clear, purposeful, and consistent, while drawing subtle inspiration from our core brand shapes.

Before creating a visualization, the intent behind the data must be defined, whether the goal is to tell a compelling story, highlight a single key number, or present a detailed analysis. This purpose determines which chart format should be used.





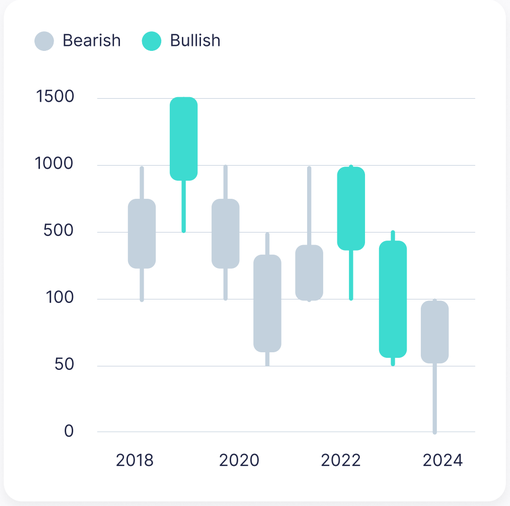


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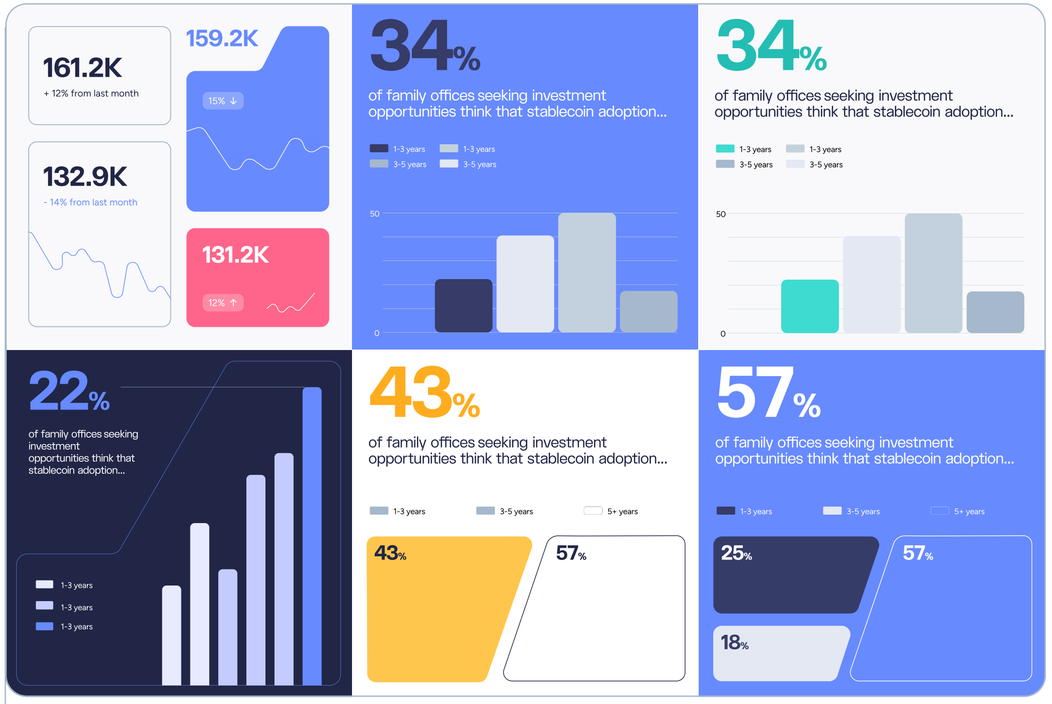
Chart Formats

We categorize our charts into two primary formats:



Narrative Data

Use this format when the objective is to make a point, emphasize a specific number, or frame the data as part of a story. *Example: "Stablecoin adoption grew by 62% this year."*
These charts should be visually expressive, integrating our grid, shapes, and bold typography. They may include accent colors from the primary palette to make the data feel alive and connected to our identity.

Analytical Data

Use this format for technical, precise, or finance-oriented data. The audience here expects clarity and rigor. This style favors widely recognized chart formats (e.g., line, bar, pie) for ease of comprehension, while still incorporating brand cues. Branded detailing should remain subtle: rounded edges inspired by our shapes, considered spacing, and chart styles that harmonize with our overall design system.

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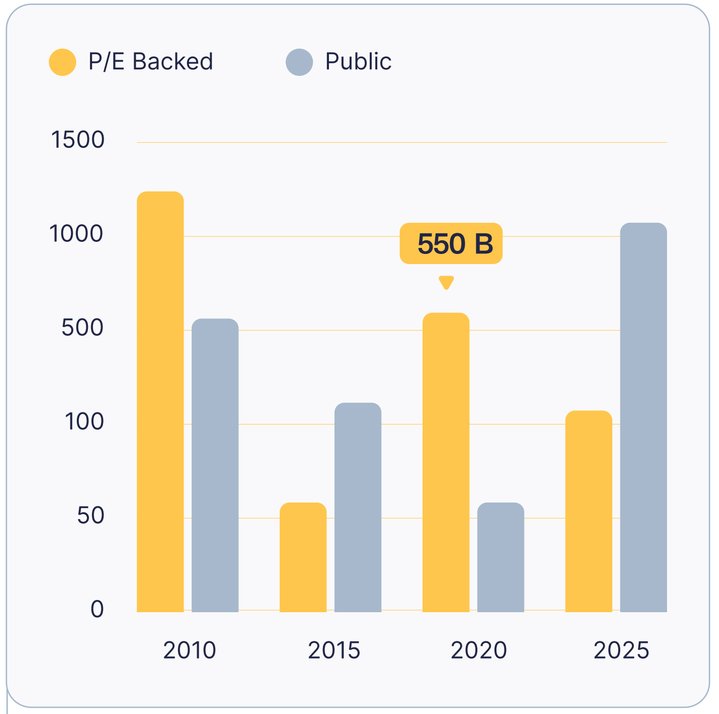
Chart Color Usage

Color application varies by chart format and intent.



Narrative Data
Primarily use our core brand palette, drawing from both the primary and extended UI palettes when needed.
Multiple accent colors may be introduced in this format to enhance visual storytelling and impact, provided they remain balanced and supportive of the brand identity.

Analytical Data
Two approved directions exist:
Employ the primary grey palette as the base, with one accent color to highlight key data points. Or apply a single accent color and its tonal range when illustrating product-related datasets (e.g. Bandwidth Blue and shades for digital asset infrastructure).

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Brand Application

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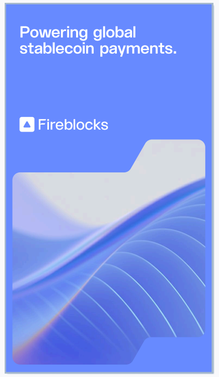
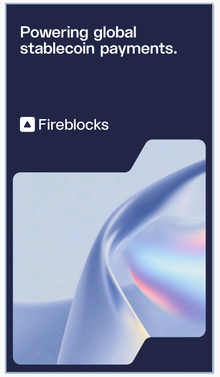
Powering global stablecoin payments.
Fireblocks


Powering global stablecoin payments.
Fireblocks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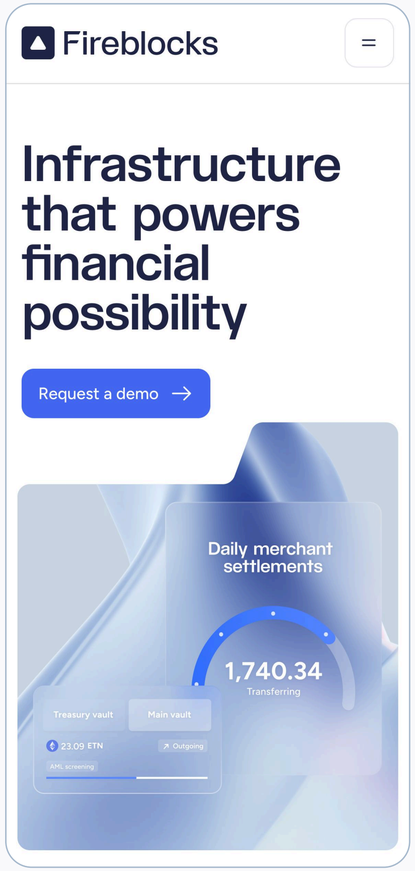
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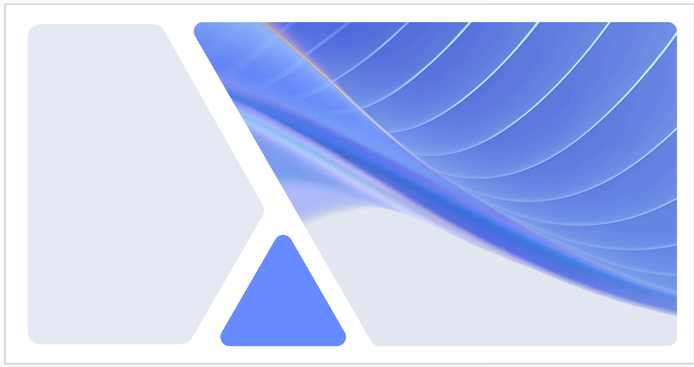
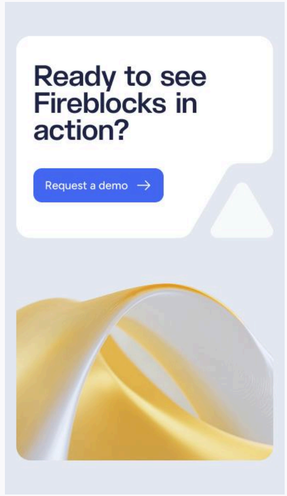
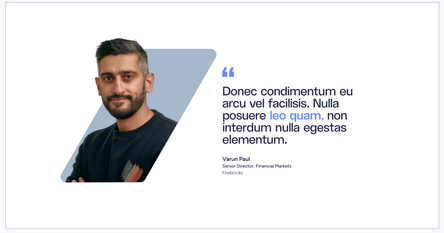
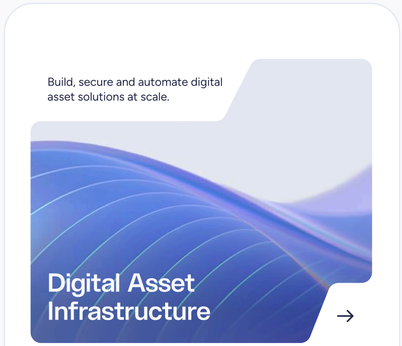
Infrastructure that powers financial possibility
Request a demo
Daily merchant settlements
1,740.34
Transferring
Treasury vault
Main vault
23.09 ETN
Outgoing
AML screening



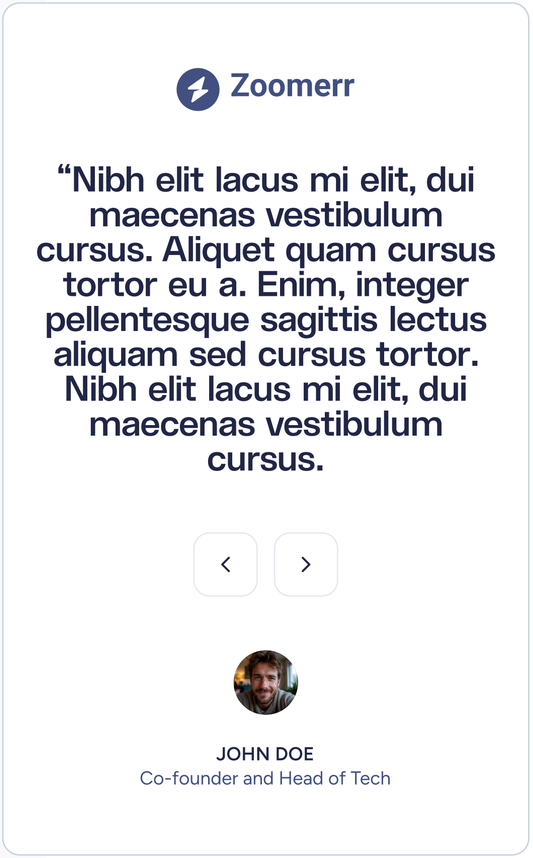

Ready to see Fireblocks in action?
Request a demo


Donec condimentum eu arcu vel facilisis. Nulla posuere leo quam, non interdum nulla egestas elementum.
Varun Paul
Senior Director, Financial Markets
Fireblocks

Fireblocks
Powering the digital asset economy.


Build, secure and automate digital asset solutions at scale.
Digital Asset Infrastructure

Powering financial possibility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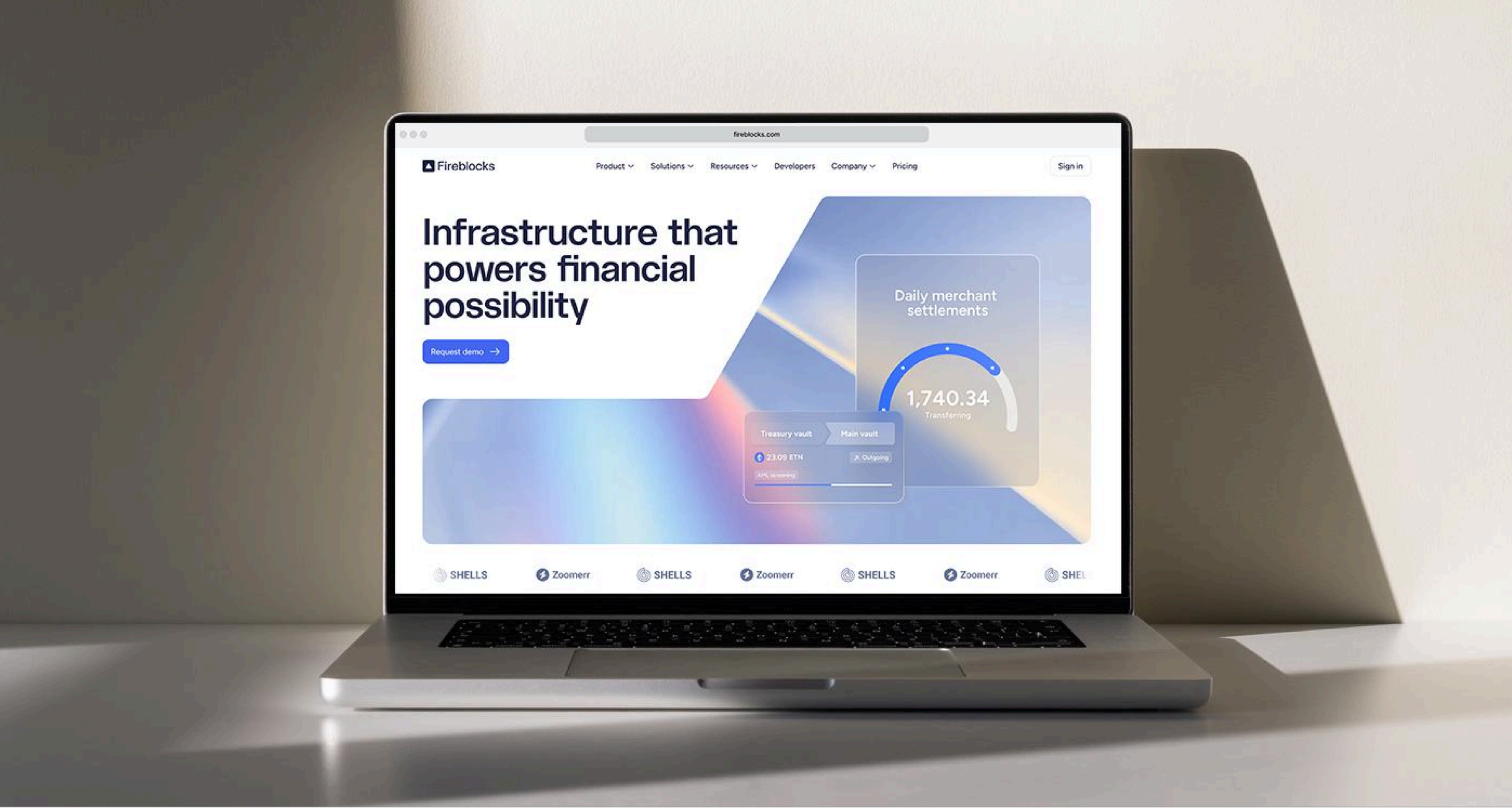
“Nibh elit lacus mi elit, dui maecenas vestibulum cursus. Aliquet quam cursus tortor eu a. Enim, integer pellentesque sagittis lectus aliquam sed cursus tortor. Nibh elit lacus mi elit, dui maecenas vestibulum cursus.
JOHN DOE
Co-founder and Head of Tech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23.09 ETN
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VAULT
$898,435.12

Transfer Volume
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Join the team building and shaping the future.

At Fireblocks, we believe the future of finance is going to be powered by blockchain technology.

Read more →

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MONEY PAYMENTS WALLET

Minna Bank Taps Fireblocks to Explore Stablecoins and Web3

Sector title

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Sector title

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Powering global stablecoin payments.

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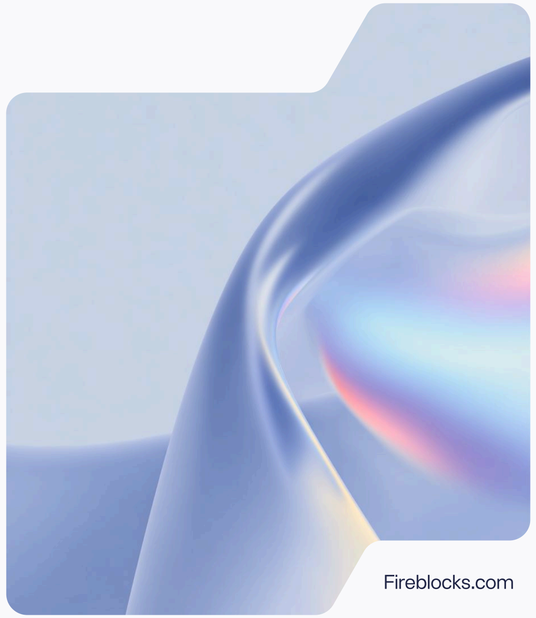

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Powering the digital asset economy.

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Brand application

Multilevel designs need to have scale in mind. If there are smaller elements they should follow the sizing and grid of the larger scope.

Powering financial
possibility

Fireblocks

Software Development

Infrastructure that powers financial possibility. Built to scale. Trusted for security,

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Thursday, May 2
7:00 - 10:00 PM

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The Truth Abou
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Senior Director,
Financial Markets

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Redot

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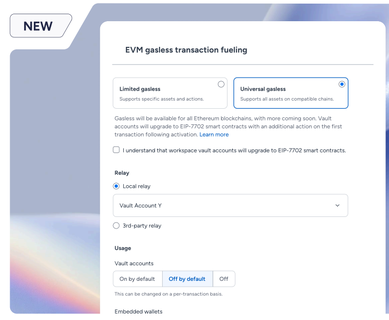
Fireblocks Rolls Out **Gas-Free Transactions on EVM Chains**

NEW



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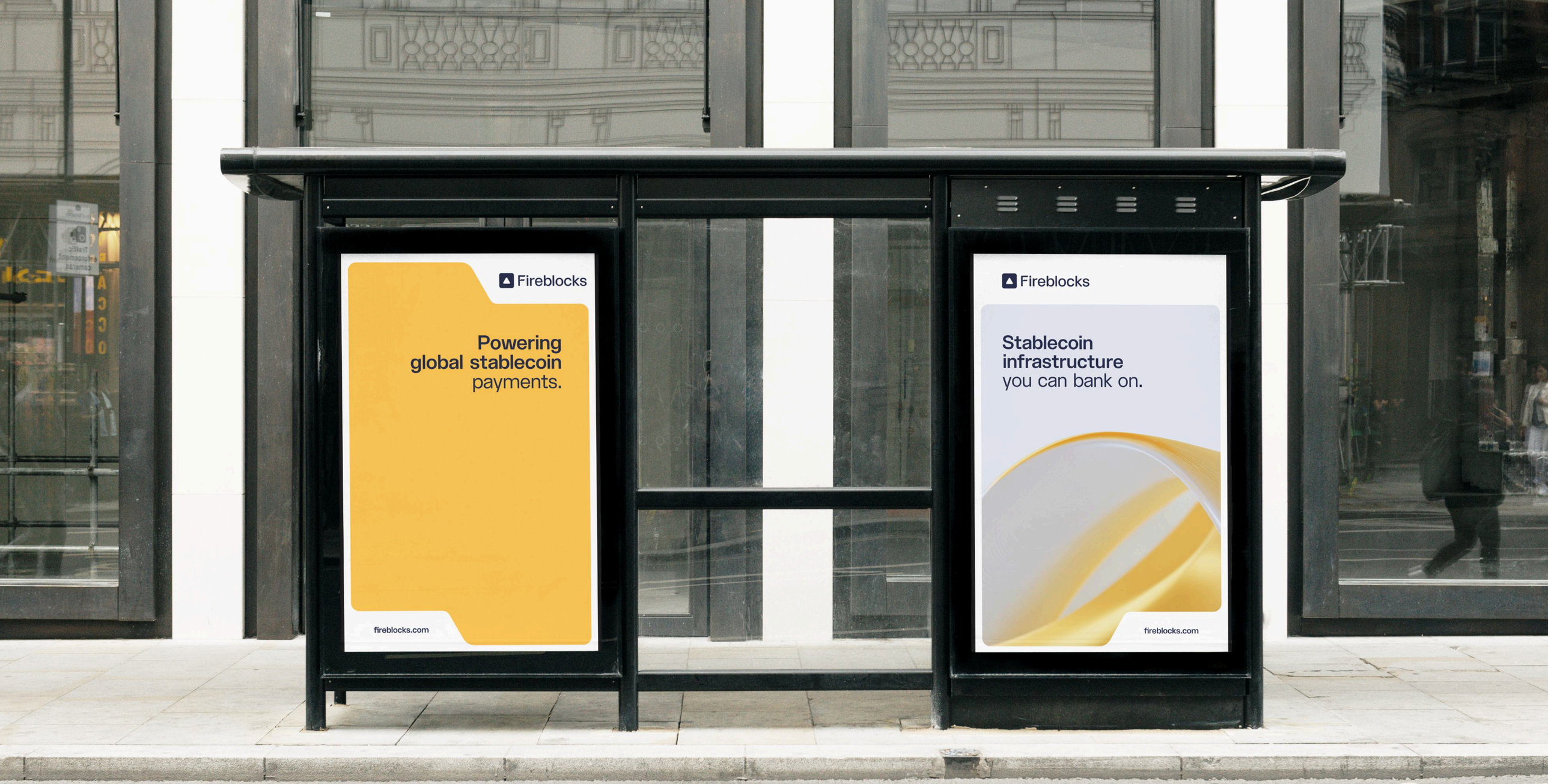
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Brand application

If it is a multipage application it is an opportunity to continue the design off the edge visually combining this design into a single concept.

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Brand application

In the case of sub-subjects - in this case stable coins - the alternative colors can be considered as main colors.

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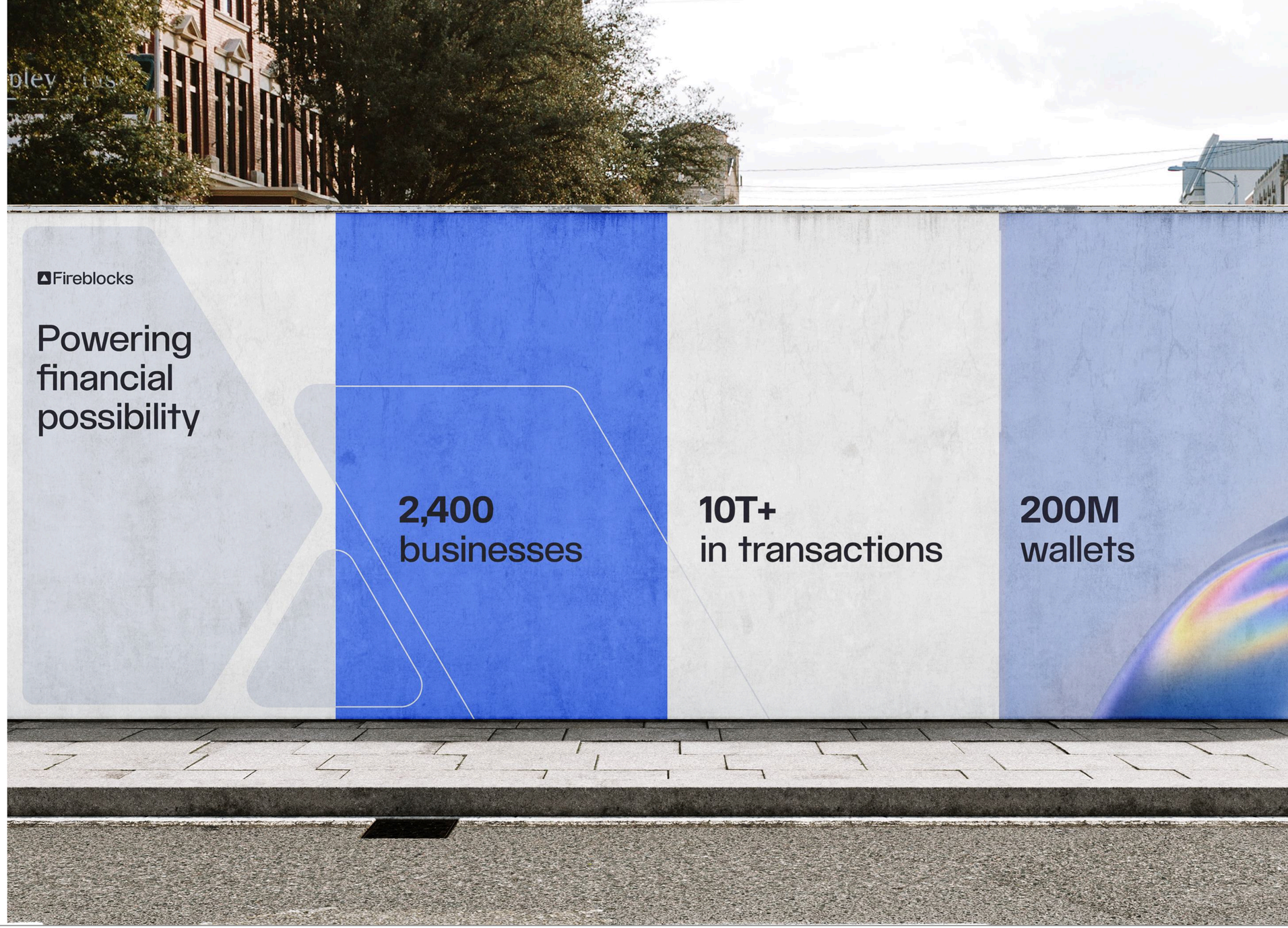
Brand application

If it is a multipage application it is an opportunity to continue the design off the edge visually combining this design into a single concept.



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Brand application

All the collateral use cases are built up on the main grid. There are applications that need to include the main secondary color but also supportive colors.

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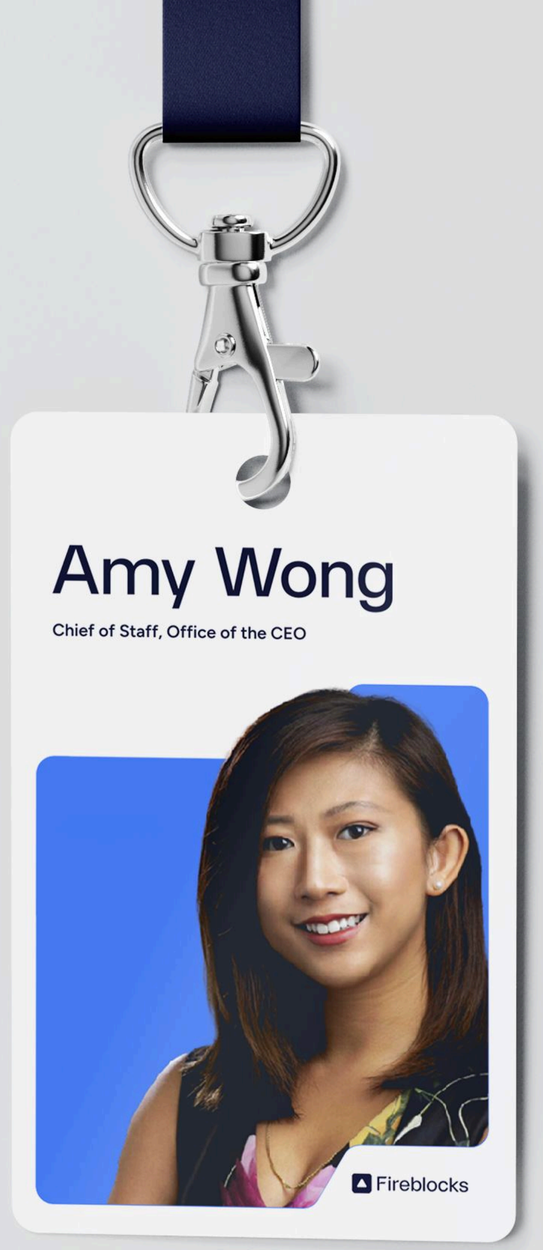

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