

A decorative graphic consisting of several overlapping, wavy lines in a light purple color, positioned above the word "blackstone".

**blackstone**  
energy services

brand  
guidelines



## The Blackstone Logo

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The Blackstone logo is the simplest, purest representation of who we are and our values as an energy provider. It is the first piece of communication we'll share with our customers and conveys a sense of approachability and possibility.

It consists of three important graphic elements: The Blackstone wordmark, the plum-coloured wave of energy and the informative 'energy services' language.

The wordmark is set in a clean, tech-forward sans serif font that symbolizes our forward-thinking approach to energy management. The contrasting colour and organic nature of the plum energy wave symbolize our commitment to sustainability. Its multiple layers signify diverse sources coming together to provide energy.

These elements are very considered in their relationship to one another and should not be altered in any way.



## Colour Versions

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Whenever possible the primary version of the Blackstone logo should be used.

In instances where this is not possible, a secondary logo has been created. In this version, the wordmark and wave are knocked out in white against a rectangular box of Blackstone Plum (PMS ???). The 'energy services' language appears in white at an 80% transparency. The upper right and lower left corners of the box have been rounded to mirror and accentuate the shape and form of the Systopie typeface.

Black and white versions of the primary and secondary Blackstone signatures have been designed for very special cases when it is not possible to use any other version, such as black and white printing.

Primary logo



Secondary logo



Knock-out version



Black and white versions



## Clear Space

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Clear space represents the area surrounding the Blackstone logo that must remain free of any other graphic or typographic elements. The minimum clear space is equal to the width of a lowercase 'a' in the Systopie typeface, shown below.



Above the wave and below the 'energy services' language a space half the width of a lower case 'a' should be allowed for.



## Primary Colour Palette

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Blackstone's primary colour will be referred to as Blackstone Plum (PMS 248c, 247u). It creates a friendly, approachable tone for the brand. The use of Blackstone Plum lends the signature a more human feel; differentiating Blackstone from the more corporate signatures in its competitive set.

To ensure correct reproduction of printed materials, PMS numbers, as well as CMYK and RGB values have been assigned. Please refer to the colour breakdown values as listed in the colour chart for most applications (includes print, electronic / digital).

Coated  
PMS  
255 C  
CMYK  
48-100-0-25

Uncoated  
PMS  
254 U  
CMYK  
46-100-0-20

Digital  
RGB  
119-19-114  
HEX  
771372



## Primary Typeface

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The primary display typeface for the Blackstone brand is Systopie. The family was created with four different weights and italic characters for each.

Systopie is a friendly, tech-forward sans serif display face.

This is the typeface used in the Blackstone logo and should also be used for any cases where a display typeface is required (eg. headlines in print ads, Powerpoint titles, etc.)

**Systopie Regular**

***Systopie Italic***

**Systopie Semibold**

***Systopie Semibold Italic***

**Systopie Bold**

***Systopie Bold Italic***

**Systopie Heavy**

***Systopie Heavy Italic***

Systopie Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Systopie Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Systopie Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Systopie Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



## Secondary Typeface

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The Systopie font family was designed as a display typeface.

A secondary typeface is required for instances of larger blocks of text. Where there is supporting copy, the secondary typeface is to be FF DIN.

The clean and friendly typeface is a perfect compliment to the tech-forward personality of Systopie.

FF DIN Light  
**FF DIN BOLD**

FF DIN Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**FF DIN Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Business Card

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Front



Back

# Letterhead

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[blackstoneenergy.com](http://blackstoneenergy.com)

Powerpoint - Intro Slides

# Headline Basic Template (Systopie Semi-bold, 35 pt.)

Subtitle (FF DIN Bold, 20 pt..)

Speaker Name (FF DIN Bold, 20 pt..)

Position (FF DIN Light, 20 pt..)

Date and Location (FF DIN Light, 16)



Powerpoint - Secondary Slides

### Subtitle (Systopie Semi-bold, 30 pt.)

- **Bullet point (FF DIN Bold, 20 pt.)**
- Secondary bullet point (FF DIN Light, 18 pt.)
  - lorem ipsum dolor sit amet, consectetur adipisicing elit.
    - Tertiary bullet point (FF DIN Light, 16 pt.)



Powerpoint - Secondary Slides

### Subtitle (Systopie Semi-bold, 30 pt.)

- **Bullet point (FF DIN Bold, 20 pt.)**
- Secondary bullet point (FF DIN Light, 18 pt.)
  - lorem ipsum dolor sit amet, consectetur adipisicing elit.
    - Tertiary bullet point (FF DIN Light, 16 pt.)

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