



ALBERTA BLOCKCHAIN CONSORTIUM

Style and Brand Guidelines

Blockchain terms and proper usage

To avoid and further misuse of the words Bitcoin/bitcoin and Blockchain/blockchain in our materials. Below are some guidelines (originally written by Micheal Perklin) that I've found helpful. While it may seem pedantic, taking a consistent approach in our writing will help to establish the ABC as a leading voice in Alberta.

Bitcoin is a single word without any capitalizations in the middle. “Bit Coin” is incorrect, and so is “BitCoin”

- When referring to the Bitcoin network, the B is capitalized because it's a proper noun like Michael or Toronto
- When referring to the bitcoins that are sent/received over the network, the b is not capitalized because it's a common noun like dollars and cents

Ethereum is the name of the decentralized smart contract network. Ether is the name of the tokens that move around on that network and power smart contracts.

- It is incorrect to say “Send 10 ethereum to this address” because you are mixing the name of the token with the name of the network.
- It is correct to say “Send 10 ether to this address”.

Blockchain is a single compound word without any capitalizations in the middle. “Block Chain” is incorrect and so is “Block chain” and “BlockChain”

- Words like blockchain, workhorse and nightstand may seem like multiple words at first, but they are compound words that are nouns in and of themselves

Blockchain is a common noun (like database, car, and tree), and not a proper noun (like Michael, Toronto, or Toyota).

- There are many blockchains just like there are many databases, cars, and trees
- It is incorrect to say “blockchain will revolutionize finance” because it's being used like someone's name
- It is correct to say “blockchains will revolutionize finance” or “blockchain technology will revolutionize finance” because it's used like a common noun



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- It is incorrect to say “If you put the asset in blockchain, you can track it easily”
- It is correct to say “If you put the asset in a blockchain, you can track it easily”
- When in doubt, replace the word “blockchain” with “database” in the sentence and see if it sounds right

COLOURS

PRIMARY COLOURS

HEX #3C4BD8
RGB(60,75,216)
C(0.7222) M(0.6528) Y(0) K(0.1529)



HEX #FAFAFA
RGB(250, 250, 250)
C(0) M(0) Y(0) K(1.96)



Supporting

HEX #142098
RGB(20,32,152)
C(51.76) M(47.06) Y(0) K(40.39)



Gradients

#3D2EED - #111F92



#5B87F7 - #3D2EED





FONT

- Akzidenz Grotesque or Helvetica
 - Subheader Bold All Caps
 - Primary Header Bold 30
- Arial
 - Paragraph Text

NAME

- Use capitalized case when writing 'Alberta Blockchain Consortium'

LOGO

Visual

- Display in High resolution only
- Never Stray from the Colour provided
- Never Use the Design on Similarly-Colored Backgrounds
- Never Rearrange Elements of the Design
- Never Stretch or Distort the Logo
- There should be sufficient clear space around the logo

Don't

- Use the logo in a way that suggests or implies sponsorship unless a completed sponsorship agreement has been signed by ABC operations
- Use the logo in any way that suggest a partnership or sponsorship of any other company, project or event
- Use in association with any Initial Coin Offerings (ICOs) or Securitized Token Offerings (STOs)
- Modify or alter the logo
- Incorporate the logo, or anything confusingly similar, into your trademarks, domain names, logos or similar content.
- Present the logo in a way that makes them the most prominent or distinctive feature of what you're creating
- Use the Brand Assets in merchandise or other products such as clothing, hats or mugs.
- Use trademarks, domain names, logos or other content that imitate or could be confused



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with Alberta Blockchain Consortium