



TABLE OF CONTENTS

BRAND VOICE	3	COLORS	12	IMAGERY	19	COURSE SLIDES	31
WORDS WE LIKE	3	PRIMARY COLORS	12	PHOTOGRAPHY	19	COURSE TITLE SLIDES	31
WORDS WE DON'T LIKE	4	SECONDARY COLORS	13	ILLUSTRATIONS	20	SLIDE LAYOUT	32
		TERTIARY COLORS	14	TEXTURE OVERLAY	21	SLIDE IMAGES	33
LOGOS	5	GRADIENTS	15	WATERMARK	22	SECTION TITLE SLIDES	34
HORIZONTAL LOGO, ONE LINE	5			ICONS	23		
HORIZONTAL LOGO, TWO LINES	6	TYPOGRAPHY	16			BRANDED ITEMS	35
VERTICAL LOGO	7	DISPLAY TYPE	16	WEBSITE	24	LETTERHEAD	35
LOGOGRAPH	8	PULL QUOTES AND SPECIAL BODY COPY	17	MARGINS	24		
MINIMUM CLEARANCE	9			BUTTONS	25		
INCORRECT USAGE	10	BODY COPY	18	IMAGE SIZING	26		
THE BLOCKCHAIN INSTITUTE LOGO	11			CALLOUT BOXES	27		
				IMAGE WITH CAPTIONS	28		
				PULL QUOTES	29		
				COURSE TYPOGRAPHY	30		

Learning

Educational

Community

Expert

Beneficial

Unbiased

Understandable

Approachable

Comprehensive

Helpful

Trustworthy

Clean

Modern

Progress

Growth

Opportunity

Unity

Free

WORDS WE LIKE

When the We Teach Blockchain brand is implemented, it should evoke a specific idea in the mind of the public about who we are, what we do, and how we do it. Listed to left are some words that describe the feeling that should be associated with our brand.

Exclusive

Nerdy

Esoteric

Niche

Complicated

Confusing

Trendy

Aloof

Elite

Political

Messy

Biased

Unorganized

Cheap

WORDS WE *DON'T* LIKE

There are also things we don't want people associating with our brand. Here are a few of them.



HORIZONTAL LOGO, ONE LINE

This is the main We Teach Blockchain logo in the three permitted color schemes: full color, black, and white. Always default to the full color logo when on light or white single-color backgrounds. In all other cases, use the version that is most legible.



**we teach
blockchain**



**we teach
blockchain**



**we teach
blockchain**

HORIZONTAL LOGO, TWO LINES

Sometimes, a project's dimensions or legibility requirements may necessitate the use of this version of our logo that has the brand name split on two lines.



**we teach
blockchain**



**we teach
blockchain**



**we teach
blockchain**

VERTICAL LOGO

Sometimes, a project's dimensions or legibility requirements may necessitate the use of this vertical version of our logo.



LOGOGRAPH

This is our logograph. It is the iconographic section of the full logo, and may be used independent of the full logo when required.

The logograph may also be manipulated or stylized to be used as part of a brand-approved illustration.



MINIMUM CLEARANCE

Our logo, no matter the version, requires a consistent amount of clearance space when implemented. This space is equivalent to a space around the logo the proportional height and width of the "o" in the logo.



Do NOT stretch or distort the logo.



Do NOT use the full color logo over a color photo.

INCORRECT USAGE

Here are some examples of incorrect usage of the WTB logo, though they are by no means the only instances of incorrect usage. In general, do not alter the logo from the permitted forms described in this style guide.



we teach blockchain

The text "we teach blockchain" is shown without the icon. A thick red diagonal line is drawn over the text to indicate it is incorrect.

Do NOT use the text without the logograph.

The logo has a drop shadow effect. A thick red diagonal line is drawn over the logo to indicate it is incorrect.

Do NOT add effects to the logo.

The logo is tilted. A thick red diagonal line is drawn over the logo to indicate it is incorrect.

Do NOT tilt the logo.

The logo colors are changed to orange and red. A thick red diagonal line is drawn over the logo to indicate it is incorrect.

Do NOT change the colors of the logo.

BLOCKCHAIN
INSTITUTE



BLOCKCHAIN
INSTITUTE 



THE BLOCKCHAIN INSTITUTE LOGO

Our official 501(c)3 name is The Blockchain Institute. This branding will still be used from time to time, though the only marked difference between it and the current WTB standard is the logo. The colors and fonts used should remain the same.

**MID TEAL**

RGB 11/155/164

CMYK 89/14/37/0

HEX 0B9BA4

**WHITE**

RGB 255/255/255

CMYK 0/0/0/0

HEX FFFFFFFF

**DARK BLUE**

RGB 0/52/73

CMYK 98/72/48/44

HEX 003449

**BLACK**

RGB 0/0/0

CMYK 100/100/100/100

HEX 000000

**PURPLE**

RGB 163/0/113

CMYK 38/100/23/4

HEX A30071

PRIMARY COLORS

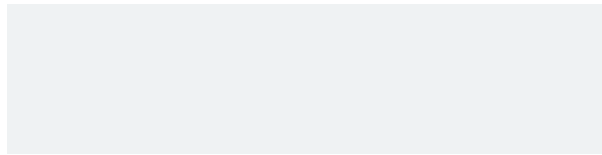
These are our main brand colors. In general, any large and/or oft-repeated use of color should use the hues listed here.

**DARK GREY**

RGB 43/43/43

CMYK 70/64/63/65

HEX 2B2B2B

**LIGHT GREY**

RGB 239/239/239

CMYK 5/3/3/0

HEX EFEFEF

**MID GREY**

RGB 132/132/132

CMYK 51/42/42/6

HEX 848484

**DARK PINK**

RGB 237/7/68

CMYK 0/100/71/0

HEX ED0744

SECONDARY COLORS

Our secondary colors should be used to complement the primary colors, or in cases where the primary colors may not be optimal.

**GREEN**

RGB 15/165/76

CMYK 83/7/99/0

HEX 0FA54C

**YELLOW**

RGB 255/188/0

CMYK 0/28/100/0

HEX FFBC00

**MID BLUE**

RGB 0/100/140

CMYK 93/57/27/6

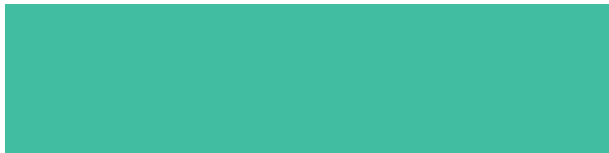
HEX 00648C

**ORANGE**

RGB 252/63/13

CMYK 0/89/100/0

HEX FC3F0D

**LIGHT TEAL**

RGB 5/211/171

CMYK 66/0/47/0

HEX 05D3AB

TERTIARY COLORS

These tertiary colors should be used as accent colors, or as part of the gradients used in our images.

MID TEAL**MID BLUE****OTHER GRADIENTS****GRADIENTS WITH TRANSPARENCY**

When creating custom illustrations, sometimes a more subtle color variety is required. In these instances, Gradients may be layered on top of each other with the blending mode/transparency set to “Multiply”, “Color Dodge”, or “Overlay” (with appropriate transparency) in the Adobe Creative Suite.



Gradients may transition from fully opaque to fully transparent as well in custom illustrations.

GRADIENTS

From vector illustrations to layout shapes, our brand makes frequent use of two-color gradients (with infrequent use of three-color gradients). Below, you will find examples of acceptable gradient usage.

KANIT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnopqrstuvwxyz
mnopqrstuvwxyz12345
67890?!.**

KANIT REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
qrstuvwxyz1234567890?!.**

DISPLAY TYPE

For all uses of display type, employ Kanit Bold. Kanit Bold is a strong, stocky font that properly anchors headings and subheadings on the page and maintains their place in a design's hierarchy. Other weights of Kanit may be used, but Bold should always be the first weight considered.

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!.

PULL QUOTES AND SPECIAL BODY COPY

Open Sans Light should be used for pull quotes, special body copy and other large, yet secondary blocks of type. This font is elegant but professional and draws the eye to the important information it contains without dominating a design. Other weights of Open Sans may be used when necessary.

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!.

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!.

BODY COPY

For paragraph text, we use Roboto Light. A commonly-used font on the web, Roboto imbues the content with trust and consistency. For web and mobile usage, Roboto Regular can be substituted, and other weights may be considered when the design requires it.



PHOTOS WITH PEOPLE

When photos have people in them, make sure they are happy, focused people dressed casually. Always keep diversity in mind.

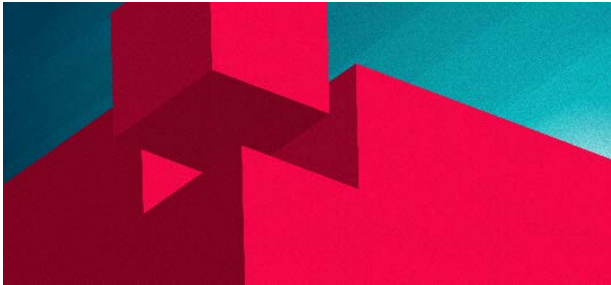


PHOTOS WITHOUT PEOPLE

Photos without people should express a sense of community and/or focus on the We Teach Blockchain/Blockchain Institute brand, unless they are photos related to the topic being discussed.

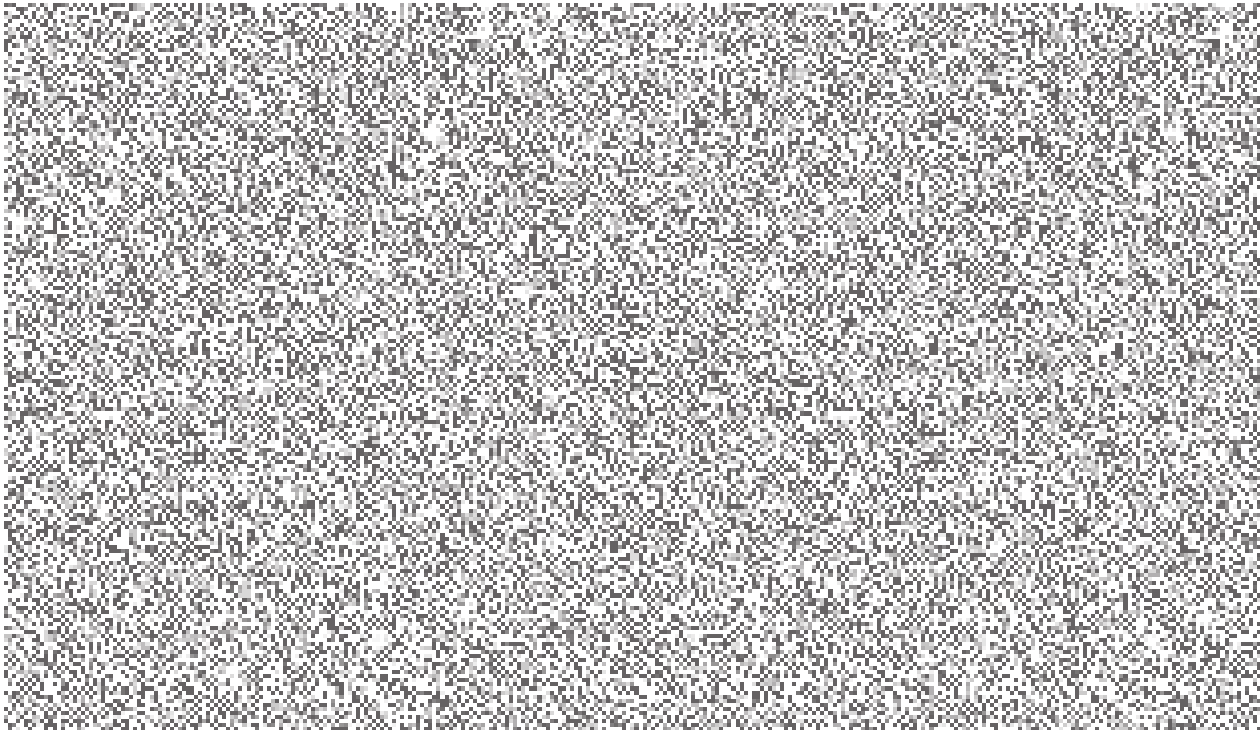
PHOTOGRAPHY

Always stick to photos with standard “realistic” contrast, brightness and saturation. Custom photography with only basic touchups/editing is always preferred.



ILLUSTRATIONS

The house illustration style of We Teach Blockchain centers around colorful vector images. Whenever possible, avoid using people in the illustrations. Instead, opt for simplified iconography and gradients. Use outlines/ strokes as seldom as possible.



TEXTURE OVERLAY

The vector illustrations should always have “ImageTexture-01.png” as an overlay. This should be placed on top of all illustrative elements, set to the “Overlay” blend style, and reduced to a low opacity (whichever fits best with the colors to create a similar look to all other brand illustrations).



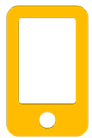
WATERMARK

All in-house images used in the body of courses, FAQs, blog posts, etc must have our watermark: our logo in white on a semi-transparent bar of Dark Blue in the lower left-hand corner.



ICONS

All icons should come from the Font Awesome set (fontawesome.com) or be designed in a similar fashion.



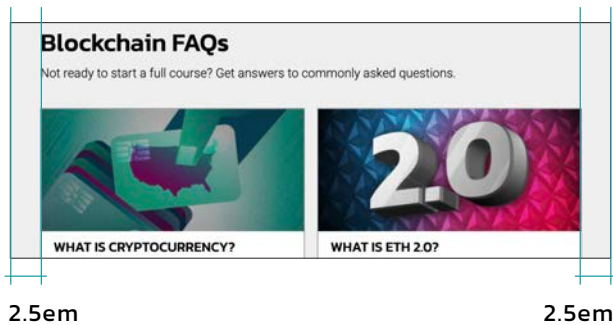
DESKTOP



MARGINS

The margins on our website should be consistent on every page, but there are differences at multiple resolutions, as seen to the left.

TABLET



MOBILE





HOVER STATE

BUTTONS

Buttons should be comprised of text, set in Kanit Bold, which compels the user to click, on top of a background of our brand Dark Blue and with appropriate padding. On darker backgrounds, the colors of the text and the background should be switched. The hover state - white text on a Mid Teal background - is seen here as well

HEADER IMAGE





TILE IMAGE



IMAGE SIZING

Website header images should be exported using the "Save For Web" feature, making sure their file size is as low as possible without sacrificing clarity. Page header images should be 2169px by 808px. **The images use on tiles (faqs, courses, events, downloads, etc) must always be 2169px by 1005px.** Other images can take any resolution, but should always be a minimum width of 2169px.

**HASHING**
Creating a unique identifier for a specific piece of data.**NOTE:** plain text body of the note.**TITLE**
html formatted string for the body of the callout**THE TITLE OF THE EXAMPLE**

```
alex@ubuntu: ~/ $ A list of commands  
alex@ubuntu: ~/ $ separated by commas  
alex@ubuntu: ~/ $ and including a
```

**THE TITLE OF THE SNIPPET**

```
1 Lines of code  
2 for(as many as you need) {  
3 indented with spaces  
4 }
```

DEFINITIONS**NOTES****CALLOUTS****TERMINAL****CODE SNIPPETS****CALLOUT BOXES**

Whether it is to call out important text, show an example of proper code or give a definition, the basic format of our “callout boxes” is the same. On the left, there will be a single column consisting of the icon (in white) denoting the type of callout at hand. The appropriate copy goes in the right hand section of the box. Titles are set in Kanit Bold, with the body copy in Roboto Regular. To the left, you can find the name/usage of each type.



THE TOKEN LIFECYCLE

1. Tokens are distributed as rewards when a new block is mined. 2. ...

IMAGES WITH CAPTIONS

When an image requires a caption, the caption will be in a dark grey box underneath the image, with a small margin between the two objects.

“

*03/Jan/2009 Chancellor on brink of second
bailout for banks.*

The Times

”

PULLQUOTES

Pullquotes consist of three parts: the quote, the quote marks, and the attribution. The quote is set in Open Sans Italic. The quote marks should be a Mid Grey Arial. The attribution is Roboto, in a Mid Teal.

THE CREATION OF BITCOIN COMBINED SEVERAL
THAT OTHER DIGITAL CURRENCIES WERE NOT A

The first paragraph of any lesson page should be set in Kanit Regular in the brand Mid-Blue.

ALTERNATIVES TO CENTRALIZATION

Depending on the degree of centralization which is acceptable, it is possible to find a ground for decentralized solutions, but commonly come at the cost of ne

Headers are uppercase Kanit Bold in black.

Social

Also known as Social Engineering. These vulnerabilities are characterized by being human. This is less about technology and more about humans. If you've ever given your prey to social vulnerability.

Subheaders are lettercase Kanit Bold in Mid-Grey.

COURSE TYPOGRAPHY

There are a few important specific uses of typography in the courses themselves. Here are a few of them.



Title black in Kanit Bold

Logo in upper right

Defining Bitcoin



- Cryptocurrency
 - Digital currency that is created and secured through a "mining process" that uses cryptograph. "Small b" bitcoin is the unit of account for the Bitcoin network
- Blockchain
 - Technological backbone that allows cryptocurrencies to function. The "Big B" Bitcoin network is an example of blockchain technology in action
- "b"itcoin vs "B"itcoin
 - "b"itcoin, the cryptocurrency token changes ownership on the "B"itcoin network—which uses blockchain technology

Copy in black or mid-grey Roboto

SLIDE LAYOUT

The set-up for slide creation can be duplicated from any existing slide for specificity of layout and spacing, but the general rules are seen here.

Decentralized



SLIDE IMAGES

Images can be full-width or half-page, but they should always contain our watermark.

Bitcoin Issuance Schedule



- Difficulty Adjustment
 - Maintains block production around 10 minutes
 - Adjusts every 2048 blocks (approximately 2 weeks)
- Reward Halving
 - Original rewards was 50 BTC
 - Has halved three times
 - Current reward is 6.25 BTC
 - Reward is reduced every 210,000 blocks (approximately 4 years)





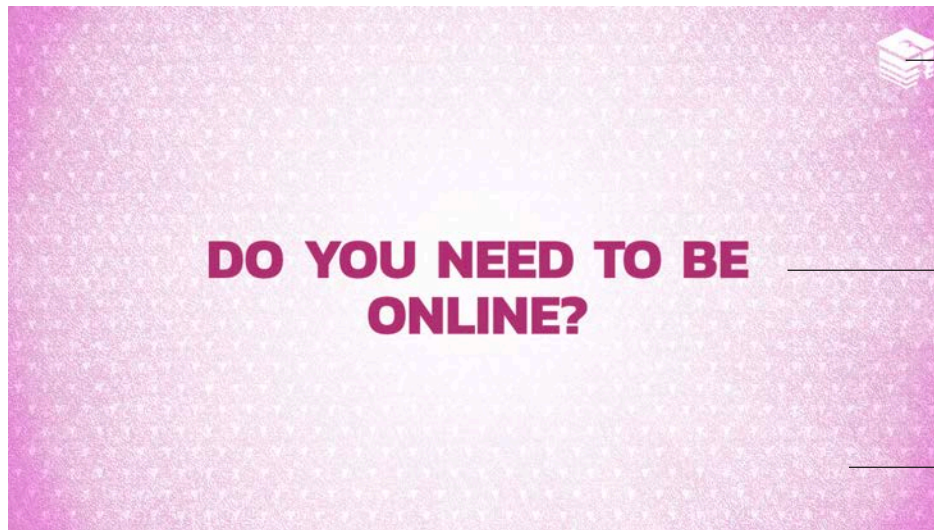
White logograph in upper right



Copy set in white Kanit Bold, Uppercase, Centered



Blue background image



White logograph in upper right



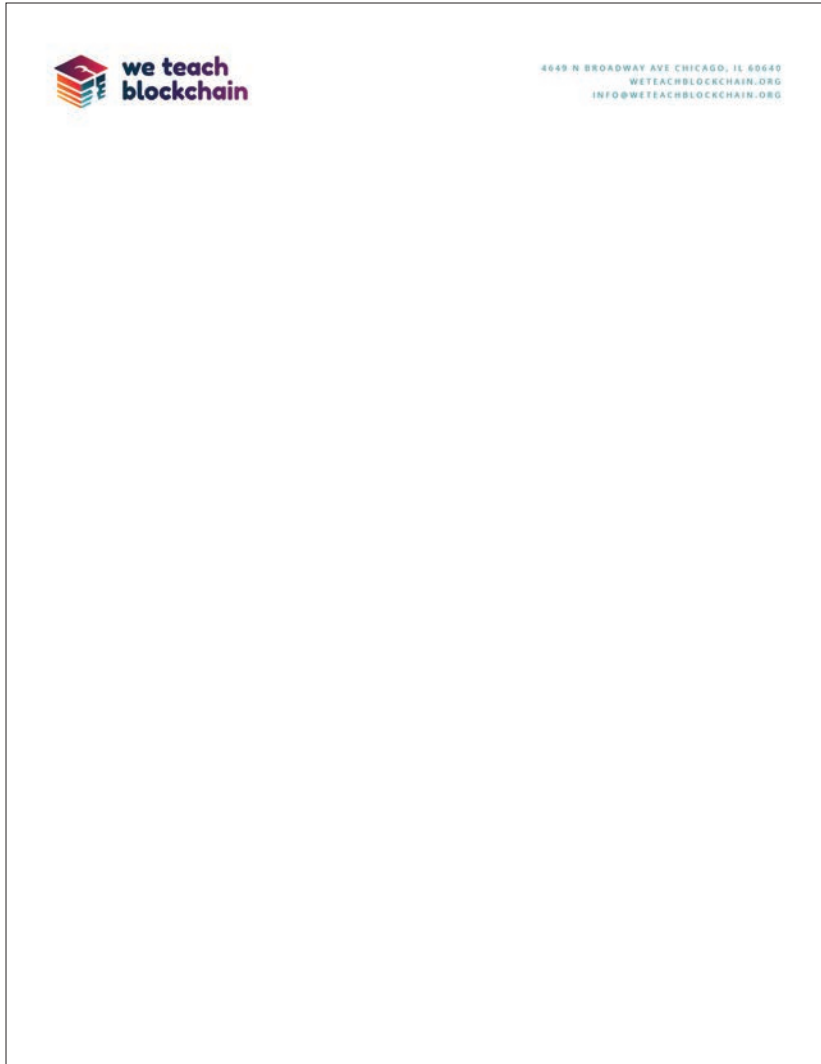
Copy set in Purple Kanit Bold, Uppercase, Centered



Light purple background image

SECTION TITLE SLIDES

There are two types of title slides we use. The first is the Section Title Slide, and the second is a more open-ended Question Slide. The specifics of each can be seen below.



LETTERHEAD

The standard Blockchain Institute letterhead consists of a header with the two-line logo, our mailing address, and the info@theblockchaininstitute.org email address. This letterhead is to be used for all official communication.