



Reduce Risk.
Increase Efficiency.
Be Sustainable.™

Blanco Corporate Brand Guidelines

For approvals and more information,
please contact brand@blancco.com.

Introduction

The Blancco Brand Guidelines are designed to help everyone communicate our brand with clarity, consistency, and confidence. These guidelines provide the framework for presenting Blancco’s identity across every touchpoint—whether in print, digital, or environmental applications.

By following these standards, you help reinforce the trust, innovation, and professionalism that define Blancco Technology Group around the world. From our logo and colour palette to typography, iconography, and product branding, every element has been thoughtfully developed to support a strong and unified brand.

Please refer to this document whenever you create, adapt, or share Blancco materials. If you have any questions or need further guidance, contact brand@blancco.com.

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Blancco brand logos

The Blancco logo is a core element of our brand identity, symbolizing our commitment to data security, trust, and innovation. These guidelines outline the correct usage of the Blancco brand logo and its variants to ensure clarity and consistency across all communications.

We offer several versions of the logo to suit different applications, including our primary brand logo, logo with tagline lockups, and the corporate logo. Each tagline version is available in horizontal and vertical orientations, providing flexibility while maintaining brand integrity.

When to use each lockup:

Horizontal lockup: Use this version whenever possible, as it is the preferred format for most layouts and provides optimal legibility.

Vertical lockup: Use the vertical version in narrow or stacked spaces, such as social media images, tall banners, or situations where the horizontal format does not fit comfortably.

Please use only approved logo files. If you have any questions about logo usage or need a specific file type, please contact brand@blancco.com.

Corporate logo



Brand logo



Brand logo + lockup

•..... Vertical lockup•



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•..... Horizontal lockup•

Brand architecture

Blancco Technology Group is our “official” name, used for all Investor Relations, Financial, and Market-related materials, as well as for corporate identity.

The simplified “Blancco” brand is used for external content—such as sales, marketing, and product-related materials—ensuring a single, unified brand name across all products.

In product names, use Aktiv Grotesk Bold for the element being affected by the software (for example, “File” or “Drive”) and Aktiv Grotesk Light for the action performed (such as “Eraser” or “Verifier”). This typographic distinction reinforces clarity and establishes a clear hierarchy.

Product names, where suitable, should have this specific typographic treatment, and the Blancco logo should always be visible somewhere on the asset—whether or not it sits directly alongside the product name.



Overarching brand for ‘official’
use in IR/PR activities



Brand for external use in
marketing, sales & products

Product branding examples



Drive Eraser



File Eraser



Drive Verifier



**Removable
Media** Eraser

Clear space and minimum size

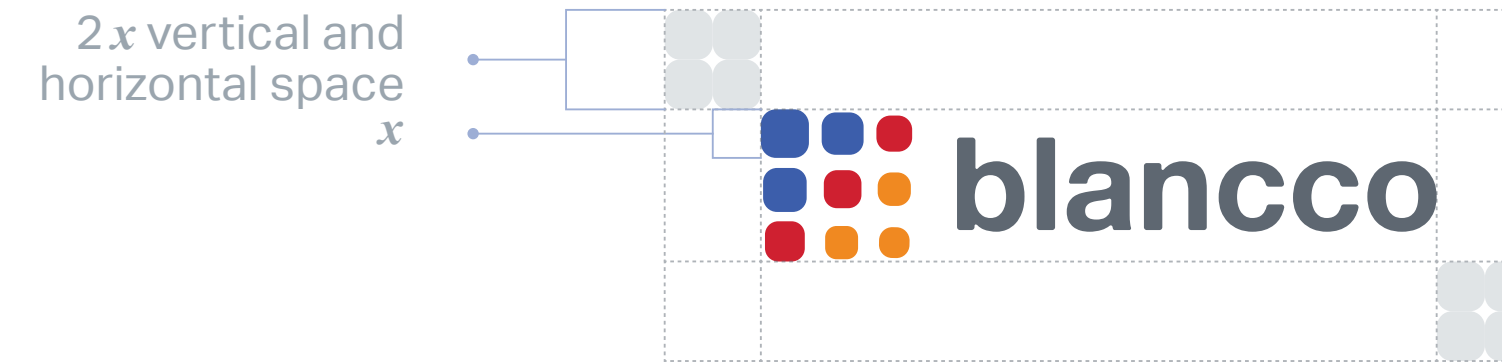
To protect the integrity of the Blancco logo, always maintain sufficient clear space around it. Avoid placing text, images, or graphic elements too close to the logo, and ensure it never sits too near the edge of your layout.

The minimum required clear space is equal to twice the height of the largest radius square in the logo mark. When possible, allow for even more space to maximize impact.

For optimal visibility and brand consistency, do not scale the logo below the recommended minimum sizes for print and digital use. The required clear space is already built into our logo files for your convenience. Please note that clear space and minimum size guidelines apply to the main footprint of the logo, excluding any registered trademark symbols.

Note: Logo sizes shown here are for reference only and may not be shown at actual size.

Minimum clearspace



Minimum size (width)

			
0.875in Print 80px Web	1.25in Print 110px Web	1.25in Print 110px Web	2.86in Print 210px Web

Brand logo color variants

To maintain brand consistency and ensure legibility in all environments, the Blancco logo is available in several approved color variations. Use only these official versions to ensure the logo is clear and impactful wherever it appears.

Full color: For use on white or light backgrounds, this is the primary version of the Blancco logo.

Dark: The dark logo variant is designed for very dark backgrounds, where the full color version isn't suitable.

White: Use the white logo on dark or colored backgrounds for maximum contrast and visibility where neither the full color or dark versions aren't suitable.

Never alter the logo colors or create unauthorized versions. Always choose the color variant that provides the best visibility and brand recognition for the specific application.

If you have questions about logo color usage, or need a specific file type, contact brand@blancco.com.

Full color



Dark



White



Logo misuses

Always reproduce our logo according to the specifications set in these guidelines. Do not change or modify these specifications in any way.

Using any of the signature or symbol versions incorrectly will dilute the impact of our brand identity and can also compromise our ability to legally protect it. The examples shown here illustrate possible misuses of the Blancco logo that should be avoided.

Always use the original digital artwork provided to maintain consistency.



DO NOT add space between the mark and the logotype.



DO NOT change the position of the logomark.



DO NOT change the size relationship in any part of the logo.



DO NOT add drop shadows or other effects.



DO NOT skew or distort the logo in any way. Always scale it proportionally.



DO NOT use the logotype without the mark.



DO NOT revise the color assignments in any part of the logo.



DO NOT outline the logo to any degree.



DO NOT place the logo on a background with insufficient contrast



DO NOT place the logo on a busy photographic background.



DO NOT use the tagline without the logo.



DO NOT recreate any element of the logo or tagline.

Brand logo + lockup language variants

Blancco operates globally, and our logo lockups are available in multiple language variants to ensure clear communication and brand consistency in every market.

At this time, lockup translations are available in our core languages: English, French, German, and Japanese. For all other regions, use the standard Blancco logo without a lockup.

Please use only the approved versions provided in this guide, do not create your own translations or modify the logo lockups. For guidance on when to use horizontal or vertical logo lockups, please refer to page 2 of these guidelines.

If you have questions about logo usage or need access to specific files, please contact brand@blancco.com.

French



Réduisez les risques.
Augmentez l'efficacité.
Optez pour la durabilité.™



Réduisez les risques.
Augmentez l'efficacité.
Optez pour la durabilité.™

German



Weniger Risiken.
Höhere Effizienz.
Mehr Nachhaltigkeit.™



Weniger Risiken.
Höhere Effizienz.
Mehr Nachhaltigkeit.™

Japanese



リスクを低減し、
効率性を向上、
より持続可能へ。™



リスクを低減し、
効率性を向上、
より持続可能へ。™

Corporate typeface

Typography plays a key role in expressing the Blancco brand. Our primary typeface, Aktiv Grotesk, was chosen for its clarity, versatility, and professional appearance. It should be used across all Blancco communications, including headlines, body copy, annotations, and footnotes.

For internal documents, email, and digital presentations where Aktiv Grotesk may not be available, use Arial as the system font. Please note, Arial is intended only for internal or on-screen use—not for professional print materials.

Use the specified typefaces and styles to maintain a consistent and recognizable Blancco identity across all platforms.

Aktiv Grotesk

Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ 0123456789

abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+=+?<>{}[]~

Aktiv Grotesk Hairline
Aktiv Grotesk Thin
Aktiv Grotesk Light
Aktiv Grotesk Light Italic
Aktiv Grotesk Regular
Aktiv Grotesk Italic
Aktiv Grotesk Medium
Aktiv Grotesk Medium Italic
Aktiv Grotesk Bold
Aktiv Grotesk Bold Italic
Aktiv Grotesk Extra Bold

System Font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ 0123456789

abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()_+=+?<>{}[]~

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black

Typography guidelines

Consistent typography strengthens the Blancco brand and helps deliver clear, accessible communication across all channels. Our type hierarchy uses Aktiv Grotesk to create a distinctive and modern look.

To the right, you'll find detailed specifications for setting headlines, subheads, and body text—including recommended type sizes, spacing, and other styling guidance. Following these standards ensures clarity and visual harmony across all Blancco materials.

Adhering to these guidelines ensures every Blancco communication is accessible, professional, and instantly recognizable.

Document headline example


Aktiv Grotesk
Thin Header Text

*
†

Headline Leading is: 100% of type size pt. Kerning is: +5.

Subhead set in Aktiv Grotesk Medium as an example.

Headline Leading is: 110% of type size pt. Kerning is: -25.

Body copy example

Body copy should always be in Aktiv Grotesk Light but can be accented with either **Aktiv Grotesk Medium** or **Bold**. Hyperlinks should always be underlined and in **Aktiv Grotesk Medium**.

Kerning body copy is +5.
Kerning for **Aktiv Grotesk Medium** and **Bold** is: -25.

* Paragraph rule height = 20% type size pt.

† Paragraph rule offset = 125% type size pt.

Brand palette

The Blancco brand palette has been carefully crafted to ensure a consistent and instantly recognizable presence across all communications. Core and additional colors form the foundation of our brand identity and should be used most prominently.

These colors are also used to create our approved gradients, which you'll find on the following page. Gradients provide flexibility while maintaining a strong, unified brand presence.

Accent colors are reserved primarily for UI/UX, where they highlight key functionality. They should always support—never overshadow—the core palette.

Body text should use Blancco Grey or white, depending on the background, to ensure accessibility and legibility. Headlines may use approved gradients created from our core and additional colors, as referenced on the next page.

For exact color specifications in print and digital formats, refer to the values shown on the right. Always use approved colors to maintain the integrity of the Blancco brand.

Core brand colors

Blancco Blue	RGB 59.94.171 CMYK 85.69.0.0 HEX #3B5EAB
Blancco Grey	RGB 93.103.112 CMYK 66.52.44.17 HEX #5D6770
Blancco Light Grey	RGB 153.164.174 CMYK 42.29.25.0 HEX #9AA5AE
White	RGB 255.255.255 CMYK 0.0.0.0 HEX #FFFFFF

Additional colors

Blancco Purple	RGB 171.68.108 CMYK 31.86.38.5 HEX #AB446C
Blancco Deep Blue	RGB 37.58.107 CMYK 97.86.31.18 HEX #253A6B
Blancco Pale Purple	RGB 213.162.182 CMYK 15.40.13.0 HEX #D5A2B6
Blancco Pale Blue	RGB 158.175.213 CMYK 37.25.2.0 HEX #9EAFD5
Blancco Cyan	RGB 51.141.171 CMYK 76.26.27.0 HEX #3395AB
Blancco Pale Cyan	RGB 153.198.213 CMYK 39.10.12.0 HEX #99C6D5

Accent colors

Blancco Red	RGB 207.31.47 CMYK 13.100.91.3 HEX #CF1F2F
Blancco Orange	RGB 240.137.32 CMYK 3.56.100.0 HEX #F08920
Blancco Green	RGB 46.183.127 CMYK 74.0.68.0 HEX #2EB77F

Gradients

Gradients are an important part of the Blancco visual identity, adding depth and vibrancy to our communications. Approved gradients can be used for backgrounds and iconography—particularly on white backgrounds—to create visual interest and reinforce brand recognition.

Primary gradients may also be used for text, helping to highlight key messages in a distinctive way. When using pale gradients with text, always ensure sufficient contrast for accessibility and readability.

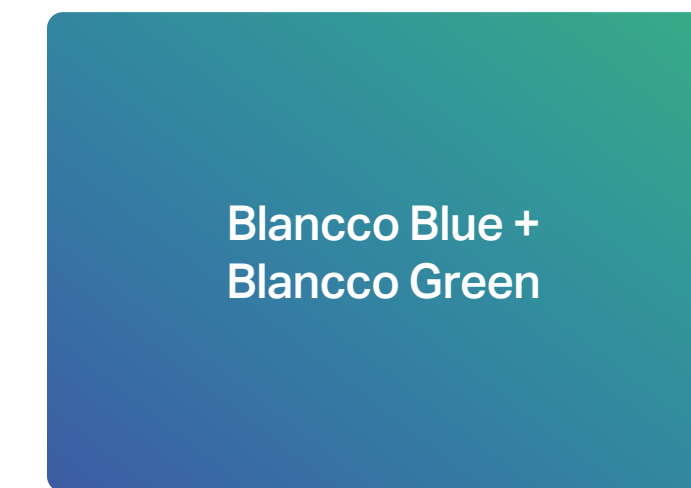
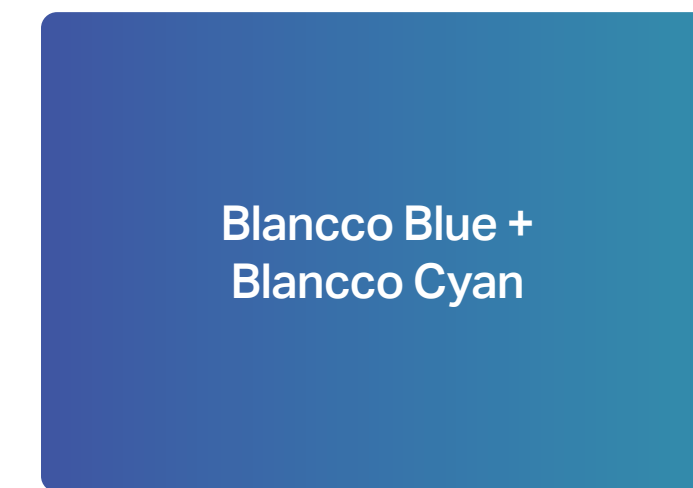
As a general rule, gradients should flow from bottom left to top right, unless the design context calls for an alternative direction. Only use approved color combinations as shown on the right.

If you have questions about color or gradient usage or need guidance for a specific application, please contact brand@blancco.com.

Primary gradients



Additional gradients



Iconography

Blancco's iconography is thoughtfully designed to visually represent our core business themes: technology, data security, efficiency, and sustainability. Each icon is modern, clear, and instantly recognizable—reinforcing our brand values wherever they appear.

To maintain consistency and professionalism:

- Always use the approved Blancco icon set.
- When scaling, icon stroke weights should remain uniform.
- Icons may be colored with any approved brand color or gradient to offer flexibility while maintaining brand alignment.
- When selecting icon colors, be mindful of accessibility and ensure sufficient contrast with backgrounds for maximum legibility.

By following these guidelines and using the Blancco icon set, you help deliver a unified and accessible brand experience.

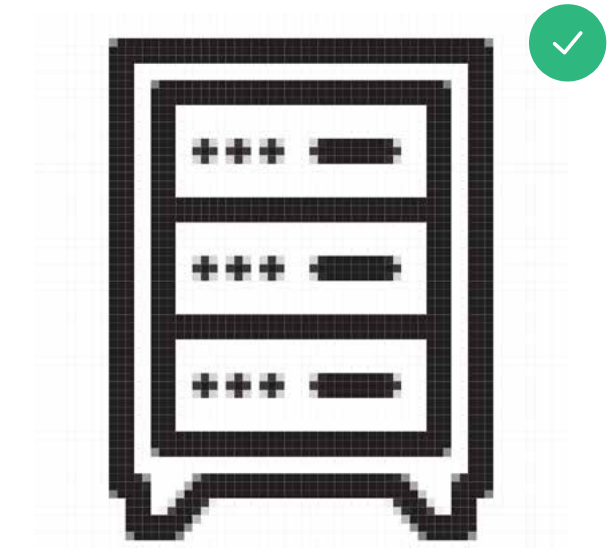
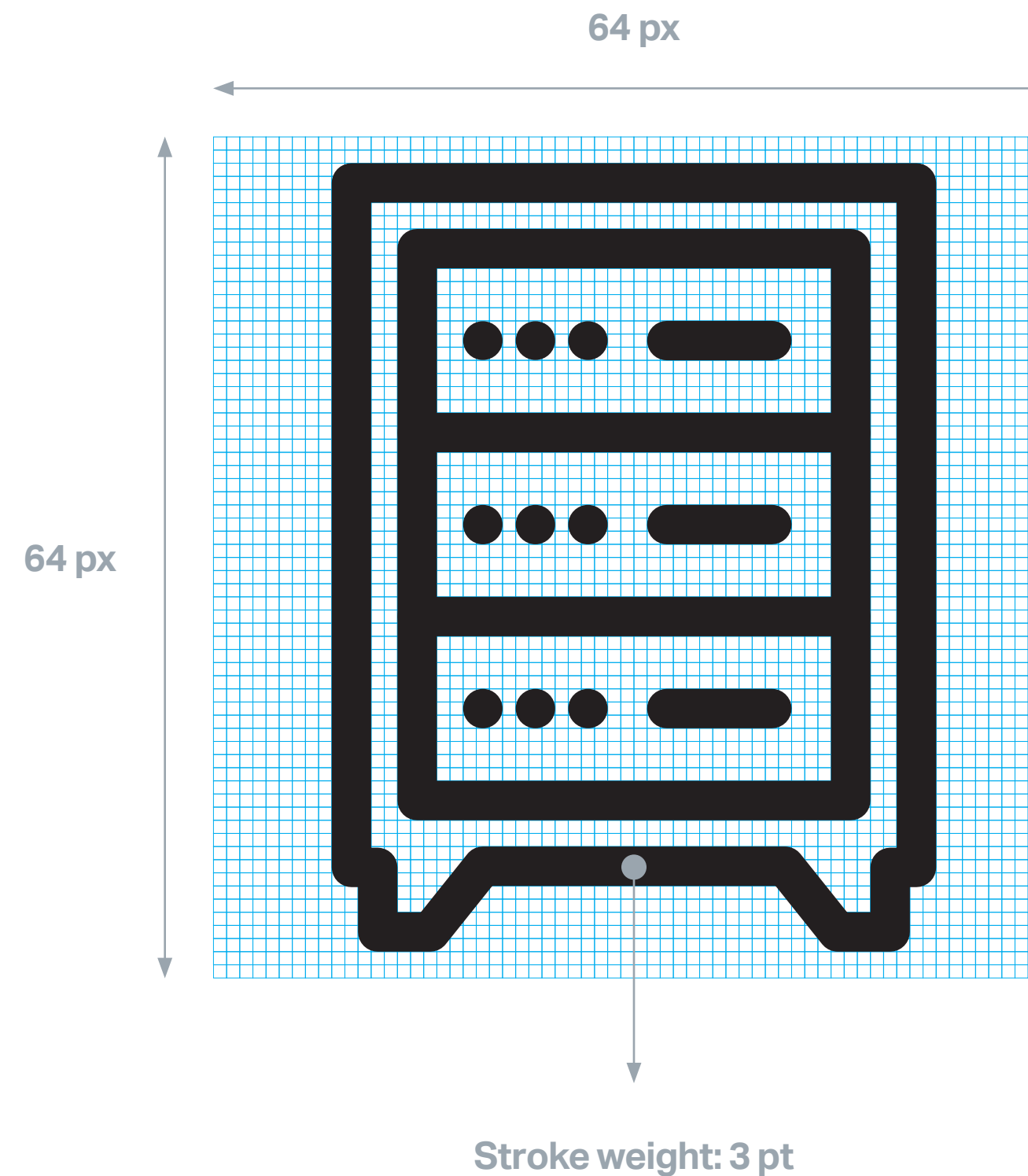
Icon examples



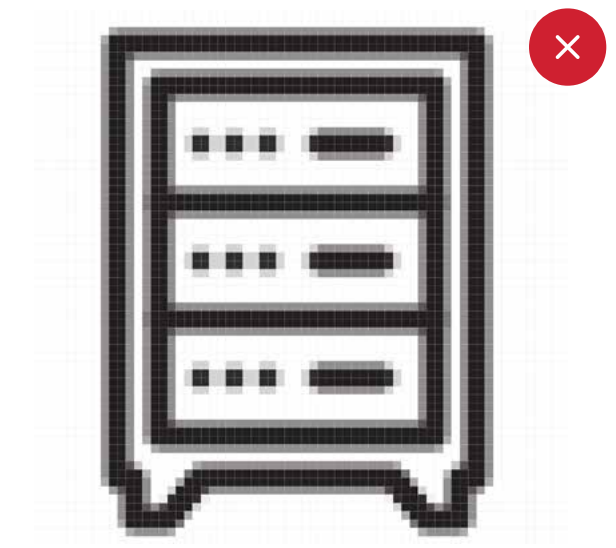
Creating new icons

Icons should embody a flat aesthetic and be constructed primarily from stroked lines to maintain a clean, modern appearance. Begin each new Blancco icon with a 64 x 64 pixel grid as the foundation for the design. Use a consistent 3 pt stroke weight across all elements to ensure visual harmony with the existing icon set, and apply round end caps and joins to every stroke for a polished, unified look.

Ensure every element aligns precisely to the pixel grid, this keeps icons crisp and professional at any size. By following these guidelines, you'll help grow the Blancco icon library while upholding the clarity, accessibility, and instant recognizability that define our brand.



Aligned to pixel grid



Misaligned to pixel grid

Brand imagery

Blancco photography should feature our customers and authentically represent the people who use our solutions. Imagery should showcase the global diversity of our business, highlighting a range of cultures, industries, and environments where Blancco software is applied.

When selecting photos, choose images that feel natural, candid, and professional. Prioritise high-quality visuals that capture genuine moments and real interactions, avoiding staged or overly posed scenarios.

Photographs should also illustrate the varied markets and contexts in which Blancco operates—whether that’s enterprise IT, data centres, recycling facilities, healthcare, government, or education.

By consistently using photography that conveys authenticity, diversity, and relevance, we build a brand image that is trustworthy, inclusive, and connected to our customers’ real-world needs.

On-brand imagery examples



Imagery to avoid

To maintain a credible and authentic brand presence, avoid using stock images or illustrations that do not align with Blancco's visual standards.

This includes staged or unnatural scenarios, photographs with heavy graphical overlays or effects, and stereotypical or sensationalised imagery depicting business threats or cybercrime. Avoid overly generic or clichéd "business" imagery as well.

Instead, always choose high-quality, relevant, and authentic images that reinforce the Blancco brand values.

Off-brand imagery examples



Blancco bubbles

The Blancco bubbles are a visual extension of our brand mark—abstracted from the core elements of the Blancco logo. When used as a design layer, they bring energy, clarity, and a sense of secure flow to layouts without overwhelming the composition.

These elements should always support the content—not distract from it. The bubbles are most effective when layered between the main subject and the background, with careful attention to scale, contrast, and opacity. Their presence should feel intentional and integrated, never decorative or excessive.

Always use the approved artwork provided, keeping proportions intact and avoiding distortion. Bubbles should never overpower the focal point of the image or obscure key content. Instead, they should add a sense of flow and refinement that reflects Blancco’s commitment to security, precision, and innovation.

For templates or further guidance, please contact brand@blancco.com.

A layered approach



- A. Masked foreground subject
- B. Blancco bubbles
- C. Original image

Final image composition:



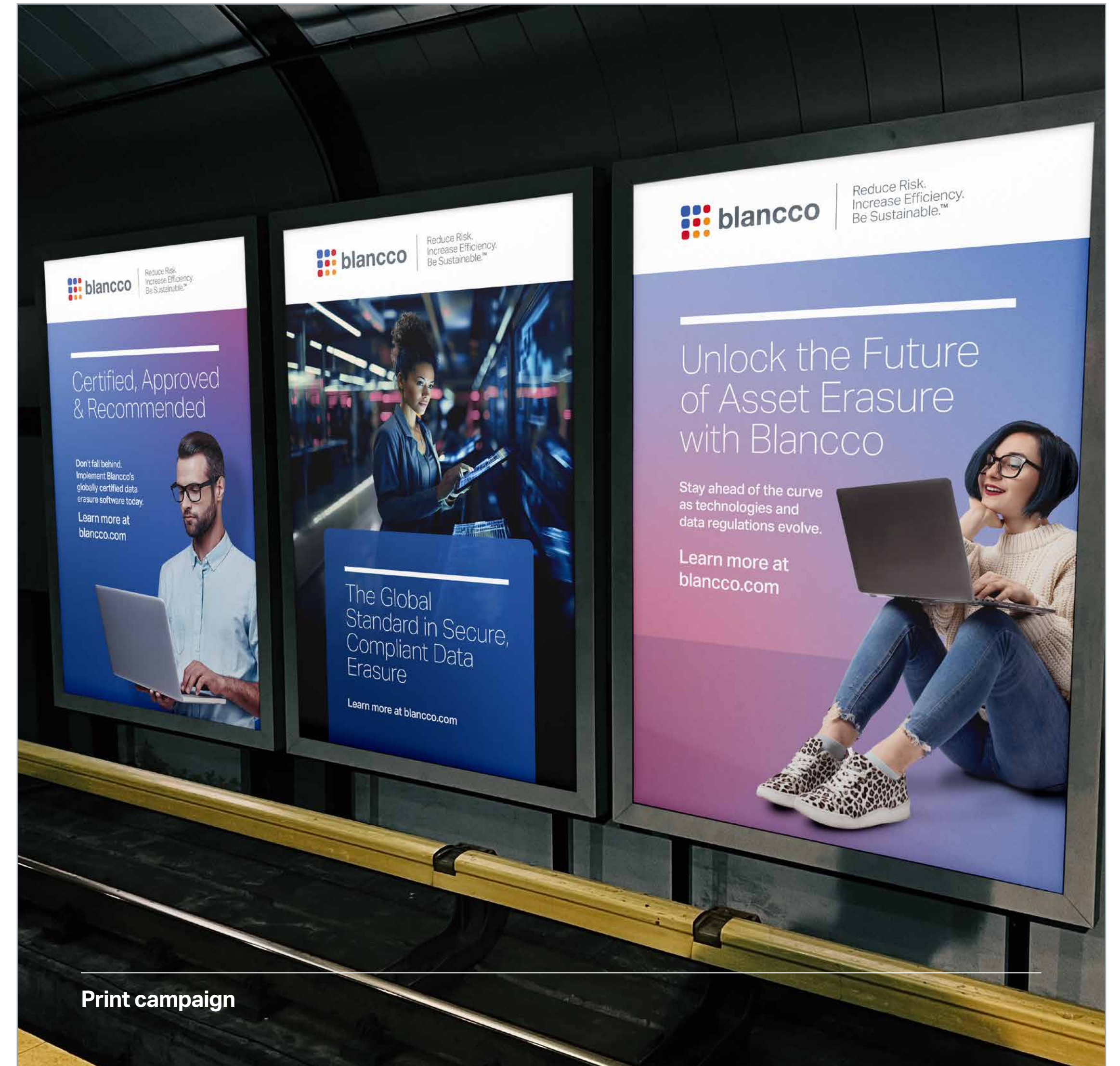
Putting it all together

These examples demonstrate how the Blancco brand guidelines come together in real-world applications. From layouts and colour usage to typography, iconography, and tone, each piece shows how consistent application of our visual identity helps build a clear, credible, and cohesive brand presence across every channel.

By applying these elements consistently, we create experiences that are recognisably Blancco—no matter the medium or market. Every design decision, from the choice of font to the placement of a bubble graphic, plays a part in reinforcing our values of trust, innovation, and global leadership in secure data erasure.

Whether you're creating marketing materials, product interfaces, internal documents or event collateral, the following examples offer a reference point for how to maintain brand coherence while leaving room for creativity.

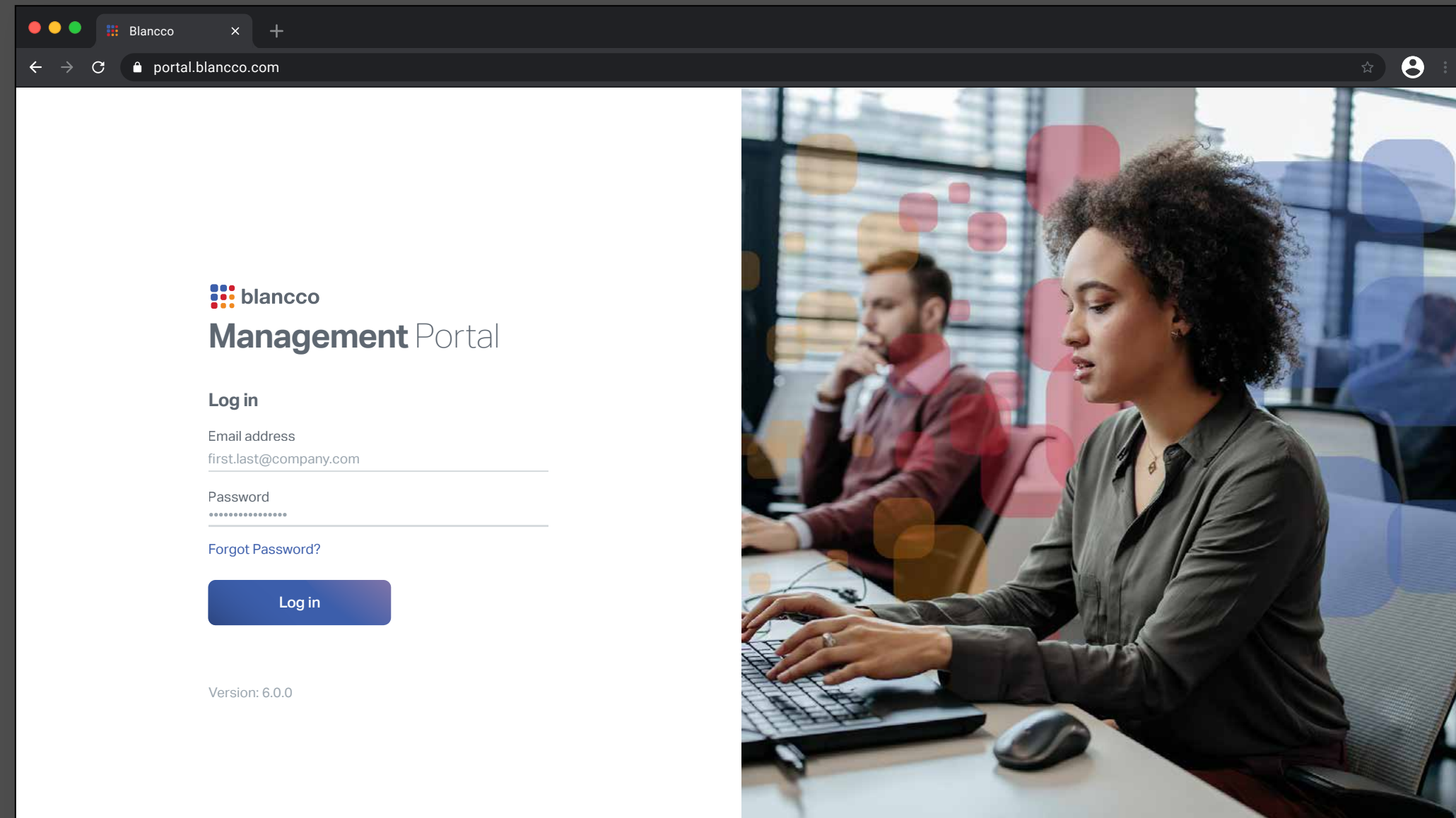
For templates or further guidance, please contact brand@blancco.com.



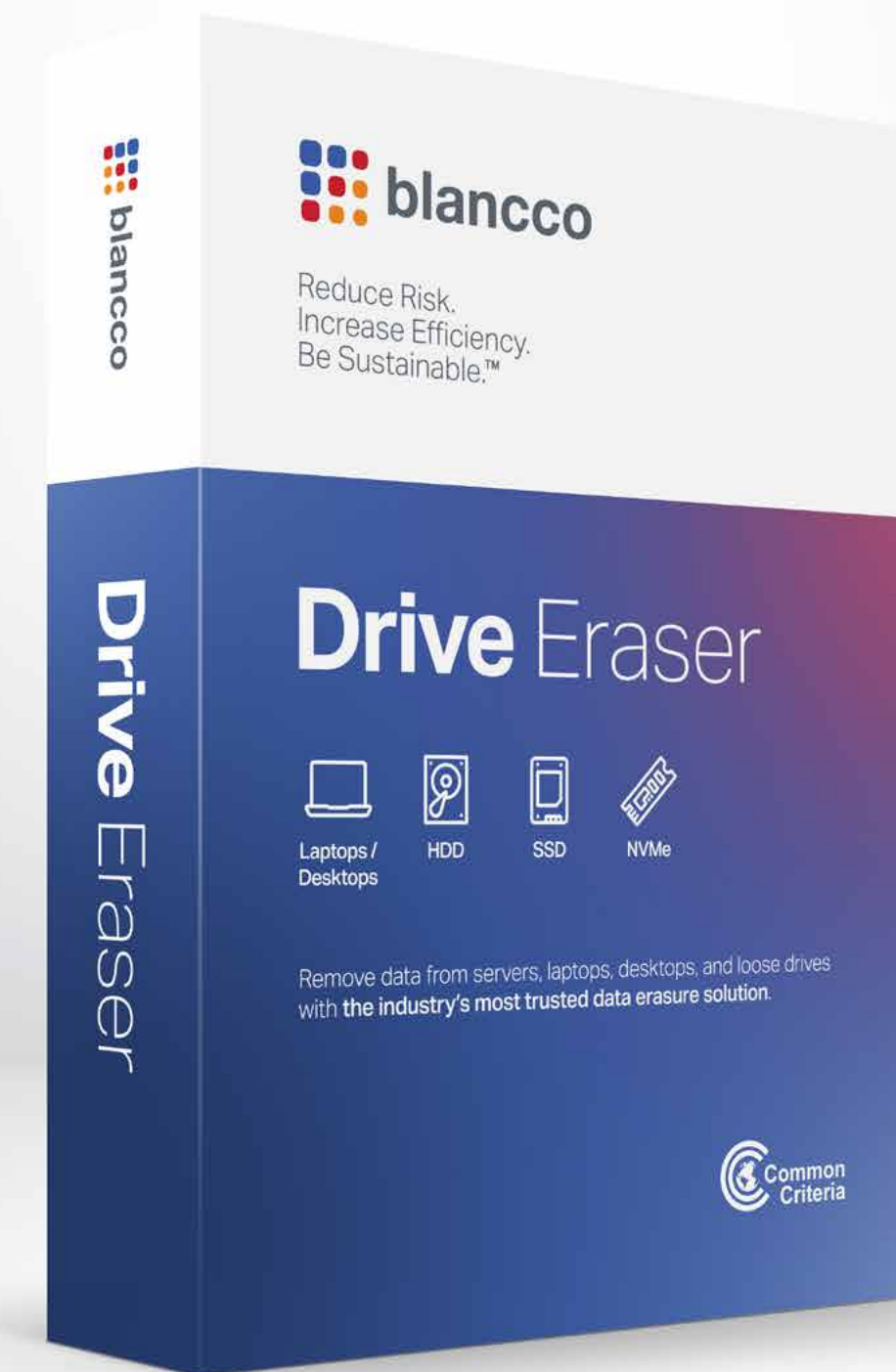
Print campaign

Localized exhibition stand





Software/web app UI



Software packaging mockup